AN INSIDE LOOK AT ALL THINGS PUBLIC ART

STUDIO TO THE STREET

SEPTEMBER 20TH & 21ST, 2019 & OCTOBER 11TH & 12TH, 2019
# WORKSHOP PARTICIPANTS

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<tr>
<td>Guest Artist</td>
<td>Olalekan Jeyifous</td>
<td>Chiaozza</td>
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<tr>
<td>Local Mock Presentation Artist</td>
<td>Lauren Skunta</td>
<td>Nolan Beck Rivera</td>
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<tr>
<td>Local Mock Presentation Artist</td>
<td>Leandro Castelao</td>
<td>Elaine Hullihen</td>
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<tr>
<td>Local Mock Presentation Artist</td>
<td>Keith Hayes</td>
<td>Gina Washington</td>
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<td>Local Photographer</td>
<td>Amber Ford</td>
<td>DaShaunae Marisa</td>
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<td>Branding &amp; Design</td>
<td>Olalekan Jeyifous</td>
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<td>Public Speaking</td>
<td>Daniel Gray-Kontar</td>
<td>Kelsi Carter</td>
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<td>Public Engagement</td>
<td>Gary Williams/Robin Robinson</td>
<td>Amanda King</td>
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<td>Permits &amp; Navigating the City</td>
<td>Tarra Petras</td>
<td>Tarra Petras</td>
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<td>Q/A Artists Panel Moderator</td>
<td>Sara Edwards</td>
<td>Liz Maugans</td>
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<td>Q/A Artist Expert</td>
<td>Olalekan Jeyifous</td>
<td>Chiaozza</td>
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<tr>
<td>Q/A Artist</td>
<td>Lauren Herzak-Bauman</td>
<td>Jordan Wong</td>
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<td>Q/A Artist</td>
<td>Darius Steward</td>
<td>Amanda King</td>
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<td>Q/A Artist</td>
<td>Lisa Quine</td>
<td>Angelica Pozo</td>
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<td>Mock Jury</td>
<td>Zoe Adams</td>
<td>David Wilson</td>
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<td>Adam Davenport</td>
<td>Amanda King</td>
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<td>Tarra Petras</td>
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PROGRAM BOOKS OCTOBER 11TH - 12TH

2019 AN INSIDE LOOK AT ALL THINGS PUBLIC ART

public art workshop

ADAM FREZZA & TERRY CHIARD - Adam Frezza & Terry Chiar at Chiar Design Studio, a design studio that works at the intersection of architecture, sculpture, & design. They will give an introduction to the concept of public art and discuss the challenges and opportunities of creating art for the public space.

NOLAN BECK RIVERA - Nolan Beck Rivera joined HOPSAD in 2016 after working at Yara Reforms in Argentina. He has worked on projects including the renovation of the New York Public Library, the United Nations, and the World Trade Center. He will be discussing the evolution of public art in New York City and the role of architects in creating public art.

ELAINE HULLIGAN - Elaine Hulligan is a design consultant and artist who has worked on a variety of public art projects, including the renovation of the New York Public Library. She will be discussing the role of public art in urban planning and the importance of community involvement in the creation of public art.

AMANDA D. KING - Amanda D. King is an architect and artist who has worked on a variety of public art projects, including the renovation of the New York Public Library. She will be discussing the role of public art in urban planning and the importance of community involvement in the creation of public art.

ANGELICA POZO - Angelica Pozo is an artist who has worked on a variety of public art projects, including the renovation of the New York Public Library. She will be discussing the role of public art in urban planning and the importance of community involvement in the creation of public art.

JORDAN WONG - Jordan Wong is an artist who has worked on a variety of public art projects, including the renovation of the New York Public Library. She will be discussing the role of public art in urban planning and the importance of community involvement in the creation of public art.

LIZ MAUGANS - Liz Maugans is a designer and artist who has worked on a variety of public art projects, including the renovation of the New York Public Library. She will be discussing the role of public art in urban planning and the importance of community involvement in the creation of public art.

TARRA PETRAS - Tarra Petras is a designer and artist who has worked on a variety of public art projects, including the renovation of the New York Public Library. She will be discussing the role of public art in urban planning and the importance of community involvement in the creation of public art.

KELSI CARTER - Kelsi Carter is a designer and artist who has worked on a variety of public art projects, including the renovation of the New York Public Library. She will be discussing the role of public art in urban planning and the importance of community involvement in the creation of public art.

THE VISIT ARTS COLLECTIVE - The Visit Arts Collective is a non-profit organization that promotes the creation of public art. They will be discussing the role of public art in urban planning and the importance of community involvement in the creation of public art.

PROGRAM (CONTINUED)

STUDIO TO THE STREET 2019

DAY ONE

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

DAY TWO

8:30am DOORS OPEN, LIGHT BREAKFAST, SIGN-IN
9:00am WELCOME MEGAN JONES
9:30am BUILDING AN ONLINE PRESENCE AND PORTFOLIO CHIARA ZADA
10:00am PUBLIC SPEAKING KELSI CARTER
10:30am PUBLIC ENGAGEMENT KELSI CARTER
10:30am LUNCH
11:00am FINDING A FABRICATOR, MATERIALS, BUDGETING, AND ENGINEERING ERIN GLASS, VINCE REDDY
11:30am INSURANCE BASICS MEGAN JONES
11:30am BREAK
11:30am PROFESSIONAL ARTISTS PANEL MODERATOR BY LIZ MAUGANS
ANGELICA POZO, AMANDA KING
JORDAN WONG, CHIARA ZADA

NETWORKING AND PORTFOLIO VIEWING
RESOURCES
Participants received a free artist sketchbook as a place to develop future ideas for public art proposals.
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.

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 JEFIYOS

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 JEFIYOS

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

*Data taken from 30 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.

*Data taken from 58 evaluations
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.
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
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.