



TO: *Harvard-Allston Public Realm Flexible Fund Executive Committee*
FROM: *Mayor's Office of Arts and Culture*
DATE: *June 2, 2017*
SUBJECT: *Application for Harvard-Allston Public Realm Flexible Fund*

The Mayor's Office of Arts and Culture requests a grant of \$3,510.00 from the Harvard-Allston Public Realm Flexible Fund to install Matthew Hoffman's temporary artwork, "May This Never End," on the South side of Lincoln Street, between Franklin Street and Eric Road.

Project Description

"May This Never End" is a temporary artwork by Chicago-based artist and designer Matthew Hoffman that was commissioned by the Rose Kennedy Greenway and exhibited on a fence between North and Clinton streets in 2016. The artwork was deinstalled in May of 2017 and is now looking for a new home. The Mayor's Office of Arts and Culture and the Greenway feel that this is an excellent opportunity to install the work in a new and exciting site in Boston. This would keep the piece in the City, allowing more residents to experience the artwork in a new context.

"May This Never End" is a 4-foot by 319-foot artwork, made of bright yellow high density polyethylene that reads: "Nothing's for keeps. Except that we must keep going. You'll spend your entire life searching, ok? We all want to belong. So let's all get along. Make the most, and hope. May this never end." The piece can also be split into four sections, each roughly 75 feet long, to create new textual phrases or for partial installations.

Allston is an incredibly artistic neighborhood, full of young musicians and makers. "May This Never End" is an excellent fit for the character of this area, and the proposed site creates a visual and navigational connection between areas of activity while keeping with the character of the neighborhood. The proposed site for this project is the fence along the South side of Lincoln Street, between Franklin Street and Eric Road - currently an underutilized fence on Massachusetts Turnpike Authority property. This piece of the fence is also the entrance to the pedestrian bridge that provides a critical connection between North Allston and the commercial corridor on Cambridge Street. We propose that the installed artwork face North, with the text beginning close to Franklin Street and the entrance to the pedestrian bridge. The artwork will serve as an inviting form of navigation and as a



landmark, encouraging people to cross the bridge. With its bright color and scale, the artwork will activate the public realm and make this area legible as an actively-used public space, increasing a sense of safety and activity while beautifying the latent space next to the turnpike.

Partners

The following are the partner organizations and contacts for this project. Please note that the Mayor's Office of Arts and Culture is still working to secure permission from the property owner, the Massachusetts Turnpike Authority. We do not anticipate any issues receiving approval for this project, particularly since the artwork was previously installed on Massachusetts Department of Transportation property very similar to the turnpike fence area.

The Mayor's Office of Arts and Culture is a City agency that enhances the quality of life, the economy, and the design of the City through the arts. The role of the arts in all aspects of life in Boston is reinforced through equitable access to arts and culture in every community, its public institutions, and public places. Key areas of work include support to the cultural sector through grants and programs, support of cultural facilities and artist work space, as well as the production and permitting of art in public places.

Project Contact: Kara Elliott-Ortega
Director of Planning and Policy
617-635-2437 / kara.elliott-ortega@boston.gov

The Rose Kennedy Greenway is a contemporary public park in the heart of Boston. The non-profit Greenway Conservancy maintains, programs, finances, and improves the 1.5-mile Greenway on behalf of the public. In 2012, the Conservancy completed a public art strategy that has paved the way for The Greenway to become a premier destination to see contemporary works of art in downtown Boston. The public art vision is to bring innovative and contemporary art to Boston through free, temporary exhibitions, engaging people in meaningful experiences, interactions, and dialogue with art and each other. The Greenway will give artists unique opportunities to exhibit bold, new work that considers the possibilities of 21st century Boston.

Project Contact: Lucas Cowan
Public Art Curator



617-603-7732 / lcowan@rosekennedygreenway.org

Matthew Hoffman, “May This Never End Artist”

Matthew has an expansive portfolio that has been exhibited internationally. He is author of a book on the movement he created, aptly titled *A Decade of You Are Beautiful*, and his ideas and work have been included in *GOOD Magazine*, *The New York Times Magazine*, and *ReadyMade Magazine*. He has been published in a number of books by Gestalten, Droog, and Taschen, and was featured in a segment on the Oprah Winfrey network.

Timeline

June 2017	Grant awarded, Matthew Hoffman visit to Boston scheduled
July 2017	Materials for installation purchased, informational sign designed and printed
August 2017	Matthew Hoffman, the Greenway, and Mayor’s Office of Arts and Culture install “May This Never End” over two day period (16 hours)
August 2019	The Greenway and Mayor’s Office of Arts and Culture deinstall artwork. <i>Please note: This end date is based on high durability of the artwork as well as the City’s definition of temporary artwork, which is approximately 18 months.</i>



Budget

Item Description	Cost
Artist Fee and Travel (includes round trip travel from Chicago to Boston, one night's stay in Boston, and artist's labor)	\$1500
Installation assistants (4 people to help with installation over two days or 16 hours, at \$15/hr)	\$960
Hardware for installation (Flat washers Stainless Steel 1/4", Nut Locks Stainless steel 1/4", Stainless steel Bolts 2" x 1/4")	\$800
Signage design and production to identify the artwork and the artist (includes pole and mount or equivalent materials and printing)	\$250
Total Budget	\$3510

Budget notes:

- Although the Mayor's Office of Arts and Culture is the lead applicant, the Greenway has agreed to accept the funds from this grant in order to expedite payment for the artist and ensure a quick turnaround of the project.
- The materials of this artwork are incredibly durable. The piece is rust resistant and is expected to easily last through the seasons without requiring any maintenance. In the event that there is an issue with artwork or maintenance is required, the Mayor's Office of Arts and Culture takes responsibility for the care and maintenance of the artwork, including deinstallation if necessary.

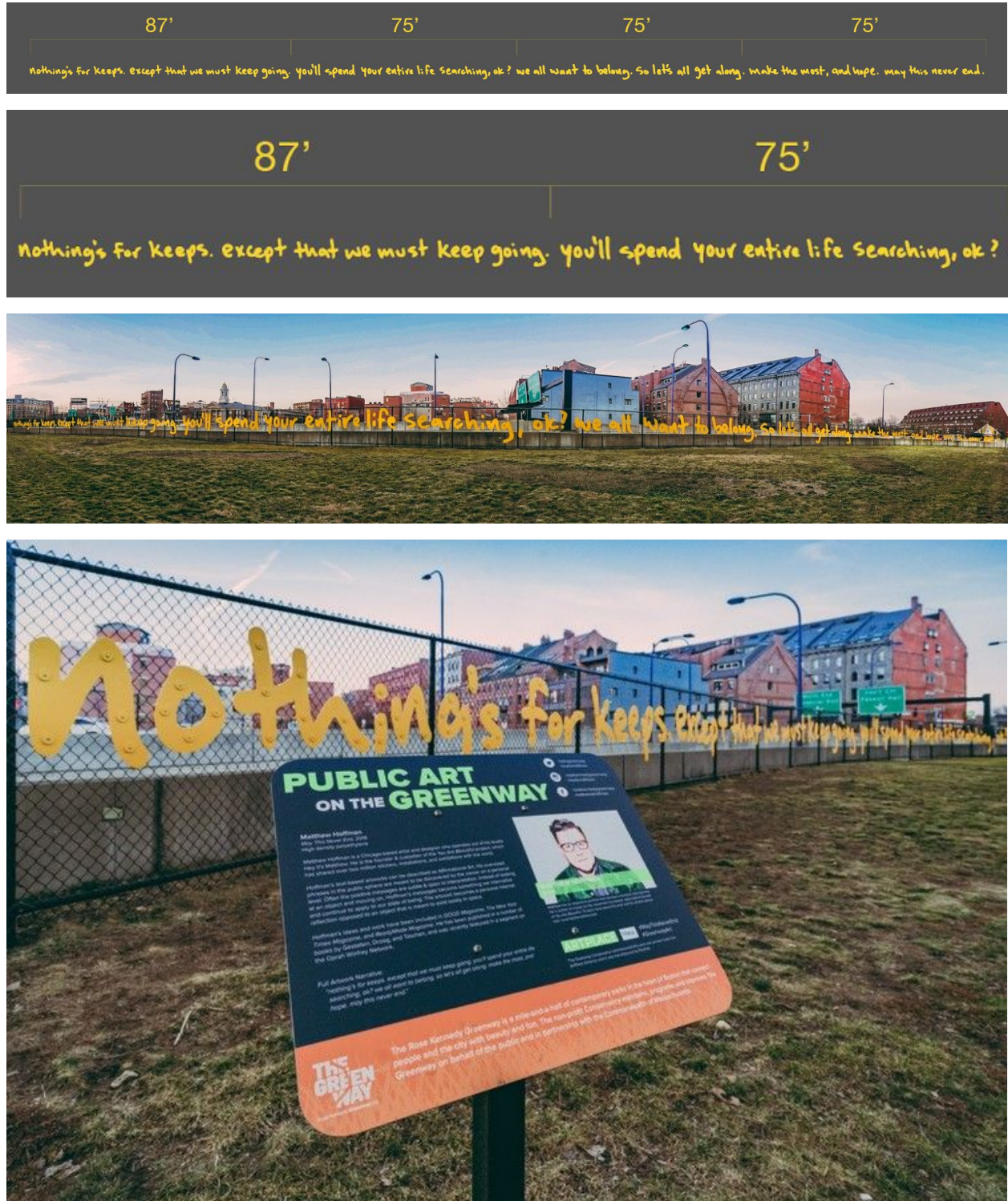
Map



Above: Bird's eye view looking South from North Allston. Below: Street view looking East toward pedestrian bridge with site for artwork highlighted in yellow.



Images



From top: Drawing of artwork shown in segments by length in feet, Close up of two segments, Panorama of artwork on the Greenway, Close up of sign and artwork on the Greenway