

Project Name: Short Pop: Pop-Up Visual Art Exhibitions, Untitled # 1 and #2 by Carol Boram-Hays

Date: 6.08.18

Exact Location of the Proposed Project: Greenwood Park at 1159 North High Street and Goodale Cap at Goodale and High Street

Type of Artwork: Temporary Sculpture

Type of Action Requested: Design Approval

Proposed Installation: Temporary, 3 months

Ownership: Art will be privately owned with no affiliation to the City of Columbus and will be maintained by the applicant.

List the City Department responsible for design, placement and maintenance of the installation if applicable: None.

Affected City Department Contact

Name: None.

Email: None.

Phone: None.

Applicant Contact Information

Name: Betsy Pandora

Address: 21 E. 5th Avenue, Suite 103

Phone: 614-299-8050

Email: info@shortnorth.org

Website: ShortNorth.org

Please include eight hard copies and one electronic version in PDF format (DVD/CD) of the checklist materials, unless otherwise indicated.

Artist/organization project description, including how the project originated and who is involved.

The Short North Alliance is a 501(c)3 charitable organization whose mission is to nurture the Short North Arts District as a vibrant, creative, and inclusive community and leading arts destination. We exist primarily to support District cleanliness and safety for over 350 businesses and over 600 property owners, the majority of whom are small and locally owned or headquartered, in Columbus, Ohio's acclaimed Short North Arts District. However, a critical part of our work is the engagement of the creative class, artists, and creative industries in many integrated ways so that visitors, workers, and residents of the District can experience and connect with art and artists in their daily lives. To that end, we lead public art initiatives, major events, and other creative programs. More information on our work may be obtained throughout our [website: www.shortnorth.org](http://www.shortnorth.org).

The Short North Alliance requested proposals from local artists or teams of artists to transform retired construction materials from The Paul Peterson Company as their media to create

temporary pop-up art installations which will be installed in pocket parks undisturbed by construction throughout the Short North Arts District during the High Street Streetscape Improvements Project in 2018. Artists were asked to embrace the themes of change and transformation to draw upon the Short North Arts District community as inspiration. Artists were tasked with creating a three-dimensional art piece that is distinct to each location.

Columbus College of Art and Design Faculty Member and local artist Carol Boram-Hays has created two proposals for two separate locations within the District. Carol Boram-Hays graduated with a Ph.D. in Art History from The Ohio State University in 2000. She began exhibiting her sculpture in galleries across the U.S. and in Germany in the 1980s. Since 2004 she has been a member of the pioneering women's space, A.I.R. Gallery in Brooklyn, NY. Over the years she received numerous awards for her work, including recognition from the Whirlpool Sculpture Competition, the National Association of Women Artists, and the Greater Columbus Arts Council Artist Residency Program in Dresden, Germany. Recently her work was featured in the Women to Watch exhibition at the Riff gallery. Her sculpture has also been featured in reviews in publications such as *The New York Times*, *Landscape Architecture* and *Dart International* and her work is in the collection of the Kunsthaus Raskolnikow and the Springfield Museum of Art.

Concepts for Short North Pop Up

Both of the sculptures I am proposing for the Short North Pop are inspired by features in the natural landscape. As contemporary humans become more urbanized and move further away from nature, our concepts of the landscape are changing and morphing like the environment itself. By bringing together everyday construction materials in large and unusual forms I am asking viewers to consider their own relationship with nature and the built environment. This will be sharply emphasized by the rawness and utilitarian use of the unadulterated construction materials. With their substantial masses and movement, they will engage viewers on a bodily scale and ask people to think about how we are changing our environment, but also how we cannot escape nature.

Resume/exhibition list and cd rom or photos of artist's previous work.

Please review the artists website here: <http://www.carolboramhays.com/>

Proposed timeline for fabrication and installation (and removal date/plan if temporary)

June 8, 2018: CAC Application Submitted
June 26, 2018: CAC Application Reviewed
August 1, 2018: Artwork installed
October 1, 2018: Artwork De-Installed

Specific materials: specify dimension, weight, materials, color, texture and finish.

Provide one full set of samples. If the work is a mural, specify type and brand of paint. Include maintenance considerations for all materials.

Greenwood Park Location:

“Cascades” will be created from series of approximately 80 42” unaltered traffic cones. The cones will be supplied by the Paul Peterson Company (Fig.1). There will be 10 lengths of cones ranging from 7 to 10 feet. These will then be grouped together, placed at an angle, with the narrow tip of each element resting on the existing fence at the rear of the space and the opening of each element facing the viewer (see Figs. 2 & 3). The work is designed to fill most the interior niche and suggest a cascade of water flowing into the space. The bright colors, unexpected angle, and movement of the forms will draw attention to the place and activate it in new ways.

Goodale Landing Location:

“Erosion” will feature 4 mounds of unaltered stacked orange barrels provided by the Paul Peterson Company (Fig. 4). The mounds will be between 12, 10, and 8 feet across. The tallest one will be 8 feet tall and the tallest point of the shortest mound will be five feet tall. The top of the largest mound will be marked with a reflective device, signaling the top of a peak. They will be spaced at uneven intervals in the site. At the base of the mounds in several locations there will be crumpled barrels. The stepped mounds are intended to evoke rocky hills and the crumpled barrels call to mind broken down rock (Figs. 3 & 4). Massing is an important part of this work. By bringing the barrels together into these configurations the work asks viewers to think about these common objects in new ways, and invites them to wander through this uncanny landscape.

Artwork foundation/support attachments

Greenwood Park Location:

Each element of cones will be strung together with a length of plastic coated metal cable down the interior center and secured with bolts to create a single strong unit. These units of cones will be secured to the existing fence at the rear of the space with similar cable. The weight of the work will be falling primary on the floor of the concrete niche so any pressure placed on the fence will be minimal. Heavy duty zip ties will attach each segment of cones to each other at points along their lengths.

Goodale Landing Location:

The base barrel of each stack will be weighted by a sand bag within that will not be visible to the viewer. Heavy duty zip ties will attach each barrel stack at the base to each other within a massing.

Site plan and contextual photo of site. Please note whether the site/building (if mural) is listed as historic, or is located in a historic district.

See attached.

Elevation drawings showing the relationship of the work to the site.

See attached.

Scale model of the work showing its relationship to the site.

See attached.

Budget and funding sources

Expenses:

Artist Fees: \$2,250

Elevation Drawings by Neighborhood Design Center: \$600

Retired Construction Materials: \$13,500

Total: \$16,000

Income:

Retired Construction from Paul Peterson Company: \$13,750

Short North Alliance Public Art Budget: \$500

GCAC 2017: \$1000

Ohio Arts Council: \$500

Total: \$16,000

Include a strategy for maintenance, include a complete list of all maintenance requirements.

All of the materials used in this proposal are durable and made to withstand any weather conditions that may occur during the period from August 1 to October 1. The large masses and the weighted and secured elements of the work should discourage easy tampering. The artist will also do a visual check on the works several times during their presentation and, if damage does occur, will repair the works. All of the elements of the work exposed to the public are made from plastic and have soft rounded edges. The boundaries of each project are clearly delineated and are massed as such to create solid visual forms to alert the viewer to their presence.

Documentation of community process, including input and responses, from neighborhood organizations, such as city commissions, civic associations and societies, as applicable.

The businesses within the Short North Arts District requested special activities to take place during the ongoing Short North Streetscape Improvements Project. The preservation of the

business activity during the construction is vital to the success of the project and businesses believe that this pursuit will mitigate the impacts of construction.

Temporary Art Only

In addition to the items listed above, provide proof of liability insurance. If the insurance is being provided by another organization please list the entity.

See attached.

Artist Contact Information

Name: Carol Boram-Hays

Address:

Phone:

Email: boramhays@yahoo.com

Website: <http://www.carolboramhays.com/>