



Metro Campus Art Installation

Concept by Vito Di Bari





Emotional Cityscapes



VISION

*I create **site-specific** artworks based upon the **values** of a location, to create memorable and unique **identifications** for residents and visitors.*



VISION, MISSION

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*The City of Madison deserves an **inspirational landmark** to honor its legacy, values, and vision and affirm the character and context of the site within the surrounding neighborhoods.*

VISION, MISSION, GOAL

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*The City of Madison deserves an **inspirational landmark** to honor its legacy, values, and vision and affirm the character and context of the site within the surrounding neighborhoods.*

*Through an **emblematic artwork**, my goal is to create a **sense of identity, belonging and pride**, celebrating East Washington Avenue as a gateway corridor enlivened with a mix of residential uses, music, sports, restaurants, and other businesses.*

THE RATIONALE BEHIND MY CHOICES

*The City of Madison is a lively **university city** and a magnet for **young professionals**, they have a significant impact on the economy, culture, and demographics, with 50% between 18 and 44 years old: **our artwork should have a colorful contemporary style and a touch of tech.***

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*The City of Madison is a popular **visitor destination**, with tourism generating **over \$1 billion a year** for Dane County's economy. Portions of East Washington Avenue have recently been revitalized with a mix of music, sports, shops and restaurants:
we don't want to offer them just an artwork but a unique attraction for residents and visitors.*

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we don't want to offer them just an artwork but a unique attraction for residents and visitors.*

*The southern side of East Washington Avenue along our building face is considered unfriendly to pedestrians: **we want to give them a good reason to cross the road.***

And...

THE INSPIRATION BEHIND MY CHOICES

The City of Madison is the capital of the state of Wisconsin.

*Wisconsin has given birth to an impressive number of people **who made history in their own fields.**
Actors, athletes, Nobel laureates, artists, astronauts, and more.*


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The City of Madison is the capital of the state of Wisconsin.

*Wisconsin has given birth to an impressive number of people **who made history in their own fields.**
Actors, athletes, Nobel laureates, artists, astronauts, and more.*

*With this artwork, I want to **celebrate the legacy of Wisconsin** with a colorful contemporary pictorial style and a with a touch of tech to **inspire residents and visitors** through the lives of **people from Wisconsin** who left their mark in history.*

*The artwork has been conceived to become **a unique must see destination** for residents and visitors.*



THE WISCONSIN WALL OF FAME

40 original paintings



Overall schematic view from North Elevation

The artwork will be installed on four out of seven sections of the facade, in order to leave the restored bricks of the “vintage sections” clean and visible in the future, when the metallic panel will be removed.*

** with the word “section” we intend to define the space between one door and another, along the facade.*

POP-ART DRIVEN PICTORIAL STYLES

Each single painting will be original and specifically made for the installation.

*The art gallery will feature slightly different painting styles,
for all of all of them I've been inspired by the pop-art movement.*

Frames will be painted and customized accordingly.

The painting of frames will hide the real bolts.

*To create artistic variety along the facade there will be three formats:
square, horizontal, vertical.*

The background of the slide is a blurred city skyline, likely New York City, with numerous skyscrapers. A gradient overlay is applied, transitioning from a teal color on the right side to a white color on the left side. The text is centered in the middle of the image.

THREE EXAMPLES

Square, horizontal, vertical.

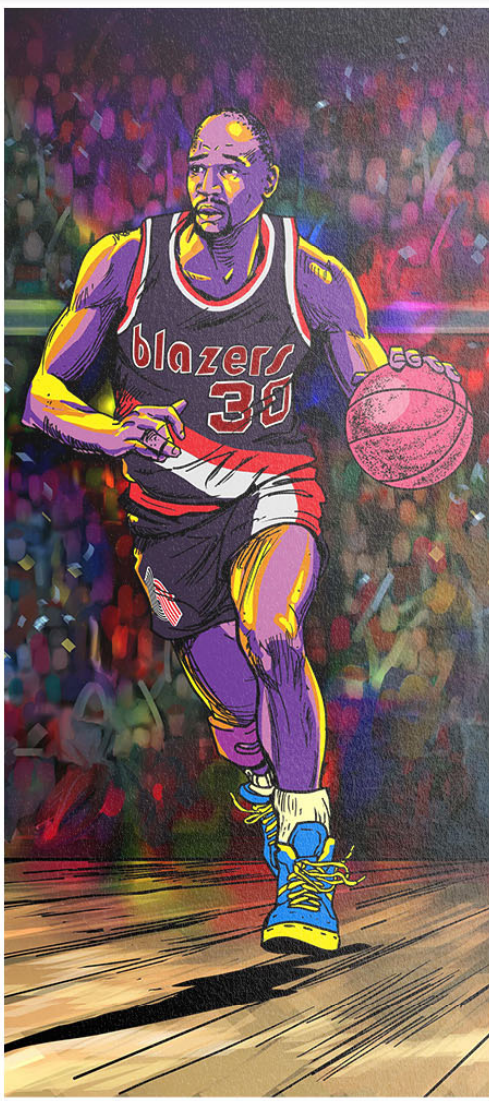


Gene Wilder
Actor, comedian,
writer and filmmaker

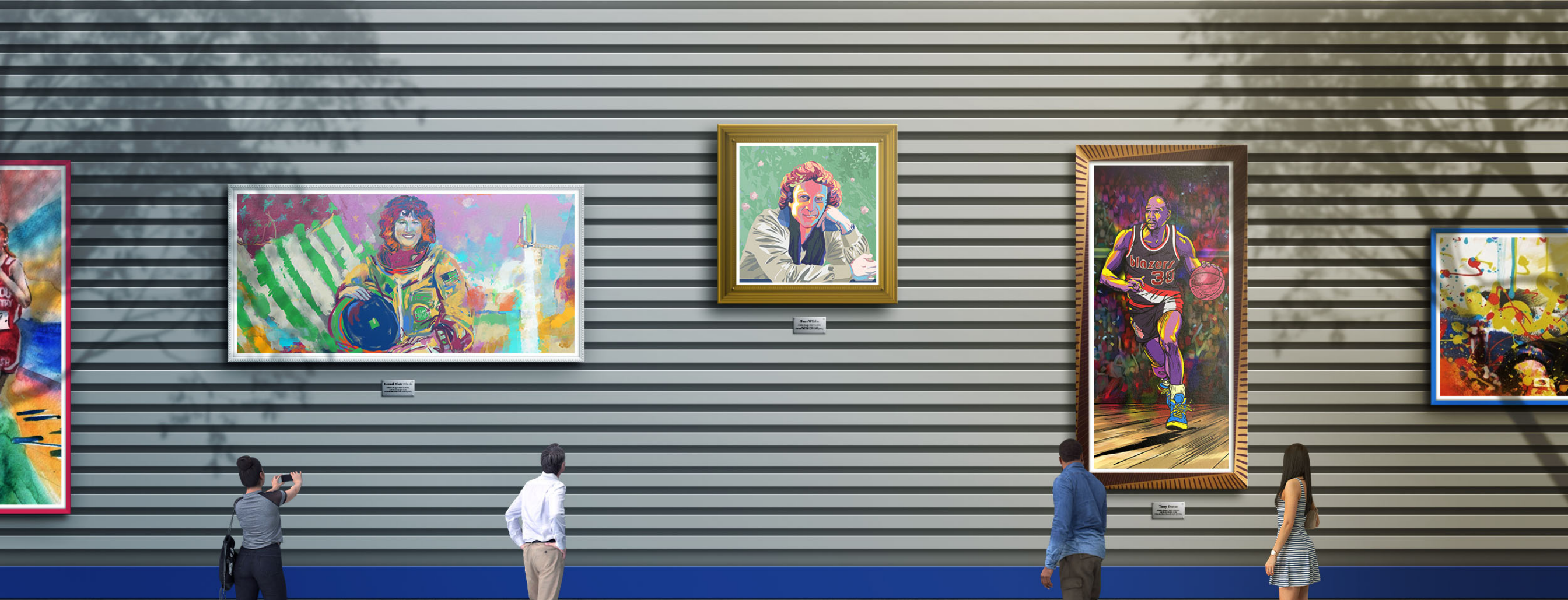
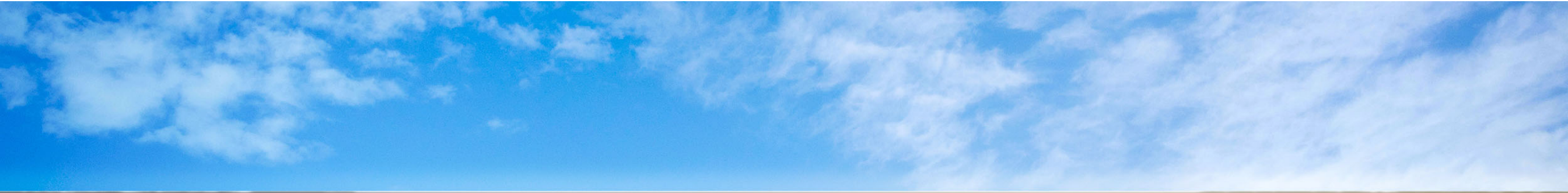


Laurel Blair Clark

NASA astronaut, medical doctor,
United States Navy captain,
and Space Shuttle mission specialist.



Terry Porter
Former college basketball coach
and former player in the
National Basketball Association (NBA)



Leland B. Clark
1950-2010
Leland B. Clark was a pioneer in the field of space exploration. He was the first American to walk in space, and he was the first to fly a solo mission. He was also the first to fly a solo mission in space.

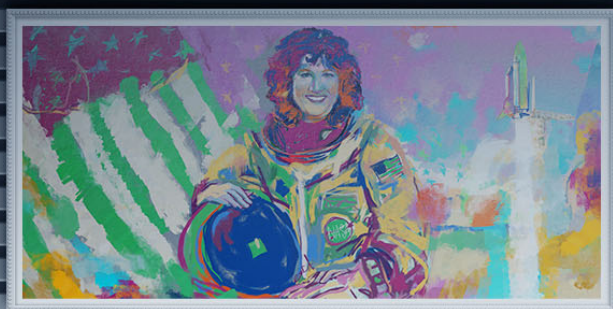
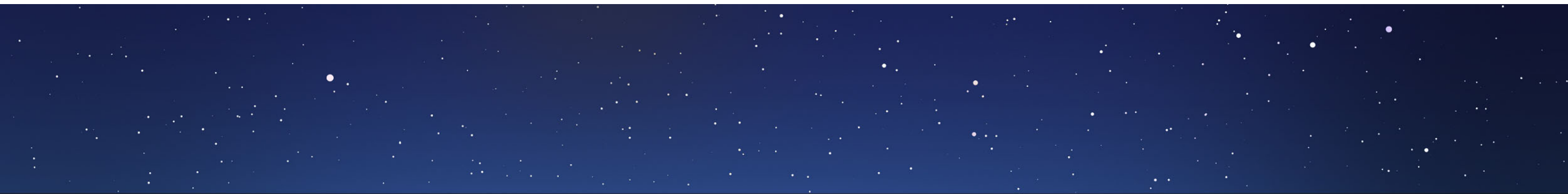


Greg Willard
1950-2010
Greg Willard was a pioneer in the field of space exploration. He was the first American to walk in space, and he was the first to fly a solo mission. He was also the first to fly a solo mission in space.



Terry Porter
1950-2010
Terry Porter was a pioneer in the field of space exploration. He was the first American to walk in space, and he was the first to fly a solo mission. He was also the first to fly a solo mission in space.

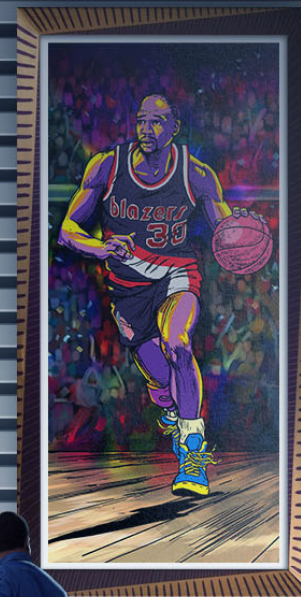




Leland B. Clark
The First Man on the Moon
1968



Gene Wilder
The Boy Who Swam with Piranhas
1970



Terry Foster
The Last Shot
1975









JUST A LIST TO START FROM...

*To give you an idea of the many possible candidates,
here is a list of 80 famous Wisconsinites.*

*There is no lack of celebrities in Wisconsin,
the problem will be to choose who to leave out...*

*I'm willing to propose a final list of 40,
or simply work on the list you will want to provide.*



Margaret L. "Marnie" Danhauser
First basewoman who played in the All-American Girls Professional Baseball League



Sarah Beth Docter
American short track and long track speed skater



Jack Kilby
Nobel Prize in Physics for the integrated circuit



Paul D. Boyer
Nobel Prize in Chemistry



Joseph Erlanger
Nobel Prize in Physiology or Medicine



Herbert Spencer Gasser
Nobel Prize in Physiology or Medicine



Alphonse Leemans
American football fullback and halfback



Craig Ludwig
American former professional hockey player



Curly Lambeau
American football player and NFL coach



Jim Lovell
One of the first three astronauts to fly to and orbit the Moon



Daniel C. Brandenstein
Executive Vice President and Chief Operating Officer of United Space Alliance



Raja Jon Vurputoor Chari
American test pilot and NASA astronaut



Willem Dafoe
Actor



Laura Ingalls Wilder
Writer



Gene Wilder
Actor, comedian, writer and filmmaker



William S. Harley
Co-founder of the Harley-Davidson Motor Company



Margarethe Schurz
German-American woman who opened the first German language kindergarten in US



Zona Gale
Novelist, short story writer, and playwright



Dan Harmon
Writer, producer, and actor



Trixie Mattel
Drag queen, TV personality, and singer-songwriter



Joshua Lederberg
Nobel Prize in Physiology or Medicine



Alan G. MacDiarmid
Nobel Prize in Chemistry



Stanford Moore
Nobel Prize in Chemistry



Günter Blobel
Nobel Prize in Physiology or Medicine



Kid Nichols
Major League Baseball pitcher



Terry Porter
Former NBA player



Mistie McCray Bass
Professional women's basketball player



Leroy Chiao
Chemical engineer, NASA astronaut, entrepreneur, motivational speaker



Laurel Blair Clark
NASA astronaut, medical doctor, United States Navy captain



Mark Charles Lee
NASA astronaut



Hattie McDaniel
Actress, singer-songwriter, and comedian



Liberace
Pianist, singer, and actor



Orson Welles
Director, actor, screenwriter, and producer



Danica Patrick
Professional racing driver



Kurtwood Smith
TV and film actor



Harry Houdini
Escape artist, illusionist, and stunt performer



George Mosse
Historian



Heather Graham
Actress



Colin Kaepernick
Civil rights activist and football quarterback



Skylar Grey
Singer, songwriter and record producer



William R. Murphy
Nobel Prize in Physiology
or Medicine



Erwin Neher
Nobel Prize in Physiology
or Medicine



Theodore Schultz
Nobel Prize in Economics



John Bardeen
Nobel Prize in Physics



Pants Rowland
Major League
Baseball manager



Lindsay Tarpley
Professional soccer forward
and midfielder



Joe Thomas
American football
offensive tackle



Nathan James Lindsay
Major general in the
United States Air Force and
a former astronaut



Donald Kent "Deke" Slayton
One of the original
NASA Mercury Seven
astronauts



Spencer Tracy
Actor



Les Paul
Jazz, country, and blues
guitarist, songwriter, luthier,
and inventor



Gena Rowlands
Actress



Tyne Daly
Actress and singer



Roy Chapman Andrews
Explorer, adventurer
and naturalist



John Ridley
Screenwriter



Georgia Totto O'Keeffe
Modernist artist



John Benjamin Murphy
Physician and abdominal
surgeon



Ellen Corby
Actress and screenwriter



Alter Esselin
Poet who wrote
in the Yiddish language



Herbert A. Simon
Nobel Prize in Economics



Edward Lawrie Tatum
Nobel Prize in Physiology
or Medicine



John H. van Vleck
Nobel Prize in Physics



Frank Lloyd Wright
Architect



Ellen Ahrndt
Second basewoman who
played in the All-American Girls
Professional Baseball League



Jamil Wilson
Professional
basketball player



Eugene L. Tattini
Lieutenant general in the
United States Air Force



Jeffrey Nels Williams
United States Army officer
and NASA astronaut



Mark Ruffalo
Actor and
environmental activist



Charlotte Rae
Character actress,
comedienne, and singer



Bradley Whitford
Actor and producer



Jane Kaczmarek
Actress



Liberace
Self-proclaimed psychics
and astrologers of the
twentieth century



Golda Meir
Politician, teacher,
and kibbutznikit



Ron Kovic
Anti-war activist, writer,
and United States Marine
Corps sergeant



Carl Landry
Professional
basketballplayer



Mitchell Red Cloud Jr.
United States Army,
received the Medal of Honor
for heroic actions



Harriet L. Cramer
Journalist



Hildegarde
Cabaret singer



Chris Farley
Actor



J. J. Watt
American football
defensive end

A TOUCH OF TECH: THE AR EXPERIENCE

Thanks to an Augmented Reality App specifically developed for the artwork, when visitors will point their smartphones towards each painting superimposed images will show up on their screen, with a narrating voice and a background music.

See an example in the following slides.

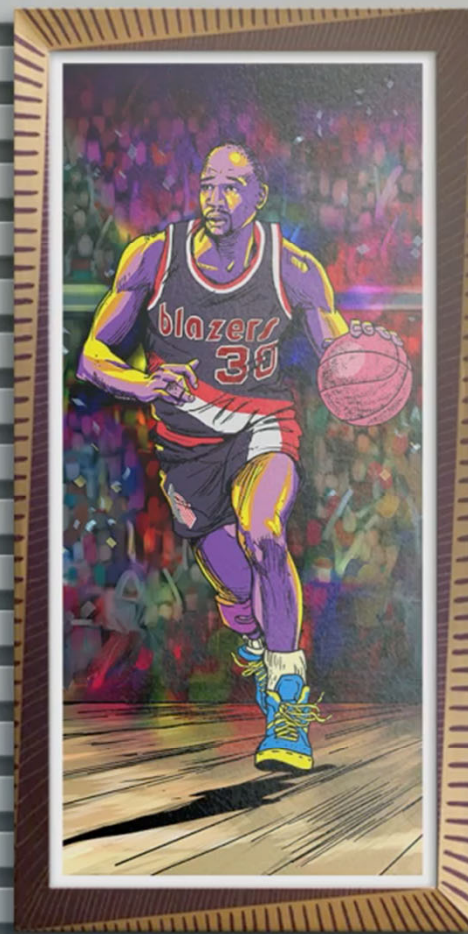


**SCAN THE QR CODE AND
DOWNLOAD THE AUGMENTED
REALITY APP FOR FREE**





Louise Blais Clark
 NASA Astronaut
 1992-1993
 NASA Johnson Space Center
 Houston, Texas 1993



Terry Porter
 Portland Trail Blazers
 1976-1980
 Portland Trail Blazers
 Portland, Oregon 1980



Gene Wilder
 Screenplay
 1971
 Screenplay
 1971



THE COMMUNITY ENGAGEMENT

We can go viral on social media inviting the citizens to vote their favorite Wisconsin celebrities for the Hall of Fame.

In occasion of the unveiling, the City of Madison may host a public event and invite the living celebrities included in the gallery.

A series of events may be planned during the tourist season, in occasion of the addition of a new living celebrity, to be invited to attend.

And more, to be brainstormed together...



TECHNICAL INFORMATION

PAINTINGS DIMENSIONS

All the paintings are 0.25" thick

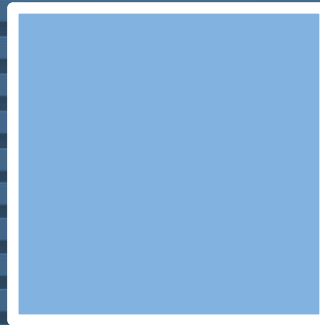
Horizontal format

10' x 5'



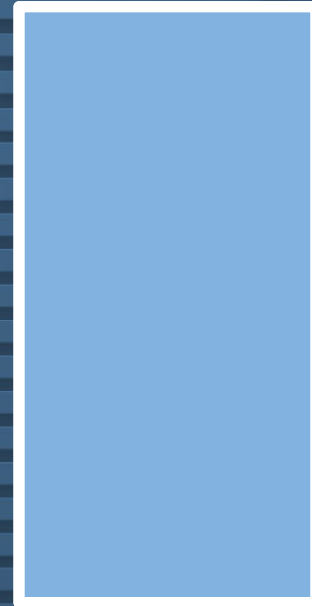
Square format

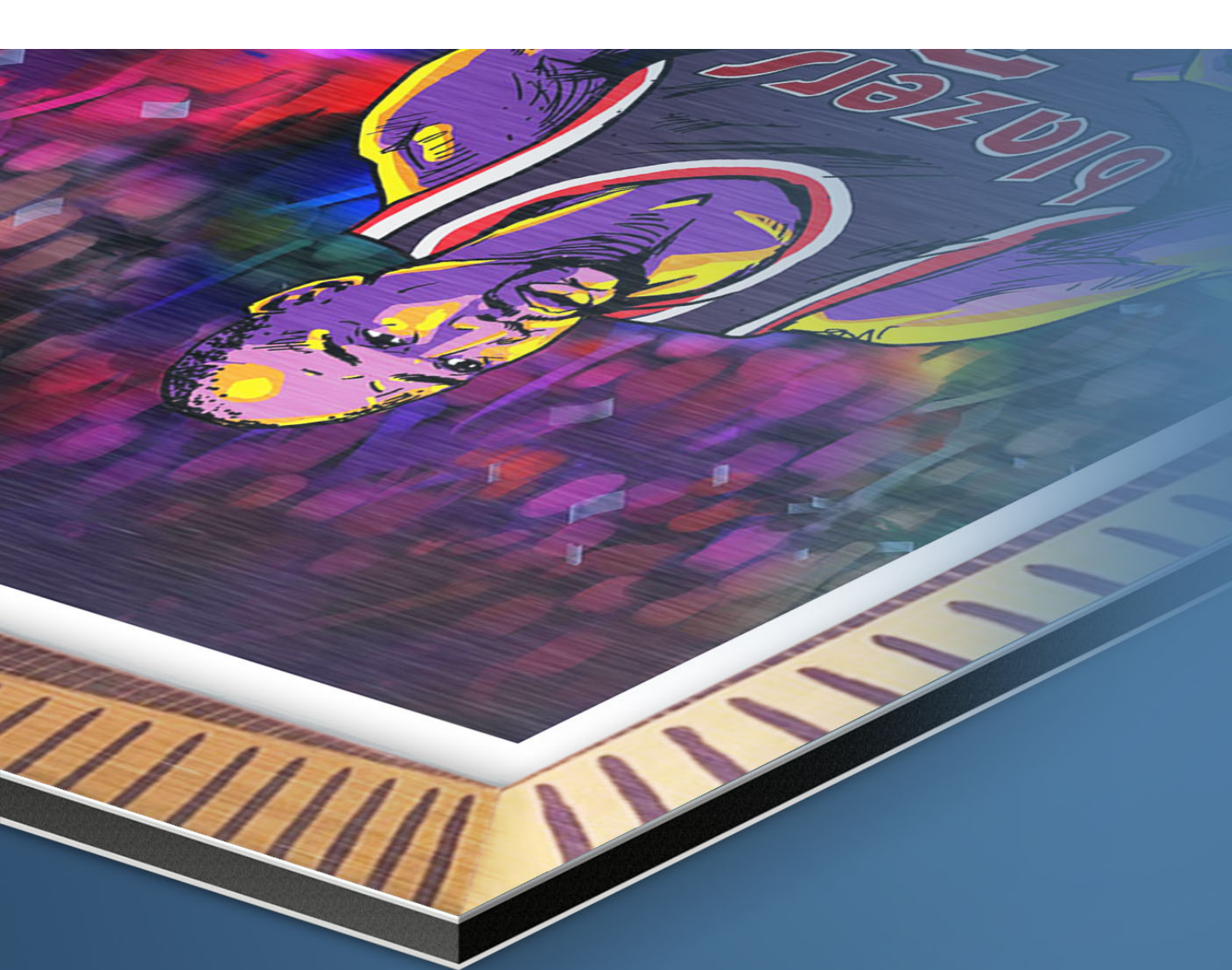
5' x 5'



Vertical format

5' x 10'





MATERIALS AND MAINTENANCE

Materials

The paintings will be **directly printed** on 0.25” thick DIBOND® panels, using a UV Laminate.

DIBOND® aluminium composite sheet, comprising two 0.3 mm thick aluminium cover layers and a polyethylene core. It is lightweight – extremely rigid and strong, making it ideal for outdoor applications.

The lifespan of approx.10 years makes it one of the most durable external signage products on the market.

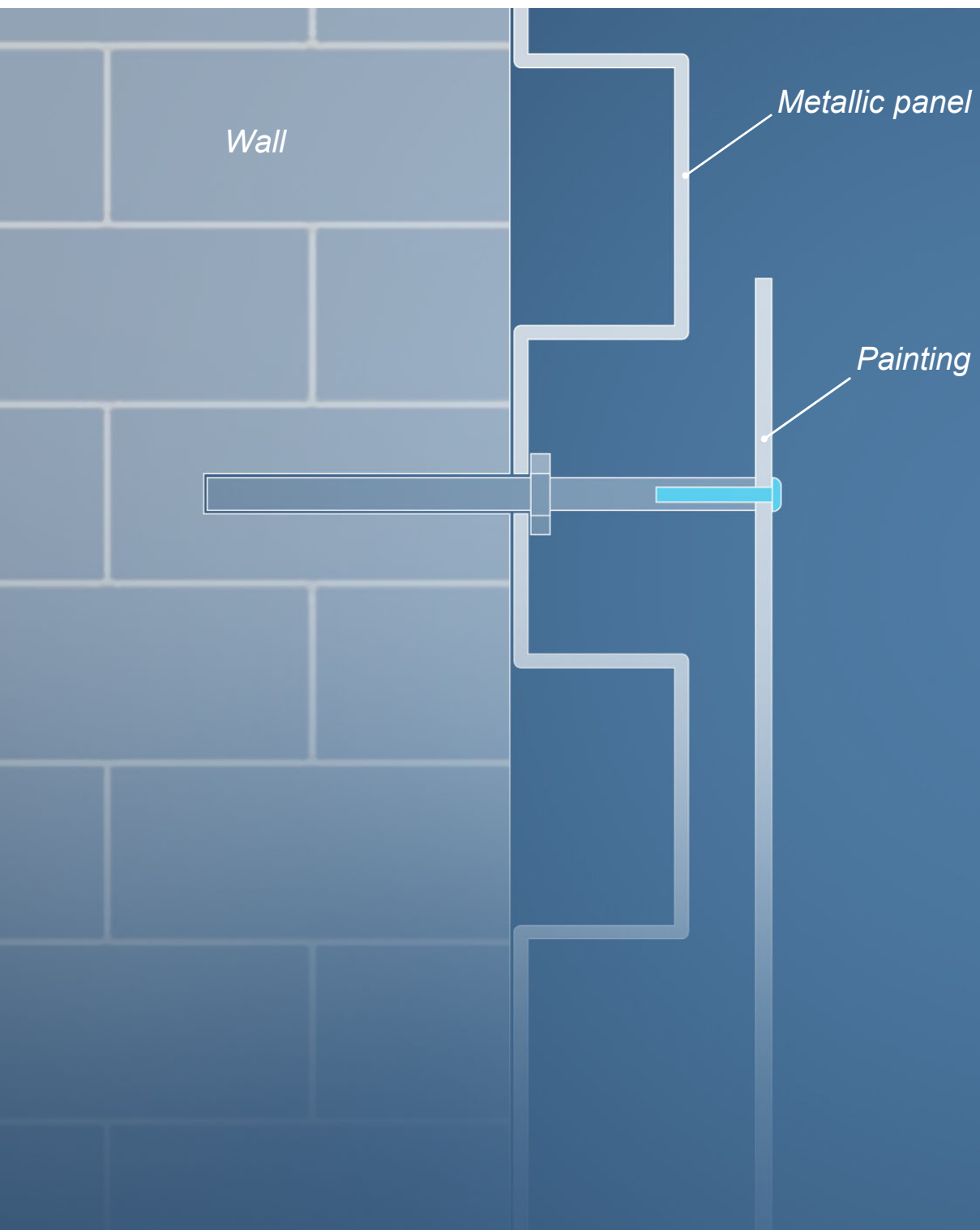
DIBOND® **can be recycled** along with other PVC products. It has a temperature resistance range from - 58 °F to + 176 °F.

Maintenance

Clean the paintings using a soft cloth and a window cleaner product. Avoid using any abrasive cleaning materials, as these could scratch the surface of the paintings.

All this can be done by non-artists (public works employees).

Digital files of each painting will be delivered to the City.



MOUNTING SYSTEM

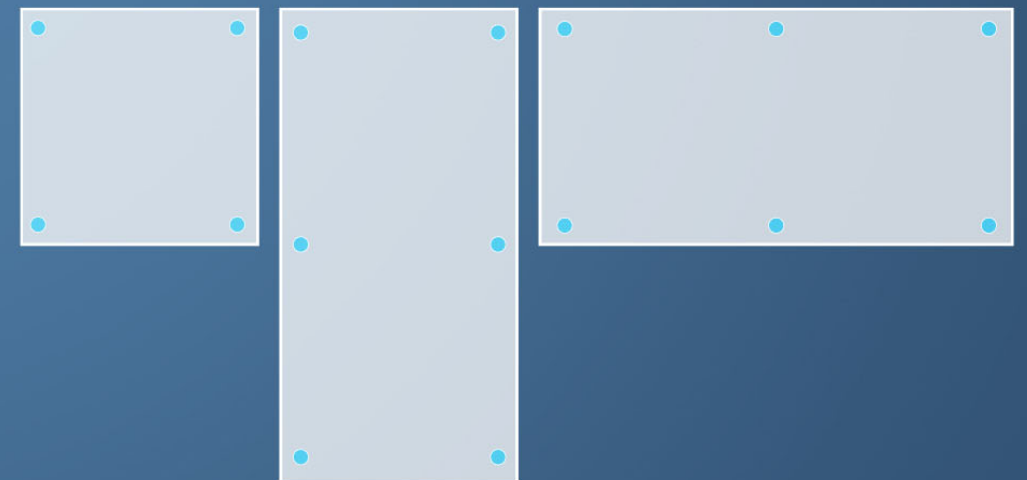
We will drill into the bricks wall, passing through the metallic panel, in order to place the support bars necessary to hold the paintings up.

The paintings will be bolted to those bars in a standard way, to facilitate the removal and/or replacement when/if needed.

See below a scheme for the number of bolts required for each format. Each bolt will be colored to be perceivable as an element of the framing.

Square - 4 bolts

Vertical and Horizontal - 6 bolts





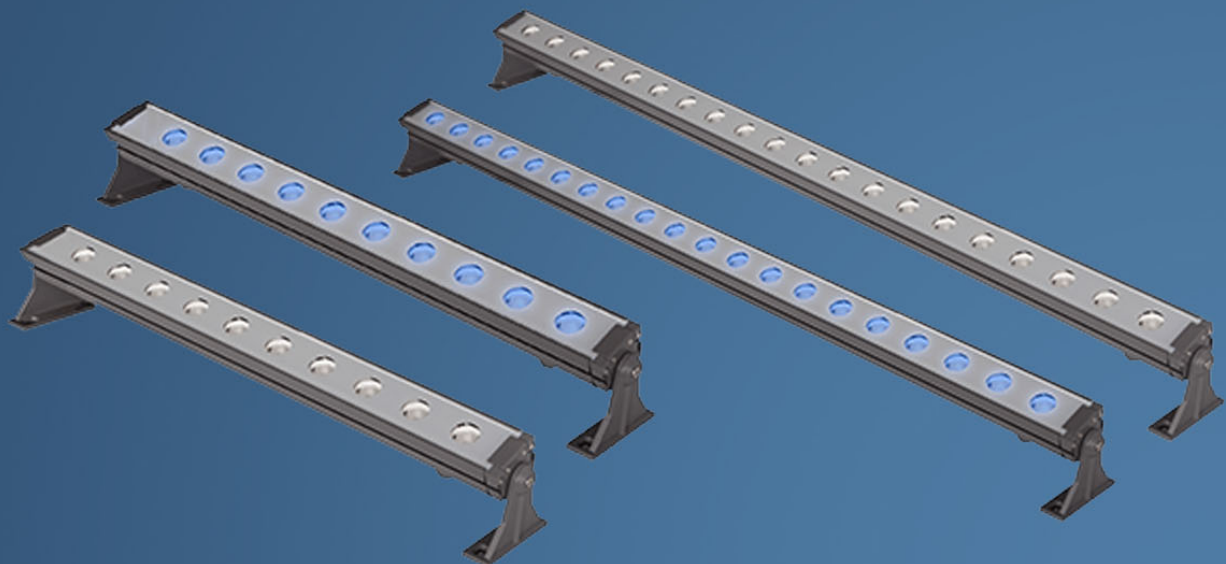
AR APP

We will develop and deliver the AR App to the city.

Thanks to the QR code signs installed on site, people will be able to download it in real time, in an easy way and for free.

The App will be visually customized following the City of Madison guidelines.

The App will run on both iOS and Android Systems.

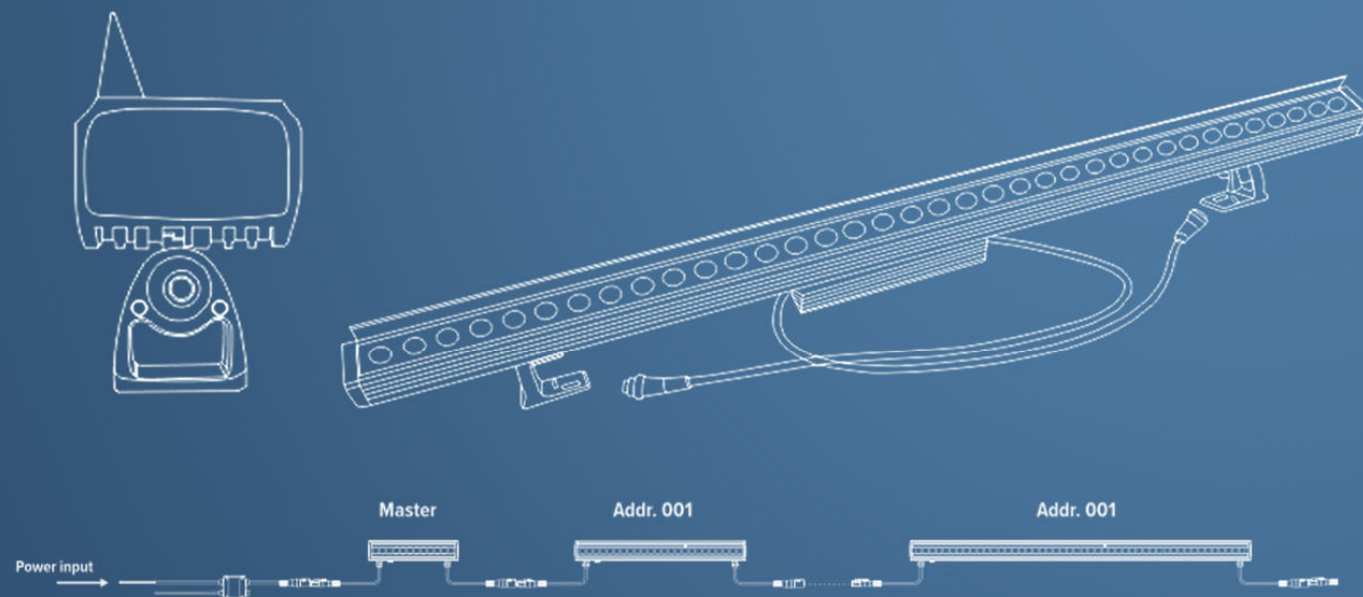


SUGGESTED LIGHT FIXTURES

Linear LED lights wall washer lights.

*We suggest a white light, no colors.
It will be decide together if we want to use a warm (3000K), neutral (4000K), or cool (6500K) type of white light.*

This is just a preliminary suggestion, further evaluations need to be done on site in order to better advise on the light levels needed for this specific location.



Starting date at the receipt of the first installment.

Starting date at the receipt of the first installment.

[illegible]

CONCEPT TITLE

ROM (Rough of order of magnitude pricing)

*The project budgets listed in the following pages are informal cost estimates provided for early phase planning and budgeting purposes only.
ROM pricing must be finalized after proper engineering, costing and planning have been executed.*

ITEM DESCRIPTION	COST
Artist Design and Project Management Fee (20%)	22.000 USD
Fabrication (40%)	44.000 USD
Installation (15%)	16.500 USD
Professional Consultant Fees (10%)	11.000 USD
Insurance, Permits, Legal, Accounting, T&A, Quota of Overheads (10%)	11.000 USD
Contingency (5%)	5.500 USD
	TOTAL
	110,000 USD



THANK YOU