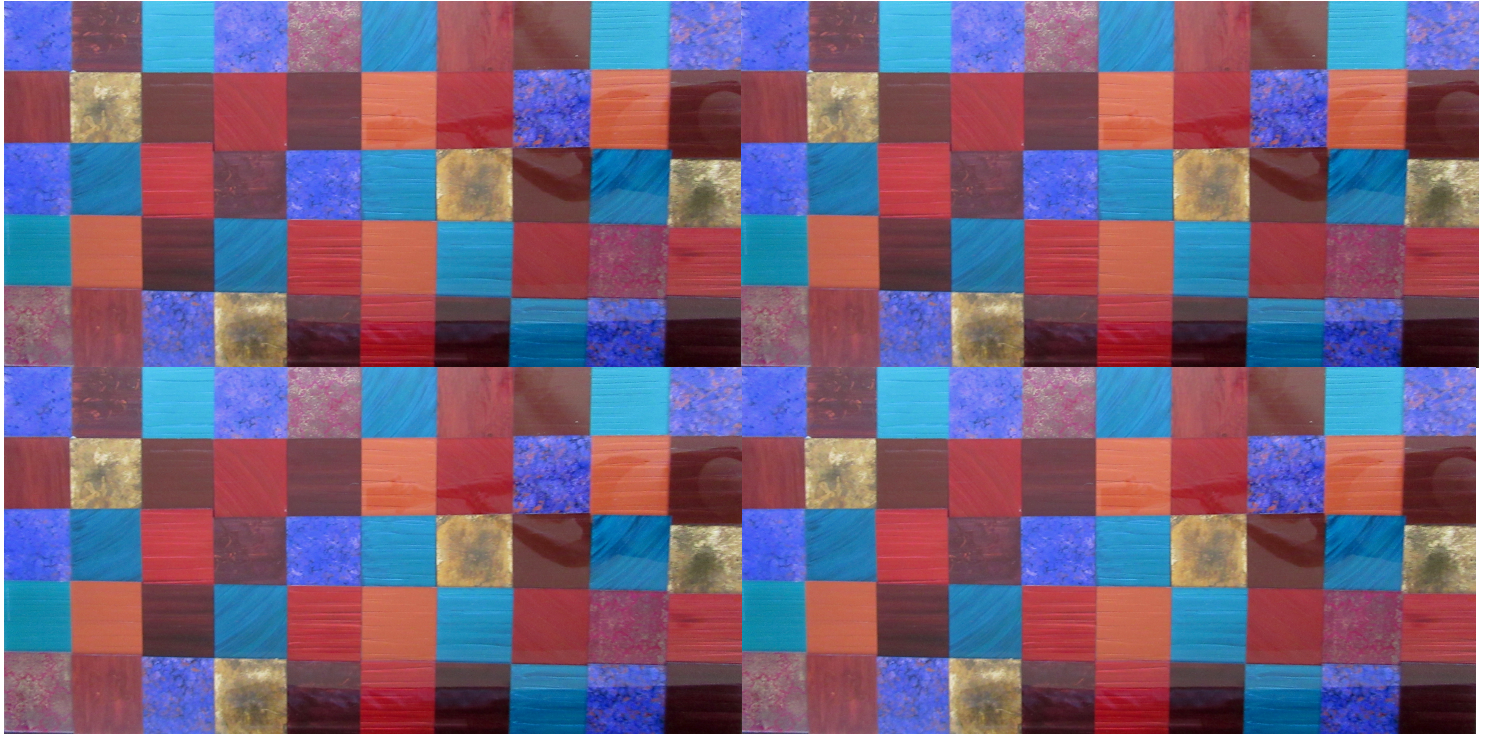


Large Scale Contemporary 3-D Recycled Hanging Construction: “Tapestry 2020 Vision”
A rough draft mockup of the art and concept...)



Goals: To raise funds for Charity, Artist and Art Consultants with a tax break for the Buyer

To create a gorgeous work of art that looks like a tapestry or a mosaic that is 4 x 8 ft or more.
This would be comprised of many small individual Acrylic and Resin tiles about 5 x 5” each— which are interconnected by some simple interchangeable link and hanging system (yet to be determined.)

A portion of the tiles can be created as a community project in a workshop overseen by the Charity, with the rest being created by the Artist/Art Director.

The Art would also have a symbolic teaching theme: “Everyone has a piece of the puzzle”...
“With everyone cooperating— we can find a solution to paint a beautiful Big Picture.”
Symbolically link as many community members together to state a collective “2020 Vision.”

Educate somehow about the brain: an inspirational and positive message.

“Positive Neuro-Marketing”— to counter the barrage of negative overbearing influences

An example: Link together the recipients of the San Diego Brain Injury Foundation with Donors
Highlight common goals/interests of SDBIF and the community, etc.

For the Brain Injured who participate in creating some of the tiles through a workshop:

What is important to the brain injured? How can they express this through art?

Can they use this forum as a way to say Thank You? Giving back theme?

Benefits for the Donors or Corporate Art Buyers:

What is important to Donors/Art Buyers? Beyond a tax break on art?

Advertise Social Advocacy? Environmental Awareness/Involvement?

Possibility of unique art that incorporates their mission statement or logo?

Possibility for a co-creative project with management and staff of corporation?

A Demonstration Project that can be duplicated in other venues:

Utilize as much post industrial and post consumer material as possible

Involve as many local and greater factions as possible to “Close the Loop”
ie: Everyone participates: this is an exercise in solving complex problems together.
(China is beginning to refuse our recyclable waste plastic.)

Ways to Create the Art— (to be done by workshop participants):

High resolution photos of their artwork? (square format reduced to tile size of 5 x5”
(I can provide some watercolor crayons and paper)
Backprinting options? Can actual art be incorporated? On recycled material?
(I can provide post industrial plexiglas but will need funds for acrylic paint, etc.)
Can I provide outlines for people to start with— color in? Assemble?
How can this be Educational and Brain based?
Guided thank you’s for the brain injured— sources of inspiration:
“5 square inches of fame”
Give them a voice— write/paint their story— what the center has done for them.
(Make it positive or the buyer won’t want to look at it.)
Incorporate photos of people making art? The volunteers helping?
Add in Laser etching of inspirational quotes?
Everyone contributes?— an inspirational quote from brain injured recipient to
volunteer to donor— about what SDBIF means to them?

Working backward— what appeals to corporate art buyers? What price points?

What are the costs involved? What can we do with available resources?

This Art is Contemporary— which is most popular now in the corporate art market.

Color themes— Ocean colors? Bright colors? Minimalistic? Ombre blend light to dark?
Custom specific to art buyer? Guaranteed to be a gorgeous work of art.

Can SDBIF use their list of donors as prospective buyers— approach them?

Is it best to approach SDBIF donors first, then involve an art consulting firm? ArtLifting
is nationwide and has clients like Google and Amazon. How can we appeal to them?
How can this model be used for SDBIF affiliates in other regions?
I can handle a portion of the art sales— (but not much due to my vertigo/disability.)

The Role of the Artist:

Art direct and coordinate the creation of art— make sure it is a beautiful work of art!
Provide half the tiles — or more or less as needed.
Coordinate installation. Guarantee success and durability.

Possible support/partnering/ acknowledgment/ Media contacts to advertise/ ask for support:

Brain based businesses in San Diego/LA— how best to reach out?
Can this be done with guidance from the UCSD Arthur C Clarke Center’s Imaginarium?
They just got a 24K grant for art/brain research. My neurologist Dr Erik Viirre is
the Director.

Another 100 million was just given to UCSD By T. Denny Sanford to study the Brain,
Empathy and Compassion. My art can adapt to this theme.

Media contacts I can present this to:
Rick Hansen— neuroscientist, PhD. Art to light up the (Caudate Nucleus)
Mindfulness Meditation teaching programs, Local Charities and their Supporters, etc.

How to teach about philosophical concepts such as Empathy and Compassion in a Workshop?

Taoist Mud/Lotus concept: they both go together. You can’t have one without the other.
Can Empathy and Compassion be taught in a workshop for alcoholics using humor?

Further thoughts— Brainstorming:

Any other art material donors? Acrylic fabricators may be able to donate substrate?
Other finishing services at a discount or trade?: drill, miter, polish edges.

Other thoughts— Minimalist, Simple. Any Charity may have these already on file:

What about photos of smiling faces of people that SDBIF/Charity has helped?
Smaller images— say 3 x 3” in one color film — can this be transferred onto the acrylic?
Is this archival?— or need to be printed? One idea is a Tapestry of transparent light blues— so that just the color is noticed first. Upon closer look: the viewer would see faces, inspirational quotes, thank you’s written, etched, etc.

Possible Themes and thoughts...

“We are all in this together.” “Everyone has a piece of the puzzle.” “We all add up:
A Metaphor for the individual as part of the Whole Big Picture
Tapestry: view as the whole— not as a single part (Anita Moorjani’s time concept)
2020 Vision Board of what our goals are— what inspires us— what we are grateful for.
Game board (Leela) Chutes and Ladders: Game of Life ups and downs
Web of Life theme— tug at one thing and the whole follows. All are linked together.
Patchwork Quilts in American history were done as a community project (with intention)
Sewn together: Sutra means suture. Sutras are important teachings in Eastern Tradition

How can this be turned into a Donor Wall Concept?

Laser etched front— White pearl back? Symbolic icons of the Donors?
Can a larger single corporate logo tile be interwoven into the center of the design?
Can this be Corporate Logo Art to be displayed in an entry/ reception area?

A Summary of the “Tapestry 2020 Vision”:

Benefits to the Donor/Buyer, the Charity, the people the Charity helps, the Artist
Gorgeous work of Art
Opportunity to advertise social responsibility for Charity and Buyer
Environmental awareness
Teaching tool for their company values
Interactive opportunity with workers...
Inspiration— everyone feels like they can give back— works all the way around.
Symbolic Catalyst for helping to solve big problems
A statement of joint held goals— community and larger goals— vision board
What are the options for a Tax break for the buyer? Legal direction in progress.

LEGO like mounting system for the Artwork:

Standoffs from the wall— mounting system stands out about 1.5” at top, hangs below.
Weight structural issues to deal with. Can anyone help with this?
Create a template for this to be done in other areas. How can this be shipped?
Is the hanging system the biggest hurdle? How to start? Troubleshooting...
Do a dry run of say a 3 ft by 6 ft?

Educational goals- in line with the goals of studying the Brain, Compassion and Empathy.

My concept of “Positive Neuro-Marketing”— (in progress comments on my website.)
Teach the latest brain research, in an understandable way: Negativity Bias. How the Brain constructs reality with conjecture quickly: Stereotyping is a positive and negative.
Brain based themes: Parasympathetic art, Sympathetic overload art. Designs of Nature
How the brain processes information: Emotion dictates, Cognitive Dissonance, Order.

How can this theme be adapted to other Charities?

Battered Women’s Centers, Homeless Shelters— to raise funds for them.
I will contact San Diego InterFaith Services, for feedback, brainstorming, etc.
Can my Mud/Lotus theme help here?— Can I facilitate an art/writing project?
Can I create a template so that Art Therapists and other professionals can follow?

Can this theme also be used for Art for HealthCare Facilities?

Linking Goals of Hospital to Patients, Doctors, and staff: “Healing Hands” theme.

This theme can also be used for Amazon Audible Books:

The important concepts of the book with quotes can be presented in visual form.
Many possibilities with this Tapestry 2020 Vision concept: Goal: Win... Win... Win.. Win...