



10 Guest Street, Suite 295
WGBH/Brighton Landing West
Brighton, MA 02135

www.unboundvisualarts.org

617-657-4ART

exhibiting, educating, sharing art

May 2, 2016

To: The Harvard-Allston Public Realm Flexible Fund Committee
From: John Quatralo, Unbound Visual Arts
Subject: Application

Ladies and Gentlemen:

Unbound Visual Arts is very pleased to submit this application in the inaugural round of funding for the Harvard-Allston Public Realm Flexible Fund. We look forward to presenting our proposal to the committee on May 11th. Thank you for the opportunity.

Best regards,

John Quatralo
Executive Director

Harvard-Allston Public Realm Flexible Fund

For Allston-Brighton

Application for Funding, Spring 2016

Total Amount Requested \$ **\$48,682**

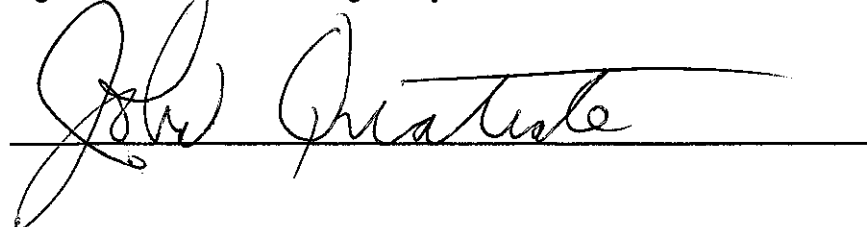
Applicant Organization Name: <u>Unbound Visual Arts</u>	
Organization Address: <u>10 Guest St., Suite 295</u>	City: <u>Brighton</u> Zip: <u>02135</u>
Contact Person: <u>Ruth Rieffanaugh</u>	
Title: <u>President</u>	
Telephone Number: <u>518-312-3124</u>	
E-Mail Address: <u>Ruth@UnboundVisualArts.org</u>	
Is Applicant a 501(C) (3) organization? Yes <u>X</u> No <u> </u>	
Federal Employer Identification Number: <u>37-1703323</u>	
Executive Director: <u>John Quatrale</u>	Phone Number: <u>617-657-4278</u>
Email Address: <u>John.Quatrale@UnboundVisualArts.org</u>	
Board President: <u>Ruth Rieffanaugh</u>	Phone Number: <u> </u>
Email Address: <u>Ruth@UnboundVisualArts.org</u>	

Application submission(s) must be authorized and signed by an authorized signatory of the Organization.

Name and title of Authorized Signatory:

John Quatrale, Executive Director

Signature of Authorized Signatory:



		Summary Budget					
		Unbound Visual Arts					
	ALL Components	A) Paint Palette	B) CrossWalks Western Ave.	C) Fence Art	D) Painted Planters	TOTALS	
Materials (paint, wire, banners, planters, etc.)		\$500	\$1,500	\$4,132	\$14,000	\$20,132	
Artist (design and execution)		\$2,500	\$10,000	\$2,000	\$7,500	\$22,000	
Stencils			\$250			\$250	
Project Management (contract)	\$1,000					\$1,000	
Graphic Artist (contract)				\$1,000		\$1,000	
Insurance				\$500		\$500	
Permits	\$300					\$300	
Opening Receptions	\$1,000					\$1,000	
Gift cards					\$2,500	\$2,500	
Printed Materials	\$500						
TOTALS	\$2,300	\$3,000	\$11,750	\$7,632	\$24,000	\$48,682	

Harvard-Allston Public Realm Flexible Fund

May 2, 2016

Applicant Information

1. Organization applying for funding - Unbound Visual Arts
 - Name of Project - Art & History Project
2. Contact - Ruth Rieffanaugh – 518-312-3124 Ruth@UnboundVisualArts.org
3. Key Personnel - John Quatrle 617-657-4278
John.Quatrle@UnboundVisualArts.org
4. Partners – City of Boston Public Works, Harvard University, Businesses along Western Ave. and in Barry's Corner, and other non-profit organizations
5. Applicant is a Non Profit organization.

Unbound Visual Arts (UVA) (UnboundVisualArts.org) is a nearly 4 year old 501(c)(3) non-profit "art organization, based in Allston-Brighton, that enriches the community with educational and inspiring exhibitions and programs." The headquarters is in the WGBH/Brighton Landing West building in Brighton. Ruth Rieffanaugh, the President of UVA and local Allston artist, has planned and executed several public art projects through the Boston Paint Box Program as well as a mural at the Boston Public School - Tech Boston Academy. UVA will open two new educational exhibitions in June, 2016. One at the Harvard Ed Portal Crossings Gallery called *Temptation of the Mind and Body* and one at the Honan-Allston Library Art Gallery called *Freedom*.

Ruth Rieffanaugh resides in **Allston** and maintains her **art studio in Allston as well**. She received a Masters in Art Education from **Lesley University** and a Bachelor of Fine Arts from the **Art Institute of Boston**. She is also licensed In Massachusetts as a Teacher of the Visual Arts. Ruth is currently a Digital Teacher at TechBoston Academy in Dorchester, MA. She was previously the Director of the Dorchester Alternative Youth Academy and taught drawing at the **Boston Architectural College**. Ruth has exhibited in numerous local and regional galleries, including the **Lesley University Gallery**, the **Copley Society Gallery**, Boston City Hall's Scully Gallery, the Brighton-Allston Heritage Museum and the **Cambridge Art Association Galleries**. She is also a member of the **Cambridge Art Association** and a founding member, a member of the Board of Directors and current President of **Unbound Visual Arts, Inc**. Her public art experience includes creating designs for several utility boxes in Boston. She has participated in UVA's Healthful at the Honan-Allston Library Art Gallery in 2015 and The

Context of Community at the Athan's Café Art Gallery in Brookline and the Harvard Ed Portal in Allston both in 2015. She has also participated in UVA's *Olympic SPIRIT* at the Scollay Square Gallery in Boston City Hall in 2015. Her personal artist website is <http://ruthrieffanaugh.com>.

John Quatrale, a founding member and current Executive Director of Unbound Visual Arts, holds a master of arts from Boston University's American and New England Studies Department. He has museum studies post-graduate training through Harvard University's Museum Studies Program. He has planned, designed, curated and developed over 30 fine art and historical exhibitions in local museums and galleries and has served as Museum Director for the WaterWorks Museum in Chestnut Hill, MA. Mr. Quatrale is a member of the American Alliance of Museums (AAM), the New England Museum Association (NEMA), the National Association of Museum Exhibitionists (NAME) and the AAM's Curator's Committee. In recent years, John organized and led two workshops at New England Museum Association (NEMA) annual conferences - "Exhibitions: Commemorative or Interpretative" and "Where to Exhibit Art?" . He also led an additional workshop at the American Association of Museum's Annual Meeting in Philadelphia entitled: "Choosing art for History and Science Museums Exhibitions". John also served on the Boston Landmarks Commission for 7 years and managed several successful historic rehabilitation projects and managed the establishment of the Brighton-Allston Heritage Museum. He was also an Assistant Director for Budget and Compliance for the City of Boston's Department of Neighborhood Development and received an MPA from the Harvard Kennedy School. Most recently, he was a Guest Juror for the "8 Visions" exhibition at the Attleboro Arts Museum, a co-chair of the Allston-Brighton Boston Creates Team and an ArtWeek Boston Community Advisor.

Some of UVA's past educational curated exhibitions have included:

- **EPIC** – This exhibition depicts the epic narratives of heroism through the imagery of strength - both physical and cerebral.
- **Healthful** – This exhibition explored how and why we strive to achieve and maintain good health but sometimes still become unhealthy.
- **Song Cycles** – This exhibition was about the intentional progression of songs, most often converging on a singular theme.
- **Olympic SPIRIT** – This exhibition was about the intense spirit reflected in and associated with the Olympic Games and its various manifestations in life such as commitment, cooperation, courage, determination, inspiration, passion, and perseverance.

- ***Beasts of Burden*** – This exhibition was about our complex relationship with animals and the important roles that animals have played.
- ***Context of Community*** – This exhibition was about the delicate balance we aspire to when trying to construct a quixotic community. In assembling, we can't help but affect each other, for better and for worse.
- ***Unlimited*** – This exhibition was about interpreting, exploring and presenting themes and concepts related to living unbounded lives. Like life the works presented were simple and complex and captured many forms, shapes, sizes, materials, patterns and connections
- ***All Things Change*** - The exhibition was about how change is constant and inevitable for all people, animals, buildings, memories and all other man-made and natural things.

Project Information

The vision for the Art & History Project is to provide a unified and connecting effort through art and history for the area north of the Mass. Turnpike. It involves several artistic projects with historical references designed to provide a vibrant visual connection between the historical past and the present revitalization of Allston, North of the TurnPike, and to build a sense of community and belonging. The Art and History Project encompasses several multi media components intended to enhance open space, the public realm and pedestrian walkways in order to create an inviting environment for families and residents. The extensive nature of the full project will require more time to research all of the details, such as time lines and precise budgets. Therefore, we are only requesting funding for four parts of the project with the hope of requesting additional funding in future grant rounds that will fully weave together the full impact of the project along Western Avenue corridor.

1. Crosswalk Projects

A. Paint Palette in Barry's Corner

Allston is the only community in America named for an artist – Washington Allston (also attended Harvard.) The project will honor this history, with the paint pallet and dabs of primary and secondary paint color found on a color wheel.

Materials (Paint, etc.) - \$500

Artist (design and execution) - \$2,500

Total \$3,000.

Timeline

- July – acquire permits, supplies
- Aug - Paint

B. Cross Walks along Western Ave.

Allston's rich history involves both the Speedway Administration Complex where horse racing took place as well as broadcast radio. This project incorporates this history by lining the cross walks with visuals evoking this history. It is planned to alternate the proposed designs for cross walks between Riverdale St. and Western Av to Market St. Two design options have been provided for visuals grounded in radio history.

- Riverdale St.
- Everett St.
- Telford St.
- Antwerp St.
- Litchfield St.
- Waverly St.
- Kelly Ct.
- Richardson St.
- Mackin St.
- Market St.

Budget

Stencils – 250.

Paint – 1,500.

Artists - 10,000.

Total approx. 11,750.

Timeline -

Not all streets stated above currently have crosswalks. Timeline dependent upon proposed construction and development of area.

2. Fence Art

UVA proposes to install an outdoor public educational exhibition on the fence along the Harvard University owned property adjacent to the Raymond V. Mellone Park behind the Honan-Allston Library. This curated exhibit will be high quality with high educational value, similar to all UVA exhibitions. The exhibit will include approximately 20-25 art reproductions applied onto heavy duty full color exterior banners and attached to the chain-linked fence. The artworks may be paintings, photographs, collages, sculptures, quilts or jewelry. An important educational theme will be selected following consultation with the Executive Committee of the Harvard-Allston Public Realm Flexible Fund and the library community, through the Friends of the Honan-Allston Library. The artwork will be selected by UVA's exhibition curator from among original artworks submitted by UVA's member artists. The sizes of the artwork reproductions may be of varying sizes to ensure an attractive and interesting appearance and design. The artworks will be on up to 10 banners with appropriate "framing" around all of the artworks. The exhibit will run for 6 months after installation. In addition, the exhibit will be placed onto UVA's website for viewing during and after the exhibit closed. Either the opening reception or other educational programming dates will be chosen to coincide with the Harvard-sponsored music events in the Raymond V. Mellone Park and/or the Honan-Allston Library.

To ensure high quality, Images for reproduction will be between 4000 - 7200 pixels in the larger dimension and up to 12 Meg.

Budget:

Banners - 12 = \$4,032

\$336 per panel (28 sf @ \$12 per sf) (banners will be approx. 7 feet wide x 4 ft. high)

Fence wire - \$100

Artist stipends - \$100 x 20 = \$2,000

Project management stipends, including all community participation, reviews, approvals, and installation - \$1,000

Graphic artist stipend - \$500

Timeline:

- select artworks in September
- reproductions and installation by October 15
- opening - approximately October 20

3. Painted Planters

This project involves the selection of 25 local artists to paint large floral planters. The goal is to locate these planters in both Barry Corner and along Western Ave. from Barry's Corner to the Speedway. The funding requested will first focus on Barry's Corner as the first targeted area. Planters will be purchased from a local business, Mahoney's, hopefully at a discounted rate of 25%. Artists will be paid for work (not supplies) and asked to apply protective coating for lasting durability. Unbound Visual Arts will solicit artists. Location of each pot will be determined based on local business or organization to making a 10 year commitment to purchase and care for the floral arrangements or shrubs to be displayed in the planters. Each planter will be display establishment's or individual's name on it who has accepted the agreement. Arrangements will also be made with Mahoney's for businesses to purchase flowers/shrubs at a discounted rate.

Large pot 48" wide by approx. 48" tall –
\$700 each

Budget

20 Planters –	14,000	
25 Artists –	7,500	(\$300 x 25)
25 Gift cards -	2,500	(Businesses to fill pots with floral)
Total Cost -	\$24,000	

Timeline

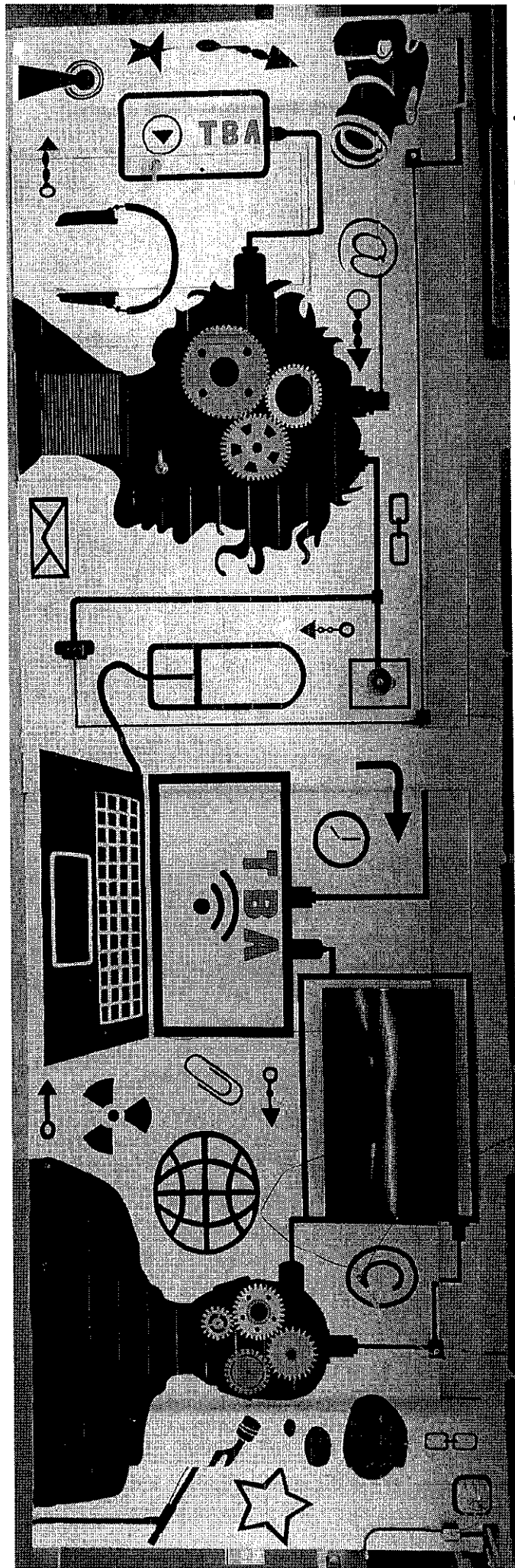
- July – acquire pots
- Aug - select artists and businesses
- Sept-Oct - installation

4. Paint Tube Sculptures (No funding requested in this round)

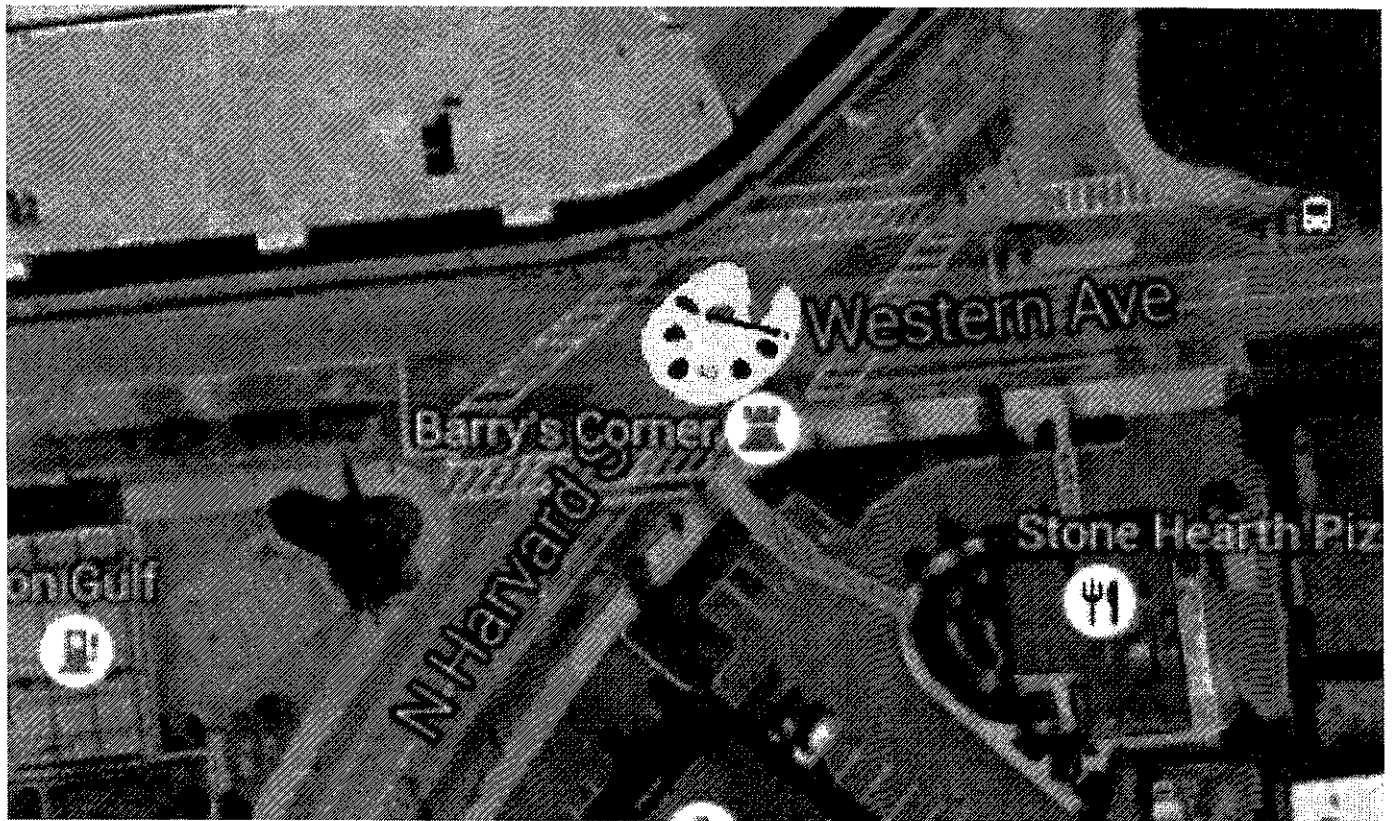
Allston being the only community in the US named after an artist. The paint tube sculptures provide a sense of community, welcome individuals to Allston while visually connecting different locations throughout Allston (in front of Horace Mann School/Honan Library/Park by Barry's Corner) as well as honor the town's namesake. Since the primary colors are Red Blue and Yellow, three sculptures would stand approximately 7 – 8 feet tall one may lie on the ground. With this idea in mind, many details and individuals need to be consulted and addressed such as and not limited to, fabricators, engineers, and conservators. Two images below are provided to assist in the visual understanding of the project.

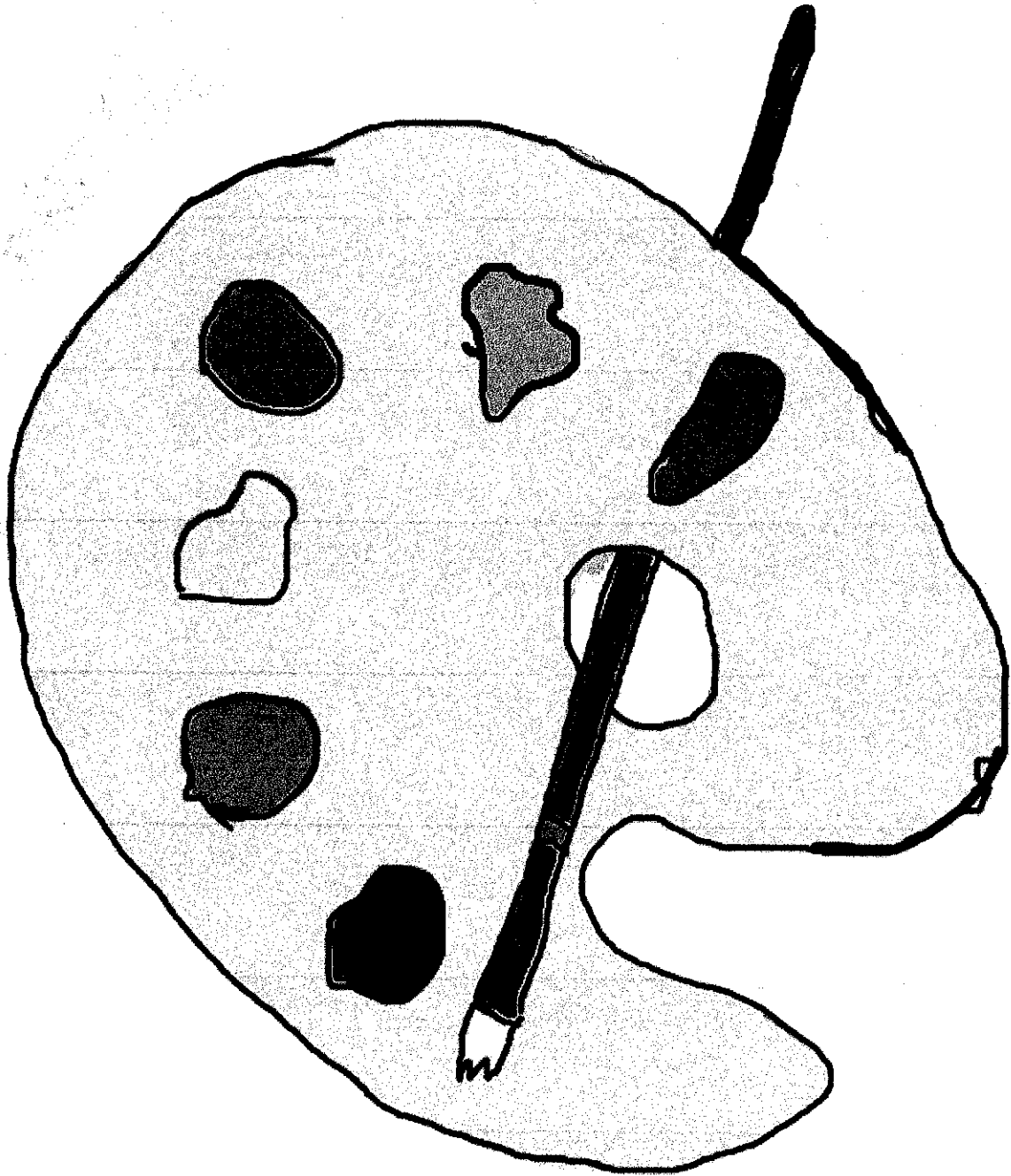
5. Haiku Projections (No funding requested in this round)

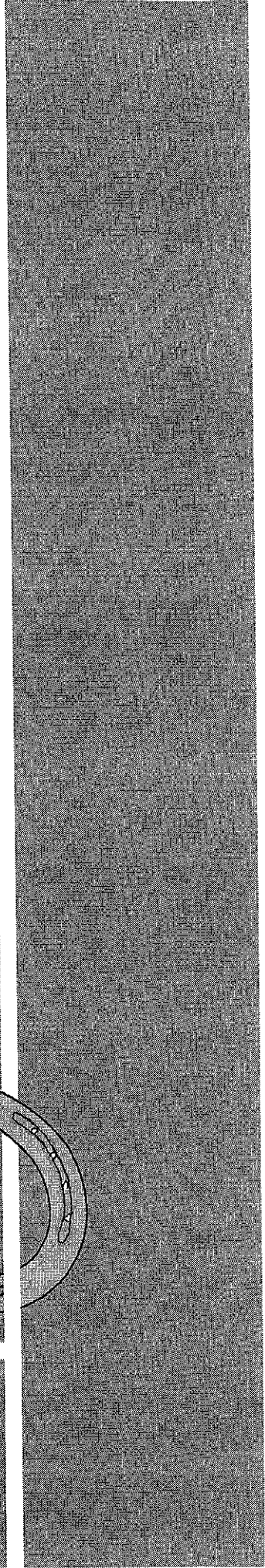
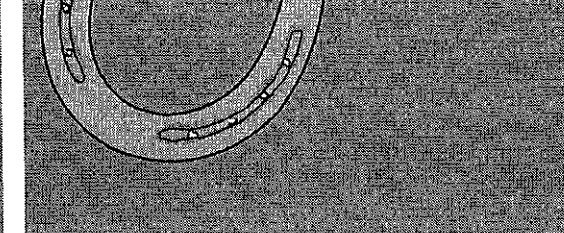
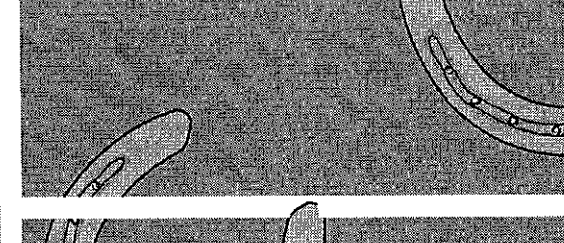
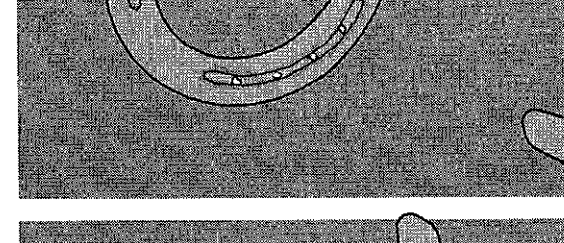
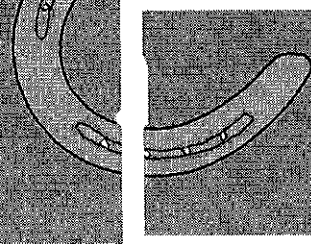
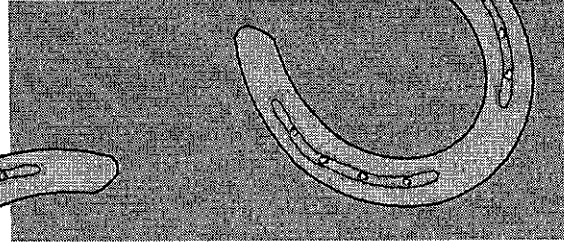
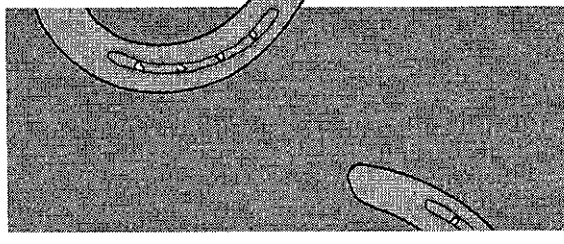
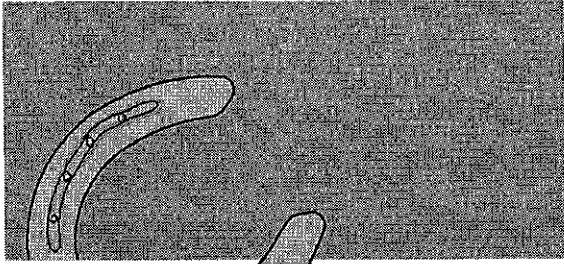
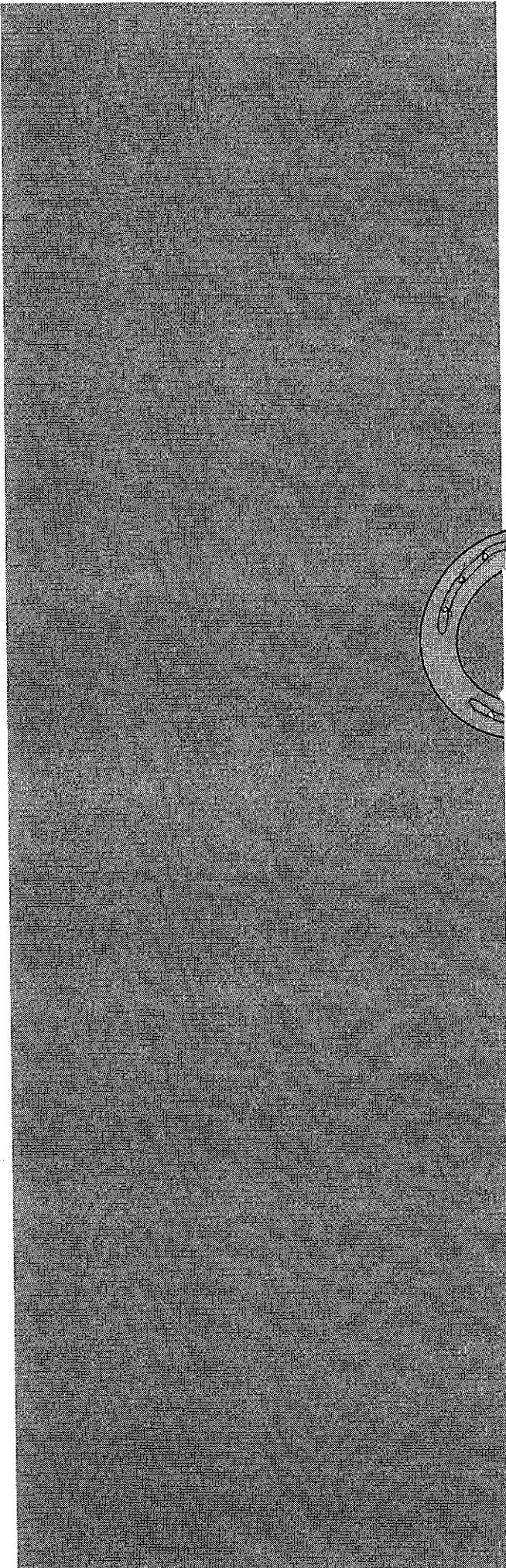
Literary arts are a vital component to Allston. With its rich music scene and numerous schools, poetry and the written expression deserve our awareness. The vision for this project is designed to reflect the voice of the people of Allston. Through billboards, public service announcements, social media and ads in papers schools in the Allston Brighton Community will be solicited for original haiku's. Over the course of a summer, various works will be projected on outside walls. Poetry would be submitted to Unbound Visual Arts where a committee will be created to determine works that are reflective and appropriate for public reading. Depending on amount of submissions, would determine length of projections. It is envisioned there would be multiple calls for submissions to assure the greatest representative of the people's voice. Perhaps works changing every hour, more or less, with new rotations after 3 months. Below is example of how this could look on building facing public view.

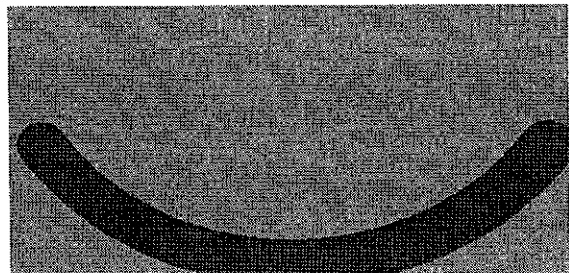
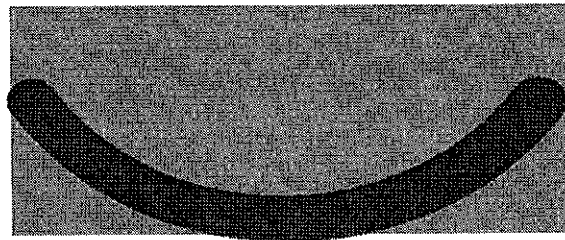
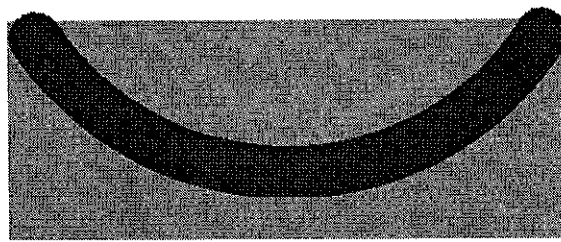
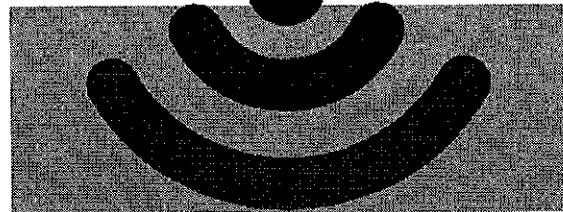
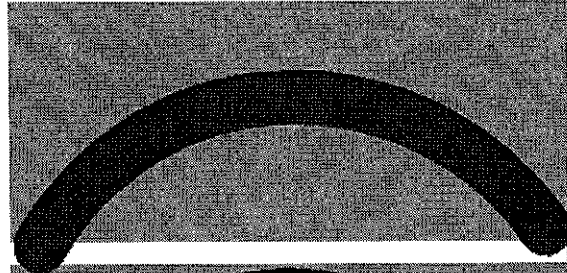
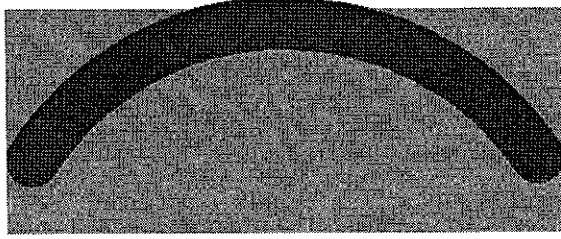
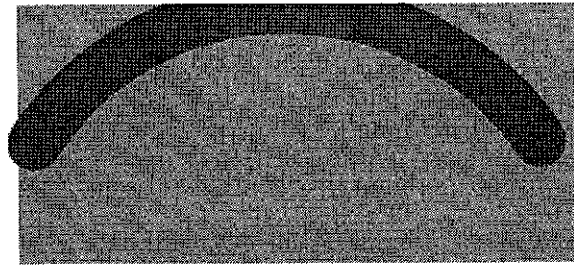


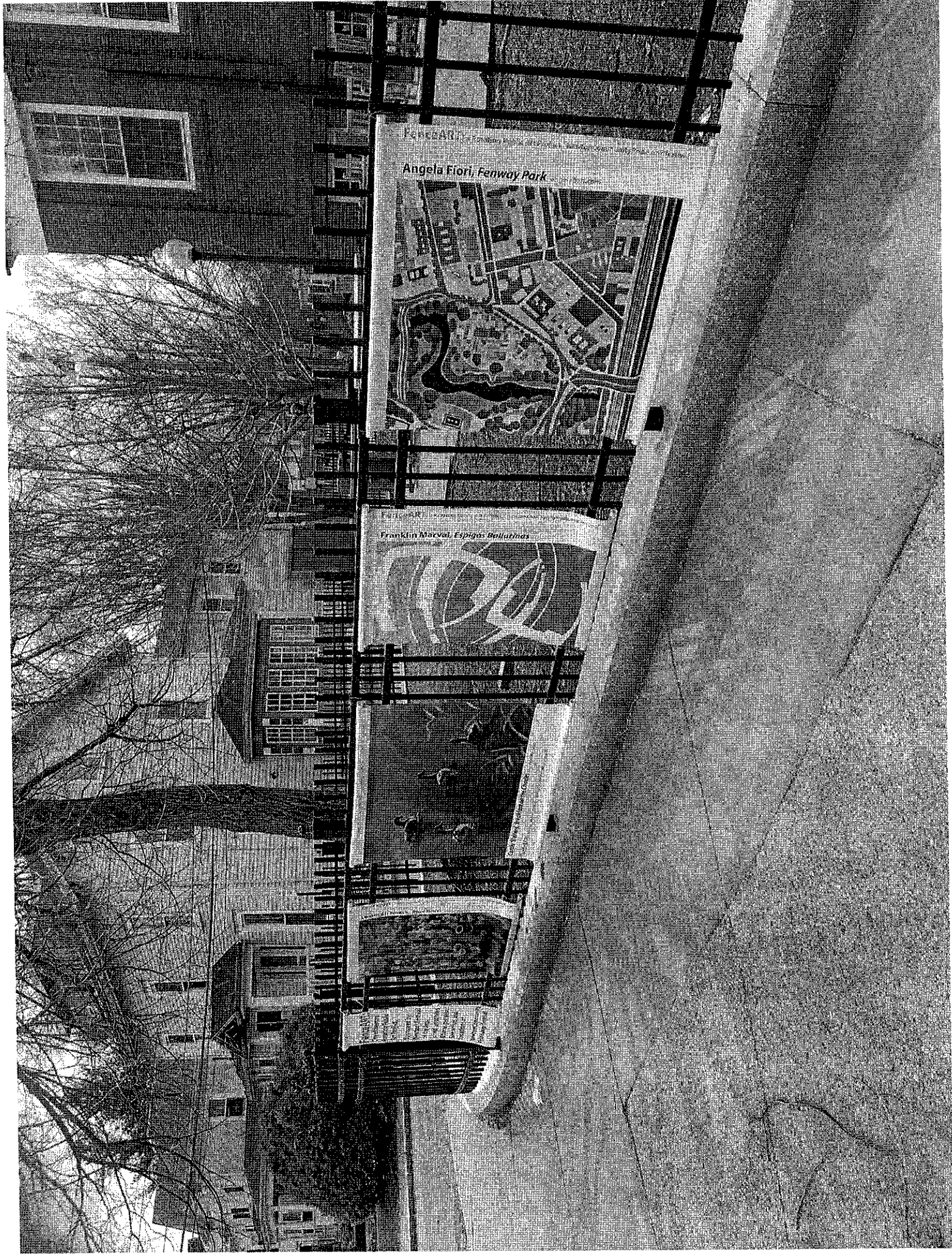
Ruth Riethaugh
Tech Boston Academy





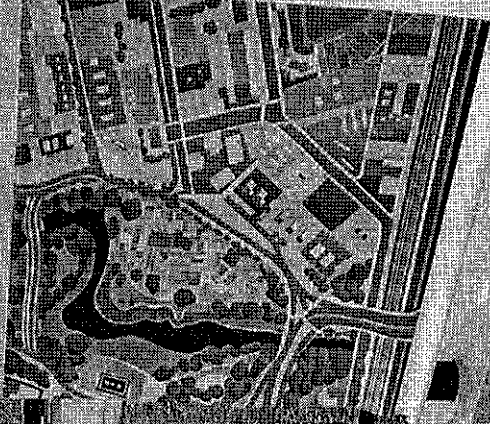






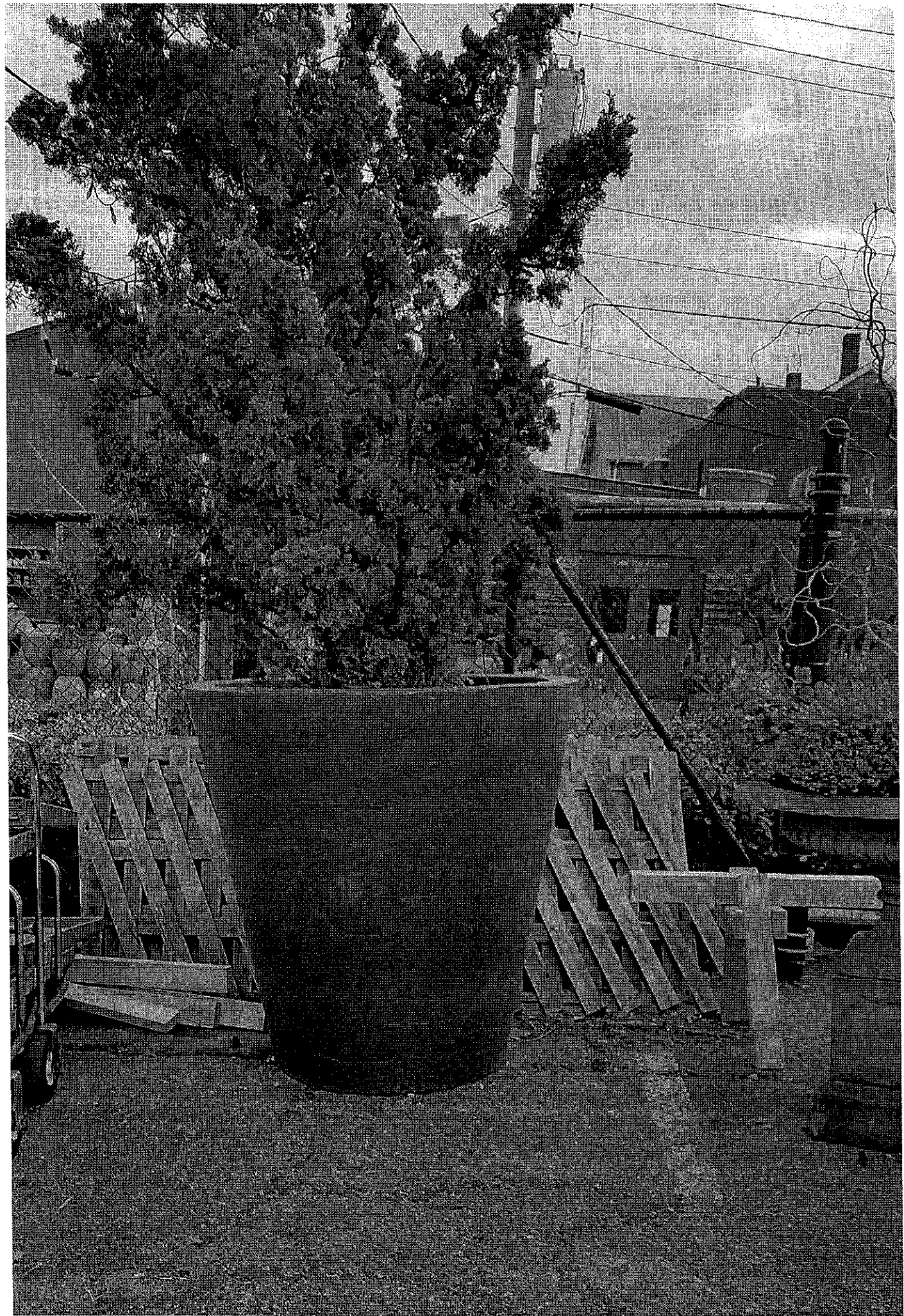
FENWAY
A Fenway Park City Project, 100 Fenway Street, Boston, MA 02114

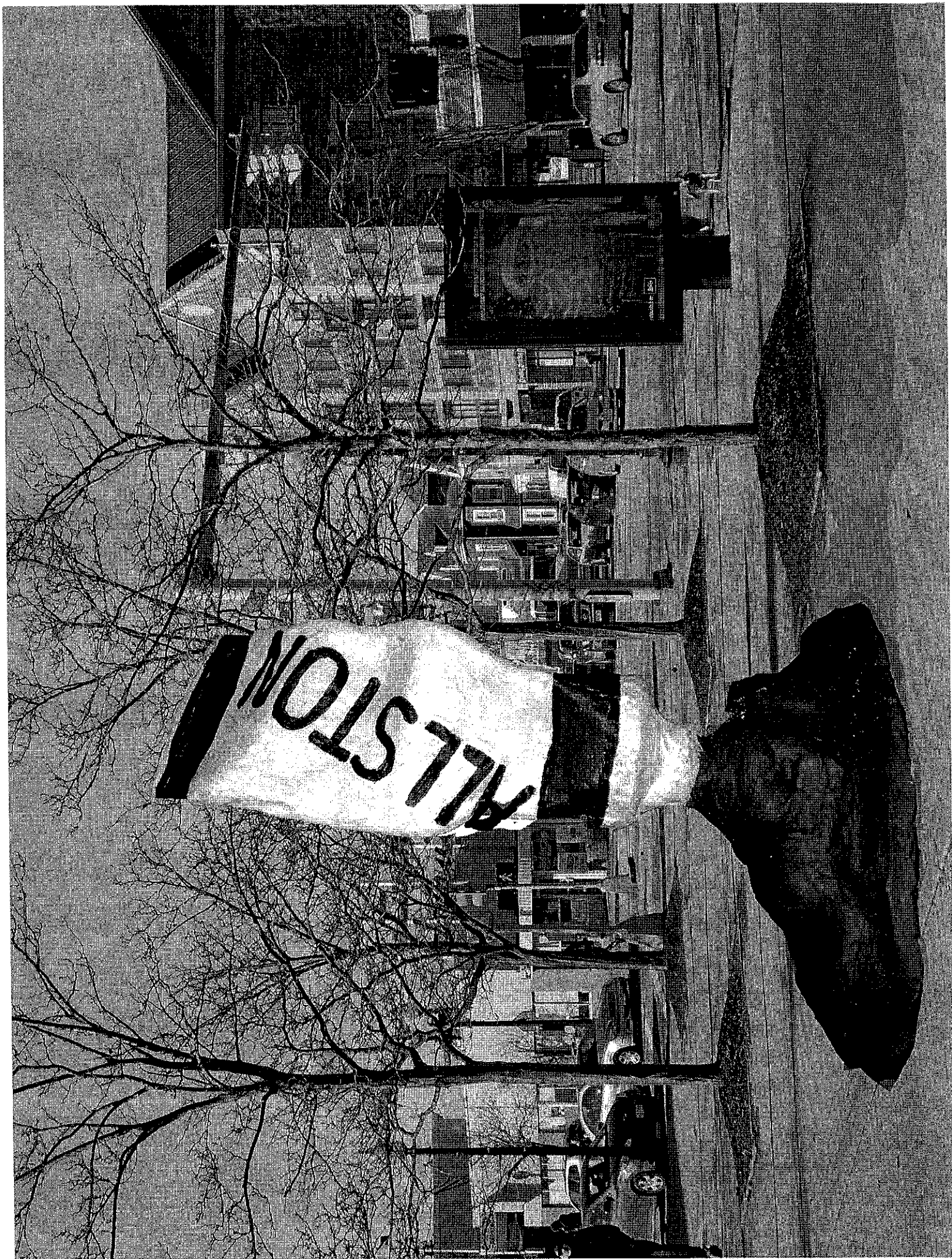
Angela Fiori, Fenway Park

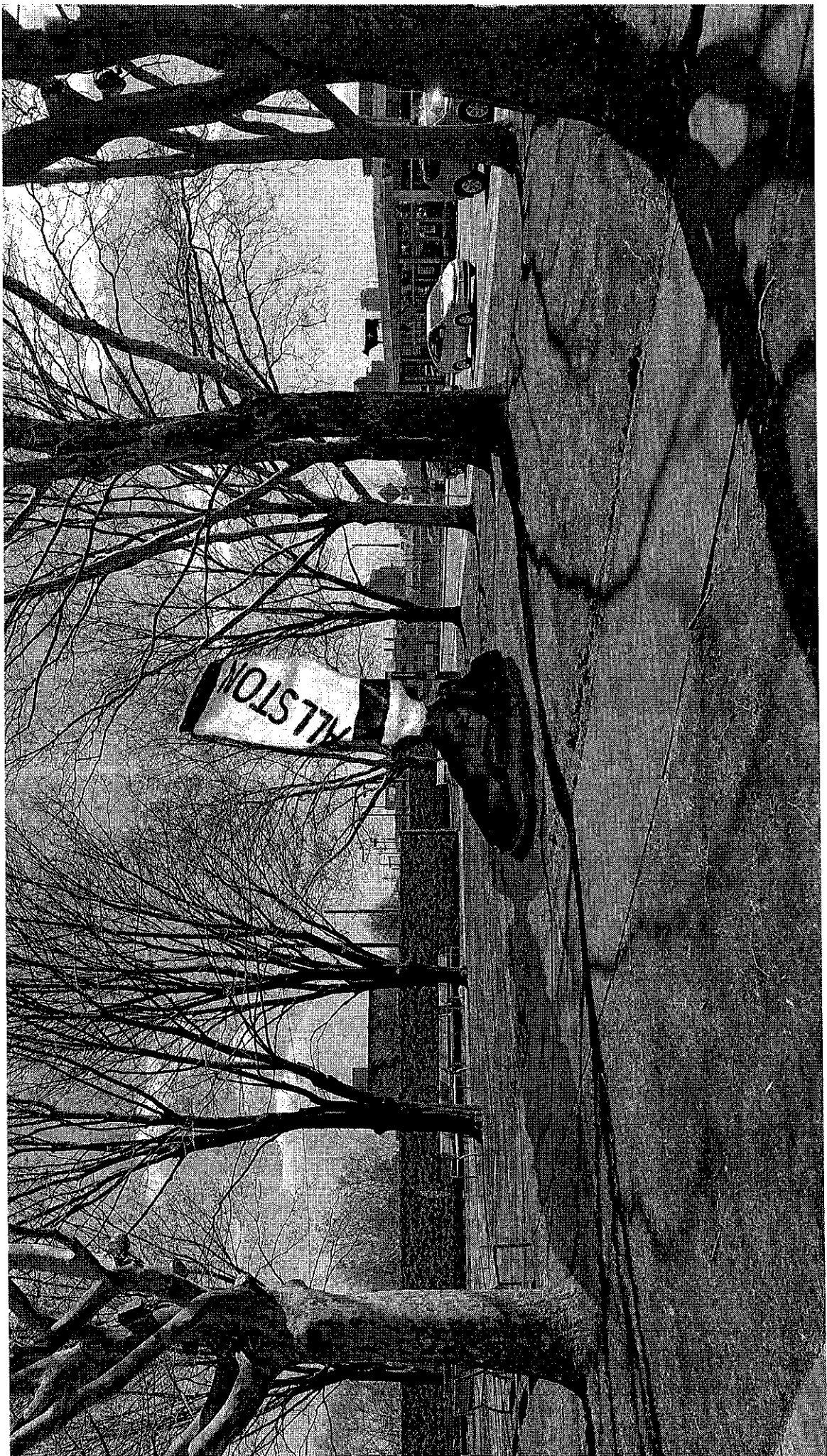


Franklin Marval, Espigas Ballarinas



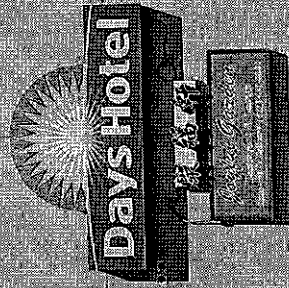






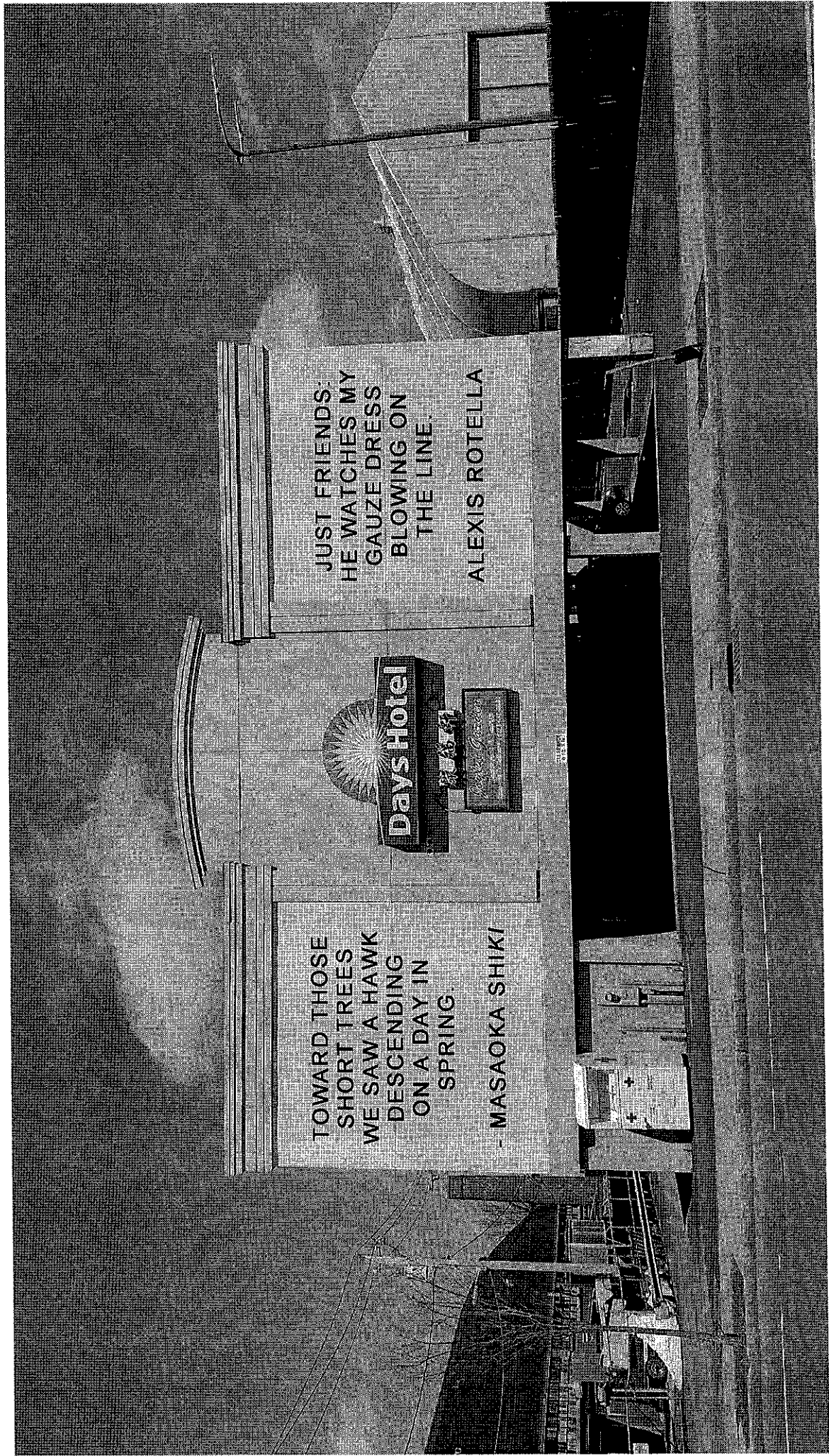
TOWARD THOSE
SHORT TREES
WE SAW A HAWK
DESCENDING
ON A DAY IN
SPRING.

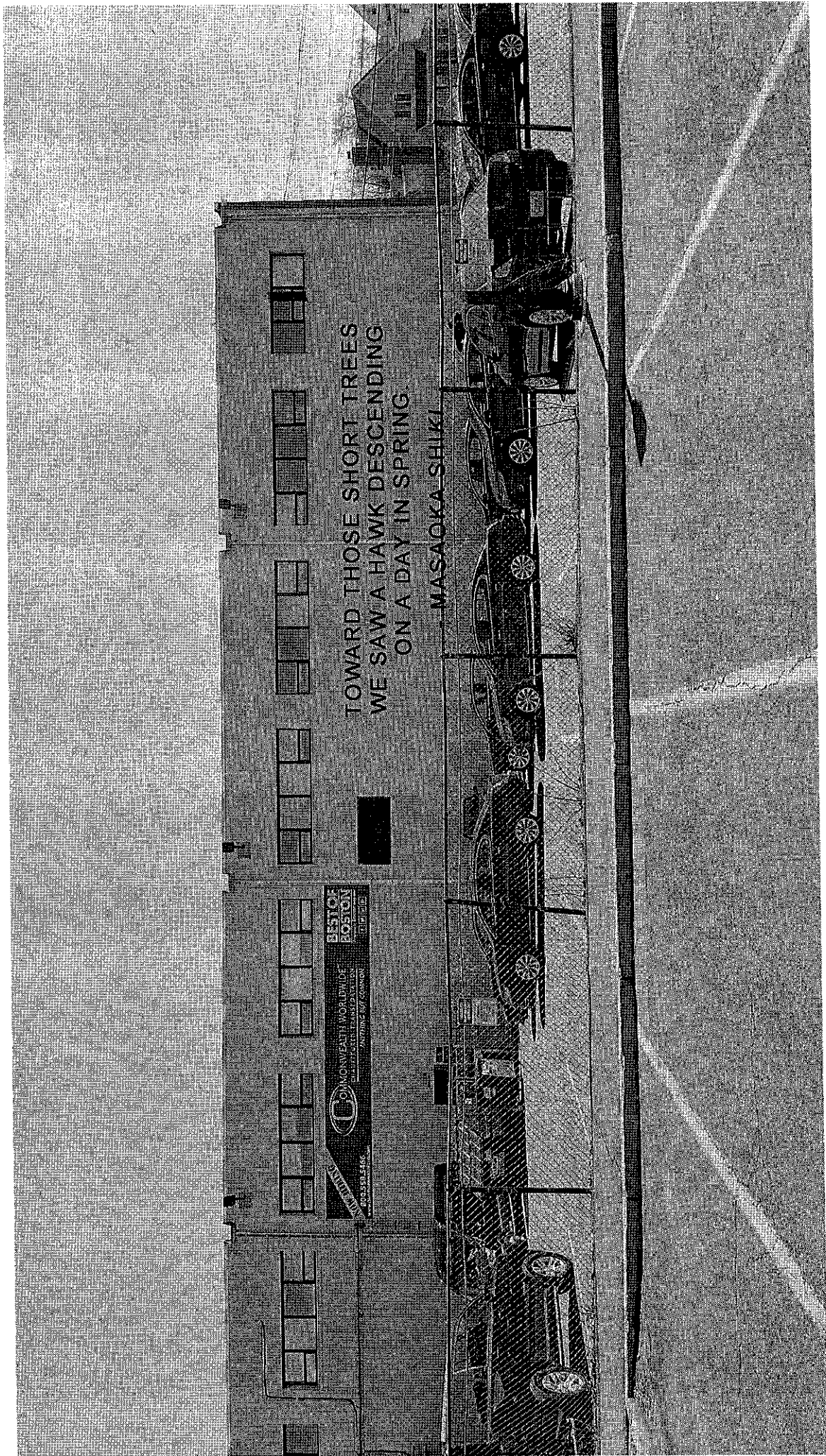
- MASAOKA SHIKI



JUST FRIENDS.
HE WATCHES MY
GAUZE DRESS
BLOWING ON
THE LINE.

ALEXIS ROTELLA





TOWARD THOSE SHORT TREES
WE SAW A HAWK DESCENDING
ON A DAY IN SPRING

MASAOKA SHIKI

BEST OF
BOSTON
COMMONWEALTH WORLDWIDE
PLATT GATE TRANS ACTION
NOTHING BUT COMMON