

AN INSIDE LOOK AT ALL THINGS PUBLIC ART

# STUDIO TO THE STREET

SEPTEMBER 20TH & 21ST, 2019 & OCTOBER 11TH & 12TH, 2019

# WORKSHOP PARTICIPANTS

## workshop one SEPT. 20TH-21ST

## workshop two OCT. 11TH-12TH

**GUEST ARTIST**

Olalekan Jeyifous

Chiaoza

**LOCAL MOCK PRESENTATION ARTIST**

Lauren Skunta

Nolan Beck Rivera

**LOCAL MOCK PRESENTATION ARTIST**

Leandro Castelao

Elaine Hullahen

**LOCAL MOCK PRESENTATION ARTIST**

Keith Hayes

Gina Washington

**LOCAL PHOTOGRAPHER**

Amber Ford

DaShaunae Marisa

**BRANDING & DESIGN**

Olalekan Jeyifous

Chiaoza

**PUBLIC SPEAKING**

Daniel Gray-Kontar

Kelsi Carter

**PUBLIC ENGAGEMENT**

Gary Williams/Robin Robinson

Amanda King

**PERMITS & NAVIGATING THE CITY**

Tarra Petras

Tarra Petras

**Q/A ARTISTS PANEL MODERATOR**

Sara Edwards

Liz Maugans

**Q/A ARTIST EXPERT**

Olalekan Jeyifous

Chiaoza

**Q/A ARTIST**

Lauren Herzak-Bauman

Jordan Wong

**Q/A ARTIST**

Darius Steward

Amanda King

**Q/A ARTIST**

Lisa Quine

Angelica Pozo

**MOCK JURY**

Zoe Adams

David Wilson

Adam Davenport

Amanda King

Tarra Petras

Leslie Conwell

Olalekan Jeyifous

Chiaoza

Amber Ford

# PROGRAM BOOKS SEPTEMBER 20TH - 21ST

2019  
AN INSIDE LOOK AT ALL  
THINGS PUBLIC ART.

STUDIO  
2 the  
STREET

# public art workshop

LAND studio SEPTEMBER 20TH & 21ST, 2019

**OLALEKAN "LEK" JEYIFOUS**  
Olaidekan Jeyifous is a Nigerian-born, Brooklyn-based artist and designer. In May 2000, he received a bachelor's degree in architecture from Cornell University, where his primary focus was experimenting with applications of software in the creation of design and architecture. Since pursuing his creative computers full-time, his artwork has been exhibited worldwide in venues such as MoMA, Guggenheim Bilbao and the Vitra Design Museum.  
@olekdesigner

**LAUREN SKUNTA**  
Lauren Skunta is the owner and talent behind Elbowgrass Design in Cleveland, Ohio and specializes in site-specific art installations including corporate art, window displays, and individual commissions. Her education is in drawing and painting, however her work shows a wide variety of 2-dimensional and 3-dimensional mediums. Texture is a common thread in all her work.  
@elbowgrassdesign

**LEANDRO CASTELAO**  
Leandro Castela is an Argentinian designer and illustrator. While working in a variety of occupations and mediums, his work manages to reflect a distinctive, signature style. He has done work for clients such as The New Yorker, Google, and Nike and has won several major awards in his field.  
@leandrocastelao

**KEITH HAYES**  
Keith Hayes is a designer, artist, cyclist, and social entrepreneur. He is informed by interfacing with latent resources, languages and languages in 2010. He branched between, a social and spatial organization improving future spaces in the City of Milwaukee. Since 2016, he has returned to his hometown of Cleveland, OH, where he builds hand-drawn goods and furnishings for public projects with local collaboration under the moniker, RISE/US, whose motto is [reclaim >>> access](#).  
@twokidshoes

**AMBER N. FORD**  
Amber N. Ford is a photographer/artist based in Cleveland, Ohio. She is best known for her work in portraiture, which she refers to as a "collaborative engagement between photographer and sitter." While always questioning "the truth," Ford aims to establish a platform in which her sitters may present themselves as they please. She is interested in topics such as race and identity. Her work has been shown in galleries such as SPURCE Gallery and The Morgan Conservatory.  
@ambereford

**DANIEL GRAY-KONTAR**  
Daniel Gray-Kontar is the Executive Artistic Director for Twelve Library Arts. He is a poet, teacher, youth mentor, rapper, journalist, and education activist and has worked as an advocate for social transformation in the city of Cleveland for more than 25 years. His work in arts education has been showcased on PBS Newshour, and he has given a TED talk on youth leadership in public school education.  
@dgray1777

**SARA EDWARDS**  
Sara Edwards is a digital user experience strategist, designer, researcher, and art director based in Cleveland, Ohio. She has worked on developing web and mobile solutions on the Digital Brand and User Experience team at Bennett Addison, as well as branding at Charthouse and The Adorn Group. She has been featured in Cleveland Magazine and has won several awards for her work.  
@sarsedwards

**DARIUS STEWARD**  
Darius Steward is an American Artist from East Cleveland, Ohio. During the neighborhood he grew up in, Cleveland is one of a select few whose determination got him out of the 20 copo. Symbolically and literally, he addresses cultural and social conflicts and opens conversation across social, socioeconomic, gender and cultural lines. Steward also serves as Program Manager for the Cleveland Museum of Art in their Education Department for "Centrality under Curation."  
@dariussteward16

**LAUREN HERZAK-BAUMAN**  
Lauren HB was born and raised in Cleveland, OH and works out of her studio, The Screw Factory, in Lakewood. After receiving a BFA in Ceramics from Bowling Green State University and an MFA from the University of Minnesota-Twin Cities she returned to Cleveland to pursue an artistic career. Her practice is three-fold: pottery, sculpture, and public art. Within each of these practices, she focuses on using concept and craft to create a transformative experience for her audience.  
@laurenhb

**TARRA PETRAS**  
Tara Sarafian Petras has been employed at the City of Cleveland for nearly 13 years, first as the Special Assistant to the Mayor and most recently as the City's Public Art Coordinator. Tara has a love and passion for various forms of art that developed in her childhood and a specific interest in photography. Her favorite subjects include nature, architecture, children at play, and sports action, but she especially enjoys capturing the unexpected and offering new perspectives on how we interpret what we see.  
@CLEPublicArt

**LISA QUINE**  
Lisa Quine is a lettering mural artist and creative consultant living and working in Cleveland, Ohio. Her main focuses of consulting include lettering, illustration, and design and she has led projects ranging from coloring books and murals to magazine covers and gallery shows. Lisa has been named one of Cleveland.com's Top 40 Clevelanders to follow on Instagram.  
@lisa\_quine

**GARY WILLIAMS & ROBIN ROBINSON**  
Robin Robinson and Gary Williams cut their teeth training under the leadership of Philadelphia-based "godfather of street art" Kent Twitchell, who asked a giant, 40-foot tall mural of Cleveland-born actress Ruby Dee to Kwanzaa House in 2013. Now, the two African-American artists have turned their attention to brightening historic East 106th Street in Glenview with eye-catching street art. As leaders of Sankofa Fine Arts, they've initiated a half-dozen murals on the beleaguered boulevard north of Superior Avenue, involving the community at every step of the art-making process.

Please use #STUDIO2THESTREET to share your workshop experience on social media.

LAND studio arts & culture

STUDIO TO THE STREET 2019  
**PROGRAM**

**DAY ONE**

/ 8:30am  
**DOORS OPEN, COFFEE AND PASTRIES, SIGN-IN**

/ 9:00am  
**WELCOME** MEGAN JONES

/ 9:10am  
**INTRO TO LAND** GREG PECKHAM

/ 9:20am  
**THE EVOLUTION OF PUBLIC ART** ERIN GUIDO, VINCE REDDY

/ 10:00am  
**GUEST ARTIST REMARKS, Q & A** OLALEKAN "LEK" JEYIFOUS

/ 10:30am  
**BREAK**

/ 10:45am  
**FINDING OPPORTUNITIES AND RESPONDING TO CALLS** ERIN GUIDO, VINCE REDDY

/ 11:00am  
**INTRO TO CITY OF CLEVELAND'S PUBLIC ART PROGRAM, NAVIGATING THE CITY APPROVAL PROCESS, Q & A** TARRA PETRAS

/ 11:45am  
**LUNCH**

/ 12:30pm  
**INTRODUCE MOCK JURY** VINCE REDDY

/ 12:45pm  
**ARTIST ONE PRESENTATION, Q & A** KEITH HAYES

/ 1:10pm  
**ARTIST TWO PRESENTATION, Q & A** LEANDRO CASTELAO

/ 1:35pm  
**ARTIST THREE PRESENTATION, Q & A** LAUREN SKUNTA

/ 2:00pm  
**BREAK**

/ 2:15pm  
**MOCK JURY DELIBERATION**

/ 3:15pm  
**WRAP UP DAY ONE** MEGAN JONES

**PUBLIC ARTIST WORKSHOP (CONTINUED)**

**DAY TWO**

/ 9:00am  
**DOORS OPEN, COFFEE AND PASTRIES, SIGN-IN**

/ 9:30am  
**WELCOME** MEGAN JONES

/ 9:40am  
**BUILDING AN ONLINE PRESENCE AND PORTFOLIO** OLALEKAN "LEK" JEYIFOUS

/ 10:10am  
**PUBLIC SPEAKING** DANIEL GRAY-KONTAR

/ 10:35am  
**PUBLIC ENGAGEMENT** GARY WILLIAMS, ROBIN ROBINSON

/ 11:00am  
**BREAK**

/ 11:10am  
**FINDING A FABRICATOR, MATERIALS, BUDGETING, AND ENGINEERING** ERIN GUIDO, VINCE REDDY

/ 11:30am  
**INSURANCE BASICS** RITA GRABOWSKI

/ 11:50am  
**LUNCH**

/ 12:30pm  
**PROFESSIONAL ARTISTS PANEL** MODERATED BY SARA EDWARDS  
OLALEKAN "LEK" JEYIFOUS, DARIUS STEWARD, LISA QUINE, LAUREN HERZAK-BAUMAN

/ 1:30pm  
**OPEN PORTFOLIO REVIEW**

# PROGRAM BOOKS OCTOBER 11TH - 12TH

2019  
AN INSIDE LOOK AT ALL  
THINGS PUBLIC ART.

# public art workshop

LAND studio OCTOBER 11TH & 12TH, 2019

**ADAM FREZZA & TERRY CHIAO**  
Adam Frezza & Terry Chiao are an American artist duo whose work explores play and craft across a range of media, including painted sculpture, installation, collage and photography. Also known as CHIAOZZA, Adam and Terry have exhibited their collaborative work in solo exhibitions in New York and Philadelphia, in numerous group shows around the US, and in a variety of art and design venues internationally. The studio worked in 2011 and is based in New York City. @ChiaoZZa

**NOLAN BECK RIVERA**  
Nolan Beck Rivera started Heyhey when he decided that his job was awful and that his time would be better spent helping energetic, creative people accomplish their goals. His approach to design is through play and exploration rooted in research and theory. Nolan sits on the board of the Cleveland Print Room and Magazine (Cleveland), and is active on advisory boards with the LGBT Center of Greater Cleveland and Legality Cleveland. He is a member of AIGA Cleveland and the Faires Foundation. @nberalizi

**ELAINE HULLIHEN**  
Elaine Hulihan is a multi-media artist who uses actions and experiences to try to touch the vibrating energy that is the essence of life. She uses the gusts of inspiration, performance artists, musical, printmakers, writer and yoga teacher to prompt experiences, for herself and others, that bring attention to the creative curiosity that fuels us. She lives in Cleveland, Ohio. @meiselzee

**THE VISIT ARTS COLLECTIVE**  
The Visit Arts Collective are Visionary Installers Sharing Inspired Thoughts. They create experiential exhibitions, installations and educational programs incorporating music, poetry, dance and the visual arts to engage the participant and challenge their notions of the Black experience through the arts. They collaborate with everyone because all voices need to be heard.

**AMANDA D. KING**  
Amanda D. King is an artist, activist, and educator. Her artistic practice involves analog photography, creative direction, public art and arts education as activism. Her work explores Black subjectivity and seeks to awaken society to enduring struggles and residual strengths of Black people. Amanda has a law degree from Case Western Reserve where she received several awards. She uses her public platform and creative talents to advocate for systemic change in Cleveland's public policy and arts ecosystem. @shootingwithoutbullets

**ANGELICA POZO**  
Angelica Pozo, a New York City native, born of Cuban and Puerto Rican parents, has lived in Cleveland since 1994. Angelica divides her time between her widely exhibited conceptual studio work, her major public art commissions, and artist residencies involving large ceramic lithographic projects in arts-and-crafts programs. She has done numerous projects and residencies with organizations nationally as well as internationally.

**JORDAN WONG**  
Jordan Wong is a graphic designer, illustrator, and artist living in Cleveland, Ohio. From minimal, abstract sentiments to more illustrative designs, she draws inspiration from her experiences as an Asian American and her nostalgic love for cartoons, comics, and video games. Whether a client or personal work, Jordan is dedicated to creating imagery that informs, inspires, and delights. @wongface

**LIZ MAUGANS**  
Liz Maugans is a contemporary printmaker whose multi-layered style is infused with bold and subtle color choices and organic shapes and patterns. Her collage-based prints make commentary on politics, social issues, and her personal life as an artist, wife and mother. Maugans was the director and co-founder of Zygote Press printmaking facility for 20 years, has taught printmaking and drawing at Northeast Ohio art colleges, and was a recipient of the Ohio Arts Council Individual Arts Fellowship in 2000. She graduated with a BFA from Kent State University and an MFA from Cranbrook Academy of Art. @lizmaugans

**TARRA PETRAS**  
Tarra Sulfahan Petras has been employed at the City of Cleveland for nearly 13 years, first as the Special Assistant to the Mayor and most recently as the City's Public Art Coordinator. Tarra has a love and passion for various forms of art that developed in her childhood and a specific interest in photography. Her favorite subjects include nature, architecture, children at play, and sports action, but she especially enjoys capturing the unexpected and offering new perspectives on how we interpret what we see. @CLEPublicArt

**KELSI CARTER**  
Kelsi Carter is the Chief Operating Officer and Impact Director at Shooting Without Bullets. Her life and career have been defined by a passion for making things better. Throughout her career she has fueled this passion by working around local areas that she believes contribute to the greater good and by improving systems, processes, policies, structures, etc. at the organizations she has worked with. Her strengths as a writer, communicator, hard worker, and positive team-member have all contributed to her success.

Please use #STUDIO2THETREET to share your workshop experience on social media.

For info/questions about this event please call 216.821.5513 (x101)

LAND studio | arts & culture

## STUDIO TO THE STREET 2019 PROGRAM

### DAY ONE

- / 8:30am DOORS OPEN, LIGHT BREAKFAST, SIGN-IN
- / 9:00am WELCOME MEGAN JONES
- / 9:20am WELCOME TO MOUNT PLEASANT NOW AND INTRO TO LAND NICK PERRY, LAND STAFF
- / 9:30am THE EVOLUTION OF PUBLIC ART, FROM A GREATER CLEVELAND PERSPECTIVE ERIN GUIDO, VINCE REDDY
- / 10:10am GUEST ARTIST REMARKS CHIAOZZA
- / 10:50am BREAK
- / 11:00am FINDING OPPORTUNITIES AND RESPONDING TO CALLS ERIN GUIDO, VINCE REDDY
- / 11:30am INTRO TO CITY OF CLEVELAND'S PUBLIC ART PROGRAM, NAVIGATING THE CITY APPROVAL PROCESS TARRA PETRAS
- / 12:00pm LUNCH
- / 12:45pm INTRODUCE MOCK JURY VINCE REDDY
- / 1:00pm ARTIST ONE PRESENTATION THE VISIT ARTS COLLECTIVE
- / 1:20pm ARTIST TWO PRESENTATION NOLAN BECK RIVERA
- / 1:40pm ARTIST THREE PRESENTATION ELAINE HULLIHEN
- / 2:00pm BREAK
- / 2:15pm MOCK JURY DELIBERATION
- / 3:00pm WRAP UP DAY ONE MEGAN JONES

## PUBLIC ARTIST WORKSHOP (CONTINUED)

### DAY TWO

- / 9:00am DOORS OPEN, LIGHT BREAKFAST, SIGN-IN
- / 9:30am WELCOME MEGAN JONES
- / 9:50am BUILDING AN ONLINE PRESENCE AND PORTFOLIO CHIAOZZA
- / 10:30am PUBLIC SPEAKING KELSI CARTER
- / 11:00am PUBLIC ENGAGEMENT AMANDA KING
- / 11:30am LUNCH
- / 12:15pm FINDING A FABRICATOR, MATERIALS, BUDGETING, AND ENGINEERING ERIN GUIDO, VINCE REDDY
- / 12:45pm INSURANCE BASICS RITA GRABOWSKI
- / 1:05pm BREAK
- / 1:15pm PROFESSIONAL ARTISTS PANEL MODERATED BY LIZ MAUGANS, ANGELICA POZO, AMANDA KING, JORDAN WONG, CHIAOZZA
- / 2:15pm NETWORKING AND PORTFOLIO VIEWING

# RESOURCES

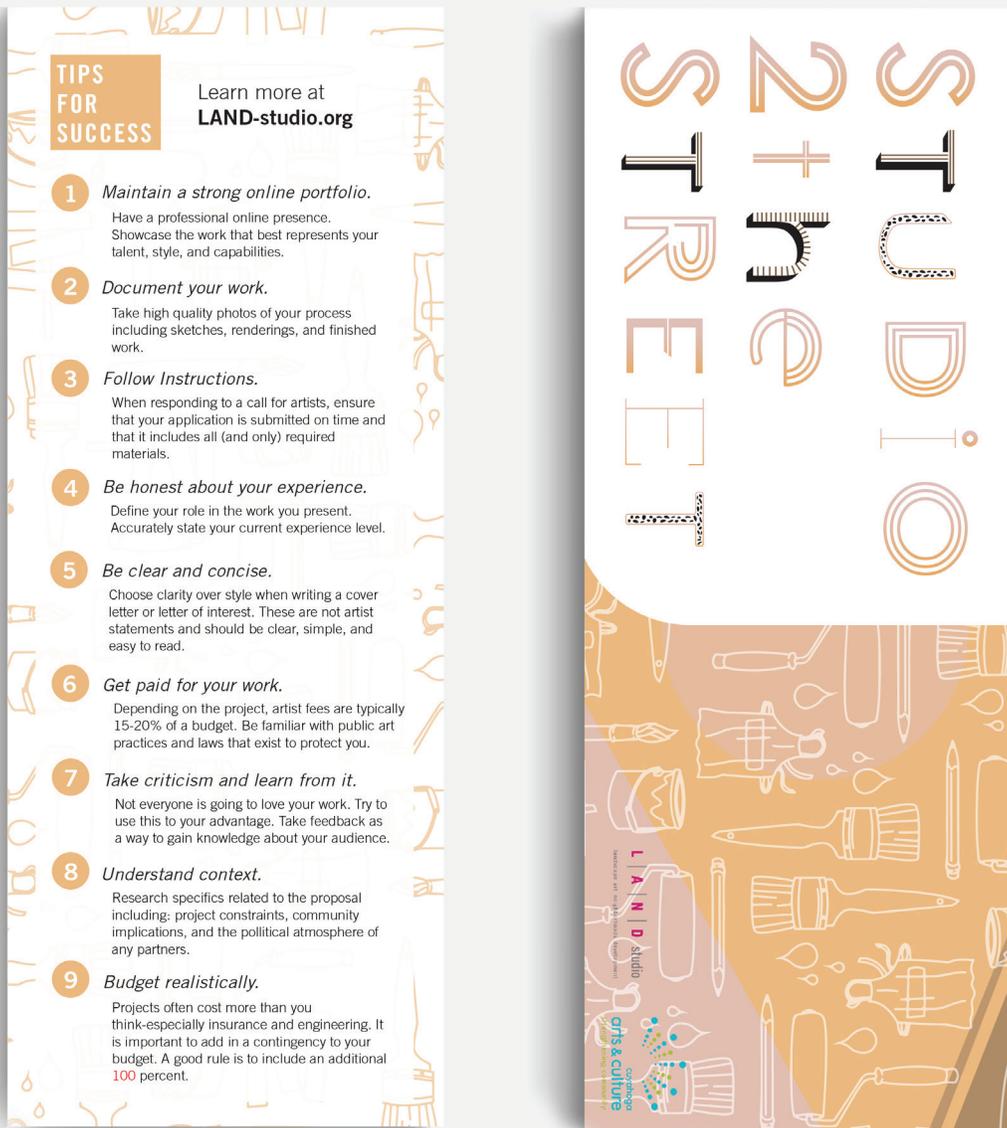
# ARTIST SKETCHBOOK



Participants received a free artist sketchbook as a place to develop future ideas for public art proposals.

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# BOOKMARK



A bookmark to accompany the artist sketchbook includes 9 “tips for success” in the public art selection process.

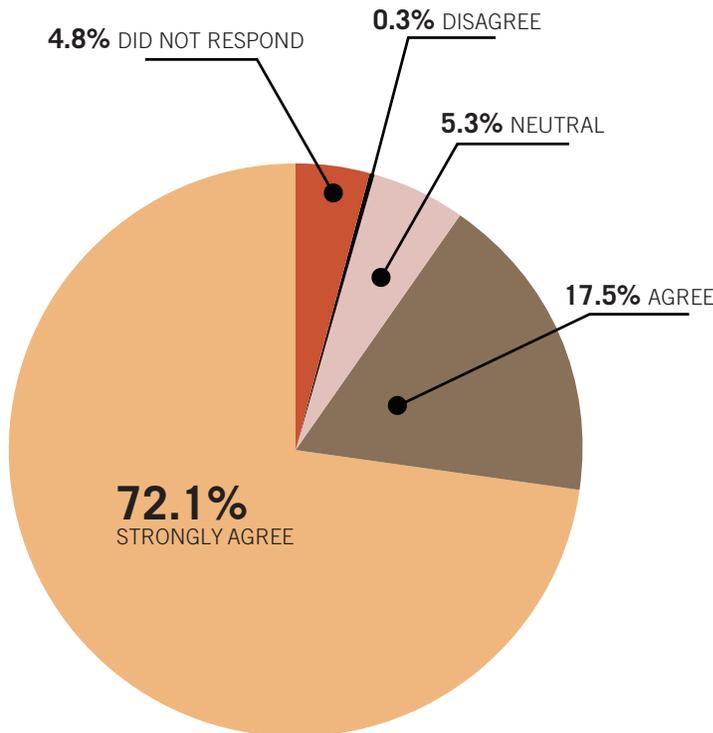
**RECAP**





### WORKSHOP TOTALS

The figures below represent what percentage of September, Studio to the Street participants found the information and the presenters to be **helpful, relevant, interesting, engaging, and qualified.**



\*Data taken from 30 evaluations

### A DEEPER LOOK...

**94.1%** of Studio to the Street participants felt the workshop **met their expectations.**

**62.7%** of participants said they **would pay for programming** like Studio to the Street.

**13** guest and local artists were involved with, or presented at, the event.

### TOPICS & SEGMENTS

#### The Evolution of Public Art

ERIN GUIDO & VINCE REDDY  
LAND STUDIO

#### Guest Artist Remarks

LEK JEYIFOUS

#### Finding Opportunities and Responding to Calls

ERIN GUIDO & VINCE REDDY  
LAND STUDIO

#### Intro to the City of Cleveland Public Art Program

TARRA PETRAS  
CITY OF CLEVELAND

#### Mock Artist Panel

KEITH HAYES, LEANDRO CASTELAO, LAUREN SKUNTA

#### Building an Online Presence And Portfolio

LEK JEYIFOUS

#### Public Speaking

DANIEL GRAY-KONTAR  
TWELVE LITERARY ARTS

#### Finding a Fabricator, Materials, Budgeting, and Engineering

ERIN GUIDO & VINCE REDDY  
LAND STUDIO

#### Public Engagement

GARY WILLIAMS & ROBIN ROBINSON

#### Insurance Basics

RITA GRABOWSKI  
LAND STUDIO

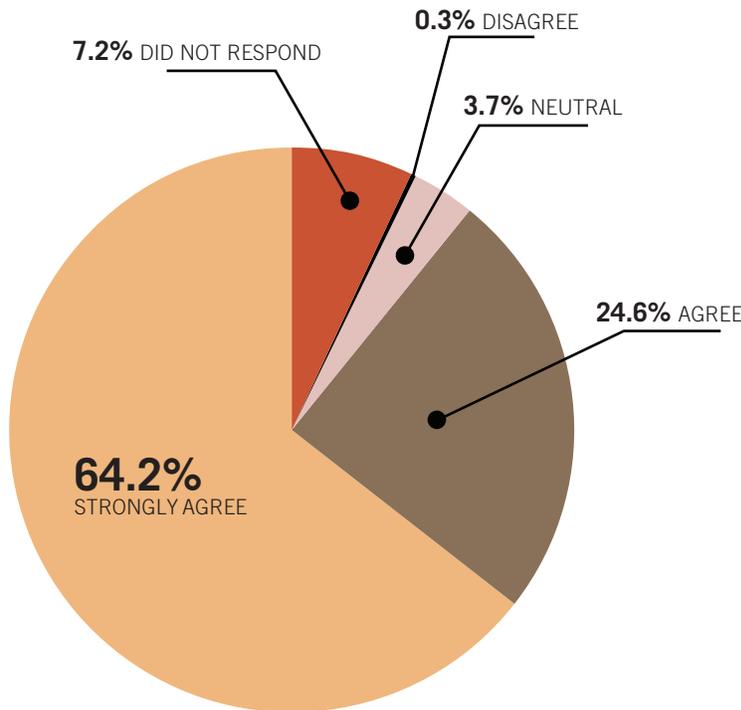
#### Professional Artist Panel

LEK JEYIFOUS, DARIUS STEWARD, LISA QUINE,  
LAUREN HERZAK-BAUMAN, MODERATED BY SARA EDWARDS



### WORKSHOP TOTALS

The figures below represent what percentage of October, Studio to the Street participants found the information and the presenters to be **helpful, relevant, interesting, engaging, and qualified.**



\*Data taken from 58 evaluations

### A DEEPER LOOK...

**95%** of Studio to the Street participants felt the workshop **met their expectations.**

**74.1%** of participants said they **would pay for programming** like Studio to the Street.

**11** guest and local artists were involved with, or presented at, the event.

### TOPICS & SEGMENTS

#### The Evolution of Public Art

ERIN GUIDO & VINCE REDDY  
LAND STUDIO

#### Guest Artist Remarks

CHIAOZZA

#### Finding Opportunities and Responding to Calls

ERIN GUIDO & VINCE REDDY  
LAND STUDIO

#### Intro to the City of Cleveland Public Art Program

TARRA PETRAS  
CITY OF CLEVELAND

#### Mock Artist Panel

THE VISIT ARTS COLLECTIVE, NOLAN BECK RIVERA,  
ELAINE HULLIHEN

#### Building an Online Presence And Portfolio

CHIAOZZA

#### Public Speaking

KELSI CARTER  
SHOOTING WITHOUT BULLETS

#### Finding a Fabricator, Materials, Budgeting, and Engineering

ERIN GUIDO & VINCE REDDY  
LAND STUDIO

#### Public Engagement

AMANDA KING  
SHOOTING WITHOUT BULLETS

#### Insurance Basics

RITA GRABOWSKI  
LAND STUDIO

#### Professional Artist Panel

ANGELICA POZO, AMANDA KING, JORDAN WONG, CHIAOZZA,  
MODERATED BY LIZ MAUGANS



## TESTIMONIALS

“Both days covered important topics that I appreciated. Thanks for the amazing event. It is wild to see the depth and diversity of Clevelanders engaged in public art.”

“The best part of the day was the transparency and candid access to decision makers and creative pioneers/leaders. Thank you!”

“Studio to the Street de-mystified the public art process.”

“I loved hearing and seeing Chiaozzo’s process. It was very inspiring!”

“Inspiring. It is great to hear from artists that have faith in the ideation process and who take the time to develop their ideas.”

“Thank you! We need more professional development opportunities for artists.”

“The presentations by Erin, Vince, and Rita were really helpful. Amanda King and Kelsi Carter’s talks were really inspiring and empowering.”

“I loved that both days offered very different information.”

“Everything was great and the food provided was a wonderful bonus.”

“It is so great that this workshop was free and accessible with very few barriers to entry.”

## AREAS FOR IMPROVEMENT

Build in a longer time to network with others.

Have LAND studio employees introduce themselves at the beginning of the workshop.

Include small-group and hands-on activities.

Speak more to the business/financial side of the public art process.

To stay focused throughout the entire day, take smaller breaks more often.  
Better method of introducing participants.

More comfortable seating options.

Some important information felt rushed, such as the insurance, fabrication and engineering, and the artists’ rights sections.

Include a walking tour of public art in and around the workshop site.

Reformat the mock jury presentation to include specific, teachable moments.



## EMAIL TESTIMONIALS

Dear Erin, Vince, Megan et al.,

I cannot express wholly enough how much my daughter Lauren and I benefited from the 2-day Studio 2 the Street Workshop held by LAND Studio back in October! The well-rounded scope of information, practical tips for application and networking opportunities were amazing! Since that time, Lauren was pleased to win a Gift Card Design Contest for National Food brand 'Panera Bread'. Also, as a direct result of attending your workshop and Megan's follow-up email, she applied for and was awarded the honor of providing the fencing designs for RTA's 79th St. project.

Both Lauren and I are extremely grateful to have such a resource as LAND available to help us in our artistic endeavors. Time has flown by since the workshop was held and neither of us has been able to schedule a portfolio review with you. We would really appreciate the opportunity to do so in the near future!

We are both VERY interested in the chance to apply (as a team) and participate in the POW WOW Cleveland project. Unfortunately, there doesn't seem to be a way to document our various related experience such as my 5 years as a Professional Faux Finish painter...or our collaborative exhibition work at Fashion Week Cleveland 2012 where we presented the world's only mosaic tile clothing...or Lauren's 2 comic book series (one featuring an Autistic teen superhero)! I'm going to submit our Instagram feeds as the Pow Wow application requests, but I was wondering if there is any way to add additional relevant experience. We are both in SERIOUS need of portfolio re-vamping and don't want that to cause us to miss out on this opportunity!

Thanks in Advance for any suggestions or help you can offer...

Sincerely and with Much Appreciation,

-Deborah

.....

Thanks, Megan. I want you to know that I really enjoyed the workshop. There was a lot of good information, but watching the 3 artists presenting to the panel was extremely helpful. It helped highlight considerations for public art that may not be intuitive to studio artists. I've sent the October dates to all of the Zygote artists and I think 2 of our staff are attending that session.

Looking forward to applying!

&

We're definitely spreading the word in our network - I think this is a great opportunity! I actually wanted to ask you about how LAND disseminated this information. I was surprised (and pleased!) by how many artists I didn't know at the workshop. Not that I know everyone in town, but the art community can be kind of insular and it's common to see the same faces at events and workshops. I loved talking to such a diverse group of artists! It seems like all of the arts institutions are working to build broader audiences and engage more people outside the bubble, and Zygote is definitely in that group. I'd love to know more about how you got the word out.

-Kate



Truly inspiring! It all was so, so helpful. The spectrum of information was well thought out for a full comprehension of the process. You guys are great!

Thank you for offering this. It was timely in my career where I can entertain taking myself a bit more seriously and I hope to be submitting soon. I hope to be on your panel some day explaining how Land Studio gave me my first shot!

Would it be possible to get the participant list as well? There were a few new acquaintances I would love to reach out to....

-Susan



Hi Megan

Thank you and everyone there for the workshop. Very all around informative. I had a great time getting to you know as well! And we'll always have the 21st of September.

Looking forward to the slides. Specifically the slides of LEK's "beginner" window displays. I was so inspired artistically at the workshop, I forgot that I have another way to approach public art. I have a storefront on East 185th Street that I may avail for public art - like LEK's? Does Land collaborate with private building owners or do artists collaborate with building owners? Visa versa, etc, etc? Where do I go now?

-Jill



Thanks for the update! I found the workshop very timely and informative!!!!

-Gwendolyn



Hi Erin,

I must say that I am really happy that I came to the workshop, so thank you for talking to us about it at the AIGA meeting.

It has definitely fueled my thought process, even it is a bit early to know for sure where it will lead me. And I am grateful for the opportunity to connect with other creatives as well as people in touch with the life of communities.

Hope we will cross path again soon. Please keep me in the loop if something arises; I need to get a couple of things out of my way before I decide my next move but I am definitely aware, now, of this new universe out there.

&

Today was the last day of an incredible workshop that I attended at LAND studio in Ohio City/Cleveland and dedicated to learn about what public art is truly about. I never really gave much thought about it, left alone even considering applying for it. It was simply not even on my screen. Now it is, because one cannot I learn what he just learnt.

-Frédéric

**MARKETING  
&  
PROMOTION**

# STUDIO 2the STREET

A free workshop over two days will give artists resources, tips, and an inside look at the process of applying for public art projects and developing a public art proposal. Space is limited! Registration is required!  
**Sign up for session 1, Sept. 20th & 21st OR session 2, Oct. 11th & 12th!**

LAND studio  
 landscape art neighborhoods development

PRESENTS

# STUDIO 2the STREET

LAND studio is supported in part by the residents of Cuyahoga County through a public grant from Cuyahoga Arts & Culture.



1. LAND studio Instagram post announcing both workshop dates.
2. Promotional material created for LEk Jeyifous, guest artist at the September workshop.
3. CAN Journal entry regarding Studio to the Street.
4. LAND studio event header used for evites and social media outreach.
5. Flyers that were distributed in public spaces around Cleveland.



LAND STUDIO PRESENTS STUDIO TO THE STREET: FREE WORKSHOPS TO PROVIDE ARTISTS WITH TOOLS TO BE SUCCESSFUL IN THE WORLD OF PUBLIC ART

Author: Land Studio Staff |

