

FREE



Summer 2011

**Inside:**  
Schedule of events  
Local plant guide  
Map to art  
and more...

### Opening Details

*Please celebrate with us!*

Saturday, June 25th  
Vanguard Sculpture Services  
3374 W. Hopkins Street, Milwaukee  
(see map inside)

4:00-5:30 Tours with the artists  
5:30-7:00 Reception featuring exhibit  
with artists' sketches and models

# WELCOME TO IN:SITE'S 2011 CENTURY CITY PROJECT

The 30th Street Industrial Corridor Corporation (The Corridor) and Business Improvement District (BID) #37 invited IN:SITE to install art that would increase interest in the area during the development phase of the Century City site (formerly A.O. Smith/General Automotive).

The art was created by nine lead artists—Bruce Brusubardis, Colin Dickson, Marly Gisser, Jesse Graves, Allison Westbrook, and Christopher Willey from Milwaukee; plus Chris

Silva and Lauren Feece from Chicago, and Faith Purvey from Minneapolis. Their projects primarily address environmental issues in the area. All the art will be in place by June 25th, and much of it will stay up until the end of the year.

This broadside has two functions:

- 1) It is a newsletter that explains the environmental elements of the project and information about specific events and installations.
- 2) If you open up the newsletter, there is a map inside showing the locations of all the art with artist statements and a list of sponsors and site hosts.

This is the second of a two-cycle, two-year project. The sponsors and support for the 2011 project increased dramatically. In addition to the sponsors and site hosts listed inside, the IN:SITE project planners Pegi Christiansen, Amy Mangrich, and Sarah Luther thank:

- Beth Sahagian-Allsopp from the BID.
- Brenna Holly and Maurice Williams from The Corridor/BID.
- The Corridor Planning and Redevelopment Committee.
- Common Council President Willie Hines, and Aldermen Ashanti Hamilton, Nik Kovac, Michael Murphy, and Willie Wade.

## ABOUT IN:SITE

IN:SITE is an arts organization fostering the creation of place-responsive temporary public art since 2006. In Milwaukee County, the projects IN:SITE curates, manages, promotes, and maintains highlight how temporary public art and infrastructure needs can dovetail.



<http://insitemilwaukee.org>

## Turn on Your Radio to 93.9

IN:SITE is committed to temporary public art that not only responds to specific spaces at a specific time, but also includes installations in all sorts of mediums. "Radio Transmissions," by Ted Brusubardis, is sound art you can hear using your radio within a 150-foot radius of where the transmitters are installed.

Whether you are in your car or use a boombox, here is what you



In the parking lot of Ned's Pizza at 31st and Capitol, you will see two parking spaces outlined with red marking spray. You will be looking across Capitol Drive to the Century City site and—tune your radio to 93.9 FM.

Park or stand near Integrated Recycling Technologies, 4051 N. 27th Street. In the grassy strip between the street and the sidewalk, you will notice the planters that are also enhanced with art by Colin Dickson. You want to be looking at a planter and—tune your radio to 93.9 FM.

## What Are Bioretention Planters?

The State of Wisconsin, through the Department of Natural Resources, mandated that all local governments reduce and filter stormwater runoff. The terrible flooding in the summer of 2010 shows how important it is to address heavy rainfall near Century City. Rain in cities hits asphalt, concrete, and roofing, instead of being collected

by leaves, soil, and roots. Along 27th Street near Capitol Drive, like in other cities including Portland, Oregon, the City of Milwaukee installed twelve special planters, called bioretention planters or bioswales, to filter and direct stormwater to Lincoln Creek.

### "Double Arrows"

Lead artist Colin Dickson studied the plant-

ers and attended area Coalition for Hope Blockwatch meetings to gather input to design art to make the planters more interesting, discourage littering, and call attention to their function.

Colin's "Double Arrows," in multiple planters, are pointers. They point out how the water is channeled from the street into the bioretention planters, and then how the water seeps down through special soil and two layers of stone into pipes that lead to Lincoln



*Eupatorium* or **Joe Pye Weed** is in the aster family and blooms in late summer with multiple small bright purple blooms. Its coarse leaves arrange themselves in clusters of 3-6 on the stem and it can grow as tall as 4-6 feet.



*Rudbeckia hirta* or **Black-eyed Susan** is an aggressive grower that blooms in mid to late summer and is recognized by its full coarse foliage and bright golden flowers with brownish purple centers.



*Panicum virgatum* or **Switchgrass** is a versatile, adaptable, deeply rooted plant that has many uses from ornamental gardening, erosion control, to being grown as a biomass crop to create ethanol.

## ENVIRONMENTAL ACTION IN THE CORRIDOR By Executive Director Brenna Holly

The 30th Street Industrial Corridor Corporation (The Corridor) and Business Improvement District (BID) #37 have been very active in improving both the business and physical environments in the 30th Street Industrial Corridor. With "Art On and Off Capitol" focusing on environmental issues this year, we would like to take this opportunity to highlight some of the environmental work we undertake.

- The Corridor has partnered with the City of Milwaukee and the Wisconsin Department of Natural Resources to assess properties with potential contamination.

One of the goals of this project is to help spur development in the area by eliminating the environmental unknowns for potential businesses and investors.

- The Corridor/BID developed conceptual streetscape plans for the major thoroughfares in the district. Some of the concepts include stormwater management features to help reduce runoff and provide more natural, green areas in this industrial district. Implementation on Capitol Drive has already begun and the City plans to begin improvements on Fond du Lac Avenue this summer.

- The Corridor/BID also worked with Groundwork Milwaukee and the City to install bioretention planters and educational signage along N. 27th Street.
- The Corridor/BID also work to reduce environmental nuisances such as litter and illegal dumping by collaborating with businesses, community organizations, and the Milwaukee Police Department.

We will continue working to improve the environment in the 30th Street Industrial Corridor along with the City of Milwaukee, Wisconsin Department of Natural Resources, and our many business and community partners. It is an essential part of revitalizing the area and attracting and retaining businesses and jobs.



week. The "Double Arrows" come in four-foot, six-foot, and eight-foot sizes, and are painted in two colors, so it is hard to miss them!

## Special Plants Needed

Selecting the right plants for the bioswales involves many factors. Here are some of them:

- They have to be resistant to road salt.
- They have to be both drought and flood-tolerant.
- They have to be able to tolerate full sun exposure.
- For our safety, they must be short enough to keep people and sidewalks visible from traffic.
- A mixture of plants provides a variety of color in the spring, summer, and fall.

Native plants, which are accustomed to the extremes of hot and cold, wet and dry conditions in Wisconsin, are perfect for the planters. Not only are they resilient, but their deep roots and many leaves also aid the filtering process, preventing salt and other chemicals from entering waterways. Another benefit is that these perennials, that grow back every year, require minimal maintenance. Sarah Luther has drawn pictures of some of them.



*Echinacea purpurea* or **Purple Coneflower** can be found in the wild, but also grown as an ornamental plant because of its lush foliage and purple bloom. Echinacea, in its medicinal form, is thought by many to boost the immune system.



*Cornus sericea 'Isanti'* or **Red Twig Dogwood** is a deciduous shrub that is commonly used in ornamental gardening because of its showy white flowers in spring, decorative color and berries in fall, and red stems in the winter.



*Phlox divaricata* or **Woodland Phlox** grows 1-2 feet tall with opposite, unstalked leaves and flowers in early spring. Phlox, with five flower petals, is often confused with the invasive species Dame's Rocket which can be differentiated by its four flower petals.

**START WHERE YOU ARE.  
USE WHAT YOU HAVE.  
DO WHAT YOU CAN.**  
- ARTHUR ASHE

**PLANT SEEDS!**

Chris Silva and Lauren Feece's "Plant Seeds" mural at 34th and Capitol features this Arthur Ashe quote. Ashe (1943-1993) is the only African-American tennis player to win at the US Open (1968) and Wimbledon (1975). He retired from tennis in 1980 due to a heart

attack, but devoted the rest of his life to writing, media, and philanthropic endeavors. His quote captures a lot of the 2011 IN:SITE project's spirit. To give just one example, Marly Gisser, Jesse Grave, and Allison Westbrook all use primarily recycled vinyl for their art.

The Corridor/BID wish to thank everyone who helped with this year's project as well as our in-kind and financial sponsors. A special thank you goes to the Wisconsin Energy Foundation and The Harley-Davidson Foundation; both foundations supported this project with grants to The Corridor. Their support helped us to increase the scale and impact of the project.

In addition, the City of Milwaukee's Neighborhood Improvement Development Corporation provided funding for two model projects. Art on the doors and windows of boarded-up houses and having an artist present in empty spaces as an idea incubator would not be happening without NIDC's support.

## "IN:terruptions" on Foreclosed Houses

Vacant buildings attract graffiti, vandalism, theft of materials, squatters, and more. Vacant houses affect property values and the spirit of a neighborhood.

In recent years, partially as a response to the foreclosure crisis, neighborhoods all over the country have collaborated with artists to enhance the doors and windows of boarded-up houses. Since 2005, cities as diverse as Buffalo, Cleveland, Durham, Memphis, and Pittsburgh have initiated projects that the father of all these initiatives, Detroit's 25-year-old "Heidelberg Project" calls, "Healing communities through art." For the first time, this will be happening in Milwaukee.

IN:SITE, in collaboration with The Corridor, the City of Milwaukee Neighborhood Improvement Development Corporation, Sherman Park Community Association, Northwest Side Community Development Corporation, and the Dominican Center for Women, will be adding art to twelve boarded-up houses in three neighborhoods (see map inside).

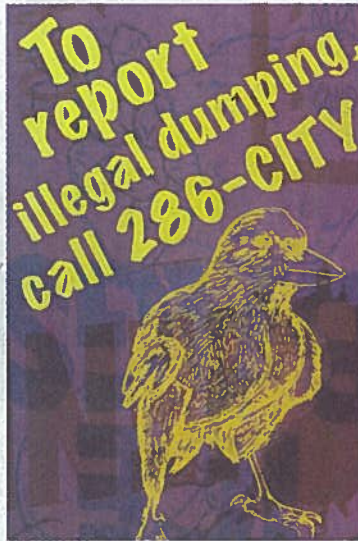
IN:SITE lead artist Christopher Willey received input and images from residents

near Hadley and Locust, Century City, and the Dominican Center. His "IN:terruptions" feature photographs from the area and colorful silhouettes of urban animals and plants. Willey also worked with Century City resident Ben Payne, who provided drawings for some of the art.

Everyone has high hopes for "IN:terruptions." The city would like to fund similar initiatives in other neighborhoods. Maurice Williams, Outreach Manager for The Corridor, says, "The board-up project is a brilliant, artistic, community response to the plague of vacant, foreclosed properties."

### MESSAGES

In some neighborhoods, there is an added



problem by foreclosed houses: illegal dumping. People come from outside the area to discard everything from construction debris to old boats. They dump where they think they won't be seen.

Most of the twelve houses with art will have one of three messages to address illegal dumping:

**Please bring waste to 6660 N. Industrial Road and 3879 W. Lincoln Avenue.**

These are the city's two waste centers. Hours and information can be found at <http://city.milwaukee.gov/mpw/divisions/operations/environmental/sanitation/SelfHelpCenters.htm>

**Only a chump would come here to dump!**

**To report illegal dumping, call 286-CITY.**

This number is a clearinghouse for all city services calls. If someone calls this number, the receptionist will ask a series of questions to direct the caller to the right department.

## "Refoundation"

Minneapolis/Los Angeles-based artist Faith Purvey will be spending a month in Milwaukee doing a project she calls "Refoundation" at the 29th Street Park as well as in the "Pop-Up Gallery" across from the Dominican Center for Women (see map inside). Both locations are right by IN:SITE "IN:terruptions" installations.

Faith will be engaging with the neighborhoods to build a series of portable "forts" that will be used for various art activities. Faith views her forts as structures that help to create friendly, peaceful, and colorful spaces where neighbors of all ages can meet to form an instant village." The project will be shaped by the talents, materials, and ideas that come forward.

Mondays, Faith will collaborate with the Milwaukee Recreation Department. There will be no activity leaders at the park from 12 pm-4 pm Monday through Friday, June 20-July 29, facilitating sports and other activities for children ages six through twelve. The program is free. (You can call 414-475-8811 for more information.) Faith will lead sculpture-building workshops.

Tuesdays, Faith will be at the park coordinating a number of elements, which may involve Tuesday evening gospel singing.

Fridays will be the "Sister City" day. Faith will coordinate an exchange of art and ideas between the "Pop-up Gallery" and the park.

Saturdays bring Faith back to the park. This will be a great day for exchanges between generations.

### "Refoundation" Schedule

June 25th through July 23rd

**Mondays** 2-4 pm at the 29th Street Park (3840 N. 29th Street) *Except for July 4th*

**Tuesdays** 2-7 pm at the park

**Wednesdays** (Rain date)

**Fridays** 11 am-3 pm at 24th Place and Locust across from the Dominican Center for Women

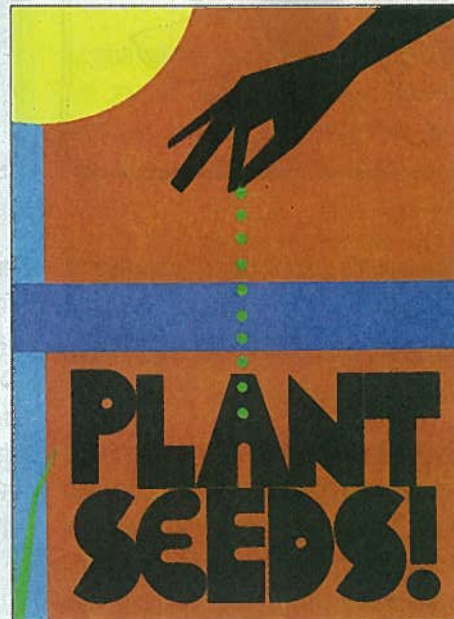
**Saturdays** 11 am-5 pm at the park



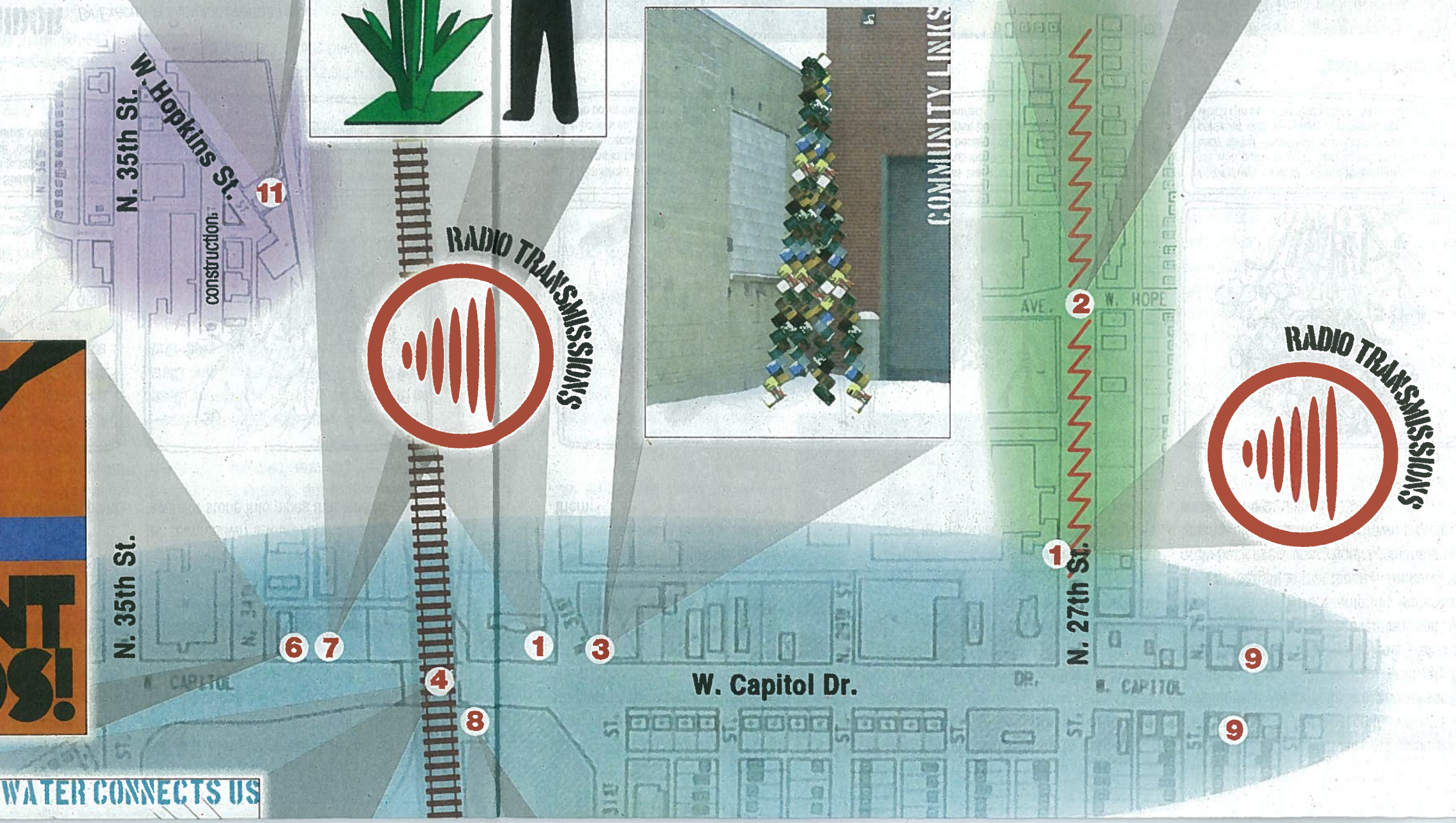
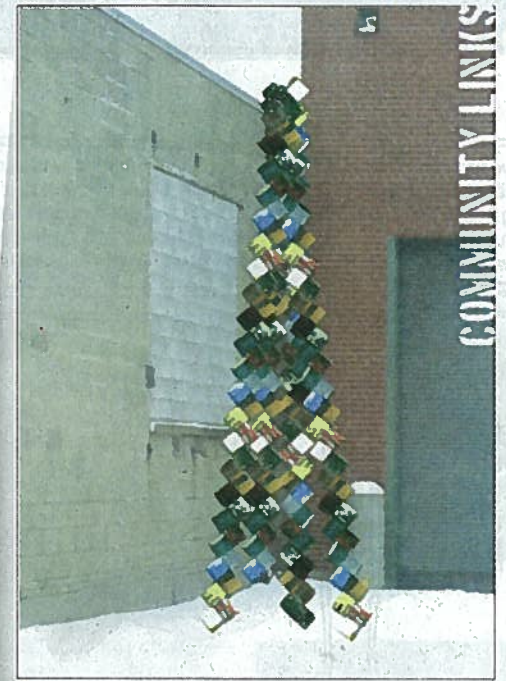
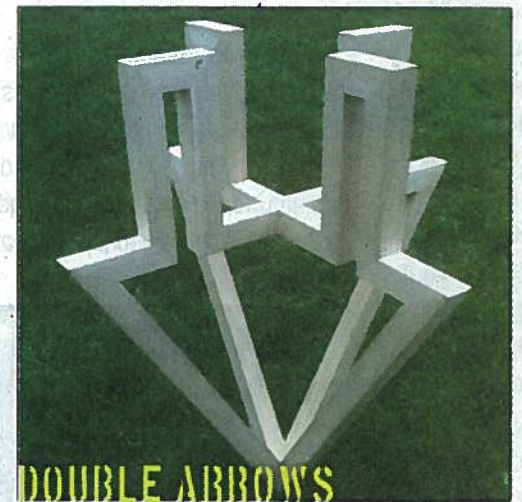
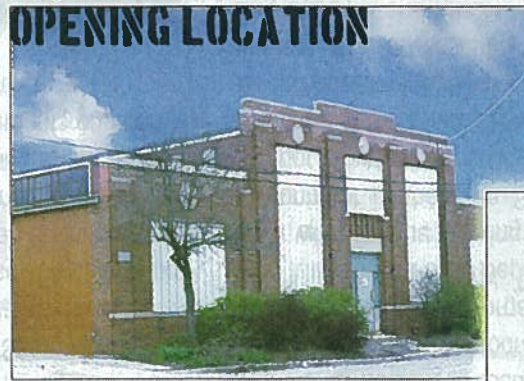


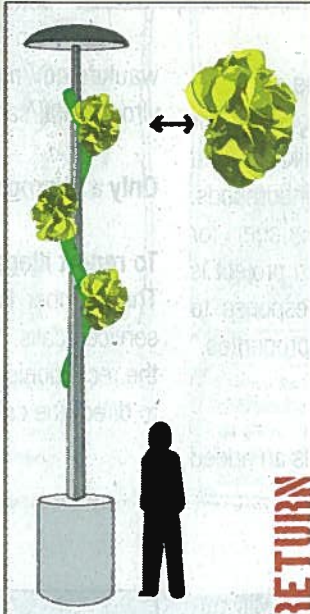
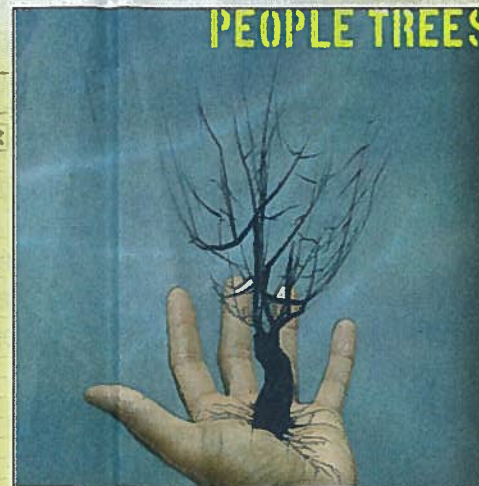
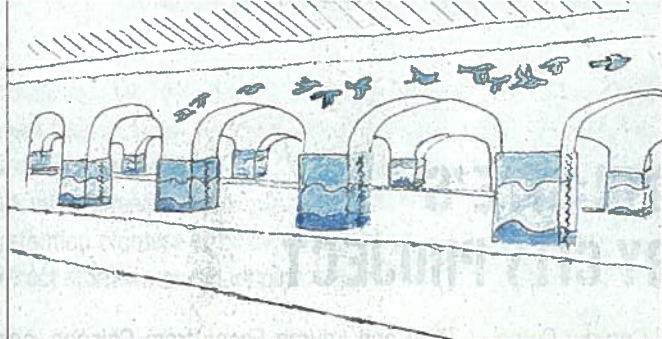
The 30th Street Industrial Corridor Corporation and Business Improvement District #37 invited IN:SITE, fostering temporary public art, to mount art near Century City to create excitement about its development. The 2011 projects have an environmental focus. The art will be in place by June 25th and much of it will stay up through the summer.

<http://insitemilwaukee.org>



WATER CONNECTS US





**Artist Statements**

**1 Ted Brusubardis**  
 Sound is my art medium. When I use sound, I treat it as language. When I use language, I treat it as sound. When I weave these two together, I compose what I consider music.

My work consists of two site-specific radio stations. Each highlights a unique portion of this dynamic neighborhood. One focuses on the planters on 27th Street, and another, at Ned's Pizza, focuses on the industrial landscape and the citizens who define the area. The audio pieces include interviews with people, their stories, and local sounds woven together to create cohesive narratives.

**2 Colln Dickson**  
 My intention with this work is to beautify preexisting structures while drawing attention to the necessity of water filtration. Community is one impetus of the work. The art is about the planters on 27th Street and the function of them within the context of a concerned community. I hope my "Double Arrows" help to foster community pride and investment in the neighborhood.

I do not intend to define the neighborhood with the work, but ask that the community use the work to help redefine itself.

**3 Marly Glisser**  
 As the graphic designer for the project, my job was to synthesize the project's messages and amplify them through communication design. Beyond graphic design, the work calls on principles of landscape architecture, community engagement, and teaching. Interacting and consulting with the other artists in a collaborative way served to enhance the experience and the results.

Students in the area created colorful chains from recycled vinyl. The chains are like the ones youngsters make from gum wrappers, but vastly larger

in size. The links of these chains represent to me the variety of individuals in the community who, by working together, create strong and beautiful things—chains, neighborhoods, lives.

**4 Jesse Graves**  
 I focused my efforts on the Capitol Drive railway underpass. I repainted and reused vinyl wrappings from 2010, stenciled a flock of birds on the underpass piers and sidewalks, and created a fence weaving that imitates a river.

In this installation, water is a symbol for the connections within community and a reminder of the importance of conserving fresh water. The flock of birds represents a strong, unified community. The fence weaving, birds, and wrappings are visually connected through color and flowing rhythm. The work is intended to visually enhance the area and provoke thoughts regarding water issues such as stormwater runoff and pollution.

**5 Faith Purvey**  
 My work is situated in the 29th Street Park and an empty lot "Pop-Up Gallery" at 24th Place and Locust Street. I will be spending four days a week between these sites during June and July.

My intention is to re-occupy these areas by organizing activities and performances. The first step will be making sculptural shelters with kids who are in summer camp and neighbors of all ages. I want to

create sculptures with people that reflect what they are thinking. By filling the space with multiple tents, bursts of color, and singing, the park and empty lot will be re-activated.

My goal is also to create a "Sister City" relationship between the park and the empty lot. People will be telling stories and making artwork for each other's neighborhoods.

**6 Chris Silva and Lauren Fecce**  
 We are passionate individuals trying to live lives that give priority to contributing positively to the evolution of the collective good. We see art as a way of thinking and acting in the world, rather than merely a stylistic or material practice. We are concerned with how people relate to the self, to each other, and to their environment. We believe that collective consciousness is infinitely more important than individual ego, and our priority as artists is to help to create a just and beautiful world.

We made a large mural that spells out the profoundly simple wisdom of Arthur Ashe: "Start where you are. Use what you have. Do what you can." Additional text reads, "Plant seeds." We see this text as a meditative reminder that slow, focused actions are the essential building blocks of growth. Even though things may not change overnight, it is still worth it to work for what we want to see in this world...as well as to appreciate the beauty that is here regardless of the imperfections we perceive.

**7 Allison Westbrook**  
 Having grown up in the Century City area, I am keenly aware of the surrounding neighborhoods. My intent with this project is to create a sculptural utilization of parking zones. The goal is to create the artistic equivalent of a wildflower growing up through the cracks of paved-over nature symbolizing rebirth, and something to catch the attention of the people who drive past these places day in and day out. My hope is that ideas of rebirth can flower in the minds of the viewers.

**8 + 9 Christopher Willey**  
 I looked to the community for my inspiration. **IN:terruptions:** Working closely with the community, I had the opportunity to positively affect the impression of boarded-up houses. Dumping and squatting are two of the actions I wanted to interrupt. My responses to these boarded-up houses feature colorful, highly patterned images with a bright silhouette of the animals that litter entices, mixed with messages to counteract illegal dumping. My aim is to interrupt these unwanted actions through beauty. [The houses used for "IN:terruptions" are subject to change.]

**People Trees:** Trees are a fantastic symbol of strength. They are deep-rooted, and they get stronger over time. Hands are a symbol of action. This

community holds strength in their very own hands. These are the hands that...form a community.

**10 2010 Installation**  
**11 June 25th Opening** Vanguard Sculpture Services, 3374 W. Hopkins

**Sponsors**  
 30th Street Industrial Corridor Corporation  
 Business Improvement District #37  
 Wisconsin Energy Foundation  
 City of Milwaukee Neighborhood Improvement Development Corporation  
 The Harley-Davidson Foundation  
 Northwest Side Community Development Corporation

**Site Hosts**  
 Canadian Pacific Railway  
 City of Milwaukee Department of Public Works  
 The Redevelopment Authority of the City of Milwaukee



Clear Channel Outdoor, Inc.  
 Cornerstone Achievement Academy  
 Integrated Recycling Technologies Inc.  
 Ned's Pizza at 31st and Capitol  
 Paratech Ambulance Service

**Materials and In-Kind Sponsors**  
 Action Graphics  
 Bliffert Lumber & Fuel  
 Sign-A-Rama  
 Clear Channel Outdoor, Inc.  
 DigiCOPY  
 Sherman Park Community Association  
 Druecke Cottage Indus.

**Additional Support**  
 Milwaukee Artist Resource Network mentee Therese Guise  
 University of Wisconsin-Milwaukee intern Jeff Worthen Blythe Davis  
 Kevin Wood from GRAEF Engineering  
 HGA Architects and Engineers  
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 Cornerstone Achievement Academy  
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 IN:SITE advisors Sara Daleiden and Sheri Urban

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