



artists for humanity

celebrating **25** years of *creative jobs for creative youth*

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Bob Wiggins

May 2, 2016

Gerald Autler
Boston Redevelopment Authority
One City Hall Square, 9th FL
Boston, MA 02201
Gerald.Autler@Boston.gov

Dear Mr. Autler:

On behalf of Artists For Humanity (AFH), I respectfully submit ten copies of the enclosed proposal for \$48,820 to the Harvard-Allston Public Realm Flexible Fund to design, paint and install "Charles River Revisited," a series of six large-scale paintings on scrim for installation on highly visible buildings throughout Lower Allston. As described in the enclosed, these paintings will capture the indigenous flora and fauna of the Charles River watershed, enlivening public spaces with sensibilities of the urban wild. Fittingly, these paintings will also purify the air. Each of the six paintings will be coated with PURETi, a U.S.-manufactured NiO2 coating that when exposed to ultraviolet light provides self-cleaning, air filtration through photocatalysis.

AFH's request directly corresponds with the Fund's stated purpose and incorporates key goals, including enhancing the aesthetic quality and user experience of the public realm; promoting community collaboration and civic and cultural growth; and showcasing unique qualities of the Allston/Brighton neighborhood.

As you review this proposal, I hope you will consider AFH's long and successful history of designing and installing public art projects that involve community members in planning and execution. More importantly, I hope you will take into account the leadership role AFH youth employees – all under-resourced Boston teens, six of whom are Allston-Brighton residents – will play in the project development, working directly alongside AFH mentoring artists.

Please let me know if you have any questions or would like additional information. I would be happy to provide. Thank you so much for your consideration.

Best regards,

Susan Rodgerson
Executives/Artistic Director



Harvard-Allston Public Realm Flexible Fund

For Allston-Brighton

Application for Funding, Spring 2016

Total Amount Requested \$ **48,820**

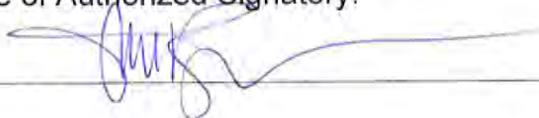
Applicant Organization Name: Artists For Humanity, Inc. (AFH)
Organization Address: 100 West Second Street City: Boston Zip: 02127
Contact Person: Patrice Maye
Title: Director of Institutional Giving
Telephone Number: (617) 268-7620
E-Mail Address: patricemaye@afhboston.org
Is Applicant a 501(C) (3) organization? Yes No
Federal Employer Identification Number: 04-3138434
Executive Director: Susan Rodgerson Phone Number: (617) 268-7620
Email Address: srodgerson@afhboston.org
Board President: David Walek Phone Number: (781) 799-2908
Email Address: dbwalek@gmail.com

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

Name and title of Authorized Signatory:

Susan Rodgerson, Executive/Artistic Director

Signature of Authorized Signatory:





PROPOSAL NARRATIVE

Artists For Humanity, Inc. (AFH) respectfully requests \$48,820 from the Harvard-Allston Public Realm Flexible Fund to design, paint and install “Charles River Revisited,” a series of six large-scale paintings on scrim for installation on highly visible buildings throughout the Allston village. As described later in this narrative, these paintings will capture the indigenous flora and fauna of the Charles River watershed, enlivening public spaces with sensibilities of the urban wild. Fittingly, these paintings will also purify the air. Each of the six paintings will be coated with PURETi, a U.S.-manufactured NiO₂ coating that when exposed to ultraviolet light provides self-cleaning, air filtration through photocatalysis.

AFH’s request directly corresponds with the Fund’s stated purpose and incorporates key goals, including enhancing the aesthetic quality and user experience of the public realm; promoting community collaboration and civic and cultural growth; and showcasing unique qualities of the Allston/Brighton neighborhood.

Brief Description of the Proposed Project

Bordered by the Charles River to the north and the town of Brookline on the south and east, Allston is split in two by the Massachusetts Turnpike and almost completely cut off from the city of Boston. Allston’s community is divided between a transient college student population and a more entrenched population of long-term immigrant groups from Russia, East Asia, South Asia, and South America, particularly Brazil and Colombia. The Allston village landscape houses numerous small businesses, hip bars, a wide array of ethnic restaurants and the largest dedicated academic space in Boston.

North Allston or “Lower Allston,” as it is often referred to due to its lower elevation, is a smaller neighborhood that consists mostly of working professionals, homeowners and long-term residents. A quieter neighborhood, Lower Allston is home to both commercial and residential housing and has close proximity to the major arteries that lead into Boston and easy access to public transportation. Walking in lower Allston, with its many concrete sidewalks and buildings, it is easy to forget that this small neighborhood lives along the Charles River – and AFH proposes installing a series of paintings to remind residents of the beautiful watershed just steps away.

AFH would greatly enjoy working with the Lower Allston community on developing a series of artworks that bring the flora and fauna of the Charles River inland, onto the urban sidewalks of Allston-Brighton, through beautiful nature imagery painted on large-scale scrims – strong, coarse fabric used as canvases for the paintings – and hung on highly visible buildings. Siting these paintings from Western Avenue, down to Holton Street and as far over as North Harvard Avenue will create a visual “narrative” of Allston’s urban wild through the heart of the neighborhood. And they will create a buzz among the community, inviting people to explore the story each image reveals.

AFH will dedicate three artist mentors and a team of 12 teen artists (six of whom reside in the Allston/Brighton community) to the “Charles River Revisited” project. Together, the AFH adult and teen artists will invite members of the Allston community to participate in the design process for a series of six painted 15’x15’ scrim. This collaborative team will research the vegetation that historically flourished along the Charles River as inspiration for the nature images to be profiled on the scrim.

Community members will be surveyed and their perspectives integrated into the decision making process. Concepts will be developed and shared with the businesses/owners for approval prior to scaling and painting the images onto the scrim.

Once painted, each of the scrim will be treated with a coating of PURETi, a light-activated photocatalytic solution that creates a self-cleaning surface and acts as an air purifier, cleaning the air in the vicinity and maintaining the scrim clean of soot.

As noted, AFH proposes installing “Charles River Revisited” series along six highly visible walls in Lower Allston’s well-traversed center. AFH has identified four of the six proposed project installation sites, and we have contacted with the site owners who have responded with strong interest and enthusiasm. These spaces include:

- PetCo, 304 Western Avenue in Brighton
- Granite City Electrical Supply Company, 450 Western Avenue
- The Skating Club of Boston, 1240 Soldier’s Field Road
- The Boston Fire Department Special operations Training Facility, Holton Street

AFH is still in the process of securing the final two walls, but we are prioritizing locations east of Everett Street (along Franklin Street and North Harvard Street) to create a balanced spread of the art works. Our goal is to stimulate people’s interest in moving around Allston to discover each scrim and create a cohesive visual narrative for the community. Please see the enclosed map of project sites and a condensed map depicted below.



The Proposed Project's Public Benefits

AFH anticipates the “Charles River Revisited” project will yield the following public benefits:

- The paintings will serve as iconic art, highlighting Lower Allston as a vibrant place and seat of natural beauty.
- They will transform a very important urban corridor, making it brighter, safer, and more responsive to street-level activity.
- The project will engage community members in a creative process, the results of which will enliven their neighborhood.
- They will instigate conversation about the Lower Allston neighborhood and reconnect residents to its urban wild.
- The PURETi coating on the paintings will purify the air for all passersby, creating a healthier environment for all.
- Signage explaining PURETi's properties will further connect the community to environmental concerns and activism.

Significantly, AFH's proposed “Charles River Revisited” will represent an important learning and apprenticeship opportunity for under-resourced Boston teens, six of whom live in Allston. As with all our projects, AFH youth employees will be integral to the paintings' concept development, design and execution. They will also take part in the community meetings, helping to include neighborhood voice and vision in the final product. Their leadership role will create important dialogue between people of different ages, cultures and experiences and will contribute to the project's success as community-driven.

Please see enclosed letters of support.

Artists For Humanity Overview and Public Art Experience

AFH has been creating iconic public art projects that reflect the voice, vision and virtuosity of Boston teens for twenty-five years, since our founding Executive/Artistic Director, Susan Rodgerson, led a collaborative large-scale art project at the MLK Jr. Middle School in Dorchester. Rodgerson found these young people hungry for the opportunity to have a voice and engage in the world, and this inspired her to formalize the partnership through the creation of a non-profit organization.

AFH began with what was then an ambitious and unconventional idea – young people can provide, through their innate talent and vision, contemporary creative services to the business community. AFH engages and employs 250 under-resourced youth each year, partnering them with lead artists on independent and collaborative art-making, with many projects commissioned by clients. Rodgerson and AFH lead artists have exhibited widely and received multiple awards both for personal creative works and for public art and design projects completed through Artists For Humanity.

AFH has extensive experience in planning, designing and installing site-specific public artworks, and we understand the importance of engaging community input and working with local planning agencies to design art that meets the priorities of residents. We have witnessed how public art stimulates dialogue in the community and inspires positive thinking and action. AFH sees each public work as an opportunity for our youth artists to learn about the installation site and its community; and for the work's audience to learn about the power and talent of urban teens.

Select collaborative and/or public art projects include:

- *Ink Block (Summer 2014)*: National Development commissioned AFH to design, paint and install a 39'x16' mural on scrim for the new Ink Block development in the South End. The mural references the site's previous industrial use as home to the *Boston Herald* while signaling a return to a mixed-use residential and commercial community.
- *Arsenal Project (November 2014)*: Youth in AFH's Painting Studio worked with Boston artists Ross Miller and Nate Swain on a 150'x20' mural painted on durable synthetic canvas, which was installed in Watertown's Arsenal Project in November 2014. Backlit with 2,000 lights, the mural creates an illusion of shimmering water within an ancestral forest. The project alludes to the Charles River, which runs behind the building and speaks of the area's landscape before development.
- *Hyde Jackson Square Main Street (June 2014)*: Having received a grant from the Edward Ingersoll Browne Fund to produce artistically designed bicycle racks to be installed in the neighborhood, Hyde Jackson Square Main Street (HJSMS) commissioned Artists For Humanity to design and build the racks. Teens in our Sculpture/3D Studio worked with HJSMS to discuss project themes and goals. The HJSMS team selected a design of people dancing, inspired by the neighborhood's vibrant community. AFH installed the racks in June.
- *Edward L. Cooper Community Garden and Education Center (September 2013)*: The Edward L. Cooper Community Garden and Education Center in Roxbury commissioned AFH's Design team to create an interior mural featuring commemorative graphic portraits on outstanding African Americans in Science, Technology, Engineering, Art and Mathematics. The exhibit's placement in the community both introduces residents to career pipelines in these vital global markets and inspires them to emulate.
- *Collaborative mural at 101 Hampden Street, Roxbury (July 2012)*. MAX Ultimate Commissary, one of Boston's best caterers commissioned AFH's mural team to transform the north-facing wall of their Roxbury facility. AFH teamed up with professional artist Lynette Shaw to design and create an ambitious 30'x70' abstract, colorful scrim to install on the side of the building. They also partnered with Nate Swain, a respected installation artist, photographer, and designer, on the scrim installation.
- *Collaborative mural at 1290 Tremont Street, Roxbury (February 2012)*. AFH created a mural at the Whittier Street Health Center's new community facility in Roxbury. AFH involved Roxbury-based youth employees in the design and creation of a mural, empowering the youth to envision themselves as community artists and

leaders. The 4' x 16' mural was painted off-site and is now installed in the center's Pediatric/Teen area.



Exterior Mural on Scrim, Ink Block Apartments, South End



Interior Mural, Whittier Street Health Center, 1290 Tremont Street, Roxbury

Need for HAPRFF Funding

AFH projects the total costs for designing, producing, installing and de-installing “Charles River Revisited” at \$48,820, as detailed in the enclosed budget. We respectfully request the entire project costs from the Harvard-Allston Public Realm Flexible Fund to support the planning, concept development; community charrettes; design process and installation for all six painted scrims, and PURETi application.

“Charles River Revisited” will be a discrete project, with no anticipated phases to follow.

Project Timeline

Artists For Humanity projects that the total design and installation process for “Charles River Revisited” will take up to three months, and we propose its installation in Lower Allston for a period of one year.

Research and Design Process (4 weeks)

AFH teen artists and Allston community members will research the vegetation that historically flourished along the Charles River, produce conceptual sketches and collaborate on a series of six cohesive images under the guidance of mentoring artists.

Production Planning and Art Production (8 weeks)

- The final designs will be painted on six 15’ by 15’ scrim.
- Each scrim will be coated with PURETi.

Installation (1 week) and De-Installation (after 1 year)

The completed paintings will be installed on walls throughout Lower Allston.

Project Maintenance Plan

The “Charles River Revisited” series will not require maintenance. Painted on scrim rather than walls, the series can be removed without wear and tear on the building façade. Moreover, the PURETi coating, which acts a solar-powered air purifier, will remain active for three to five years without re-application. Artists For Humanity will install and de-install the series.

Project Life Span and Sustainability

AFH anticipates that the lifespan of the proposed “Charles River Revisited” project will be one year. The general lifespan of an untreated scrim is one year. The PURETi coating acts as a protective force; it not only lengthens its durability, but also ensures both a clean and vibrant surface and air purification benefits throughout the scrim’s lifespan.

“Charles River Revisited” offers an additional component of sustainability by creating a healthier environment for the pedestrians passing the works and breathing in cleaner air – air that has literally been purified by these beautiful installations.

Anticipated Regulatory Review and Permitting

AFH does not anticipate any regulatory review or permitting requirements, as none of the buildings proposed are publicly owned, but fully prepared to secure these requirements should the need arise.

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MAP OF PROPOSED BUILDING SITES FOR LOWER ALLSTON

Artists For Humanity's Proposed Building Sites for Allston

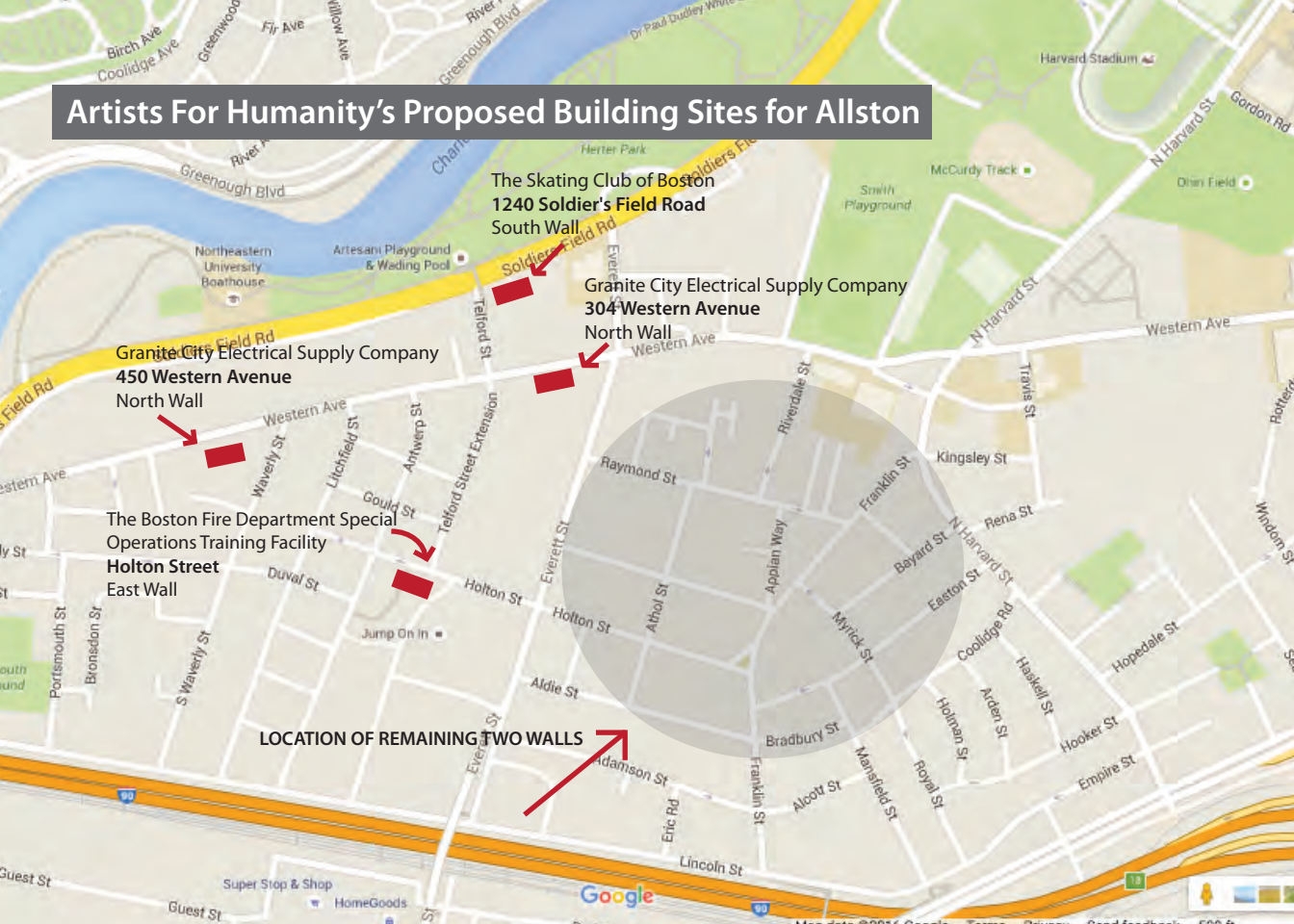
The Skating Club of Boston
1240 Soldier's Field Road
South Wall

Granite City Electrical Supply Company
304 Western Avenue
North Wall

Granite City Electrical Supply Company
450 Western Avenue
North Wall

The Boston Fire Department Special
Operations Training Facility
Holton Street
East Wall

LOCATION OF REMAINING TWO WALLS



AFH PAINTING STUDIO - SELECT PORTFOLIO


artists for
humanity

OUR MISSION

is to bridge economic, racial and social divisions by providing under-resourced youth with the keys to self-sufficiency through paid employment in art and design.

“Another hidden gem in Boston.”

– RED BULL EMPLOYEE
after participating in an AFH Interactive

 artistsforhumanity

 @AFHBoston

 @AFHBoston

100 W. SECOND STREET,
BOSTON, MA 02127
(T) 617.268.7620
WWW.AFHBOSTON.ORG



PAINTING

AFH is host to one of the largest collections of youth-created fine art. Our collection is bold, exciting, and reflective of the new vision of a culturally diverse Boston and beyond. We create works for exhibition, commissioned paintings for public spaces and private collections, interactive painting experiences and murals. From the realistic urban scenes to colorful, fun abstractions, our teen artists, guided by professional artist mentors, are capable of creating a variety of powerful commissioned images. Similarly, an AFH mural can transform nondescript walls into architectural masterpieces and infuse corporate and community identities with powerful imagery.

CLIENTS

Bank Of America
Converse
Commonwealth Financial Network
Harvard Business School
Harvard Pilgrim Health Care
Ipsen Bioscience
JC Cannistraro
The Kensington
Mass General Hospital
Massport
National Development Corp.
Procter & Gamble (Gillette)
State Street
TripAdvisor
Red Bull
Whittier Street Health Center



SELECT COLLECTION OF NATURE IMAGES

The AFH Painting Studio has the capacity to produce a diverse range of style and techniques. Below is a selection of art works that depict various nature scenes, providing a reference for our studios technical capacity and quality.



DETAILS

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CATEGORY

Scrim

CLIENT

National Development

LOCATION

Albany Street

DIMENSIONS:

16' X 40'

DATE COMPLETED

Spring 2015



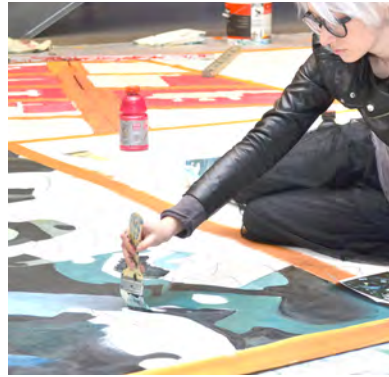
A



B



G



C



D



H



E



F

DESCRIPTION

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AFH was hired to develop a large-scale painting on a recycled scrim that referenced the printing /publishing industrial activities of the historic, currently known as “Ink Block,” area. The Ink Block scrim created a living memory of the building’s history, which is now home to modern luxury apartments.

BUDGET INFORMATION



Harvard-Allston Public Realm Flexible Fund Neighborhood
Budget Proposal for 'Charles River Revisited'
April 28, 2016

REVENUE

Harvard-Allston Public Realm Flexible Fund Neighborhood	\$48,820
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EXPENSES

SIX 15'x15' SCRIMS

Team: 3 Painting/Artist Mentors, 12 Teen Artists, Painting Director, Artistic Director

Research & Design Process	\$	8,299
Production Planning & Material Cost	\$	11,229
Art Production, Installation/De-Installation	\$	29,292

TOTAL **\$** **48,820**

LETTERS OF SUPPORT



April 28, 2016

Dear Harvard-Allston Flexible Fund Executive Committee,

Board of Directors

Erin Roussinova
President

Aida Franquiz
Vice President

Diane Kline
Treasurer

Regina Pagan
Clerk

Marcia Chong

Anthony D'Isidoro

Gerardo Espinoza

Ben Hires

Brighton Lew

Meghan Nam

Alana Olsen

Gosia Tomaszewska

Alejandra Velasquez

Charlie Vasiliades

Carol Ridge Martinez
Executive Director

As the Executive Director of the Allston Brighton Community Development Corporation (CDC), I am pleased to write in support of Artists for Humanity's application for the Harvard-Allston Flexible Fund for a public art project in North Allston. Allston is known as a creative and artistic neighborhood and this project will add to our vibrant fabric, paying homage to our most valuable natural resource-the Charles River. While many of the murals and public art displays around Allston Village can be seen as "loud" in their nature, Artists for Humanity are proposing to use the Charles River as the focal point of the project, contextual with the North Allston neighborhood, bringing nature from the Charles into the streets of Allston.

I am excited to support Artists for Humanity with their proposal due to their reputation as a primer after-school and summer program for high school age teens from Boston. Additionally, Artists for Humanity employ 155 teens a day making them the largest youth employer in Boston. I was pleased to hear that six teens from Allston Brighton are employed in the program and will be involved in the project, informing the design process through to painting.

Artists for Humanity has an excellent track record in engaging the community's in which they work and are committed to engaging the neighborhood in the design process by inviting them to research and select the types of nature to be used and possibly incorporate residents into the painting process.

I fully support the efforts of Artists for Humanity in their proposal for the Harvard-Allston Flexible Fund and urge you to consider their application.

Best,

Carol Ridge-Martinez
Executive Director



2310 Washington Street
Newton Lower Falls
MA 02462

Phone. 617.527.9800
www.natdev.com

2 May 2016

George Mallett
Community Network Director
Artists for Humanity
100 West Second Street
Boston, MA 02127

To whom it may concern,

We worked with Artists for Humanity on the design, creation and installation of an artistic scrim at the Ink Block on Albany Street. We were very excited to work with them and found their response both highly professional and creative; at the same time it was great to be able to support their program employing Boston teens in the arts. We look forward to working with AFH in the future.

Sincerely,

Kathy McMahon
Vice President of Marketing and Communication