



Adopt-A-Planter to Create Garden Art!

DRAFT

May 21 - 23

Want to Adopt-A-Planter and transform it into a temporary art piece? Register to participate in Downtown Creates...Garden Art, hosted Friday May 21 – Sunday, May 23 to create a garden masterpiece in one of the 72 planters along College Avenue. Submit a design/sketch of what your planter design will look like (ie: floral arrangements, fairy gardens, metal garden sculptures, etc.) to be reviewed by our selection committee for approval.

Companies interested in sponsoring a planter with a local artist can contact us direct at email below to coordinate.

Materials:

Items used in your creation should include at least one natural material; such as flowers, wood, rocks, also encouraged are upcycled/found objects, and more.

Size of Planters Available:

Small: enter dimensions here

Large: enter dimensions here

Timeframe of Creation:

DUE WEDNESDAY, APRIL 14: Submit an application with design concept.

WEDNESDAY, APRIL 21: Applications reviewed by committee and approval sent to you (once approved, you can start creating items on your own time to be part of your display in the planter).

FRIDAY, MAY 21: Begin assembling your display in your ASSIGNED planter on College Avenue at 9am. Must be completed by 4pm.

SUNDAY, MAY 23: Take down your display between 4-6pm.

Prize Categories: Four \$200 prizes will be awarded in each of the following categories -

Artist | Non-Profit Organizations | Commercial (For-Profit) | Group (neighbors, teams, families, etc.)

Prizes will be awarded based on creativity, use of space, use of natural elements, etc. by a panel of judges.

Beginning the week following (May 24-31) pictures of all completed Adopt-A-Planter creations will be posted on Facebook allowing the public to vote ("like") their favorite. The top 2 will receive a \$50 People's Choice Award.

Please note: Your displays will not be secured or closely monitored. Any damage that may occur is at your own risk.

Direct all questions to Meghan@appletondowntown.org or call 920-954-9112.

Please submit your application by April 14 for your chance to Adopt-A-Planter!

[**CLICK HERE TO REGISTER NOW**](#)

Month of May – Garden Art:

2020 brought many challenges to our ability to host events and bring people downtown safely. To do so, we embraced the open air and walkability of our downtown, by offering our Downtown Creates series as a walk event only, connecting people and offering a place of artistic expression. With your support, we would like to showcase an exploration of art displays for the community to engage and connect. We often hear how the last twelve months have impacted the mental health of our community. Providing experiences of connection, even with strangers; is valuable and important to our overall well-being.

As you review this application, we look forward to any suggestions or comments from the Public Art Committee, in an effort to make this event the success that we hope it to be.

• Brief description of the proposed artwork

Our May Downtown Creates event will feature “Garden Art” showcasing talents from the community. The “Adopt a Planter” concept will engage families, non-profits and local artists of all ages to create artful displays in the 72 planters on College Avenue. They will be encouraged to incorporate natural materials and inspiration into garden themed works of art.

Community participants will be engaged through a call for artists, Master Gardeners, Marigold Mile, Appleton Area School District, nonprofits, and family groups. Corporate sponsorships will also be made available.

• Photos/sketches of proposed work:

See potential art creation images on attached page. Displays could feature Fairy Gardens, Garden Art, Flowers, Painted Rocks, etc. Each applicant will need to submit a “proposed” thought/sketch for approval, prior to receiving proposed planter location.

• Site plan/location map showing location of proposed work –

College Avenue – Amenity Strip & Beautification Planters. Working closely with DPW, the Garden Art creations will be showcased prior to any planting done in the planters for the Spring/Summer season. A letter of request to occupy the public right of way to Paula VandeHey, Director of Public Works is attached.

A final placement map of art planter locations can be submitted to the committee, once all applicants have applied and sketch/proposed work is approved.

• Reason for choosing the proposed location:

Areas will be spaced well apart to promote social distancing, within the full mile stretch of College Avenue. Offering distance between displays and features will assist with keeping the flow of foot traffic moving throughout the downtown district. Additionally, we would like this to be a full weekend offering, thus eliminating barriers of access to the arts. Free masks and hand sanitizer will be made available to attendees.

- **Description of how the work is installed/anchored/attached**

Displays will be mostly free standing objects and some staked items for stability with placement directly into the dirt of the beautification planters.

- **Installation specifications provided by a structural engineer**

N/A

- **Timeline and duration of installation**

Items would be placed during event timeframe:

Friday, May 21 - Set-up beginning around 9 am

Sunday, May 23 – Artist Garden Art removal and clean-up finalized by 6 pm

- **How the artwork will be maintained (including any costs associated with the maintenance and who will be responsible for those costs)**

Artists will be made aware that submissions are being placed at own risk. A draft of our submission form is also attached.

Creative Downtown Appleton Inc. will provide volunteers & staff to assist with removal of any items that may have been left behind in or around the planters, on the morning of Monday, May 24.

- **Description of any associated signage**

Planned signage consists of similar to image, placed in planters during event only. Signage would look similar with minor updates, (image is from 2020), showcasing event, Creative Downtown Logo and sponsor logos. Dimensions 2' W x 1.5' H

2 feet wide



1.5 feet height



DOWNTOWN CREATES...Featuring Garden Art

3rd weekend of June, 18-20, Friday through Sunday – College Avenue

