

Project 4 - A Public Intervention

Making a Message in the Public Space

Due: December 12th at the beginning of class

To Be Critiqued:

Your group's video documentation of the Public Intervention

To Be Submitted - One from Each Group:

(Eg. Rivkin_J and Rivkin_J Project 4)

1. One Folder Containing
 - a. In one PDF
 - i. 250 Word Description of Chosen Project
 - ii. Initial Proposal Sketches
 - iii. Two Photoshop Mockups
 - iv. 3 High Res photos documenting installed project
 - b. Final Edited Video .mov
eg. Rivkin_J and Rivkin_J Project 4.pdf,
Rivkin_J and Rivkin_J Project 4.mov

Framework

The medium is the message" - Marshall McLuhan

In this project, you will have the opportunity to express something unexpected in a public space to provoke a reexamination of assumptions held by the viewer. The work may create laughter, anxiety, delight, discomfort or other emotions but it should raise thoughts or questions for the viewer. The dialog should result from the use of a vocabulary of symbols or icons in conjunction with a public space chosen for how it interacts with your work and how it enhances and completes the intended message.

The public space should be a considered portion of the message. Marshall McLuhan once said "the medium is the message." This project challenges you to create a visual message that is complete and more effective because the environmental medium you choose performs as an integral part of the work. As a designer you will not simply look for a public space to reinforce or showcase your message, you will want to discover an opportunity, a space, that speaks as part of your message and makes it memorable.

Food stands, banks, subways, cars, buses, gas stations, movie theaters, night clubs, parks, pubs, public schools, public art, universities, coffee shops, bike racks, parking lots, retail establishments, libraries, retail stores, alleyways, streets, sidewalks, bridges, manhole covers, lamp posts, trees, the sky, anything visible in the public sphere is fair game. You may be reaching 20, 50, or 1000 people but the medium you choose and the public space you use should have a vital impact on how the viewer understands the message you are sending.

Note: Your power to influence the public carries a [great responsibility](#). What will your topic be? This is a chance for your creativity, authenticity, playfulness, and humanity to converge and directly touch the lives of others who may see your work.

Directions

1. You will be assigned a partner at random. First, you will need to select a site on or off campus and theme. Begin by going out into Philadelphia and take photos to help build a database of spaces and ideas. You can use your phone, or a borrowed camera. Once you have collected your photo imagery, **sketch a minimum of three different studies of potential projects in your visual diary based on photos you have taken. Every student will do this.**
2. After producing a number of studies individually, collaborate with your partner to see where ideas overlap and select three out of the six ideas from your well of ideas. You will present these three ideas to the class on the 11/30.
3. Choose one study and develop a photo-realistic mockup of your public intervention in Photoshop in two images. You will also submit a 250 word written proposal that specifies the intentions of the installation, the location, and the materials used.
4. You will install the public intervention. You will need to figure out how to document - in video and photographs - the work - either one of the people in the partner group will document or you will need to recruit some outside help.
5. With the documentation - **you will edit your video documentation into a short film in Adobe Premiere, with beginning and end titles**, and audio that demonstrates the interaction of your work and the public.

Notes

1. It is reasonable to expect that you will spend about \$35 per group on this project. I will be able to provide materials like foam board - but you are primarily responsible for procuring your materials for this project.
2. This work can be on or off-campus. This is the opportunity to step outside the campus and observe, interact with, and be a citizen in the city where you live. Please note, the campus has become more restrictive on campus projects which resulted in student work being taken down across campus a half hour after they were made, even if students had permission, and an inability to document the work.
3. Your group are responsible for the work. You have liberty to express yourselves freely, but remember the views expressed are yours. Do not deface property or trespass on private property.
4. The film/documentation of your public intervention should be about 2-3 minutes in length, and no longer than 5 minutes.
5. You must use royalty free music.

Timeline

- 11/14** - Project Kickoff
- 11/21** - Project 3 Critique
- 11/23** - **No Class**
- 11/28** - Public Art Lecture/Tiny Monuments Exercise
- 11/30** - Three Preliminary Sketches Due/Inflatable Exercise
- 12/5** - Proposal Review/Critique/Video Editing Workshop
Written Proposal/ Two Photoshop Mockups Due End of Class
- 12/7** - Video Editing Tutorial/Documentary Conventions
- 12/9** - Office Hours in Lab to help with video editing - 1PM - 3PM
- 12/12** - **Last Class - Project 4 Due - Critique**
- TBD** - **End of Semester Salon - Morgan Building Gallery**
6:00PM-8:00PM

Readings

- *Microutopias: Public Practice in the Public Sphere
- *Common Ground
- *Doing the Time: On Paul Chan – Waiting for Godot in New Orleans
Place: Themes in Contemporary Art
- *[The Sounding City – R. Murray Schafer](#)
- Tehching Hsieh & Linda Montano Interview
- *<http://www.washingtoncitypaper.com/articles/46533/art-burn/>
- JR – Public Art Lecture

Student Examples

- Drone Xing - <https://vimeo.com/149223605>
- Cycles - <https://vimeo.com/148150388>
- I Call It Torture - <https://www.youtube.com/watch?v=0WC0qvRTtW0>
- Nuisance- <https://vimeo.com/165945569>
- Behind PennFace - <https://bit.ly/project4-video-fnar-264>
- Unfounded Decrees- <HTTPS://VIMEO.COM/165312639>
- Way Down in the Hole - <https://youtu.be/dEpfXGSizJY>
- PennFace: A Public Intervention -
<https://www.youtube.com/watch?v=tzrQouVL1v8&feature=youtu.be>
- Keyboards - <https://youtu.be/6158SR5VfCI>
- The Gumball Project - <https://www.youtube.com/watch?v=EGbPUxZYg5M&feature=youtu.be>
- Unconscious Art -<https://vimeo.com/164493561>
- [DP article on Women in Engineering](#)

Real World Examples

- <http://www.booooooom.com/2015/10/26/hilarious-street-art-by-michael-pederson/>
- <http://www.wherecoolthingshappen.com/20-photos-that-will-make-you-look-at-least-twice/>
- <http://www.creativeblog.com/street-art/examples-street-art-612334>
- <https://news.artnet.com/art-world/punchy-5x5-public-art-project-electrifies-washington-dc-117078>
- <http://www.boredpanda.com/powerful-social-advertisements/>
- <http://www.nytimes.com/video/nyregion/100000004762238/subway-sticky-notes-offer-post-election-therapy.html>

Art/Design/Digital Culture
Professor Rivkin
Fall 2016

Art World Examples/Slide Lecture

Agnes Denes - Wheatfield, a Confrontation

http://gothamist.com/2014/05/16/photos_the_wheat_field_that_took_ov.php

Thomas Hirschhorn - Gramsci Monument

<http://www.diaart.org/exhibitions/main/125> , <http://artforum.com/diary/id=41969>

Francis Alÿs - Something Making Something Leads to Nothing and When Faith Moves Mountains

<https://www.youtube.com/watch?v=ZedESyQEnMA>

<https://www.youtube.com/watch?v=4eNuqLnFaYA>

Tino Sehgal - This is Progress

<http://www.nytimes.com/2010/03/13/arts/design/13progress.html>

<http://www.wnyc.org/story/12537-dont-objectify-him-tino-sehgal-guggenheim/>

Rick Lowe - Project Row Homes

<http://projectrowhouses.org/>

<http://www.nytimes.com/2006/12/17/arts/design/17kimm.html?pagewanted=all>

Jeremy Deller - The Battle of Orgreave and It Is What It Is

<http://www.jeremydeller.org/TheBattleOfOrgreave/TheBattleOfOrgreave.php>

<http://www.jeremydeller.org/ItIsWhatItIs/ItIsWhatItIs.php> - STELLAR DOCUMENTATION

Mary Mattingly - Wetland - this is coming back to Penn this summer at Bartram's Garden.

<http://www.marymattingly.com/>

<http://www.ppehlab.org/>

Santiago Serra - 160 cm Line Tattooed on 4 People

<https://tiffobenii.wordpress.com/participation/santiago-sierra/>

<http://www.tate.org.uk/art/artworks/sierra-160-cm-line-tattooed-on-4-people-el-gallo-arte-contemporaneo-salamanca-spain-t11852/text-summary>

<http://bombmagazine.org/article/2606/santiago-sierra>

Rirkrit Tiravanija

http://www.moma.org/explore/inside_out/2012/02/03/rirkrit-tiravanija-cooking-up-an-art-experience

Andy Goldsworthy

<http://visualmelt.com/Andy-Goldsworthy>

Krzysztof Wodiczko

<http://video.mit.edu/watch/tijuana-projection-4295/>

<https://www.youtube.com/watch?v=mlZzCAbmDyE>