

## **Statement of Interest**

Our team is a group individuals who found each other through shared interests and devoted work ethics; Adrian Pereyra, Ben Hunter, and Stefan Maticoc represent the best of what is up-and-coming about art in Madison, Wisconsin: diversity, adaptability, practicality, and creative sophistication.

Adrian Pereyra, owner of Pere Design, is an industrial designer from Buenos Aires, Argentina. He moved to Madison in 2012 and recently bought a home in the Eken Park neighborhood. He lived with his partner and two kids in the Emerson East neighborhood for four years. Adrian has an overt commitment to sustainability; he's an avid cyclist and the Pennsylvania Park pathway is a regular portion of his commute. When it comes to deciding on materials for a project, Adrian is devoted to intentional material usage, often refusing to use anything plastic-based. What inspires Adrian most about the Pennsylvania Park Art Project is the notion that the park will transform from what is now a regular thoroughfare to a destination. The idea that he and his kids will share new experiences and memories in that space gives him great enthusiasm about a neighborhood he already calls home.

Ben Hunter is a business owner and has lived in Madison for sixteen years. He raised a family in the Williamson Street neighborhood and is now a homeowner less than a mile from Pennsylvania Park in the Sherman neighborhood. Ben and his brother Jonny own and operate Underground Food Collective, a group of food businesses dedicated to supporting farmers who commit to sustainable practices and high quality ingredients. No other food figures in Madison were as instrumental as Ben and Jonny in kickstarting the entire transformation of this city's attitude towards food and sustainability over a decade ago, before many other cities across the country. Ben has three kids, all of whom will attend Madison East High School. His pride for Madison and how it continues to change has fueled him to expand his building and fabrication experience beyond his food businesses, and into citywide initiatives.

Stefan Maticoc is presently the most recognizable street artist in the city of Madison. His murals are in six neighborhoods: Schenck-Atwood, Marquette, Capitol Square, Tenney-Lapham and most recently in the fastest changing part of Madison, the East Washington corridor. His art focuses on community-building through public art and raises questions about identity. The medium include two-dimensional print design, motion graphics, neon pieces, and three-dimensional installations. He is the lead organizer of the Fall 2017 art show "Say Hi to Friends," a show bringing together seven diverse local artists to a venue in the Emerson East neighborhood. Stefan was born and raised in Madison, and he splits his time between here, Romania, and Mexico City.

As a team, there may not be a more dynamic, diverse and experienced option for constructing a meaningful addition to Pennsylvania Park. Together, Ben and Adrian have experience designing and building many public large-scale installations. They were the sole Experience Designers for

Yum Yum Fest, an annual food event. Their custom constructed pieces were often the most photographed parts, and are used each year at the fest proving their durability.

More recently, the pair contributed to the inaugural year of Makeshift Festival, a new art and food festival benefiting the Madison Parks Foundation. Twenty artists from across the midwest came to Madison to showcase temporary large-scale installations, but Ben and Adrian were asked to design and construct functional pieces that could be used every year. Their design involved working with Madison Parks Foundation and the Madison Parks Department to identify urban ash trees that were scheduled for removal, and transform them into large furniture pieces for the festival. The intent was not only to repurpose wood that would otherwise be wasted, but to elevate the presentation of the ash tree beyond the “diseased” discussion so that local residents could see the trees as a thing of beauty after being removed.

Ben and Stefan have a working relationship that travels the world. The pair worked together on the fabrication and installation of Stefan’s 2017 art show in Mexico City, where they transformed over 2,200 square feet of a local café overnight. Stefan looks to Ben not only for his machinery skills, but for his outright dedication to executing any idea; the public art scene in Madison has benefited greatly from Stefan’s immense work ethic, and his infectious approach towards collaboration with others.

A piece in Pennsylvania Park from this team would undoubtedly benefit the neighborhood, the place these artists call home. However, what sets this team apart is this: a contribution from them will emphasize the growing spotlight on public art in Madison, from the people who are spearheading the movement. Residents will recognize the iconic “one-line” style that Stefan is already well-known for, and perhaps remember that they’ve seen it before strolling the streets in up to six neighborhoods around the city, or descending a staircase at a Capitol Square restaurant. Those same residents could have already eaten at repurposed ash tables constructed by this team at Makeshift Festival, or experienced the fantasy-like strung-lit tripods at La Fête de Marquette, or attended a Mallards game and seen a sign that *did* look like it was made of repurposed old stadium benches... This team is already contributing to the transformation of this city’s public art movement, and are passionate about this opportunity to continue to do so. Their projects represent some of the most innovative repurposing-of-materials seen in this city, and their collective experience spans continents. These individuals collectively form a team that will bring something memorable to the people who already frequent the park pathway, but also to people who haven’t even heard of the park, until now.

# Pereyra Adrian



## About

I am an industrial designer from Buenos Aires, Argentina, living in Madison with my wife and two children since 2012. Resolving design problems is a passion. I am always striving to bring together style and sustainability.

## Contact

+1 608-628-0217

peredesign@gmail.com  
www.peredesign.com

2535 Coolidge St.  
Madison, WI 53704

## Education

### BA in Industrial Design, 2008

University of Buenos Aires College of Architecture, Design, and City Planning Buenos Aires, Argentina

- Course studies included: design, morphology, technological processes, management and professional practice, and heuristics
- Senior project focused on environmentally responsible design:  
Noto – wind turbine designed for architectural integration

### Mechanical Engineer, 1995-1998

National Technical University of Buenos Aires, Argentina

- Completed course studies in mechanical engineering including: physics, chemistry, mathematics, analysis, structure calculations, technology, materials testing, and work safety

### Diploma for Electromechanical Technician, 1994

National School of Technical Education

### Coursework

Introduction to Sustainable Energy, 2011, Santa Fe Community College, New Mexico

## Awards

2009- Honorable mention, National Contest of Innovations (Argentina) for design of a wind turbine

2008- Second place, Rotational Molding Competition (Mexico) for design of public-space furniture

## Skills

**Software:** AutoCAD, Solidworks, Rhinoceros, Adobe Suite, MS Office, Final Cut, V-Ray, KeyShot

**Technology:** Router CNC, Rapid Prototyping, Thermoforming, Rotomolding, Fiberglass, Plotters, Lathe, Welding, Woodworking

**Languages:** Spanish, English

## Work Experience

### Peredesign LLC - Owner

Full service design studio offering design consulting for commercial applications including product development and outdoor/indoor space design, marketing materials and branding solutions.

**Large-scale outdoor projects:** YumYum Fest 2014, 2015, 2016, Marquette Festival 2017, Makeshift 2017, Mallards Baseball Field Sponsors signage (using reclaimed materials)

**Commercial Spaces:** Change Fair Trade Clothing Boutique, IONA upscale women's clothing shop, ALT Brewery, Wine and Hop Shop

**Commissioned Art:** Lululemon Local 3D Art Installation, TASC (reclaimed coaster series)

Member of Sector 67, serving local clients: Whole Trees Architecture, Tormach CNC, TASC, Underground Food Collective, Yelp, Heartwood Creations

est. 2010

# Pereyra Adrian

## Contact

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2535 Coolidge St.  
Madison, WI 53704

## Work Experience

### Industrial Designer - Freelance

2011-2012

#### Huron Agency, Panamá City - Panamá

A design team dedicated to delivering strategic design solutions for point of purchase, with a focus on improving brand image. Currently working with Heineken USA to redevelop brand image in the Caribbean.

- Product development – designing, sketching, creative conceptualization, materials research
- Softwares utilized – AutoCAD, Adobe Illustrator, Photoshop, Rhinoceros, KeyShot

### CAD Drafter - Freelance

2010-2011

#### Neeley Plastics, Rio Rancho, New Mexico - USA

A full service design, fabrication, and manufacturer of plastic and thermoplastic parts and systems

- 3D modeling, drafts for production
- Assisted CEO in production of a complex machine for Intel

I moved to the United States, studied English, and received legal permanent residence.

### Project Manager

2009-2010

#### Socfi Company, Monterrey - Mexico

An international company providing design and fabrication services for building facades, signs, lighting, furniture, and decorative elements for casinos

- Hired as a freelance associate to assist Socfi with an international expansion project in Mexico
- Developed and managed a manufacturing unit of 24 employees, of which I hired and trained
- Coordinated the integration of a CNC Router, increasing production time and decreasing payroll
- As a team, we produced large-scale light installations for five casinos.

### Lead designer

2008-2009

#### Supernova Inc. , Santa Cruz de la Sierra - Bolivia

Consulting services for casino design, and manufacturing solutions in South America

- Worked alongside CEO in overseeing product manufacturing in Bolivia
- Trained and managed a team of 16 employees
- Built professional relationships with clients, and expanded Supernova business
- Assisted clients with making design choices and created innovative lighting installations

### Production Manager

2006-2009

#### Casino Light Company (previously Arwin), Buenos Aires - Argentina

Design services and fabrication of casino elements for international sales

- Originally employed as a CAD drafter, within two months I was promoted to production manager.
- As production manager, I introduced new technologies and materials that led to an increase in quality production rates, and profits.
- Managed a cross-discipline workshop of employees including designers and production workers

Ben Hunter

PROFILE

Ben Hunter is business owner who has spent much of his professional career mentoring HS and college students in the culinary arts at Madison locations including Shabazz and East High Schools and several Goodman Community Center programs, including the Lussier Teen Center. He designed and built Forequarter Restaurant and Underground Butcher. He is currently working on several projects for local Madison business and organizations to enhance the user experience in public spaces.

EXPERIENCE

OWNER, HUNTER FABULOUS 2007-PRESENT

custom design build of interior and exterior furniture and objects

OWNER, UNDERGROUND FOOD COLLECTIVE 2007-PRESENT

a family of madison business employing over 100 madison residents in the operation of the restaurant forequarter, the underground butcher, underground meats and underground catering.

TEEN EMPLOYMENT AND EDUCATION DIRECTOR, GOODMAN COMMUNITY CENTER 2008- 2011

started the goodman teen employment program with the creation of the iron works cafe, the working class catering program, and oversight of all goodman community center meals (400+daily) all staffed by teens and educator/mentor chefs.

123-456-7890  
PHONE

1234 MAIN STREET ANYTOWN, STATE ZIP  
ADDRESS

WWW.EXAMPLE.COM  
URL



STEFAN MATIOC

1806 Maplecrest Drive #102

Verona, WI 53593

Phone: 608.720.9307

Email: stefanmatiocart@gmail.com

## EDUCATION

The Art Institutes International - Minneapolis, MN  
Bachelor of Science in Media Arts & Animation  
2012 - 2015

## PROFESSIONAL EXPERIENCE

Planet Propaganda - Madison, WI  
Motion Designer  
Responsibilities included concepting, storyboarding,  
lead animator for national "Draw the Line" campaign

Lucille Madison - Madison, WI  
Indoor Mural  
April 2016

Banzo Shuk - Madison, WI  
Outdoor Mural  
October 2016

Next Door Brewery - Madison, WI  
Outdoor Mural  
2017

"Last Night This Morning"  
Solo show - Madison, WI  
June 2017

Boicot Cafe & Gallery - Mexico City, Mexico  
Indoor Mural and featured artist  
August 2017

Robinia Courtyard - Madison, WI  
Outdoor Mural  
November 2017

"Say Hi to Friends"  
Group art show - Madison, WI  
November 2017

**CITY OF MADISON  
REQUEST FOR QUALIFICATIONS  
RFQ No. 8676-0-2017-BP**

**Pennsylvania Park Project  
City of Madison- Public Park Project**

**IMAGE LIST**

**ADRIAN PEREYRA**

*Artist Name*

**PEREDESIGN@GMAIL.COM**

*Email Address*

Image File #	Artist	Title of Work / Client	Budget	Year Completed	Approx. Dimensions	Medium
1	Stefan Matic	"Outdoor Permanent Mural for Banzo Shuk"	\$1,500	2016	20'x15'	paint
2	Adrian Pereyra	"3D Mesh Art for Lululemon"	\$5,000	2015	10'x6'x2'	wood, fabric, natural dyes
3	Adrian Pereyra	"Mallard Tricor Reclaimed Stadium Bench Sign	\$2,500	2016	38'x5'x.6"	plasma-cut aluminum, paint
4	Adrian Pereyra	"Mallard Tricor Reclaimed Stadium Bench Sign	\$2,500	2016	38'x5'x.6"	plasma-cut aluminum, paint
5	Adrian Pereyra & Ben Hunter	"YumYum Standing Tables"	\$8,000	2016	30'x7'x2'	galvanized steel, wood, paint
6	Adrian Pereyra & Ben Hunter	"YumYum Standing Tables"	\$8,000	2016	30'x7'x2'	galvanized steel, wood, paint
7	Adrian Pereyra & Ben Hunter	"Free-standing tripods and environmental lighting"	\$30,000	2016	9'x9'x20'	salvaged timber, LED lighting
8	Adrian Pereyra & Ben Hunter	"Repurposed Urban Ash for Makeshift Festival"	\$25,000	2017	40'x50'	wood, oil, paint
9	Stefan Matic	"One-Line Mural for Lucille Restaurant"	\$1,500	2016	45'x12'	paint
10	Adrian Pereyra & Ben Hunter	"Environmental Roof for Bar Area"	\$2,000	2016	45'x45'x20'	latex, helium, fishing wire







*Sweat  
once a day*

The image shows a woman with dark hair tied back, wearing a grey long-sleeved shirt, sitting at a wooden desk and working on a laptop. The desk is cluttered with various items including a printer, a small book with a colorful cover, and some papers. Behind her, a large, light-colored wooden sculpture made of many triangular facets is mounted on a grey wall. The sculpture has the words "Sweat once a day" written on it in a red, cursive font. To the left of the sculpture, there is a wooden shelf with a potted plant and some other items. The overall atmosphere is modern and minimalist.

**TRICOR**<sup>INC</sup>

**I N S U R A N C E**

**TRICOR WEST BEN**



CORR

IN



















## Form E: References

**RFQ #: 8676-0-2017-BP Pennsylvania Park**

*This form must be returned with your response.*

REFERENCE #1 – CLIENT INFORMATION				
COMPANY NAME	<b>Madison Parks Foundation</b>		CONTACT NAME	<b>Stephanie Franklin</b>
ADDRESS	<b>1402 Wingra Creek PKY</b>	CITY	<b>Madison</b>	STATE <b>WI</b> ZIP <b>53715</b>
TELEPHONE NUMBER	<b>6083388369-9401</b>	FAX NUMBER		
EMAIL	<b>sfranklin@cityofmadison.com</b>			
CONTRACT PERIOD	<b>1 day event august 20</b>	YEAR COMPLETED	<b>2017</b>	TOTAL COST <b>25000</b>
DESCRIPTION OF THE PERFORMED WORK <b>salvaged parks dept. dead trees to create festival seating and dinning area, and other festival spaces</b>				

REFERENCE #2 – CLIENT INFORMATION				
COMPANY NAME	<b>WholeTrees Architecture</b>		CONTACT NAME	<b>Roald Gundersen</b>
ADDRESS	<b>800 Williamson St.</b>	CITY	<b>Madison</b>	STATE <b>WI</b> ZIP <b>53703</b>
TELEPHONE NUMBER	<b>+1 (608) 317-2427</b>	FAX NUMBER		
EMAIL	<b>roaldgundersen1@gmail.com</b>			
CONTRACT PERIOD	<b>2016</b>	YEAR COMPLETED	<b>2016</b>	TOTAL COST <b>30000</b>
DESCRIPTION OF THE PERFORMED WORK <b>outdoor festival shelter for yum yum fest with 300 3' floating balloons and standing tables</b>				

REFERENCE #3 – CLIENT INFORMATION				
COMPANY NAME			CONTACT NAME	<b>Heidi K Zunker - Assistant Manager</b>
ADDRESS	<b>Hilldale l11804</b>	CITY	<b>Madison</b>	STATE <b>WI</b> ZIP <b>53705</b>
TELEPHONE NUMBER	<b>608-231-2130</b>	FAX NUMBER		
EMAIL	<b>hzunker@lululemon.com</b>			
CONTRACT PERIOD	<b>July 2015</b>	YEAR COMPLETED	<b>July 2015</b>	TOTAL COST <b>5000</b>
DESCRIPTION OF THE PERFORMED WORK <b>RA commissioned 3-D art piece designed for a Lululemon's flagship Madison store - marrying both brand philosophy and local identities.</b>				

**Peredesign LLC**

COMPANY NAME