SPAC 16-12

CITY OF SYRACUSE
PUBLIC ART APPLICATION

Project Title: THE MIGHTY SALT CITY SIGN PROJECT

Installation Type:

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

Installation Location
Property Name: ACCESS CNY
Street Address: 420 EAST GENESSE ST
Location Description [e.g., 15 ft. from building entrance]: EAST FACING EXTERIOR WALL ABOVE PARKING LOT

Artwork Type [e.g., sculpture, mural, video]: PAINTED MURAL/ SIGN

Artwork Description [include fabrication date; medium, dimensions, materials and finishes]:
PAINTED SIGN USING HIGH QUALITY EMAMEL PAINTS ON MASONRY PRIMER
LETTERING AND PAINTED FRAME 1930 STYLE WITH THE PHRASE "WE ARE THE MIGHTY SALT CITY SYRACUSE NEW YORK"
INCLUDING A SMALL SEAL THAT STATES "ESTABLISHED 1848"

Artist
Name: CAYETANO G. VALENZUELA/ THE BLACK RABBIT STUDIO
Address: 501 W. FAYETTE ST. SYRACUSE NY
Phone: 315.342.7908
Email: CAYETANOVALENZUELA@GMAIL.COM

Current Owner (if applicable)
Name: _____
Address: _____
Phone: _____
Email: _____

Applicant
Name: CAYETANO G. VALENZUELA
Address: 405 COUNTY ROUTE 85 FULTON NY 13069
Phone: 315.342.7908
Email: CAYETANOVALENZUELA@GMAIL.COM

Signature: _____ Date 8/29/16

407 COUNTY ROUTE 85
FULTON NY 13069

STUDIO 321 501 W. FAYETTE ST
DELAVAN CENTER SYRACUSE NY

THEBLACKRABBITSTUDIO.COM
CAYETANOVALENZUELA@GMAIL.COM

1 315 532 7908

THE MIGHTY SALT CITY SIGN PROJECT

PREPARED FOR THE SYRACUSE PUBLIC ART COMMISSION
AUGUST 2016

SAMPLE OF ARTWORK

PROJECT DESCRIPTION

THE MIGHT SALT CITY SIGN PROJECT IS DEPICTS A TRADITIONALLY HAND LETTERED SIGN THAT HARKENS BACK TO SYRACUSE'S PAST WHILE MAINTAINING A AGELESS AESTHETIC.
THE PHRASE "WE ARE THE MIGHTY SALT CITY SYRACUSE NEW YORK" IS IS ACCOMPANIED BY A SEAL INDICATING THE YEAR SYRACUSE WAS ESTABLISHED 1848.
THE LETTERING STYLE IS INSPIRED BY SIGNS FOUND IN THE PHOTOGRAPHIC ARCHIVES OF THE ONONDAGA HISTORICAL SOCIETY FROM THE 30S AND 40S AROUND SYRACUSE. I HAVE ALSO APPLIED MY OWN SENSIBILITIES AS TO HOW I LIKE TO MAKE LETTERS LOOK. USING A MUTED PALETTE I HOPE TO KEEP A SENSE OF TIMELESSNESS ABOUT THE PIECE WITH OUT LOSING ANY OF ITS INHERENT BOLDNESS. SUBLTE GRAPHIC ELEMENTS NOD TO THE ART DECO STYLE WE SEE IN HISTORICAL IIMAGES OF SYRACUSE AS WELL AS THE CITY'S ARCHETECHTURE.

THE PIECE IS SIMPLY MENT TO BE A POSITIVE COMMENT ON THE ENDURING FORTETUDE OF OUR CITY AND EMPOWER EACH ONE THAT COMES ACROSS IT. THE IDEA FOR THE PIECE HAS BEEN AN ONGOING CONVERSATION WITH OTHER ARTISTS AND CREATIVES AROUND SYRACUSE AND OUR LOVE FOR THE CITY. I HAVE BEEN WORKING IN AND AROUND SYCRACUSE AS AN ARTIST AND SIGN PAINTER FOR OVER TEN YEARS. CONSTANTLY INSPIRED BY THE STRENGTH AND DRIVE OF THE PEOPLE OF SYRACUSE I FELT THAT THE PHRASE MAY RESONATE WITH MANY PEOPLE AND OFFER A SENSE OF SOLIDARITY. MY HOPE IS THE PHRASE WITH BE A NEW SLOGAN FOR THE CITY OF SYRACUSE

THE SIGN IS BEING PROPOSED FOR THE EAST FACING WALL AT 420 EAST FAYETTE ST ON THE ACCESS CNY BUILDING. THE SITE WAS SELECTED FOR ITS LOCATION ALONG THE CONNECTIVE COORIDOR AND FOR ITS VISIBILITY TO A LARGE PORTION OFTHE PUBLIC THE SIGN WILL BE SITUATED NEAR THE TOP LEFT END OF THE WALL AND MEASURE 22' X14'.

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PROJECT TIMELINE

SEPTEMBER 2016 (UPON APPROVAL) -

GATHER MATERIALS

SEPTEMBER (LATE)- OCTOBER (EARLY) 2016-

PAINT MURAL

PROJECT BUDGET

DESIGN AND PAINT -$30,000

INCLUDES CONCEPT, DESIGN, MATERIALS, EQUIPMENT AND EXECUTION

FUNDING:

SIGN HERE GRANT $30,000

MAINTAINANCE PLAN:

THE MATERIALS BEING USED FOR THIS PROJECT ARE OF VERY HIGH QUALITY. SOLVENT BASED RONAN PAINT IS IDEAL FOR LARGE SCALE SIGNAGE AND MEANT TO LAST AND APPEAR BRIGHT AND CLEAN FOR AT LEAST THE FIVE YEAR DURATION OF THE PROJECT. OVER TIME THE SIGN WILL FADE, HOWEVER IT WILL NOT FADE BEFORE THE FIVE YEAR LIFE MARK. BLACK RABBIT STUDIO WILL BE RESPONABLE FOR TOUCH UPS IF NECESSARY DURING THE FIVE YEAR LIFE OF THE PROJECT. AFTER THE MURALIS DRY THERE IS NO MAINTENANCE NECESSARY. IT IS SELF WASHING IN THE RAIN.

BLACK RABBIT STUDIO
LETTERING ILLUSTRATION

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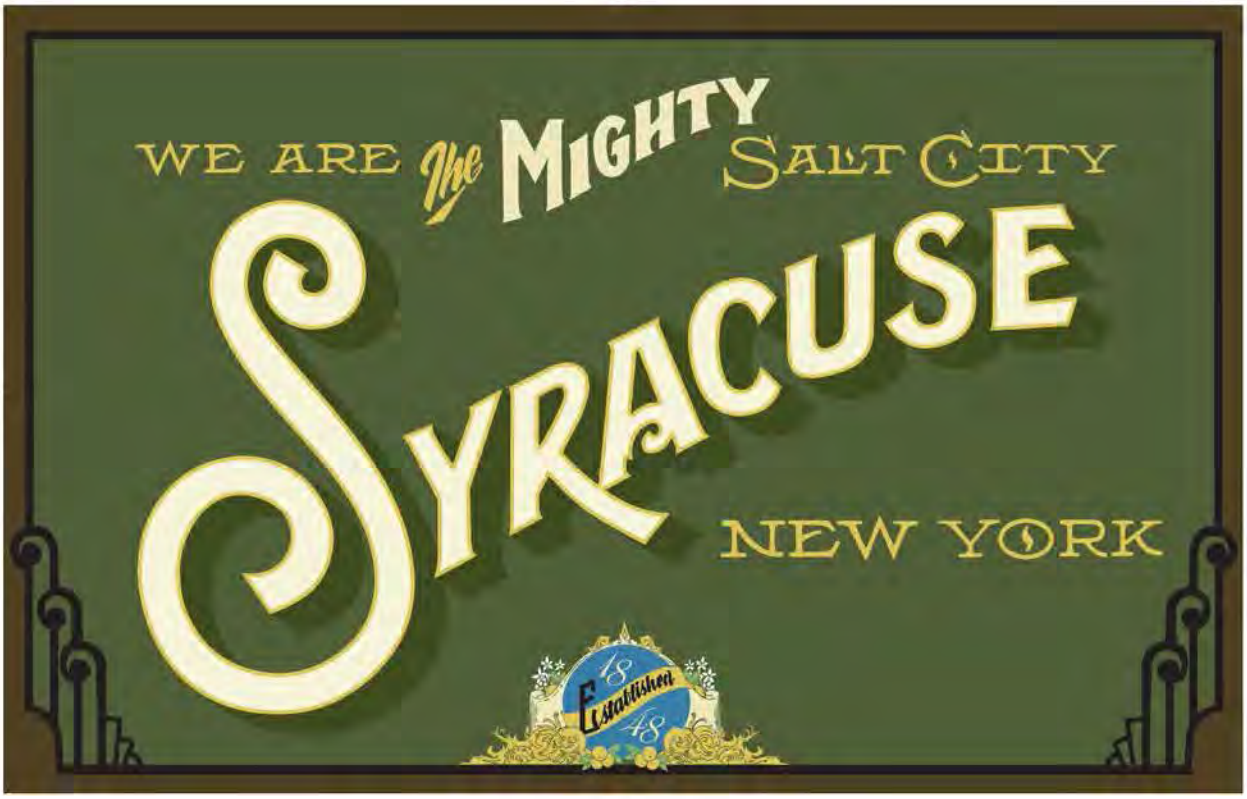
22'

14'



ARTWORK

BLACK RABBIT STUDIO
LETTERING ILLUSTRATION

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PROPOSED SITE: 420 EAST GENESSE ST.

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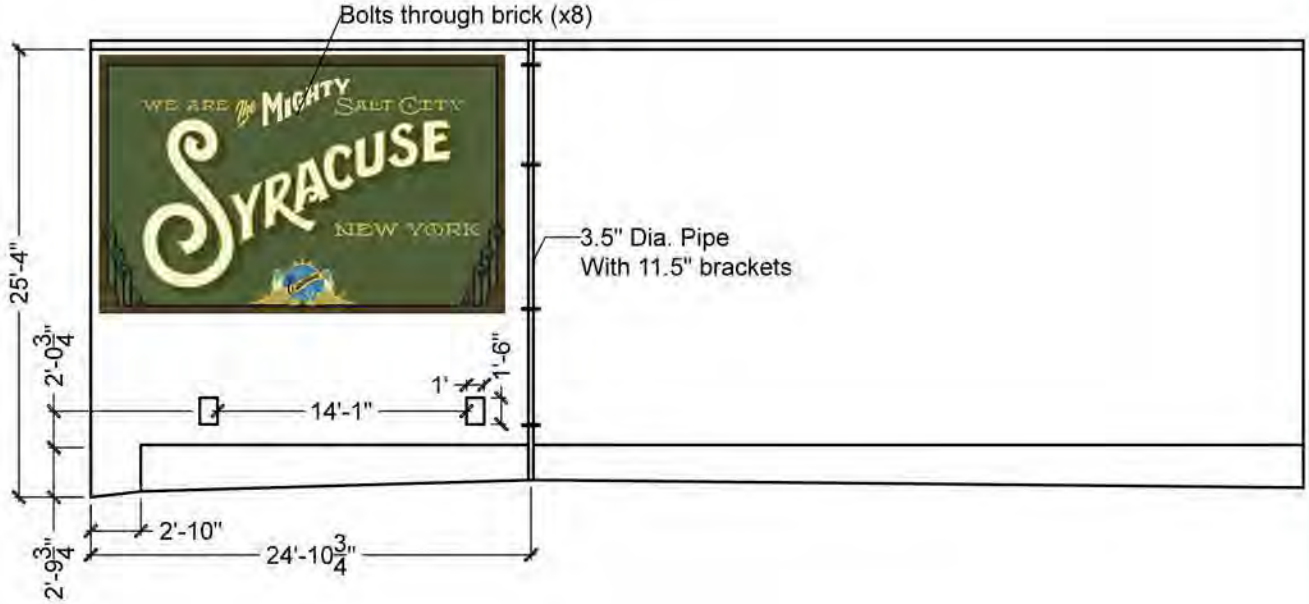
Access CNY
420 E. Genesee St.
Syracuse, NY



West Elevation

BLACK RABBIT STUDIO

FINE ART • ILLUSTRATION • DESIGN • SIGN PAINTING

Cayetano G. Valenzuela

Black Rabbit Studio
407 CoRt 85 Fulton NY 13069
Studo located at
Suite 321 Delavan Center 501 w. Fayette St Syracuse NY 13204

315 Handcrafted IN SYR NEW YORK

Selection of recent exhibitions

2016
Boundless Brooklyn, Salt Quarters
40 below summer art show, Poiont of Contact Gallery
A darkened wood , Salt Quarters Gallery
Starwars vs Startrek, Tech Garden

2014
PreVinylite Society Show Card Show
Lincoln Arts Project Boston, Massachusetts
Calico Gallery, New York, New York

Deck the Halls (Skate Deck art show
Salt Quarters, Syracuse, New York

Conceal/reveal
SU Art Galleries Syracuse, New York

Two Bodies
Com. Art Supply Gallery, Syracuse, New York

3rd Annual Buffalo Book Fest
WNYBAC Buffalo, New York

80's Art Party
Spark Contemporary Syracuse, New York

Caps and Lowercases
G.Conner Gallery, Philadelphia, Pennsylvania

2013
Flesh (tattoo inspired art show)
Tymeless Gallery Baldwinsville, New York

Curiosities
Modern Eden Gallery SF, California

Signs and Spectors (Solo Exhibit)
Dark Room Gallery Oswego, New York

Mona
Modern Eden Gallery SF, California

Last Hurrah
Szozda Gallery Syracuse, New York

Flashback Group show
Modern Eden SF, California

Mash Up Show
Gauntlet Gallery SF, California

Speak of the Devil
423 west Gallery LA, California

2012
Lower Branch 2 Year Anniversary show
111 Minna SF. California

When Night Falls
Szozda Gallery Syracuse, New York

The Company of Others
Oh no Doom Gallery Chicago, Illinois

Night Breathing Solo Exhibit
Aisle 1 Gallery St. Louis, Missouri

Clients and work experience

Secret Audio Club
Anchorless Records
Fearless Records
Bravado, contract artist
- Deftones
- Dawes
- Incubus

Cayetana (the Band)
Timeshares
the Knockdown
Jeff Rowe
Larcenists
The Scarlet Ending
the Indie Series

Recess Coffee
Strong Hearts Cafe
Kind Coffee
Lune Chocolate
Inner Circle Gym
13 Curves
iHeartOswego
Midnight Sun
Modern Pop Cutlure
Thats Whats Up food truck
LOFO
Kitty Hoynes
CoWorks Common Space
Olde Anchor Tattoo
Mockingbird Studios
Tupper Properties
The Yellow Fellow

SU Illustration Dept. artist lecture
Cayuga Com. College visiting artist
OCM BOCCES at Hannibal HS visiting artist
SUNY Oswego Aritst Lecture
Cazenovia College Artist Lecture

Founder:
Hat Factory Artist Collective
River City Craft Gang
Team Valenzuela

Owner :
Black Rabbit Stuido
2013-Current

Publications

Syracuse New Times Arts Issue Cover
Syracuse Newtimes Best of Syracuse Cover
IDN, the New Twenties Publication
Hi-Fructose online
Baron Magazine (Canda)
Hat Factory Atlas books 1-3

Education

BFA College of Art and Design at PURCHASE
Sean Wes, Hand lettering workshop
Cobalt Studios, Sign Painting Residency
Better Letters Workshop with Mike Meyers (Philadelphia)

Black Rabbit Studio endevours to create illustration, lettering and design that is made with care and attention. In addition to creating handcrafted and well designed products we do a variety of servies to suit many types of client requests including handlettering, sign painting, logo creation, illustration, t-shirt design, album artwork and layout, poster design and much more. While much of Black Rabbit Studio's work is lovingly made by hand we are skilled with Adobe Photoshop and Illustrator. Black Rabbit Studio was established in 2013.

BLACK RABBIT STUDIO
LETTERING ILLUSTRATION

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Access CNY
PARTNERS IN PERSON-CENTERED SERVICES

1603 Court Street
Syracuse, NY 13208
T: 315-455-7591

420 East Genesee Street
Syracuse, NY 13202
T: 315-478-4151

1010 James Street
Syracuse, NY 13203
T: 315-478-4151

August 23, 2016

Syracuse Public Art Commission
C.O. Kate Auwaerter
Public Art Coordinator and Preservation Planner
Room 500 City Hall Commons
201 East Washington Street
Syracuse, NY 13202

Dear Commission Members:

I write to inform you that we have reviewed and approve of the artwork being presented by Cayetano Valenzuela for AccessCNY located at 420 East Genesee Street.

We believe that Cayetano's artwork will be a wonderful addition to downtown Syracuse, and am happy to provide our support for the project. We look forward to continuing the partnership with Cayetano, and SU's Office of Community Engagement and Economic Development.

Sincerely,

Paul Joslyn
Executive Director