



**CITY OF SYRACUSE
PUBLIC ART APPLICATION**

Project Title: "Reach" Mural

Installation Type:

- Donation to permanent art collection
- Temporary installation
- Proposed date and duration of installation: _____
- Mural on private property

Installation Location

Property Name: _____
Street Address: 508-510 Westcott St. & 124 Dell St, 13210
Location Description [e.g., 15 ft. from building entrance]: _____
 Courtyard wall behind 508-510 Westcott and wall adjacent to 124 Dell St

Artwork Type [e.g., sculpture, mural, video]: Mural

Artwork Description [include fabrication date; medium, dimensions, materials and finishes]:
 Mural to be painted on location on two sides of a 22' high and 19' wide exterior stair wall and along a
 retaining wall on the courtyard side. Wall will be primed, painted with acrylic colors and have a varnish
 top-coat.

Artist

Name: Echo
Address: 745 N. Salina St. Syracuse, NY 13208
Phone: _____
Email: info@echomakes.com

Current Owner (if applicable)

Name: _____
Address: _____
Phone: _____
Email: _____

Applicant

Name: Damian Vallelonga
Address: 745 N. Salina St. Syracuse, NY 13208
Phone: 315.664.6420
Email: damian@echomakes.com

Signature: Damian Vallelonga **Date** 7/1/2015

Public Art Commission, 500 City Hall Commons, 201 E. Washington St., Syracuse, NY 13202/315-448-8108/315-448-8705(fax)

Project Description:

The mythical figure Daedalus was a creative master, inventor of tools and designer of the Minotaur's labyrinth. He's also a figure of great tragedy, having lost his son, Icarus, to the peril of foolish ambition. In this mural, we call to the residents of Westcott to design, create, and make their world a fantastic place. At the same time we want to remind them to be humble and wise to limits of possibility, to not yearn for this city to be something beyond the wonderful, small, rust-belt city that it is.

This proposal uses the two sides of the stairwell wall to reveal its story. On one side Daedalus is seen reaching for the sun with the labyrinth beneath, extending along the courtyard wall. Daedalus' great hand-made wings cover the wall with a majestic presence. On the other side Icarus is shown flying toward that same sun while, below the stairway, Daedalus is seen in the distance, through the maze.

The painting of the mural will combine two styles: a black-and-white sketch style that makes up the figures and a colorful layered style that will create the depth of the labyrinth sections (see reference images).

Artist:

Echo is an art collective comprised of artists Brendan Rose, Briana Kohlbrenner, Damian Vallelonga, and Jeff Walter. Together they create art, events, offer design and web services, and host a collaborative co-working space on the North Side for creative professionals.

Echo's artist and designers have a diverse portfolio of works, ranging from graphic design and website to installation sculpture and street furniture. Projects they've developed include: Lock Alley Mural, B'ville Voices (a interactive place marker trail and website based on oral histories), custom furniture made from found materials, public park improvements in a small green-space on Westcott St., and sculpture installations at Stone Quarry Hill Art Park.

Timeline:

July 14 - Present to Syracuse Public Art Commission

Sept 1-14 - Paint Mural

Budget:

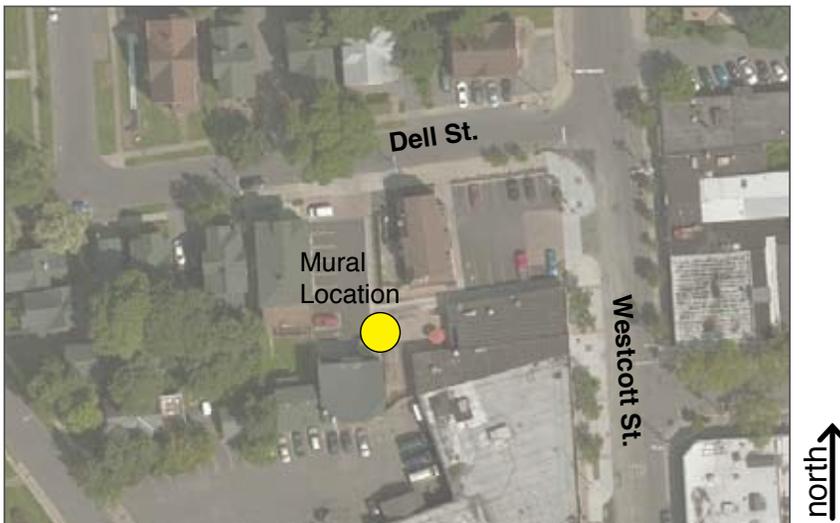
Project cost approximately: \$6,000

Funding provided by University Hill Realty, 500 Westcott St.

Maintenance:

Echo will work with the building owner to maintain the mural over time.

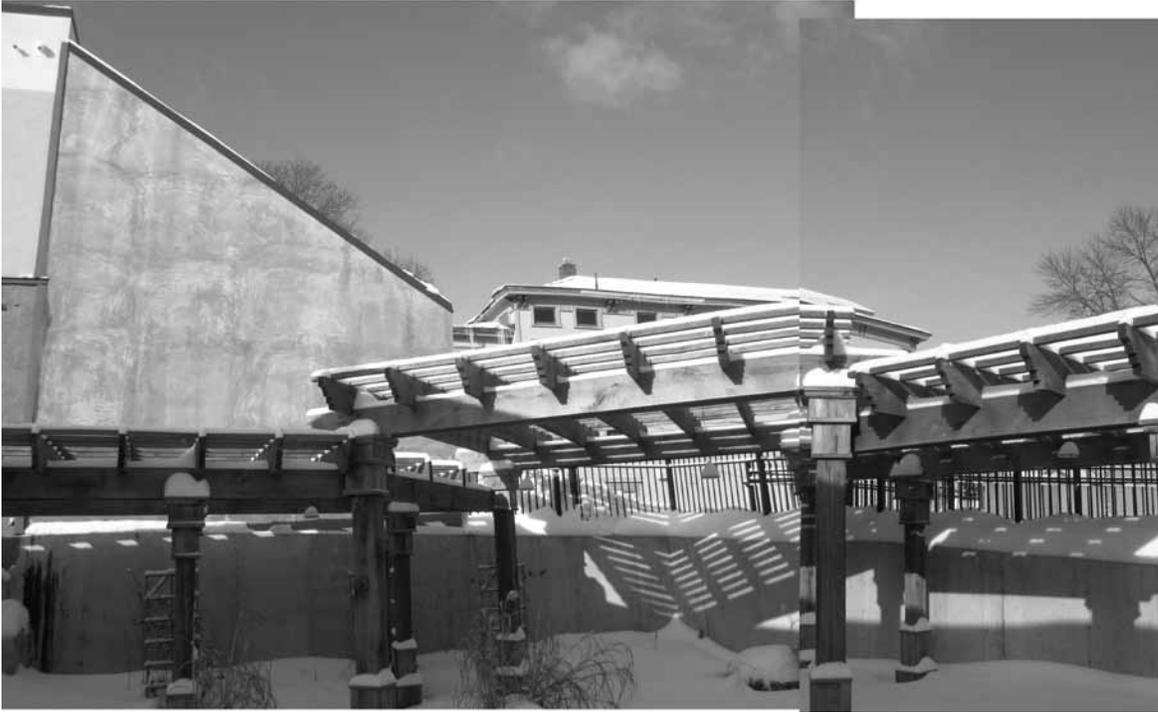
Location Map



LOCK ALLEY MURAL



Existing Courtyard Wall



Reference Images



Artist: ROA

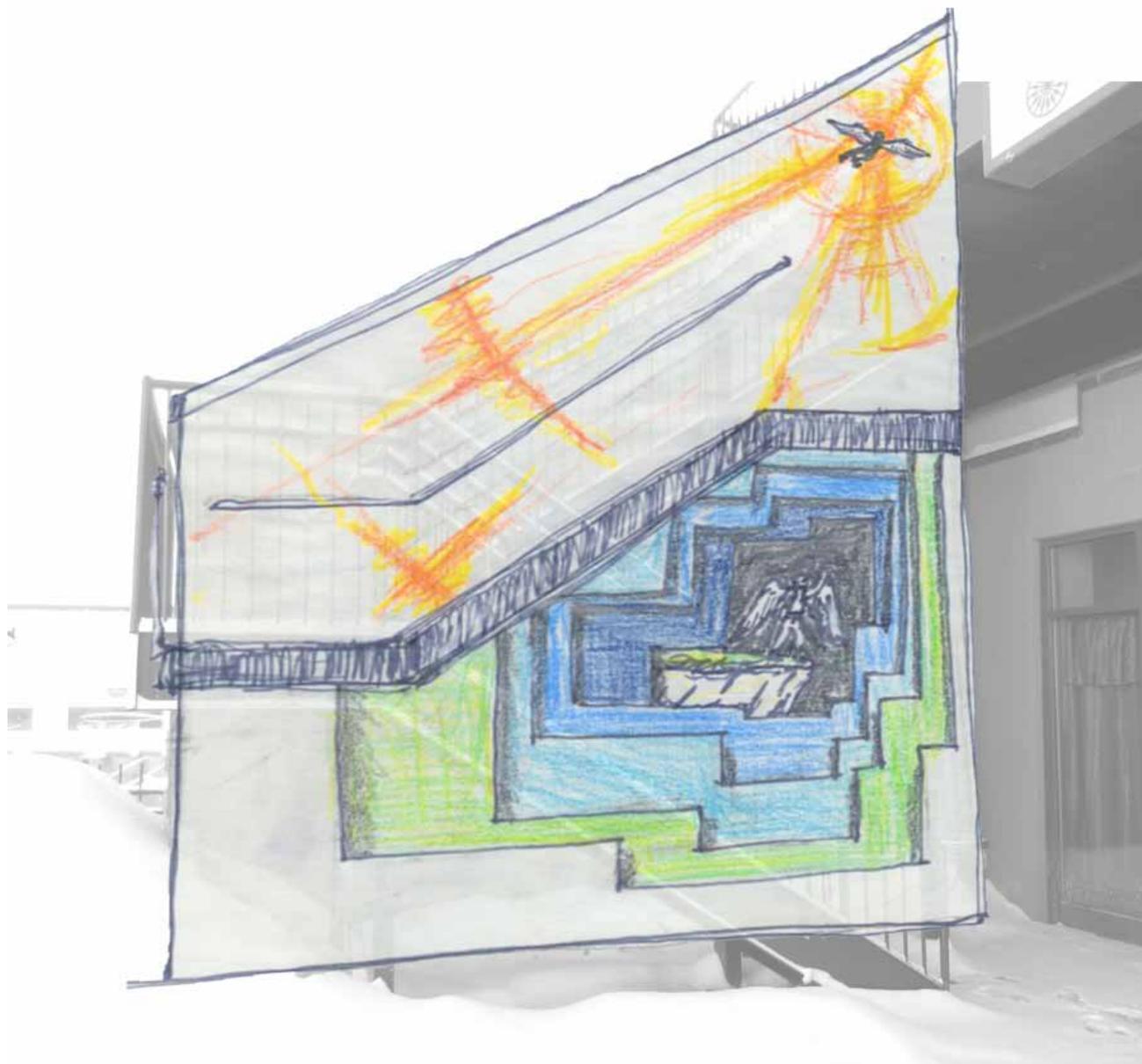


Artist: 1010

LOCK ALLEY MURAL



RENDERING ON COURTYARD WALL



RENDERING ON STAIR WALL

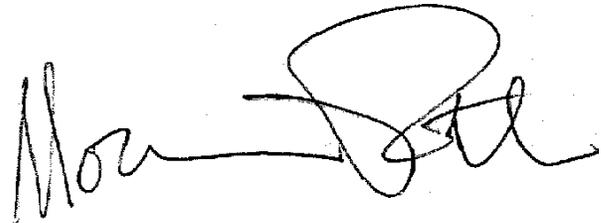
UNIVERSITYHILL REALTY, LLC

Fed. Employer Id No. 01-0611217
Qeze Exemption No. 1112962

July 1, 2015

To Whom it May Concern,

I am the managing member of Gemmi Boy, LLC, the owner of 508-510 Westcott Street, Syracuse, New York. The site contains a blank concrete wall. The proposal to have a mural installed on the wall at the 508-510 Westcott Street property is being done with my complete approval. If you have any questions, please call me at University Hill Realty, LLC, the property manager for Gemmi Boy, LLC 315-422-0709.



Website: www.universityhill.com

Email: sales@universityhill.com

Residential/Commercial Sales • Property Management • Appraisal • Investment Analysis

500 Westcott Street Syracuse, New York 13210 (315) 422-0709 Fax (315) 422-2618



A non-profit community organization
826 Euclid Ave., Syracuse NY 13210
www.WENAnation.org
email: wenanation@gmail.com

To: City of Syracuse
Public Arts Commission

Date: July 1, 2015

From: Westcott Neighborhood Association, Board of Directors

Re: New Courtyard Mural (Beer Belly Deli)

To the Public Arts Commission,

The Westcott Neighborhood Association (WNA) wishes to voice our support for the painting of a mural in the courtyard adjacent to Beer Belly Deli, by Echo. As part of a neighborhood long defined by the presence and abundance of expressions of public art, WNA feels that the proposal for a mural in this space only serves to add character and vibrancy to this well-utilized space. Brendan and Damian of Echo in particular have made a significant contribution to the neighborhood through numerous successful and engaging projects including the recently completed conversion of Huckster Hill into an inviting gathering space at the southern gateway to the Westcott Commercial District.

We hope in your approval process for this matter that you consider the great benefit to the neighborhood provided by Echo and the wonderful opportunity presented by this new expression of creativity, which will contribute positively to the environment and aesthetics of the Westcott Street business district.

Thank you for your consideration in this matter.

Signed,

The Westcott Neighborhood Association Board of Directors

Reina Apraez	Grant Johnson
Jesse Daino	Lynne Odell
Starke Donnally	Natalie Stetson
Kathy Downing	Charles Tremper
Alice Honig	Marilyn Zaleon