

**Ashton Bird in collaboration with MINT Gallery**

**ALTANTA ARTS AND ENTERTAINMENT GRANT PROPOSAL: PALACE**

### **SITE ACTIVATION PROJECT SUMMARY:**

Looking for a temporary vacant and occupiable space located downtown that has electricity, water, restrooms and parking or near public transit for large-scale art installation that will be open to the public. The space will be used for 6 weeks and its size can be flexible.

- Large-Scale Installation commenting on the *American Dream* and *American Idealism*
- Educational Programming: Workshop: *Reinventing material through deconstruction and reimagining*

### **PROJECT IDEA:**

*PALACE* is an installation located in an abandoned building using re-purposed discarded construction materials such as recycled woods, gypsum, clay, paint, metal mesh, and sandbags with coordinated projection mapping through a “smart” augmented reality light projector. The tactile nature of textures from the analogue material in combination with the digital images will work in tandem referring to interior and exterior qualities of a low-income mobile home from a trailer park. *PALACE* appears archaeological commenting on illusions of the “American Dream” and “American Idealism” through representations of extensive waste, incomprehensible luxury, and power representations. I reflect on personal experiences from my childhood exploring disproportion notions of equity and wealth using an assemblage shaped by abstract walls and dilapidated monoliths as motif.

### **PUBLICITY PLAN:**

#### **Exhibition:**

In collaboration with MINT gallery, Atlanta *PALACE* will be placed in an abandon building for 6 weeks with visitation hours proceeding Friday through Sunday. Staffing of the exhibition and the event marketing will be coordinated through myself and the local gallery’s administration and staff. The event will be ticketed with donations going to the MINT gallery and their directed use.

*PALACE* in collaboration with MINT gallery, will be a six month project. This timeline involves finding the site, event logistics, marketing, exhibition staffing, striking and the optional educational programming.

#### **Educational Programming:**

In addition to the exhibition, a reasonably priced workshop will be offered to interested participants of the community. The workshop will take place on-site of *PALACE*.

#### **Educational Programming Continued: *reinventing material through deconstruction and reimagining***

Topic: I will workshop an artistic approach questioning the meaning of “form and concept” while exploring the terminology of the words: “definition” and “intent” during the process of creating artwork. I want to acknowledge how an artist can use these methods to “re-invent” and “re-purpose” in their making process.

Objective: Participants learn how to redevelop definitions of materials and their intended purpose and begin to develop a mode of artistic reconstitution. I want participants to learn how to thoughtfully experiment with inventing intended purposes and definition to personalize their artistic practice.

**Workshop: *autopsy and taxidermy of a couch***

*\*disclaimer: I am not an expert on these topics, and do not have the conceptual answers through philosophical and conceptual readings -such as, "what is a thing?". One day I would love to collaborate on the terminology, but until then -I can show artists and creators how to develop these questions to further the depth of their working practice as a creator.*

**A brief metaphor on things, but first a question: What are things made of and why do we see some things as 1 thing and not the things that really make the entire thing? *whew...***

**Now the metaphor:** Think of a piece of furniture as a taxidermy of several different items arranged to form into a new object that is then covered with a skin, in this metaphor that is cloth. This furniture is one everyday object that uses a variety of material "guts" to form one definite thing. In an autopsy of this thing you would discover several tiny individual "organs" grouped together in an intentional form and concept. Although the conversation of this metaphor could be taken in many directions, and it should, I want to focus on the material of the furniture.

**In this workshop:**

*First: Dismantling and Classification Phase:*

First –as a group we will take a part a piece of furniture, classify and categorize each item that makes the form, design and intent of furniture.

*Second: "Re-Purposed" Thing*

individually, each participant will select pieces of furniture to construct a structure only using the items found in the dismantling and classification phase.

*Third: Critique and Review*

We will review each invented structure investigating form, concept and intent through the reclassification and invention made in the new object.

## **GRANT REQUEST: \$5355 - USE OF FUNDS**

### **BUDGET:**

**Honorarium and Material Budget:** \$1200.00 (\$15.00 x 80 hrs)

**Abandon Building Rent:** \$1200.00 (price based off 2019 Atlanta average quoted in *Curbed Atlanta*)  
[Curbed Atlanta Rent](#)

**LIGHTFORM Smart Projector with Augmented Reality Software:** \$1955.00

<https://lightform.com/>

**Lighting Budget:** \$500

Prices included utility lights and bulbs, and quotes taken from Home Depot and Amazon

**Event Marketing Materials, Educational Programming Materials, Emergency:** \$500

**Total:** \$5355

### **ACCOUNTABILITY:**

100% of project funds will be returned if project fails to come to fruition in a reasonable format. Ashton Bird will be held accountable.

**HOW LONG HAVE YOU BEEN AN ATLANTA ARTIST, AND WHAT IS YOUR COMMITMENT TO OUR COMMUNITY.?:**

Ashton Bird moved to Atlanta, GA in 2018. Where he received an interior designer role at the Lighting Loft. Two years later his current position is a lighting designer for The Johnson Studio at Cooper Carry. Although a designer by day and artist by night, Ashton's unyielding focus has led him to quickly exhibiting in 2019 at the Atlanta Contemporary, MINT and the 2019 Atlanta Fringe Festival. He actively volunteers at several institutes in the city such as MINT, MODA, the HIGH, The Alliance Theater and The Symphony Orchestra. Ashton devotes himself to becoming a creative leader in the southeast and is continuously looking for new, experimental creative pursuits.

**WHICH COUNTY DO YOU LIVE IN, AND WHICH COUNTIES DO YOU PRIMARILY WORK IN?:**

Fulton County is where I live. Fulton and Dekalb Counties are where I primarily work.