



CITY OF SYRACUSE PUBLIC ART APPLICATION

Project Title: "You've Made It"

Installation Type:

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

Installation Location

Property Name: Penny Pub
Street Address: 321 W. Fayette St

Location Description [e.g., 15 ft. from building entrance]: Murals on both east and west sides of facade, in the top corners of both. As to be seen for passing foot traffic and car traffic going both in and out of Armory Square.

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

Artwork Description [include fabrication date; medium, dimensions, materials and finishes]:

Exterior based enamel painted on existing facade / brick. Estimated dates on site June 1st- June 15th 2016. Murals act as artistic entrance and exit billboards to historic Armory Square.

Artist

Name: Jon Bocksel
Address: 706 Nostrand Avenue Brooklyn NY 11216
Phone: 917-952-8460
Email: handsignpainters@gmail.com

Current Owner (if applicable)

Name:
Address:
Phone:
Email:

Applicant

Name: Jon Bocksel
Address: 706 Nostrand Avenue, Brooklyn, NY 11216
Phone: 917-952-8560
Email: handsignpainters@gmail.com

Signature: Jon Bocksel Date 4/28/16

You've Made It Mural Application
Prepared for the Syracuse Art Commission
April 2016

Artist Contact:
Jon Bocksel
Hand Signs
706 Nostrand Ave.
Brooklyn NY, 11216
Handsignpainters@gmail.com
917-952-8460



**You've
Made
It...**

MURAL DETAIL

Project Description

You've Made It is a two part mural(s) that engages the passerby for both entering and exiting Armory Square on Fayette St. The painting, mostly made of text is an homage to long history of the sign trade in Syracuse and the invention of the shot clock that revolutionized the game of basketball. The 2, 16' x 13', murals will be painted on the East and West sides of the facade located at 321 W. Fayette St. The murals are a visual play on the shot clock theme for both making it to Armory Square with the shot clock set to 01 (seconds) *You've Made It* the mural states. Exiting Armory Square heading west on Fayette St, the clock is set to 24 (seconds), reminding the passerby to please stop back soon, or *Till Next Time*.

You've Made It was made possible by an open call for Sign Here a grant that gives mention to the history of the sign trade and hand lettering. The mural was designed by Jon Bocksel, an artist who mainly works with hand lettering and language based art. Jon is the owner of Hand Signs, his commercial handle that designs lettering and paints signs in NYC and throughout the northeastern United States. Jon worked with the property owner on many conceptual sketches, this one was the version they both agreed worked best for the setting of his Armory Square building.

Maintenance Plan

The murals are to be painted in the highest grade oil based lead free sign enamels. The Sign Here grant stipulates that that the work must last five years. As long as there is no damage to the facade after the work has been completed, the mural will certainly outlive that five year minimum. Paint like anything else will fade over time, but hand painted work tends to fade very gracefully. If a fresh coat of paint is to be added in say 15-20 years time, I can be contracted to add a fresh coat of paint, or hire another local sign painter and relay detailed instructions including saving the detailed sign painters layouts that I will be working from.

Project Timeline

May 1st 2015- Secure Lift, Secure access to paint both walls at 321 Fayette St.

May 20th-May 30th 2016- Make full scale templates in studio to be transfered to wall for mural

June 1st- June 30th 2016- On site in Syracuse painting both sides of facade in tandem.

June 29th-30th- Document mural completion

Project Budget

Costs:

Drafting and design and Prep Work: \$11,000

Paint, Materials and Lift Rental- \$6,900

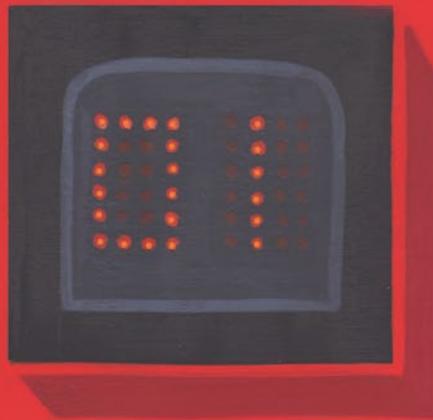
Painting on site- \$12,100

Total- \$30,000

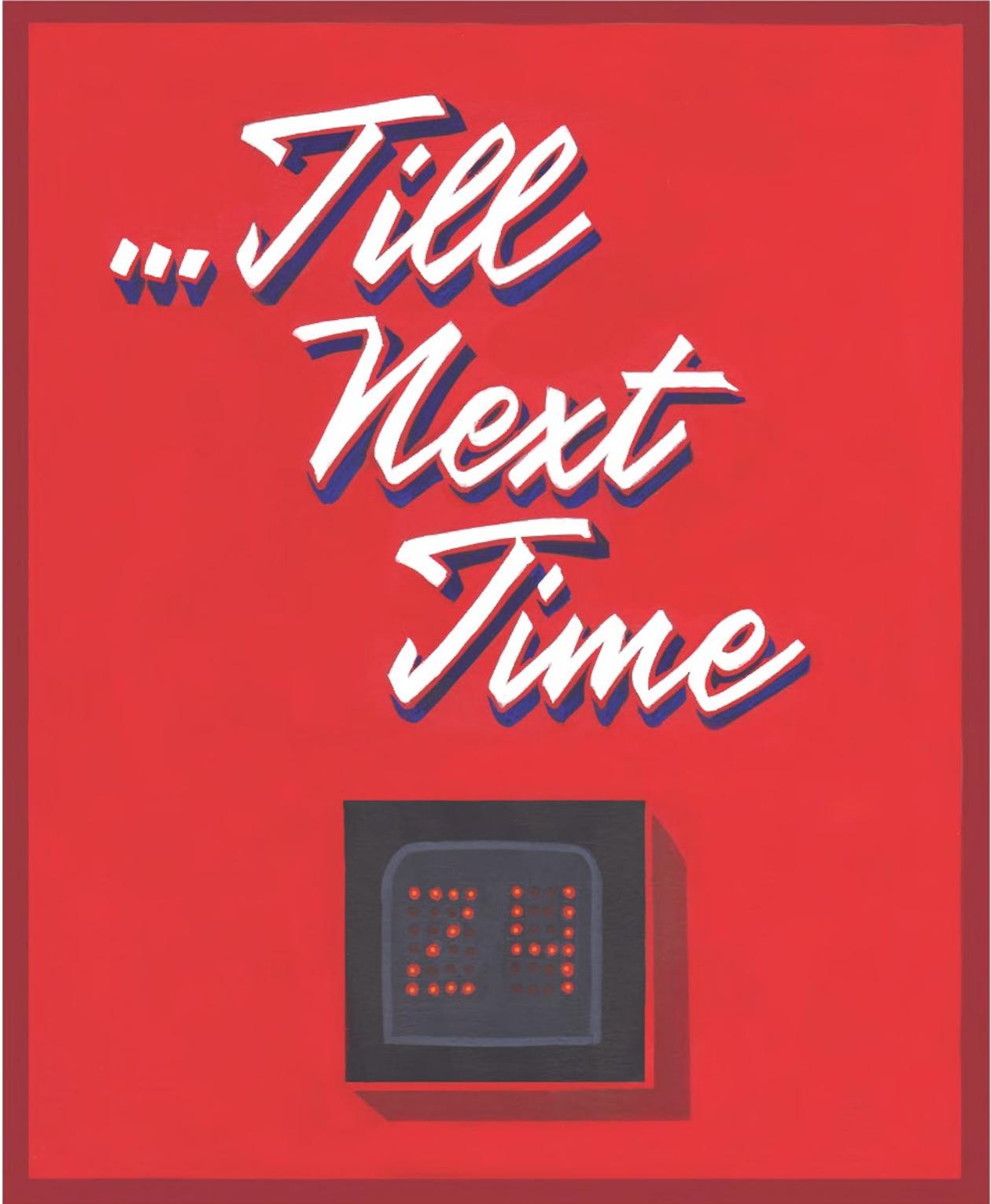
Funding:

Connective Corridor Sign Here Grant: \$30,000

*You've
Made
It...*



321 W. Fayette, WEST WALL 16' x 13.5'
Gouache Rendering. Colors and layout to match above spec.



321 W. Fayette, EAST WALL 16' x 13.5'
Gouache Rendering. Colors and layout to match above spec.



321 W. Fayette, EAST WALL 16' x 13.5'



321 W. Fayette East Wall Far View

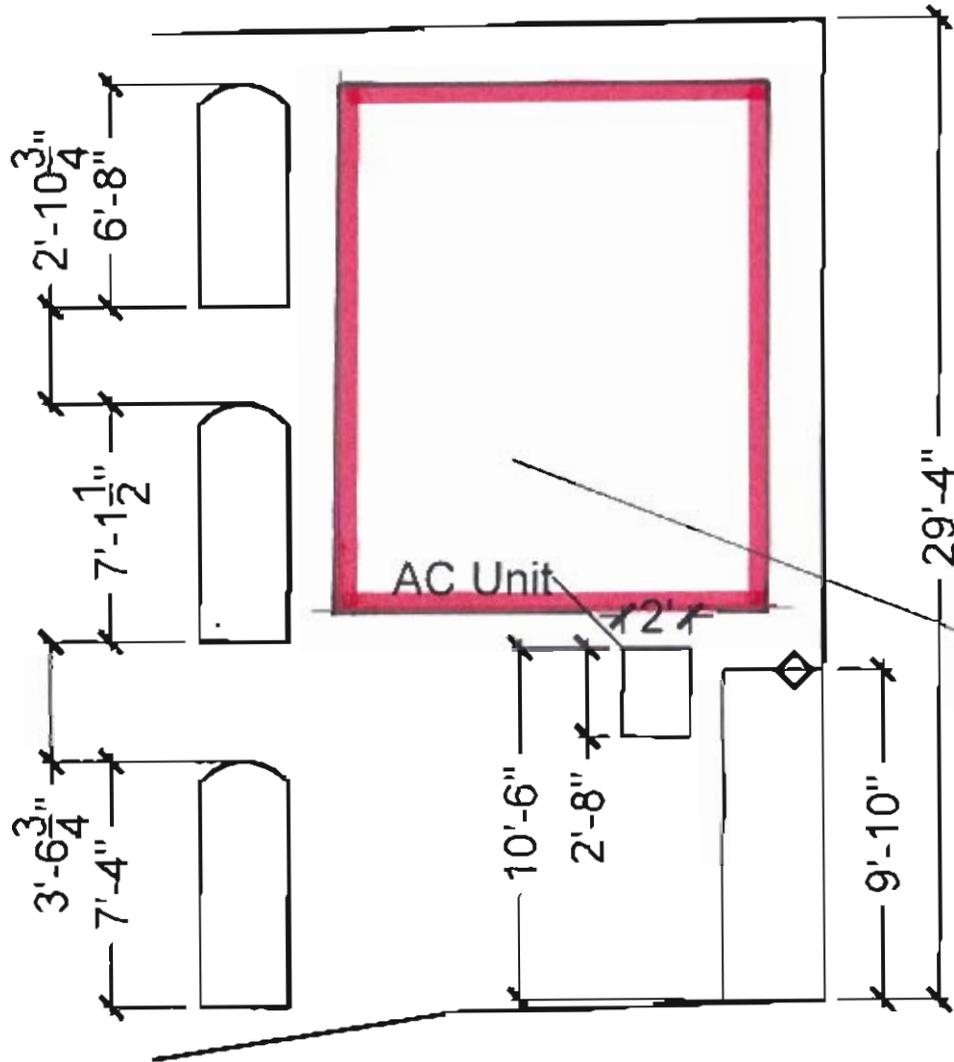


321 W. Fayette, WEST WALL 16' x 13.5'

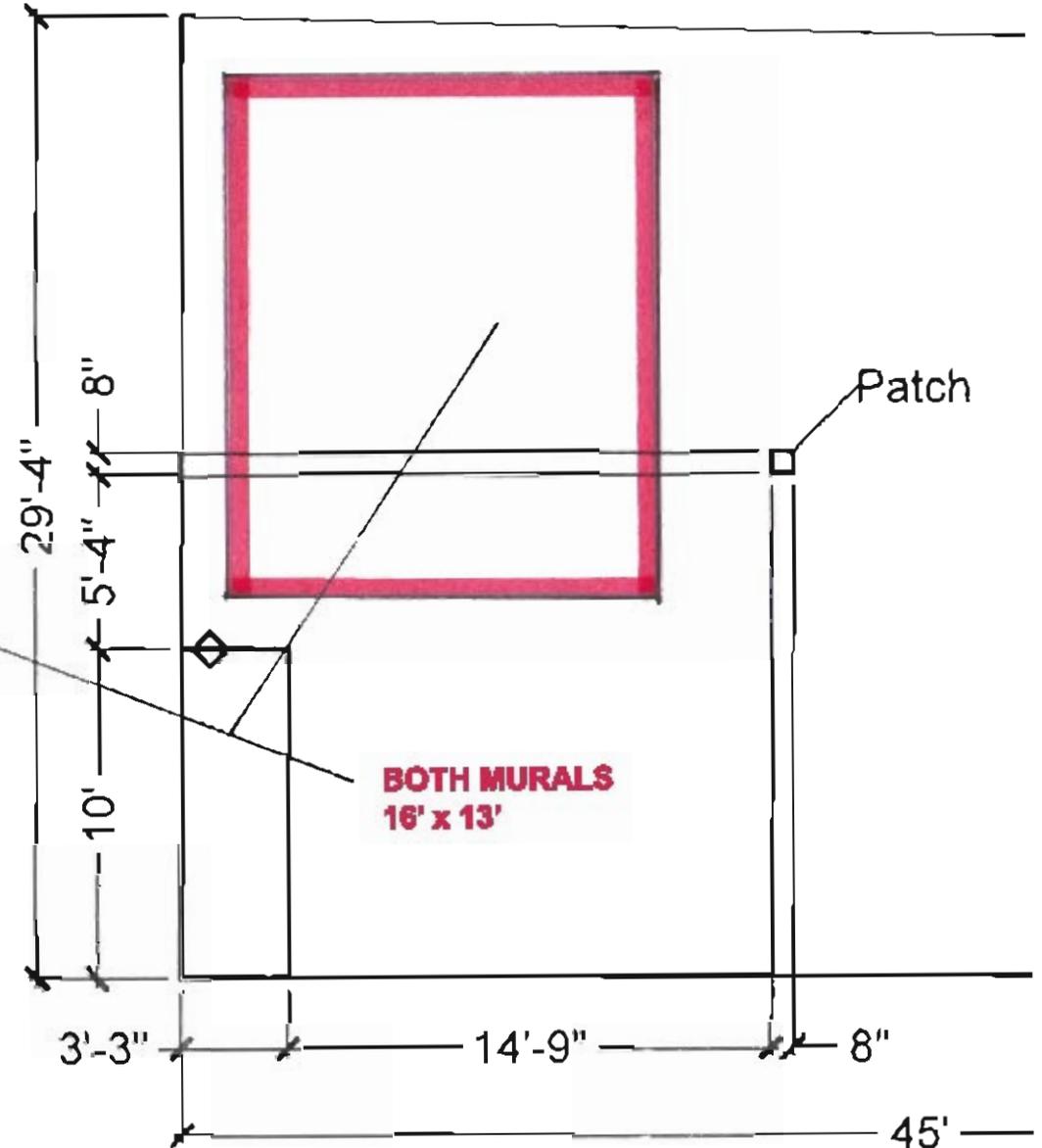


321 W. Fayette West Wall Far View

321 W. FAYETTE ST.
SYRACUSE NY



East Elevation



West Elevation



Doug 31, Inc.

**129 West Fayette Street
Syracuse, NY 13202**

**Phone:315-345-1280
Fax:315-422-4408**

March 24, 2016

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

Dear Commission,

As the owner of 321 W. Fayette St, I am pleased to offer my support for the sign painting project by Jon Bocksel that is proposed for the property.

I have reviewed and selected that artwork with the artist and Quinton Fletchall, Project Coordinator of the Connective Corridor. I believe the artwork will be an exciting gateway to Armory Square; welcoming visitors as they enter, and encouraging them to return as they leave.

I look forward to continuing the project with Mr. Bocksel and the Connective Corridor. Please contact me if you have any questions.

Sincerely,

Robb Bidwell