

Jan Tichy: aroundcenter

Jan. 31 - April 7, 2014

SAIC Arts Administration

+

Department of Cultural Affairs & Special Events

Chicago Cultural Center

Daniel Schulman & Greg Lunceford

Final Presentation

December 10, 2013

Overview

Exhibition Materials

- Handout/Cutout
- Audio Tour

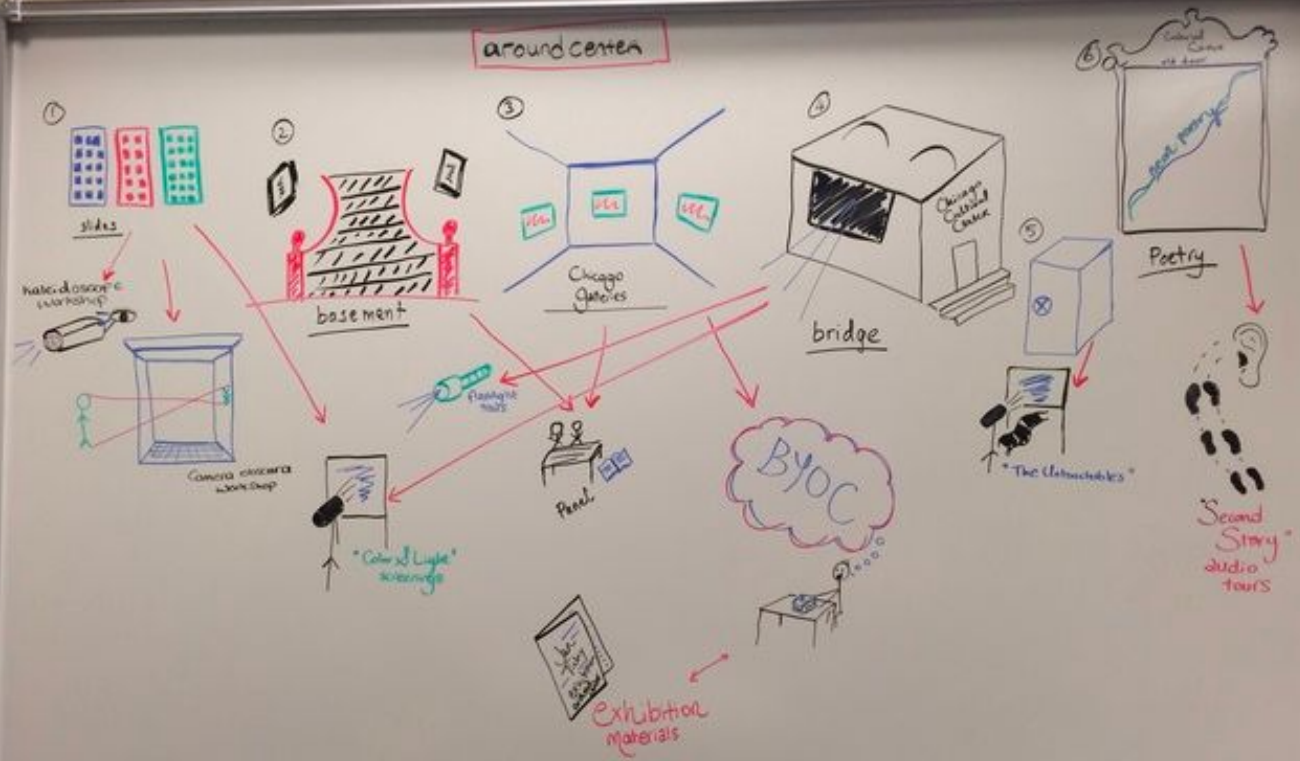
Workshops

- 5 Youth Workshop Options
- 1 Senior Workshop Option

Public Programs

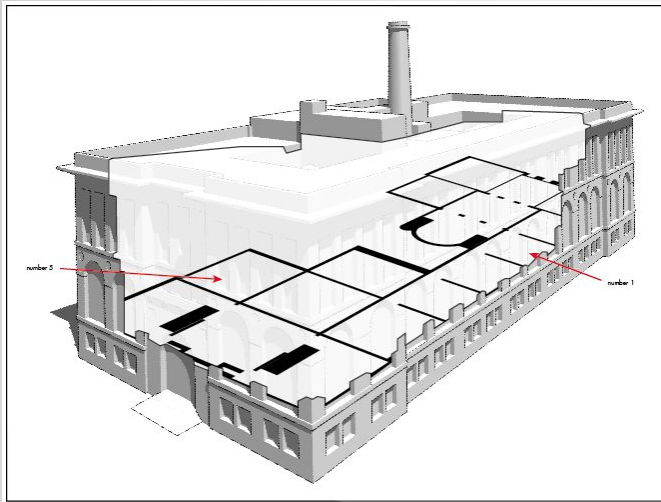
- Film Programs
- Tours
- Panel

around center



Exhibition Materials: *Cut Out & Pamphlet*

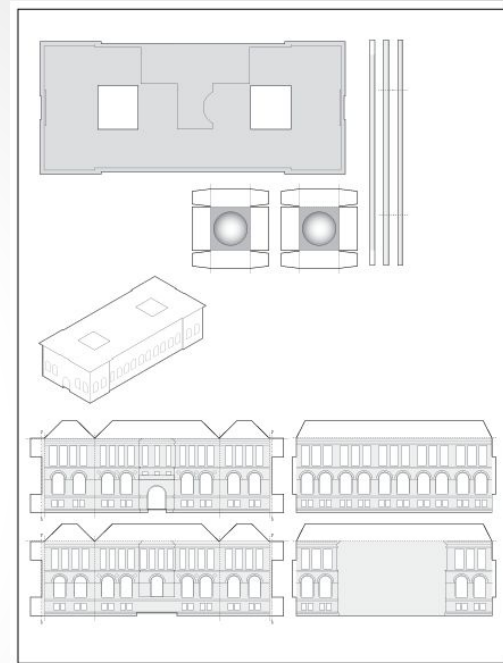
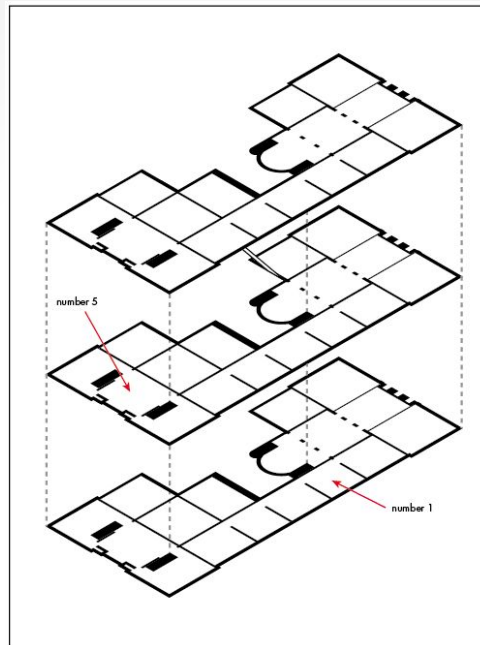
- Brochure (with small map) + cutout (paper model)
- Poster with larger map
- Cultural Center in conversation with Matt Bergstrom
- Deadline for copy & design is December 15



1a: Detailed paper cutout model: \$1,110
 1b: Less-detailed box cutout model: \$750

2a: Cutaway map illustration: \$1,300
 2b: Floor plan map illustration: \$800

3. Layout of text & illustrations on two sides of card: \$ 250



Marketing Opportunities

- Cultural Center website
- Cultural Center Facebook page
- Jan Tichy Facebook page
- Posters distributed outside Cultural Center
- Departmental publication with SAIC
- Jan Tichy's network
- Matt Bergstorm's network
- Distribution of the brochure

Exhibition Materials: Audio Tour

- 7 people will be invited by Jan to make audio tours of the Cultural Center and Jan's exhibition. These 7 tour options will be made available to the public with QR codes.
- Bobby Biedrzycki of 2nd Story will lead a team of three Chicago spoken word poets throughout the building to create and record spoken word responses to the works. The audio component of the tour will be available for download by visitors.

Workshop #1: *Changing Chicago*

Description: Students will participate in video workshops and present their work alongside Jan's in the Chicago Galleries.

Target Audience: Chicago Public Schools. Jan has done outreach to teachers who are interested in incorporating this into their curriculum.

of Participants: TBD

Frequency / Duration: TBD after discussion with school teachers.

Budget: TBD

Location: Workshops will take place at the schools and work will be presented in Chicago Galleries.

Workshop #2: *Build Your Own Chicago*

Description: Jan and Matt will lead participants in creating their own “Build Your Own Chicago” Cultural Center paper model.

Target Audience: Middle School & High School Participants

of Participants: 15

Frequency / Duration: 1 class 1 time thing

Budget: \$50

Workshop #3: *Optics Workshop Series*

Description: Build optical devices--kaleidoscopes and camera obscuras--that experiment with the properties of light and provide a new navigation of the Cultural Center.

Target Audience: Guests to the Chicago Cultural Center

of Participants: Maximum of 20 participants + 2 Workshop Leaders

Frequency: 1 session per activity.

Duration: 30-60 minutes

Location: TBD

Budget: \$15 in materials per person for each activity

Workshop #4: *Doodle Art*

Description: Participants in this activity will create a series of doodles that will be used to create a window mosaic that connects to Jan's slide installation.

Target Audience: Audience members who attend the Dame Myra Hess Memorial concert series; heavily senior based.

of Participants: TBD

Frequency / Duration: 1 session, tentative date: February 26th

Location: The Preston Bradley Hall followed by a tour of Jan's exhibition throughout the Cultural Center.

Budget: TBD

Public Programs: *Film Series*

Description: The film series will be an extension of the narrative and aesthetic themes throughout Jan's work, and function as an activity to bring visitors into the Cultural Center.

Frequency: Three Sundays during the exhibition.

1. Feb 16th 2 - 4pm
2. March 16th 2 -4pm
3. April 27th 2 - 4pm

Film Program #1: *Labyrinth of Color & Light*

Target Audience: Filmmakers and programmers in the Chicago film/art community, SAIC faculty and students, and students from other universities, ex: Columbia College.

of Participants: TBD

Duration: 60 - 70 minutes

Location: Cassidy Theatre

Estimated Budget:

4 films = \$142 + Shipping

5 films = \$217 + Shipping

Format: 16 mm film & Digital



Film Program #2: *The Untouchables*

Target Audience: All adult visitors (+17) of the exhibition

of Participants: TBD

Duration: 119 minutes

Location: Cassidy Theatre

Budget: \$350 + Shipping

Format: DVD



Film Program #3: *Chicago Documentaries*

Target Audience: Filmmakers and programmers in the Chicago film/art community, SAIC faculty and students, and students from other universities.

of Participants: TBD

Duration: 60 - 70 minutes

Location: Cassidy Theatre

Budget: TBD

Format: 16 mm



Public Programs:

Live Performance Tour

Description: Bobby Biedrzycki of 2nd Story and 2 other spoken word poets will lead visitors on a live performative tour of Jan's exhibition.

Target Audience: TBD

of Participants: TBD

Frequency / Duration:

- Audio component available for the February 18th opening reception.
- Live performance TBD (end of February)

Location: Throughout the Cultural Center

Budget: \$1,000-\$1,500

Public Programs: *Flashlight Tour*

Description: Tim Samuelson will host nighttime flashlight tours during the course of the exhibition, allowing visitors to experience the building in a new way and informing them about the history of the building.

Target Audience: Adults

of Participants: 15 per tour

Frequency / Duration:

- 1 hour
- 1-2 tours during the course of the exhibition
- Dates TB confirmed with Tim

Budget: TBD - Security team has to be arranged.

Public Program: Opening / Panel / Book Launch

Description: The panel concept expands from the book, *Chicago Projections* written by Karen Irvine, around Jan's nine projects related to Chicago architectural icons.
→ possible moderation by Daniel.

Target Audience: Chicago art community aware of Jan's work and previous projects including SAIC faculty & students and the US Equities community who will be receiving *Chicago Projections*.

Expected Numbers of Participants: 30 panel attendees

Date: February 18th, 6-8pm

Location: Auditorium & theater for reception

Budget: TBD



Budget Summary

Workshops

Rainbow, Obscura, Kaleidoscope: \$1,500(3 each/15 parts)

→ possible bus budget

Public Programs

Film: \$600 plus shipping

Audio + Theater Tour: \$1,000-\$1,500

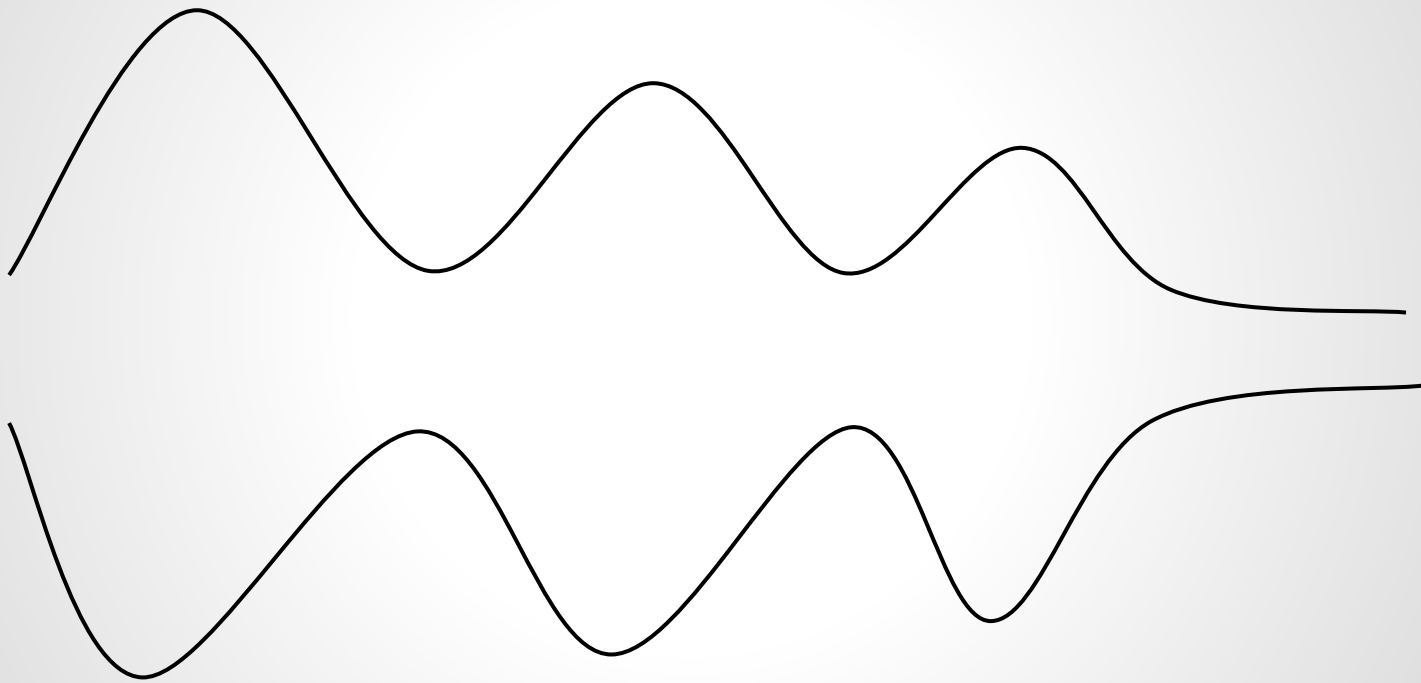
Exhibitions Materials

Cut Out (Jan's budget)

Audio Tour Equipment: Jan will have a technician to record + Jan has the equipment

Total: \$3,100-\$3,600

Reflections



Strengths

- Artist heavily involved in all aspects of the project
- Freedom to create & structure programming according to our own interests
- Flexibility in our approach to group structure
- Effective internal communication

Challenges

- Facilitating communication between artist, institution & third parties
- Determining implications of legal contracts
 - We lack control but those decisions affect our ability to move forward with programming
- Inability for DCASE to facilitate the kind of outreach desired by the artist
 - Complexity in finding a compromise between all parties
- Artist heavily involved in programming
 - Difficulty making quick decisions

Next Steps

- Send programming copy to Jan, Daniel & Greg for approval
- Confirm dates for all programming activities
- Follow up with third parties & Cultural Center for programming and services
- Determine marketing plan

Questions

- What types of programs would *you* like to see at the Cultural Center?
- Have you ever worked with an artist on an exhibition? What were your reflections on the process?
- As a person outside the project, what do you think we should have done differently? Would you have taken any different approaches in programming, communication, etc.?
- Did your group encounter any similar challenges to us?