



CITY OF SYRACUSE PUBLIC ART APPLICATION

Project Title: _____

Installation Type:

- _____ Donation to permanent art collection
- _____ Temporary installation
- _____ Proposed date and duration of installation: _____
- _____ Mural on private property

Installation Location

Property Name: _____
 Street Address: _____
 Location Description [e.g., 15 ft. from building entrance]: _____

Artwork Type [e.g., sculpture, mural, video]: _____

Artwork Description [include fabrication date; medium, dimensions, materials and finishes]:

Artist

Name: _____
 Address: _____
 Phone: _____
 Email: _____

Current Owner (if applicable)

Name: _____
 Address: _____
 Phone: _____
 Email: _____

Applicant

Name: _____
 Address: _____
 Phone: _____
 Email: _____

Signature: James Emmons Date _____

Board of Directors:

Jim Emmons

Kate Hanzalik

Amanda Henrie

Christopher Montgomery

Joseph Murphy

Nada Odeh

Anna Putintseva

Creekwalk Proposal, 2021:

The Syracuse Poster Project proposes permanent installation of a large-format Erie-Canal-Themed poster panel along the Onondaga Creekwalk in Armory Square.

Background:

The proposal continues a series of poster panel installations that have been approved and funded through Tomorrow’s Neighborhoods Today.

In 2017, the Project received TNT funding to install three large-format poster panels, featuring a special canal-themed poster, on the exterior of the museum’s collections storage building. This coincided with the museum’s multi-year celebration of the canal bicentennial.

In 2018, the Project received funding to install two large-format poster panels in the DVD area of the Central Library.

In 2019, the Project and library teamed up for another installation, this one featuring music-themed posters for the CD area of the library.

In 2020, the Project teamed up with the Erie Canal Museum again for installation of a canal-themed poster panel on the exterior of the museum.

Proposal for Creekwalk installation:

For 2021, the Project proposes installing an Erie Canal themed poster panel along the Creekwalk at 346 W. Fayette St. The featured poster comes from the 2019 poster series.



Poster Option for Creekwalk:

For the stone retaining wall of the former railroad bridge over Onondaga Creek, a canal-themed poster from the 2019 poster series.

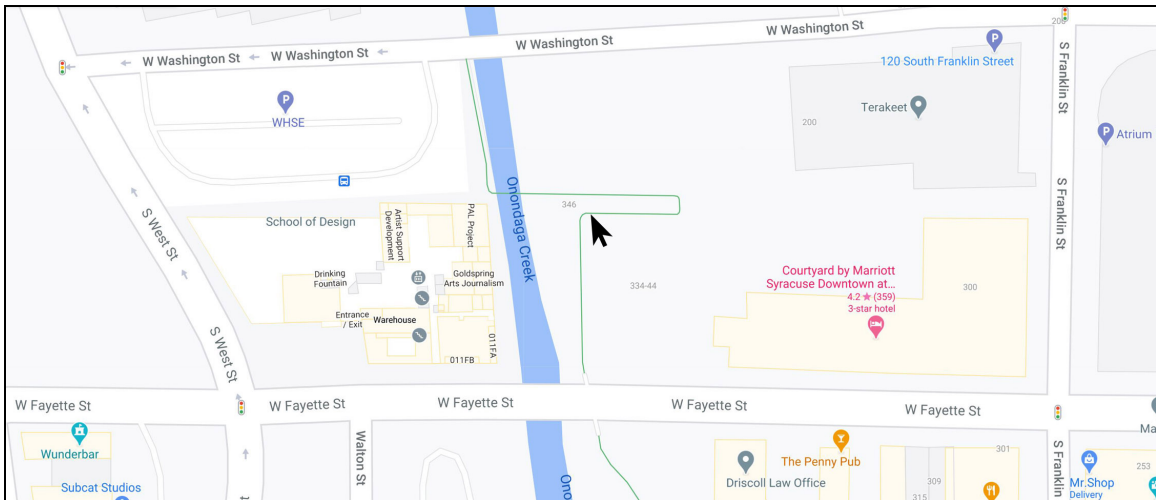
Artist Alexandra Grant, of Skaneateles, illustrates the following poem by Shari Hemsley, of Auburn:

*Travel the wide bank,
 Follow Old Sal's towpath steps;
 Eighth worldly wonder*

Location:



346 W. Fayette Street, between the Nancy Cantor Warehouse and the Marriot Hotel



On the stone block retaining wall, facing south, where the Creekwalk turns right climb a ramp to the level of Washington Street.



Poster Mock-Up, Armory Square

Poster Format:

The poster will be 4 x 6 feet laminated to a 1/4-inch Omegabond panel. Omegabond is a rigid foam panel sandwiched in aluminum composite sheets that is especially suited for outdoor signage.

An informational text board approximately 17 x 11 inches will be installed beside the poster. The text board included an artist statement and photo and credit to the funder, Tomorrow's Neighborhoods Today.

Poster installation:

The Project will commission a local sign installation company, Paratore Signs Inc., to produce and install the poster panel. Paratore will attach the panels to the stone wall using masonry screws into the mortar between the stone blocks. The point is to avoid damage to the blocks.

Timing:

The Project can have the poster panel produced and installed within a month of receiving approval. At the latest, the work would be installed by June 30th.



Syracuse Poster Project 2019 www.posterproject.org

Artist: Alexandra Grant Poet: Shari Hemsley

Syracuse
Poster
Project



Travel the wide bank, Follow Old Sal's towpath steps; Eighth worldly wonder



Shari Hemsley
Poet

I grew up in Syracuse, the Erie Canal close by. During ice-cold winters the canal would freeze over; we'd bring our skates and thermoses of hot cocoa down to the ditch. Later in life it became a glorious place to walk with cherished friends, mulling over matters big and small.

I think about its history back to the days my ancestors worked on the construction of this engineered wonder. It started out as just a ditch but it revolutionized trade, commerce, and transportation. Old Sal was the mule in the popular song "15 miles on the Erie Canal": she did her part, too.

Businesses began popping up along the canal. Ideas and movements grew like the Women's Rights Movement. It was a passageway for change and progress. The story of the Erie Canal always captures my attention. It brought the world to the people.



Alexandra Grant
Artist

After reading the haiku, I could immediately visualize the poster I created. I knew I wanted it to be very colorful and loosely emulate the art nouveau style.

I believe that the art nouveau style reflects the richness of the Erie Canal's history, while the bright colors mirror the Canal's natural setting. I hoped to showcase the Canal in an elevated light, magnifying the experience for the viewer.

Shop for posters and more at www.posterproject.org

Alexandra L. Grant

JEFFERSON UNIVERSITY
Industrial Design, Graduation: May 2021

Designer focused on performance soft goods and material innovation.

DESIGN EXPERIENCE

MACKENZIE CHILDS, INTERN

AURORA, NY JULY - AUGUST 2019

- Assisted in creative development for fall 2021 collections.
- Developed unique home furnishings within design language.
- Created techpacks to inform manufacturing assembly.
- Communicated with vendors and organized project content.

HILLROM, JUNIOR DESIGNER

SKANEATELES, NY JUNE - AUGUST 2019

- Compiled & executed design language for new brand.
- Revitalized existing products & packaging for market.
- Aided in concept development of growing product lines.
- Created UI design for internal test-lab website.

WORK EXPERIENCE

JEFFERSON UNIVERSITY, TA/SHOP MONITOR

PHILADELPHIA, PA 2018 - 2020

- Support students with projects & fulfill weekly lessons.
- Run laser cutters and 3D printers, CAD work (on contract).
- Monitor shop & maintain power and hand tools.

DROOZ, SALES ASSOCIATE

SKANEATELES, NY 2018 - 2019

- Greeted & assisted customers in store and on the phone.
- Managed financial transactions in a fast-paced setting.
- Arranged window displays & merchandise; inventoried stock.
- Responsible for opening and closings, recognizing security risks & preventing theft.

ACTIVITIES

- Training to become CNC operator
- Vice Chair of Industrial Design Society of America (IDSA)
- Vice Chair of Tandem planning committee (Student run industrial design conference organizing committee)
- Emerging Leaders Program (ELP)
- Member of LINC Leaders Program
- Leadership Development Certificate Program (LEAD)
- Curator and event planner for WPHU Radio Club
- Flight Training

DESIGN PROJECTS

NEW BALANCE MASTERCLASS

Designed two in-depth footwear solutions. Developed a performance training shoe to address the needs of boxers during their out-of-ring training workouts and a lifestyle shoe for our consumers' winter city commute. Designs presented in an comprehensive group presentation to the New Balance design department and Footlocker marketing representatives.

WORLD SNEAKER CHAMPIONSHIP

Top 16 finalist in Color & Material category. Designed a sneaker for the Urban Runner. Design focused on closure system and arch support solutions. Additionally, created a colorway inspired by consumer environment with a corresponding apparel collection.

SYRACUSE POSTER PROJECT

Two time finalist in the annual poster competition (2018, 2019). Paired with a local poet to illustrate posters that highlight the local culture and community. Finalists' posters are displayed in sidewalk kiosks around the city.

TOP RAM

Top 10 finalist in the campus-wide business model competition. Through material exploration and user observation, our team developed a solution for group collaboration and presentation. Presented product to a panel of industry professionals.

JEFF SOLVES

Collaborated in a week-long challenge to design a product-based solution to an issue in healthcare. Team focused on the user experience when entering an ER for non-emergent cases.

SKILLS

- Adobe Illustrator
- Adobe Indesign
- Concept Sketching
- Microsoft Suite
- 3D Modeling Building
- Lazer cutting
- Adobe Iphotoshop
- Fusion 360
- Solidworks
- Axure
- CNC operation
- Proficient in French
- Intermediate in German

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Budget:

Poster panel (4 x 6 feet)	\$456
Installation.....	\$350
File management.....	\$200
Artist fee.....	\$200
Textboard	<u>\$60</u>
Total	\$1,266

Funding:

Tomorrow's Neighborhoods Today will provide \$1,150. If the Public Arts Commission approves the installation, the Poster Project will raise the remaining \$116.