

# Elevate: Public Art and Placemaking Program

## Project Updates



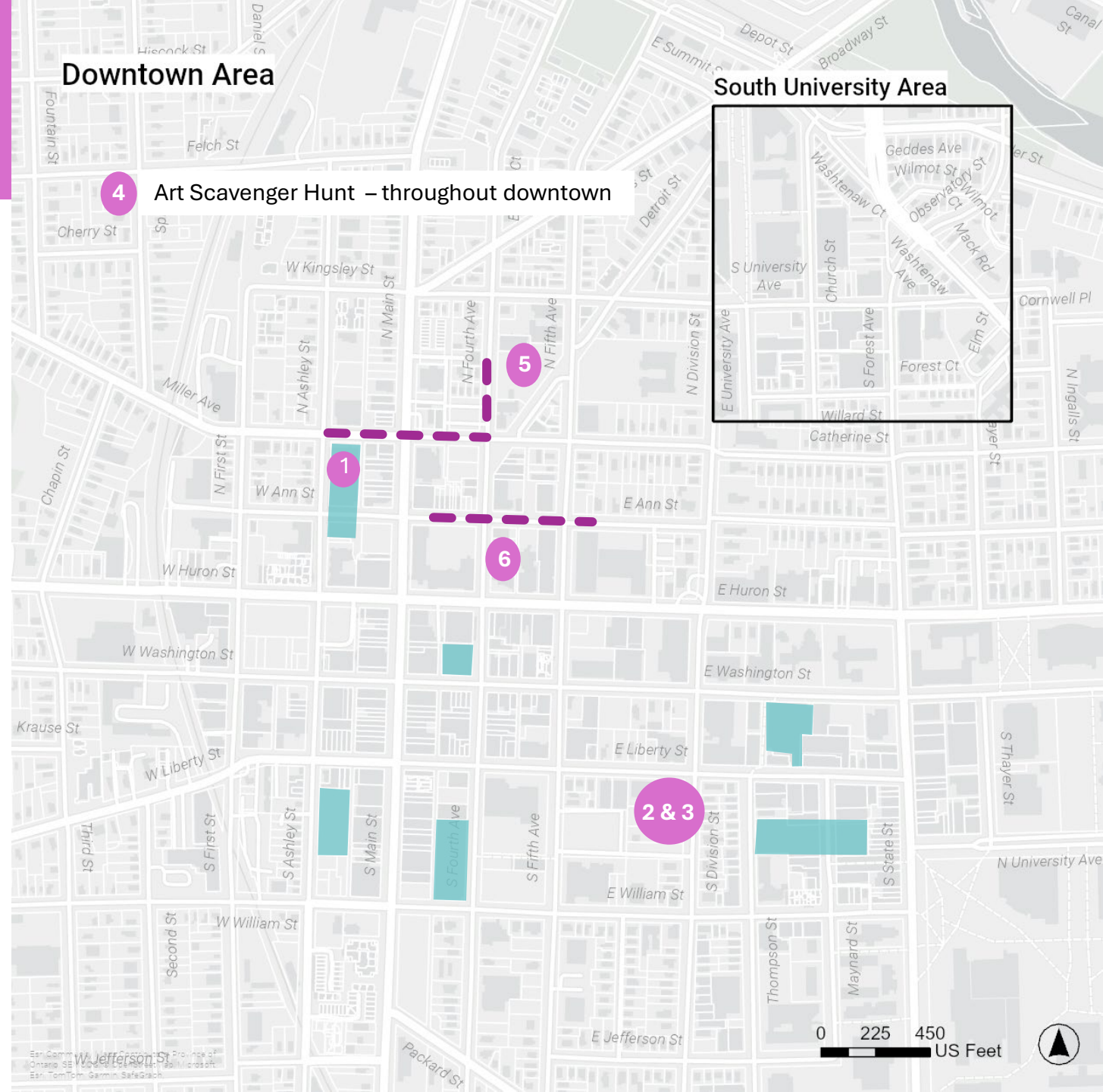
# Agenda

1. Present recommended wayfinding concept & artist team
2. Provide project updates
3. Next steps

## ELEVATE INSTALLATIONS

- 1 Wayfinding – Ann/Ashley to Kerrytown/Farmer’s Market
- 2 Temporary, interactive winter display – Liberty Plaza
- 3 Mural – Liberty Plaza
- 4 Art Scavenger Hunt – Throughout downtown
- 5 Sunshade – Farmer’s Market Plaza
- 6 Ann Street Mural Project

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# 1 – WAYFINDING: ANN/ASHLEY TO KERRYTOWN/FARMER’S MARKET

## Large-scale wayfinding and placemaking (\$150,000)

### Focus:

Connect the Ann/Ashley Parking Structure and Miller Ave Bikeway to the Kerrytown neighborhood and Farmer’s Market. Shift from a reliance on text-heavy wayfinding.



## Process Timeline

A2AC Drafts  
Call to Artists  
for Project

Call is Posted

Submission  
Deadline

A2AC  
Reviews  
Submissions

Selection  
Committee  
Ranks  
Submissions

Top 3-4  
Submissions  
Advance to  
Final Round

Selection of  
Finalist

Artist  
Contract  
goes to  
Board for  
Approval

March 2025



# WAYFINDING CALL FOR ART

- Posted on CaFÉ
  - National call
  - September 7 – October 20, 2024 / 31 Days
  - Hosted on the Ann Arbor Art Center website & shared through their social media channels
- 124 submissions received
- 10 proposals advanced to selection committee for ranking
  - Selected according to experience, application requirements, and feasibility

## Wayfinding Art



**BUDGET:**  
\$150,000

**ELIGIBILITY:**  
Open to artists or artist teams  
residing in the United States of  
America

**DEADLINE:**  
October 20, 2024, at 11:59pm EST

[APPLY](#)



[EXPLORE THE SITE PATH](#)

# WAYFINDING SELECTION PROCESS

## **Selection Committee includes representatives from the following:**

- Farmer's Market
- Office of Organizational Equity
- City Public Services
- Kerrytown District Association
- Public Arts Commission
- Housing Commission
- Community High School
  - 2 students
- DDA

## **Criteria for ranking 10 proposals**

- Is the work playful, fun, and engaging to all people (for example, to all ages)?
- Does this proposal create an engaging experience for the full length of the path?
- Does this project help people navigate from Miller Avenue to the Farmer's Market?
- Does this work represent, celebrate, and enhance people's connection to Downtown Ann Arbor's unique quality of place?
- Rank top 5
  - What about this proposal do you like?
  - What design improvements or considerations would you suggest to the artist, if any?
  - Do you think the artist should improve upon the interactive component to the work? Please leave a suggestion if you have one.

# WAYFINDING SURVEY RESULTS

**Four artists moved to a finalist round**, where we requested developed proposals and interviewed the artists.

## Selection Committee Ranking

**Daniel Klinkert + Dreemweavers / 32 points**

Gilda Gross + OFFICE / 22 points

Tung Nguyen / 20 points

Jesse Kassel + Brandon Gaia Marshall / 18 points

Clay Mohrman / 10 points

*Note: We originally intended to advance only three finalists but decided to advance four, including Clay's proposal, due to the team's strong experience and past work. Jesse Kassel already has work downtown (the mural at 116 E. Liberty) and he proposed a less durable installation.*

## FINAL RECOMMENDED PROPOSAL

# Dreemweavers

### Final Round Criteria

- Unique and creative art as wayfinding
- Emphasis on interaction, playfulness, and fun
- Visually connects pedestrians and cyclists to the Market and Kerrytown with a strong visual presence on the parking structure and along the full path
- Responsiveness to feedback and questions from round one
- Experience & ability to implement
- Feasibility and durability/maintenance (incl. budget review by AAAC + structural review by DDA engineers)

### Stronger proposals will hit on all Elevate Program Goals

- History and Storytelling Diversity,
- Equity, and Inclusion Play,
- Interaction, and Creativity
- Placemaking

# SEEDS TO STREETS

Kerrytown  
Wayfinding Proposal







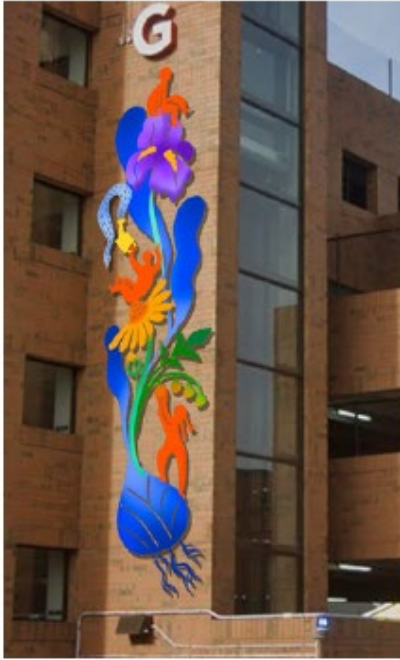
Our "Seeds to Streets" concept draws upon the natural and cultural heritage of Kerrytown, transforming the streetscape into an inspiring pathway that bridges the community's history with its aspirations for the future. Kerrytown has long been a place of gathering and growth—from its roots as a thriving Black community to its present as a hub of creativity and commerce anchored by the farmers market.

Nature is at the heart of our design, creating a perpetual spring-like atmosphere that reflects the market's plant-centric focus while symbolizing growth, renewal, and connection. By weaving elements inspired by Michigan's native plants, the Huron River, and Kerrytown's art-centric identity into the diverse built environment, the project softens the urban landscape and encourages pedestrians to slow down, observe, and engage with their surroundings.

This design offers more than wayfinding—it's a framework for discovery and connection. Inspired by the idea of "planting trees under whose shade you do not expect to sit," it celebrates the resilience of the past while fostering a sense of investment in Kerrytown's future. "Seeds to Streets" invites the community to see the neighborhood as a living, evolving ecosystem where every step tells a story of shared history, creativity, and hope.



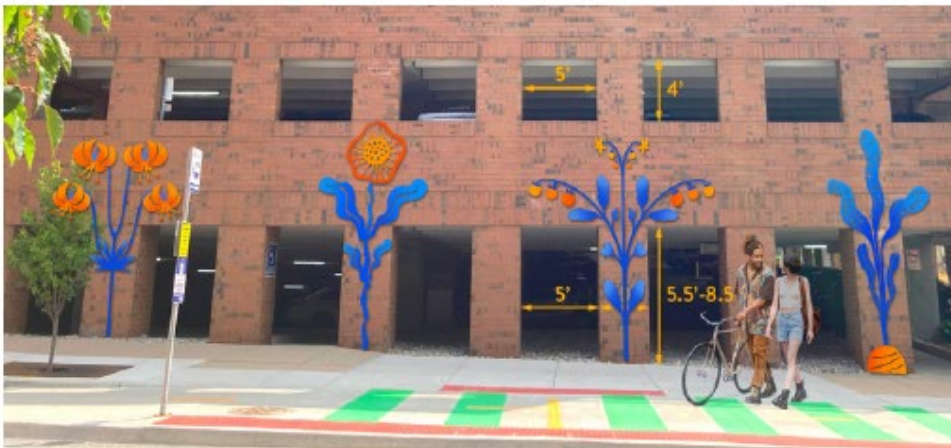
# Sculpture



The metallic artwork, designed by Natalie Price, has been refined based on feedback and cost considerations. The four sculptures have been slightly reduced in size, while the tall sculpture on the tower remains as a focal point—an anchor for the entire design. This centerpiece embodies the theme of growth and connection, drawing inspiration from Kerrytown's natural and cultural heritage.

For fabrication, we've partnered with Artistic Disenos in Detroit who provided a quote for 3/16-inch hot rolled steel plate material. While we explored alternatives such as 1/4-inch aluminum and PVC, steel emerged as the most durable and cost-effective option for this project.

We are also offering a pivot option to replace the metal with removable adhesive decals, maintaining the design's integrity while adapting to budgetary needs. The next page features additional mural concepts that complement these sculptures and enhance the pathway's storytelling.

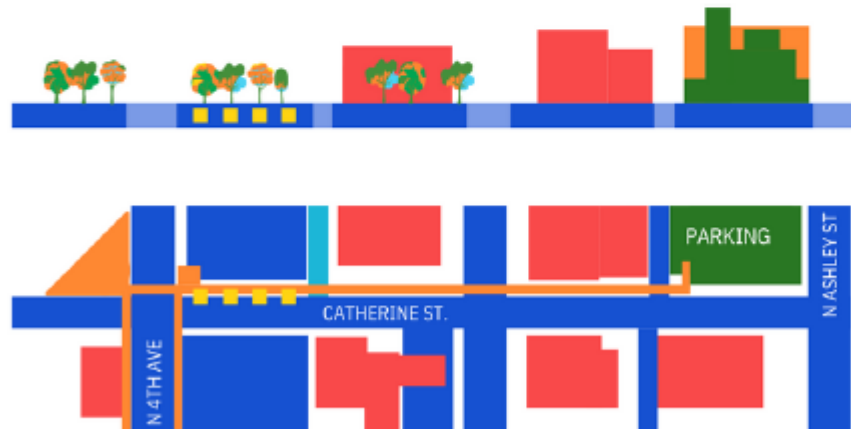




# Solar Light Installations

Our process began with initial brainstorming sketches and renderings showing how bollard-style light fixtures and corresponding murals would enhance the street. These lights, designed to reflect growth cycles from produce seeds to ecosystems, will serve as artistic markers along the pathway. We have preliminary ideas for their placement but we wish to collaborate further with community stakeholders for valuable input.

Our goal is to position these lighting installations at key intervals, creating illuminated artistic nodes along the commuter path from the parking garage. The surrounding murals will enhance this experience, and we welcome diverse perspectives to refine placement decisions.



SAMPLE  
LIGHTING  
PLAN

- PEDESTRIAN PATHS & HUBS
- CAR PATHS
- LIGHTS

## PEDESTRIAN PATH PERSPECTIVES



PLACED NEXT TO EXISTING LIGHTING



PLACED AWAY FROM EXISTING LIGHTING

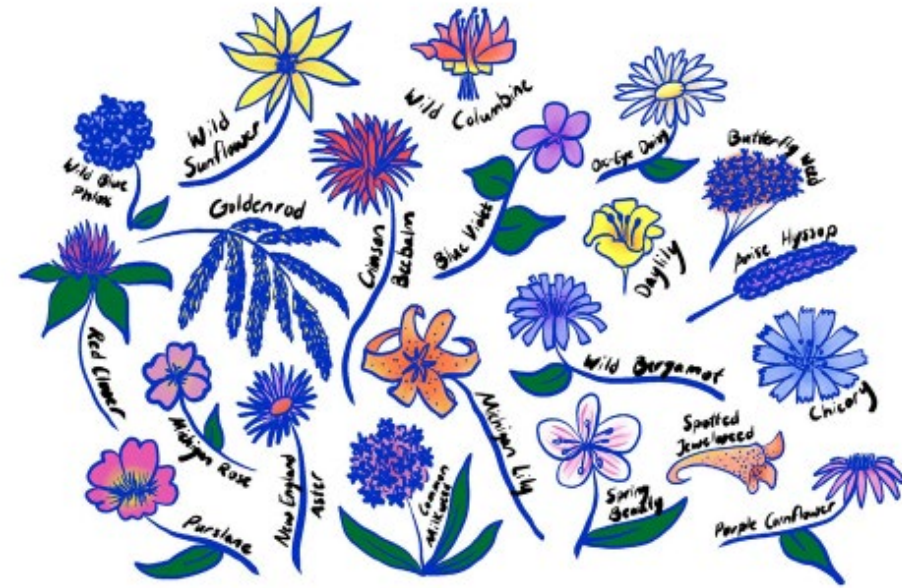


# Sidewalk Murals

To complement the solar lighting and metal installations, we plan to cover a lot of ground with vibrant mural work, extending the themes of the marketplace, native plant life, the Huron River, and the artistic spirit of Kerrytown. Our mural designs will include both stand-alone pieces and stenciled patterns that allow for repetition, creating dynamic visual interest through varied color schemes.



Interactive Themes by Natalie Price



Educational Theme #3 by Madison Fischer



Hopscotch Theme by Madison Fischer



## 4th & Catherine Intersection Mural



We would like to leverage this space as an opportunity for community engagement purposes through including community members in the design and painting processes. We are recommending that flowers native to Michigan be the primary source of inspiration and community members will take the lead in determining how this will be arranged and presented.

Dreemweaver Concepts will manage a process where community members will provide input which we will convert into conceptual sketches to be reviewed. We will start the process off with this example sketch that was designed by Ana Yocum and encourage community members to visualize their own unique display.



## WAYFINDING NEXT STEPS

1. Receive final jury feedback to help prioritize final design features February 2025.
2. Seek Board contract approval in March 2025.
  - \$150K contract + staff-authorized 10% contingency.
3. Meet with the artist and the Farmer's Market to consider future private development construction.
  - May require a phased or alternate approach for Fourth Ave/Catherine/Detroit.
4. Work with the Art Center and the artist team to finalize the design and project phasing.

## 2 - OSCILLATION, JANUARY 17 – MARCH 16, 2025



### Oscillation

Liberty Plaza

Creos / Quebec, Canada

Giant crystals that come alive through movement / *Oscillation* is an interactive installation that uses sight, sound, and movement to spark community activity and social interaction through play.

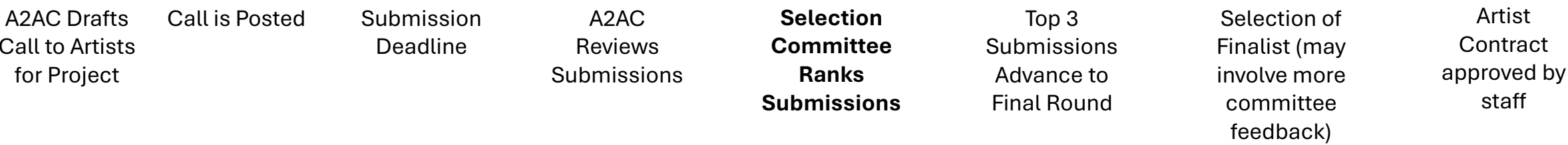
# 3 - LIBERTY PLAZA MURAL

**MURAL** (DDA + Parks: \$17,500 each)

**Focus:** Introduce energy and interest in Liberty Plaza. Encourage people to visit and spend time in Liberty Plaza.



## Process Timeline



March 2025

# LIBERTY PLAZA MURAL CALL FOR ART

- Posted on CaFÉ
  - National call
  - October 19, 2024 – December 1, 2024 / 41 Days
  - Hosted on the Ann Arbor Art Center website & shared through their social media channels
- 220 submissions received
- 17 proposals advanced to selection committee for ranking
  - Selected according to experience, application requirements, and feasibility



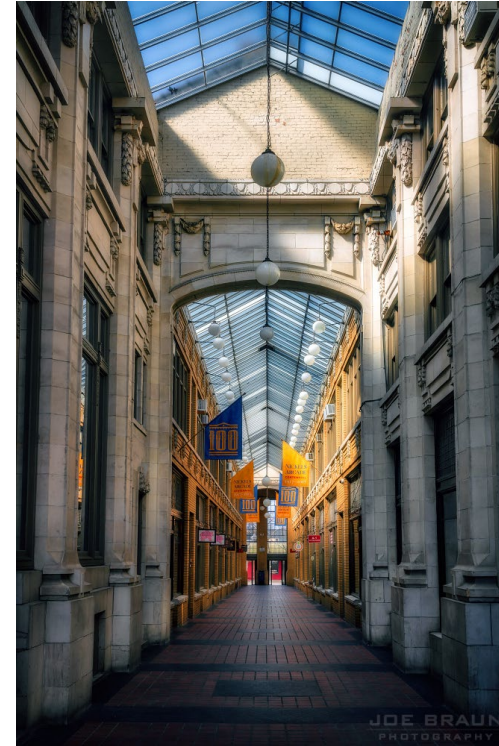
# 4 - SCAVENGER HUNT THROUGHOUT DOWNTOWN

## Small-scale murals (\$20,000)

**Focus:** David Zinn art scavenger hunt – focused on play, interaction, and creativity.

### Update:

- Contract is signed
- Spring 2025 Install





# 5 - SUNSHADE IN FARMER'S MARKET PLAZA

## SUNSHADE (\$50,000)

**Focus:** A functional, yet joyful & creative plaza addition.

Increase plaza shade and comfort & encourage people to spend more time in Kerrytown.



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Selection  
Committee  
Ranks  
Submissions

Top 3  
Submissions  
Advance to  
Final Round

**Selection of  
Finalist  
(jury  
feedback  
anticipated  
in February  
2025)**

Artist  
Contract  
approved by  
staff

*March 2025*

# SUNSHADE CALL FOR ART

- Posted on CaFÉ
  - September 7 – October 20, 2024 / 31 Days
  - Hosted on the Ann Arbor Art Center website & shared via social media
  - National call
- 70 submissions received
- 15 proposals advanced to selection committee for ranking
  - Selected according to experience, meeting application requirements, and feasibility

PROJECT TWO

## Farmers Market Sunshade



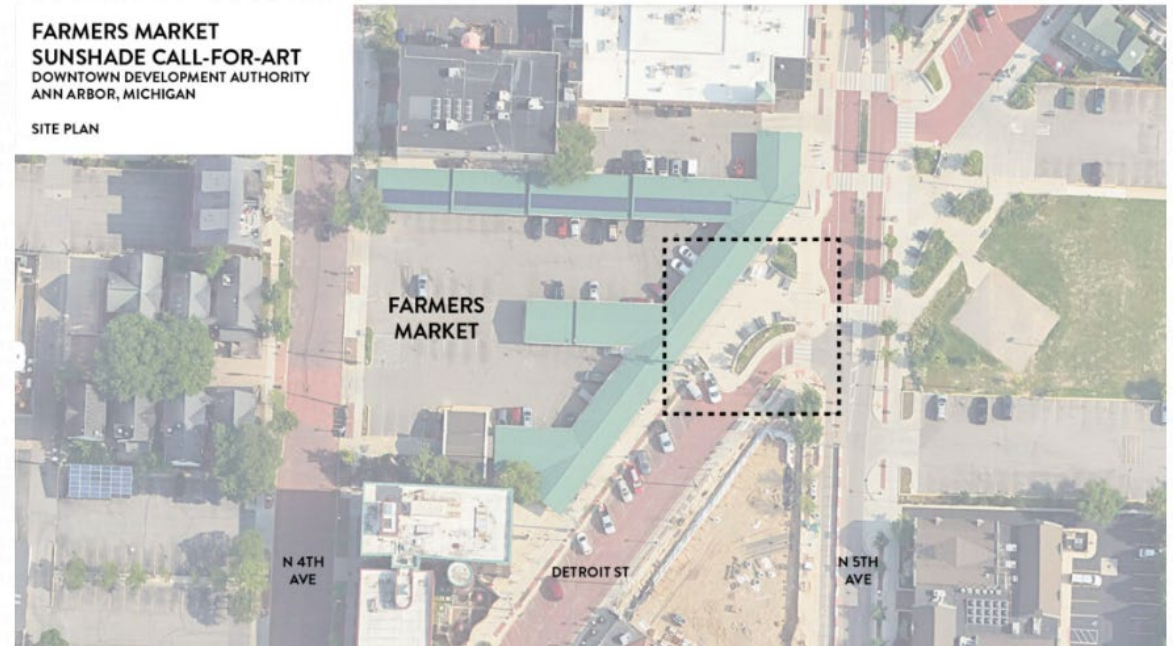
**BUDGET:**  
\$50,000

**ELIGIBILITY:**  
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America

**DEADLINE:**  
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[APPLY](#)

FARMERS MARKET  
SUNSHADE CALL-FOR-ART  
DOWNTOWN DEVELOPMENT AUTHORITY  
ANN ARBOR, MICHIGAN  
SITE PLAN



[EXPLORE THE SITE](#)

# SUNSHADE SELECTION PROCESS

**Jury Feedback to select the final proposal anticipated February 2025**

**Selection Committee includes representatives from the following:**

- Farmer's Market
- Office of Organizational Equity
- City Public Services
- Kerrytown District Association
- Public Arts Commission
- Housing Commission
- Community High School
  - 2 students
- DDA