



# MEMORANDUM

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“...meeting community needs...enhancing quality of life.”

TO: Appleton Public Arts Committee (APAC)

FROM: Jessica Titel, Principal Planner

DATE: October 29, 2020

RE: Houdini Welcome Tower Artwork

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On July 7, 2020, the Appleton Public Arts Committee took action to partner with Appleton Downtown Inc. and Rhythms of the World to provide images representing cultural diversity in the City of Appleton. Gathering images that meet the specifications to be placed within the tower has proven to be challenging and time consuming. Staff suggested this partnership could be an option for a future Welcome Tower installation.

Staff would recommend taking this project in a different direction and to create a photo contest for the community. A theme would be selected by the Committee, and the contest would be promoted to the community. The contest would be open to all City of Appleton residents. The contest will be open for submittals for about 2-4 weeks, dependent upon APAC direction. The photo parameters and specifications would be detailed with the contest announcement, and contestants would be asked to provide a brief narrative describing their photo (description of the photo, where it was taken, how it fits the theme, etc.). A submission form would be created by staff.

Staff will collect the submittals and present them to the Committee for final selection of the 12 images to be displayed within the tower. As of right now, we anticipate the images will be displayed for a minimum of 6 months and hope to have the images placed in the tower by the end of January.

The City will be able to offer a \$100 stipend/award to the 12 artists whose images are chosen for the Welcome Tower. Appleton Downtown Inc. has also offered to promote the contest and will graciously provide an ADI gift card to the 12 artists that are chosen as well.

The Committee is charged with choosing the contest theme. Below staff has provided some suggestions for consideration by the committee, but the committee is welcome to choose any theme:

- Images of Hope – contestants would submit images from around the community that represent Hope during these uncertain times. The contestant would provide a narrative as to how the image fits that theme and what it means to them. This theme would also complement the HOPE installation that will be displayed in Houdini Plaza through March.
- Favorite Images of Appleton – this could be parks, trails, buildings, artwork or anything that people love about the City.
- Images that Define Appleton – these images could be those iconic places, structures or monuments that are unique to the City, like the locks, riverfront, paper mills or other historic industry, bridges, downtown, parks, trails, etc.
- Favorite Buildings/Structures in Appleton – this would include images of our built environment like buildings, bridges, pavilions, monuments, etc. located within the City.
- Appleton Riverfront – photos would include anything surrounding the riverfront, including redevelopment, trails, locks, dams, eagle nests, natural features, etc.
- Recreation in Appleton – submittals would showcase the variety of recreational opportunities within the City (trails, parks, woodlands, kayaking, fishing, etc.)

#### **APPLETON PUBLIC ARTS COMMITTEE ACTION:**

1. Determination to move to a photo contest for the artwork displayed Houdini Tower.
2. Duration of the contest – how long to keep the contest open.
3. Contest theme – detail any parameters or clarifications surrounding the chosen theme.