

Boston College Neighborhood Improvement Fund

For Brighton and Allston

Application Cover Sheet, 2016

(Note: this form is a fillable .pdf and may be filled out electronically)

Total Amount Requested \$ 24,276

Applicant Organization Name:	<u>Unbound Visual Arts</u>		
Organization Address:	<u>10 Guest St.</u>	City: <u>Brighton</u>	Zip: <u>02135</u>
Contact Person:	<u>John Quatrale</u>		
Title:	<u>Executive Director</u>		
Telephone Number:	<u>617-657-4278</u>		
E-Mail Address:	<u>John.Quatrale@UnboundVisualArts.org</u>		
Is Applicant a 501(C) (3) organization?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
IF YES:			
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>		
Fiscal Agent (if applicable):	<u>N/A</u>		

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

John Quatrale, Executive Director

Name and title of Authorized Signatory:

Signature of Authorized Signatory:



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

www.unboundvisualarts.org

617-657-4ART

exhibiting, educating, sharing art

**Boston College Neighborhood Improvement Fund
For Brighton Allston - 2016
Submitted August 2016**

Learning with Art in Cleveland Circle

Applicant Information

Unbound Visual Arts (UVA) is a local non-profit art organization that enriches the community with educational and inspiring exhibitions and programs. UVA is the only 501(c)(3) organization in Allston-Brighton with a primary purpose to serve the visual arts.

1. Key personnel involved in the project.

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 Quatralo, who resides in Brighton and is 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. Quatrala 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 design and 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.

A sampling of UVA's past educational curated exhibitions include:

- **EPIC** – This exhibition was about 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 manmade and natural things.
- **Temptation of the Mind and Body** - This exhibition explored the science and psychology of temptation and how it manifests in everyday life.
- **Freedom** - This exhibition was about our personal and community efforts to achieve freedom.

2. Any partner organizations/property owners to be involved in project.

City of Boston Department of Public Works, Street Lights Division

3. If applicant is a non-profit organization, provide qualifications and prior history of executing similar projects:

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. It is the only 501(c)(3) in Allston-Brighton whose focus is the visual arts. The headquarters is in the WGBH/Brighton Landing West building in Brighton. UVA recently opened two new educational exhibitions in June, 2016. In just under 4 years, we have established UVA as one of the leaders in

creating and exhibiting contemporary art. The accomplishments are many, including organizing 59 educational themed-based exhibitions in 9 venues in 5 communities, featuring over 125 artists. UVA is managed by a 14 person Board of Directors and Council of Advisors. Our most recent exhibitions include: ***Temptation of the Mind and Body***, at the Harvard Ed Portal Crossings Art Gallery and ***Freedom***, at the Honan-Allston Library Art Gallery. All of these exhibitions have allowed Unbound Visual Arts to promote artistic growth - inspiring passion, creativity, education and expression. Further, UVA provides unique opportunities for numerous artists, including those who participate in the **Common Art Program**, a program that provides safe art-making space for individuals who are homeless, formerly homeless or low-income. Further, we have partnered with **Nurturing Minds, Inc.** twice to create exhibitions that helped raise funds for the Segia Girls School in Tanzania. Unbound Visual Arts (UVA) is one of about 20 organizations in Greater Boston that consistently produces curated contemporary art exhibits with educational themes and featuring living artists. UVA has organizational memberships in the Americans for the Arts, New England Museum Association and MASSCreative and has received competitive grants from the Boston Cultural Council the last two years.

Ruth Rieffanaugh, a founding member and current the President of UVA and a local Allston artist, has planned and executed several public art projects through the Boston Paintbox Program as well as a mural at the Boston Public School - Tech Boston Academy. **John Quatrale**, the Executive Director and one of the founding members of Unbound Visual Arts, managed a smaller light pole banner program, funded by the Allston Brighton Boston College Community Fund, with 4 banners for the Brighton-Allston Heritage Museum in 2011.

Project Information

1. Briefly describe the proposed project. Include a description of the site with a map and identify all property owners. If the applicant is not the sole property owner, please include letters of support from property owner(s).

Unbound Visual Arts (UVA) proposes to design and install dramatic temporary public art installation that will showcase Cleveland Circle. The installation will be artwork on banners attached to approximately 36 City of Boston public street light poles in Cleveland Circle. This would probably be Allston-Brighton's largest temporary art project to date and be of interest to the local residents as well bring many new visitors. The exact poles will be selected in consultation with the Public Works Department and Boston College Allston-Brighton Task Force and all will be subject to a City of Boston permit. The artwork will come from local artists, following a call for art from among the 125 member UVA. The proposed theme for this "exhibit" is "learning with art." The artwork will be selected by a curator chosen by UVA following a call for art that will include a curator's statement on the theme. UVA will organize an opening community kick off party and at least one educational program to complement the exhibit. The approximately 36 double-sided banners with two banners for each light pole will be applied onto heavy duty full color exterior vinyl banners and attached to the poles using special light pole brackets. The artwork

that will be high quality image reproductions of paintings, fine art photographs, collages, sculptures, quilts or jewelry. To ensure high quality, image resolution for reproduction will be approximately 4000 pixels in the larger dimension and up to 16 megapixels. The banner “exhibit” will run for 7 - 12 months after installation, which is the average time banners are expected to withstand the outdoor weather. In addition, UVA will produce a printed exhibit program and the exhibit will be placed onto UVA's website for viewing during and after the exhibit closed. Either the opening community kickoff party and/or other educational programming dates will be chosen to coincide with other community events in the Cleveland Circle area.

Each pole would have two banners. One side would be the artwork. The other side the text. The following is the suggested text. See a preliminary sketch below.

“Welcome to Cleveland Circle”
“Learning With Art”
“Artwork by Jane Doe”
BC logo, City of Boston Logo, UVA logo
“Mayor Martin J. Walsh”

2. Describe public benefits of the project with reference to review criteria.

The vision for the **Learning With Art in Cleveland Circle Project** is to provide an aesthetic unifying and connecting effort through art for the Cleveland Circle neighborhood, one of Boston’s most unique. The art banners are intended to provide dramatic and unequivocal elements to an already dynamic and multi-use residential and commercial neighborhood district. The banners will greatly assist in weaving together the diversity of the residents, the building types and its multi-modal transportation systems. Unique art created by local artists can accomplish that for current residents and visitors through its colors, patterns and designs as well its clear and impressionistic messages. The project will also educate everyone on the art theme of “learning with art.” This theme will provide an opportunity for local artists to assist everyone on how they can learn through art, which is about beauty and aesthetics as well as meaning and purpose.

3. Explain why NIF funding is required.

Without NIF funding, it is highly unlikely that another entity would be willing to be the first to fund this art project.

4. Explain if this project/funding would be part of a larger phased project, and if NIF funding would be sought for future phases.

If this project is deemed successful by the City of Boston, Boston College, the Task Force and Unbound Visual Arts, the project could continue with additional phases with new “exhibit” themes for Cleveland Circle. UVA will commit to seek funding from other foundations, businesses, and sources beyond the Boston College NIF for future phases.

5. Timeline (start date, end date, milestones).

- Call for art - November, 2016
- Selection of art - January, 2017
- Obtain firm bids from banner companies - February, 2017
This proposal includes an estimate from Accent Banner, LLC
<http://www.accentbanner.com/light-pole-banners>
 - Double Sided Pole banner spread with designs(24 x 48 inches)
 - Light Pole Brackets
 - Stainless Steel Strap & Zip Set
 - Install/Remove (brackets & banners)
 - Utility Truck
 - Police Detail
 - Permit
- Installation - approximately April, 2017
- Opening Kick-off Party - approximately May, 2017
- Educational Program - approximately September, 2017
- De-installation - approximately October, 2017 - March, 2018

6. Project maintenance requirements, protocols, and sources of funding.

If any of the banners fail prior to the expected end date, UVA will arrange for the new ones be installed using the contingency in the budget, following consultation with the City of Boston Public Works, Street Light Department.

7. Anticipated project sustainability/life span

Approximately 7 - 12 months, as the banners will begin to fade and be affected by weather conditions. However, the brackets will remain in place and the next banner “exhibit” could be installed that was less expensive as well as more quickly. Unbound Visual Arts will seek business and foundation funding to create that new “exhibit” for Cleveland Circle.

Materials

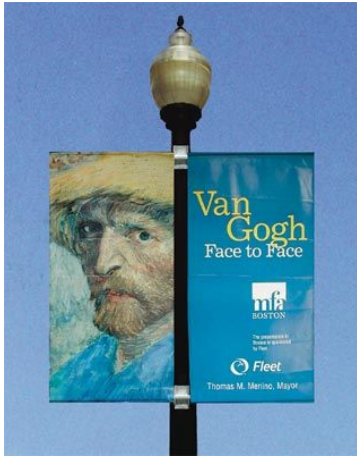
1. Budget, including anticipated total cost and percentage to be funded by NIF

See attached budget sheet.

2. Other funding sources, if applicable, and amount and status (e.g. funds granted, requested, date when status will be known).

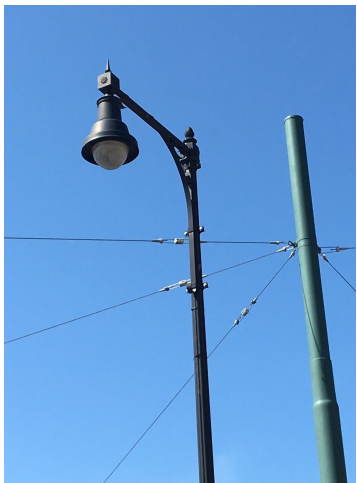
Not applicable, but Unbound Visual Arts (UVA) will seek funds for new exhibits.

3. Images, renderings, and other relevant information



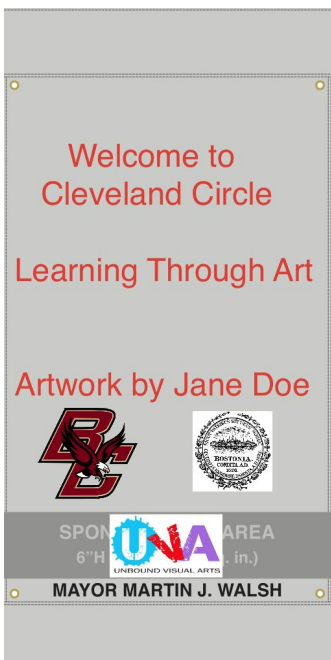
An example used by the Museum of Fine Arts/Boston (top left)

An example of a single banner used by Hyde Park Main Streets (top right)



An example of single lamp street light in Cleveland Circle (left)

An example of a double lamp street light in Cleveland Circle (right)



Preliminary design concept for this project.

		Summary Budget			
		Unbound Visual Arts			
		Learning with Art in Cleveland Circle			
		Quantity	Unit Price		TOTALS
Unbound Visual Arts	Accent Banner Co. (See estimate)				
	Double Sided Pole Banner Spread with designs (24 x 48 inches)	36	\$64.60		\$2,325.60
	Light Pole Brackets	36	\$129.20		\$4,651.20
	Stainless Steel Strap & Zip Tie Set	36	\$20.00		\$720.00
	Install/Remove (brackets & banners)	36	\$87.00		\$3,132.00
	Utility Truck	2	\$320.00		\$640.00
	Police Detail	4	\$250.00		\$1,000.00
	Permit	2	\$50.00		\$100.00
	Subtotal				\$12,568.80
Commuity Kick-Off Party and at least one educational program		2	\$250		\$500.00
City of Boston Light Pole Rental Fee (could be waived by City for a non-profit)		36	\$50		\$1,800.00
UVA Artist Fees (for use of their artwork)		36	\$100		\$3,600.00
UVA Project Management (call for art, curating, coordination with banner company and City of Boston, organizing kick-off party and educational program and create printed program). Not to be used for "salaries or operating costs."		1	\$1,500		\$1,500.00
Printed Exhibit Program (including aritst statements and curator's statement) 250 copies for design and printing		1	\$750		\$750.00
Exhibit postcards - 1000		1	\$500		\$500.00
Banner artwork (estimate of 20 hours @ \$90 per hour)		20	\$90		\$1,800.00
Contingency (10% of Banner Co estimate)		1			\$1,257
TOTALS					\$24,276

Accent Banner – Estimate Only

17 Locust St., Medford, MA 02155
 Phone: 781-391-7300 / Fax: 781-391-6730
 Date: August 18, 2016

Customer: Unbound Visual Arts Accent Banner Contact: Fred Huffman
 Contact: John Quatralo
 Phone: 617-657-4278
 E-mail: john.quatralo@unboundvisualarts.org
 Note: **Cost estimate for grant submission only. Estimate is not firm pricing.**

Accent Banner appreciates the opportunity to submit an estimate on your proposed project.
 Below is the pricing information you requested.

Job Description: Cleveland Circle Light Pole Banner Project – 36 Light Poles

Quantity	Item	Description	Unit Price	Extended
36	Double Side Pole Banner Spread (37 total designs)	(2) 24" w x 48" h double side pole banners per pole, digitally printed on 13 oz. black back vinyl, 5" pole hem top & bottom, hem all sides plus a spurn grommet in each corner	\$64.60	\$2325.60
36	Light Pole Bracket	24" double sided bracket	\$129.20	\$4651.20
36	Stainless Steel Strap & Zip Tie Set	(4) 40" stainless steel straps & (2) 15" zip ties per pole	\$20.00	\$720.00
36	Install / Removal (Brackets & Banners)	Install brackets & banners on 36 poles	\$87.00	\$3132.00
2	Utility Truck	Utility truck rental – install / removal	\$320.00	\$640.00
4	Police Detail	City of Boston police detail – 4 hr. min.	\$250.00	\$1000.00
2	Permit	Banner install / removal	\$50.00	\$100.00
1	Freight	Inbound bracket & vinyl freight	TBD	TBD
			Total	\$12,568.80

Notes:

- **Estimate Only – quote submitted when project details are finalize.**
- **Inbound freight (brackets & vinyl): TBD**
- **UVA must deal directly with city on light pole rental fee.**
- **Target Project Date: May '17**
- **Banner design will require an artwork charge. Artwork charge is \$90.00 / hour after the first hour (TBD).**

Sub-Total	\$12,568.80
6.25% Tax	TBD
Freight Estimate	TBD
Grand Total	\$12,568.80 (plus freight & artwork)

Estimate Accepted by: _____
 Signature

- Accent Banner requires a 50% deposit on all orders. We accept all major credit cards.
- Invoice balance due upon completion of project.
- All pricing and lead times are based on the receipt of properly formatted art files and is subject to change upon inspections of artwork.
- Production will begin upon receipt of all necessary information including payment, art file and layout approval.
- Allow 14 - 21 working days for production.
- Customer is responsible for shipping and handling costs.
- Final quote will be submitted upon receipt of final project details.

Please review the Project Estimate and contact me if you have questions or changes. Contact information is outlined below.

I look forward to hearing from you soon.

Regards,

Fred Huffman



Fred Huffman

t: 800-367-3710

f: 781-391-6730

e: fhuffman@accentbanner.com

www.accentbanner.com

17 Locust St. - Medford, MA - 02155

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