



CITY OF SYRACUSE PUBLIC ART APPLICATION

Project Title: Make A Mark mural

Installation Type:

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

Installation Location

Property Name: Syracuse University School of Design

Street Address: 350 W. Fayette St.

Location Description [e.g., 15 ft. from building entrance]: _____

The mural will be painted on the side of the building that faces S. West Street

Artwork Type [e.g., sculpture, mural, video]: mural on brick wall

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

Paint on brick wall, 105' wide x 20' tall

The mural is text based, featuring the words "Make A Mark" with an illustration of hands holding a pencil.

The lettering design is inspired by traditional sign painting lettering styles

The layout is inspired by avant-garde/constructivist design styles of the early 20th century

It will be painted between mid September and mid October, 2016

Artist

Name: Josh Luke and Meredith Kasabian

Address: 185 South St. #5 Jamaica Plain, MA 02130

Phone: 617-942-0189

Email: info@bestdressedsigns.com

Current Owner (if applicable)

Name: _____

Address: _____

Phone: _____

Email: _____

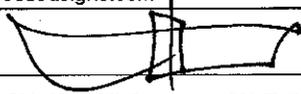
Applicant

Name: Josh Luke and Meredith Kasabian

Address: 185 South St. #5 Jamaica Plain, MA 02130

Phone: 617-942-0189

Email: info@bestdressedsigns.com

Signature:  _____ Date 7/11/16

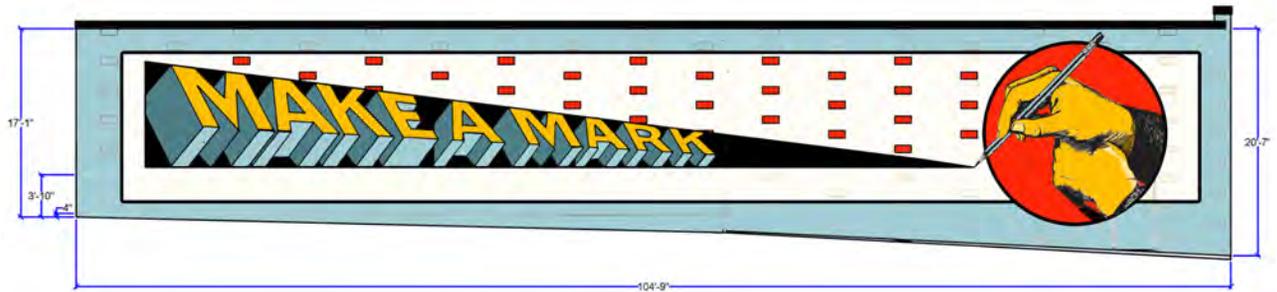


Make A Mark Mural Application

Prepared for the Syracuse Public Art Commission
July 2016

Artist Contact Information

Josh Luke and Meredith Kasabian
185 South St. #5
Jamaica Plain, MA 02130
617-942-0189
info@bestdressedsigns.com



Project Description

The proposed public art work at 350 W. Fayette Street is a 105' x 20' painted mural that features the words “Make A Mark” with an illustration of hands holding a pencil. The layout and lettering design are inspired by traditional sign painting and early 20th century avant-garde/constructivist design. This interpretation of a historically significant design movement is a nod to the site’s location as the Syracuse University School of Design. While the layout and illustration pay homage to the past, the unique, vivid color scheme and dimensional qualities of the lettering invigorate the classic composition with a contemporary freshness.

The imperative phrase “Make A Mark” operates in both a literal and figurative sense: to “make a mark” metaphorically means to leave an impact on the world, but the phrase can also be interpreted literally as the physical act of making a mark—an integral step in any creative endeavor, especially design. The rich history of entrepreneurship and industry that made Syracuse one of America’s most prosperous industrial cities of the 19th and early 20th centuries began with the simple, fundamental effort of making a mark. The contemporary spirit of innovation that continues to vitalize the city today operates by this same principle of action—any great feat begins with a simple mark.

Historically, brick makers often utilized a “maker’s mark” or indentation that would identify the laborer as the craftsman responsible for the work. By using the words “Make A Mark” to draw attention both to the site’s unique architectural feature of protruding bricks and the building’s designation as Syracuse University’s School of Design, we aim to honor the building’s physical integrity as well as the work that goes on inside its walls. We hope that this mural will inspire the citizens of Syracuse and the students of Syracuse University to make their mark on the world, whether physically or figuratively.



Maintenance Plan

The paints that we will use for this mural are specially formulated for exterior use and should last with minimal fading for many years. We don't recommend any maintenance but if the mural does appear to fade after 10 years or so, it could be touched up as needed. The cost of this maintenance will be determined by the level of fading and the cost of labor and materials at the time.

Project Timeline

August 2016 (upon approval)	Begin prep work, including vectorizing the design and making patterns to transfer artwork to walls, organize accommodations in Syracuse
Late August-September 2016	Continue prep work, purchase all materials, coordinate for delivery of scaffolding/lift
Mid September-Mid October	Arrive on site and begin prep and painting
Mid October	Finishing touches and completion of murals

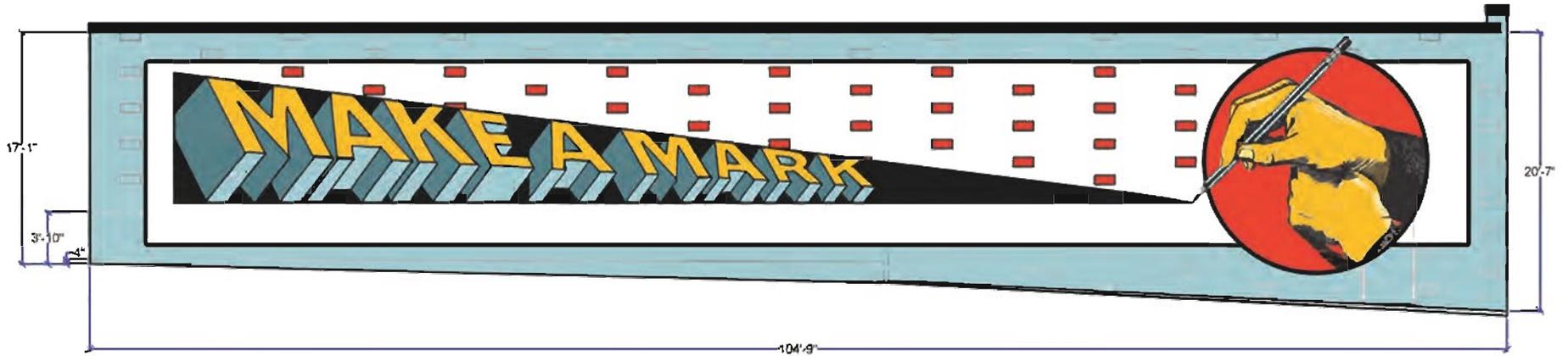


Project Budget

• Initial Sketches / drawings and mockups / Final drawing	\$4,850
• Pattern and prep work	\$6,900
• Scaffolding / Lift	\$4,000
• Materials, Equipment, Permits, etc.	\$3,000
• Travel / gas/ accommodations	\$4,650
• Painting on site	\$12,600
TOTAL	\$36,000

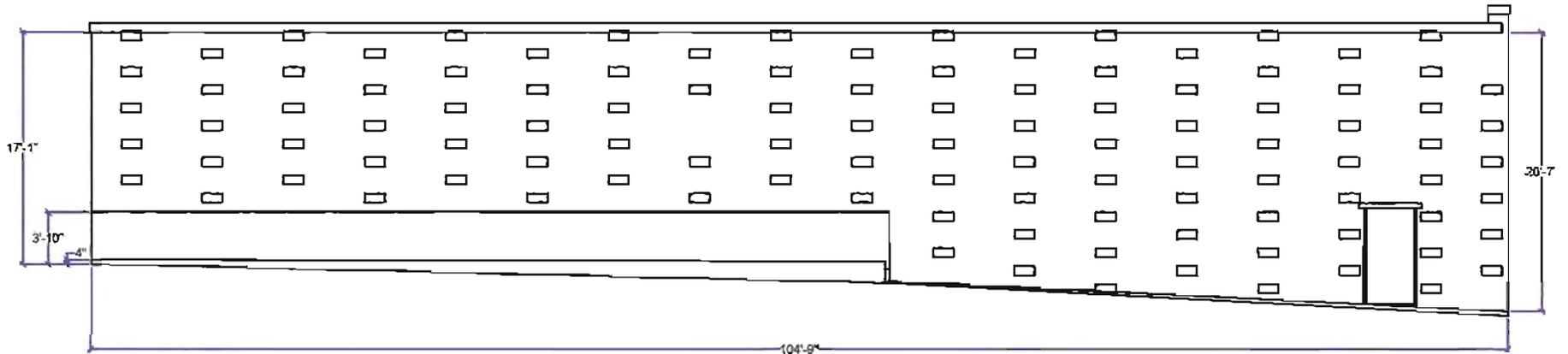
- Funding provided by Syracuse University Connective Corridor: \$36,000

Proposed Art Work Elevation Rendering



Wall facing West St.

Proposed Site Elevation, 350 W. Fayette St.



Wall facing West St.

Proposed Site: 350 W. Fayette St.



BEST DRESSED SIGNS • 2016



Proposed Art Work on Site



JOSH LUKE

185 South St. #5

Jamaica Plain, MA 02130

415-623-6092

info@bestdressedsigns.com

bestdressedsigns.com

joshluke.com

EDUCATION

2010-2011 Art Institute of Boston, Boston, MA

2000-2002 BA Visual Art, University of California at Santa Cruz, CA

1996-2000 AA Visual Art, De Anza College, Cupertino, CA

WORK EXPERIENCE

2010-present Owner/Artist, Best Dressed Signs, Boston, MA

2005-2010 New Bohemia Signs, San Francisco, CA

2007-2009 Martinelli Environmental Graphics, San Francisco, CA

TEACHING EXPERIENCE

2015 Sign Painting Demo, Peabody Essex Museum, Salem, MA

2015 Sign Painting Workshop, Boston University, Boston, MA

2014 Sign Painting Demo, MassArt, Boston, MA

2014 Gold Leaf Demo, ArtWeek Boston, Boston, MA

2013 Sign Painting Demo, SPACE Gallery, Portland, ME

2013 Gold Leaf Demo, New Art Center, Newton, MA

2013 The Art of Lettering: Sign Painting Workshop, Institute of Contemporary Art, Boston, MA

2013 The Art of Lettering: Sign Painting Demo, Institute of Contemporary Art, Boston, MA

2013 Sign Painting Demo, Aviary Gallery, Jamaica Plain, MA

2012 Gold Leaf Demo, Montserrat College of Art, Beverly, MA

2011 Pre-Vinylite Society Sign Painting & Gold Leaf Demo, Extension Gallery, Allston, MA

CURATORIAL EXPERIENCE

2011 *Pre-Vinylite Society Sign Art Show*, Extension Gallery, Allston, MA

PUBLICATIONS

2016 "Wicked Cool Bowling: How a 'Southie' Institution Gained a Handsome Mural." *Signs of the Times Magazine*, May

BOOKS

2014 Fowkes, Alex. *Drawing Type: An Introduction to Illustrating Letterforms*, April

2012 Gregory, Emily. *The Little Book of Lettering*, November

2012 Levine, Faythe and Sam Macon. *Sign Painters*, October

DOCUMENTARIES

2013 Levine, Faythe and Sam Macon. *Sign Painters*, March

SELECTED PRESS

2016 Adamian, John. "It's a Sign." *Take Magazine*, March

2015 Buckley, Anna. "Neighborhood Public Art: Jamaica Plain." *Boston Magazine*, October

2015 Aust, Steve. "Best Murals/Exhibit Graphics/Banners of 2015." *Signs of the Times Magazine*, April

2014 Harris, Patricia and David Lyon. "Jobs of Yesteryear." *Boston Globe*, August

2014 "The Global Pop-up Store Project." *Vogue Italia*, June

2014 Kelsey, Colleen. "Juun.J x Josh Luke Go Global." *Interview Magazine*, June

2014 "Juun.J x Josh Luke 'Global Pop-up Stores Project' Lookbook." *Hypebeast*, June

2013 Haley, Allan. "The Signs of our Times." *Communication Arts Magazine*, November

2013 Bablo, Andrew. "Best Dressed Signs." *Steez Magazine*, July

2013 Kasabian, Meredith. "Canvas: Josh Luke." *Thrasher Magazine*, June

2013 Webb, Jeshurun. "Shadows in Typography, Then and Now." *Print Magazine*, March

- 2013 Weaver, Alex E. "The Handmade Massachusetts Masterpieces of Boston's 'Best Dressed Signs.'" *BostInno*, January
- 2013 Kuhn, Alyson. "Sign Painters: a book, a film, a renaissance." *Felt & Wire*, January
- 2012 Hart, Hugh. "Sign Painters Get Their Close-Ups as Masters of Hand-Brushed Design." *Wired Magazine*, October
- 2012 Kushins, Jordan. "Paying Tribute To Artists Who Hand-Paint Signs In A Digital Age." *Fast Company*, October
- 2012 Turvey, Lisa. "An American Language" Review. *ArtForum*, April
- 2012 Allard, Lara. "Go East, Young Man: Sign Painter Josh Luke brings his talents to Boston." *XHeight LA*, April
- 2012 "Profile: Josh Luke of Best Dressed Signs, Boston." *Traditional Sign Maker Magazine*, January
- 2011 Martin, Hannah. "Today: Sign Painting Demo with the PreVinylite Society." *Dig Boston*, November
- 2011 Harmanci, Reyhan. "A Craft Rejuvenated, With Added Emphasis on Art." *The New York Times*, June
- AWARDS**
- 2015 First Place, *Signs of the Times Magazine* Murals/Exhibit Graphics/Banners contest
- 2013 Shortlisted for Dudley Sq. Municipal Wall Project, Boston Art Commission
- 2013 50 on Fire Award, Design Category, BostInno.com
- 2002 Susan Benteen and William Hyde Award, University of California at Santa Cruz
- 2000 Karl S. Pister Leadership Opportunity Award Scholarship, University of California at Santa Cruz
- 1999 Painting Award, De Anza College, Cupertino, CA
- 1998 ROP Directors Award, North County ROP, San Jose, CA

JOSH LUKE

185 South St. #5

Jamaica Plain, MA 02130

415-623-6092

info@bestdressedsigns.com

bestdressedsigns.com

joshluke.com

SOLO EXHIBITIONS

2014 *Tight Spaces*, Boston University Art Gallery, Boston, MA

2014 *There's Always Tomorrow*, Hallway Gallery, Jamaica Plain, MA

GROUP EXHIBITIONS

2016 *Go to the Light*, Casablanc Gallery, Boston, MA, May 7 - June 4

2016 *Vestiges: Scott Listfield & Friends*, Gauntlet Gallery, San Francisco, CA, April 22- May 12

2016 *30 Screaming Years, a Tribute to the Artist Jim Phillips*, Orchard Skateshop, Allston, MA.
April 8 – 10

2016 *5 to 9: The Double Lives of Commercial Artists*, 13Forest Gallery, Arlington, MA. March 19
- May 13

2016 *Sign Painters 2016*, Marcas Gallery, Santa Ana, CA. March 12 - April 10

2015 *Korea Now! Design, Craft, Fashion and Graphic Design in Korea* (Collaboration with
Juun]), Les Arts Decoratifs, Paris, France. Sept 19 - January 3, 2016

2015 *ARTcetera 2015*, Boston City Hall, Boston, MA. October 3, 2015

2015 *Love Letters from Limerick*, Elemental Arts and Culture Festival, Limerick, Ireland. Sept
10 - October 2, 2015

2015 *Ode to Letters*, Engine, Biddeford, ME. July 31 - Sept 19

2015 *The Pre-Vinylite Society Show Card Show*, Calico, Brooklyn, NY

2014 *The Pre-Vinylite Society Show Card Show*, Lincoln Arts Project, Waltham, MA

2014 *Its Virtue is Immense: A Pre-Vinylite Society Tribute to Script Lettering*, Lot F Gallery, Boston,
MA

2013 *Pedigree*, New Art Center, Newton, MA

2013 *Steady Work*, SPACE Gallery, Portland, ME

2012 *Winter Salad*, Lot F Gallery, Boston, MA

2012 *Tag (you're it)*, 13Forest Gallery, Arlington, MA

2012 *24kt txt*, Collaboration with Matthew Hincman, Jamaica Plain, MA

2012 *An American Language*, Guerrero Gallery, San Francisco, CA

2012 *The Hundreds Show*, Lincoln Arts Project, Waltham, MA

2011 *VisionSeven*, Outpost 186, Cambridge, MA

2011 *Type Show*, Lincoln Arts Project, Waltham, MA

2011 *Pre-Vinylite Society Sign Art Show*, Extension Gallery, Allston, MA

2011 *Sign Your Life Away*, Guerrero Gallery, San Francisco, CA

2011 *Genuine Authentic Hand Painted Signs*, Peek Gallery, San Francisco, CA

2010 *It's a Sign*, Adobe Books, San Francisco, CA

2009 *Monsters of Art*, Cyclops Tattoo, San Francisco, CA

2008 *Letters & Numbers*, Cyclops Tattoo, San Francisco, CA

2007 *Punch*, El Balazo Gallery, San Francisco, CA

2006 *Wouldn't It Be Nice*, Mission 17 Gallery, San Francisco, CA

2004 *Gilded*, 66 Balmy Gallery, San Francisco, CA

2002 *Irvin 2002*, Mary Porter Sesnon Gallery, Santa Cruz, CA

2002 *Limp Wrist*, Quality House, Santa Cruz, CA

2000 *Tackling Masculinity*, Works Gallery, San Jose, CA

MEREDITH KASABIAN

185 South St. #5 Jamaica Plain, MA 02130
415-623-4017

info@bestdressedsigns.com

bestdressedsigns.com

meredithkasabian.com

EDUCATION

M.A. English, Boston College, Chestnut Hill, MA May 2012

B.A. English, San Francisco State University May 2009

WORK EXPERIENCE

2010-present *Co-owner/Manager/Painter/Writer*, Best Dressed Signs

2010-present *Co-founder/Curator*, The Pre-Vinylite Society

2016 *Writing Tutor*, Tutoring and Academic Support Center, Bunker Hill Community College

2012 *Adjunct Writing Instructor*, Newbury College

2011-2012 *Teaching Fellow*, Boston College

2010-2012 *Writing Tutor*, Connors Family Learning Center, Boston College

2008-2009 *Writing Tutor*, English Tutoring Center, San Francisco State University

2007-2009 *Volunteer Tutor*, 826 Valencia, San Francisco

CURATORIAL EXPERIENCE

2015 *The Pre-Vinylite Society Show Card Show*, Calico Brooklyn, Greenpoint, Brooklyn, NY

2014 *Its Virtue is Immense: A Pre-Vinylite Society Tribute to Script Lettering*, Lot F Gallery, Boston, MA

PUBLISHED WRITING

2016 "Faux Ghost Signs: Nostalgia, Authenticity, and the Role of the Sign Painter." *Advertising and Public Memory: Social, Cultural, and Historical Perspectives on Ghost Signs*. Ed. Schutt, Stefan, Leanne White, and Sam Roberts. London: Routledge.

2014 "The Pre-Vinylite Society." *Society for Commercial Archaeology News*. Vol. 22 No. 3, Fall

2013 "Artist Canvases: Josh Luke." *Thrasher Magazine*, June

OTHER WRITING

2010-present Best Dressed Signs Blog

2014 "The Pre-Vinylite Society Show Card Show" Companion Catalogue

2014 "Its Virtue is Immense: A Pre-Vinylite Society Tribute to Script Lettering" Companion Catalogue

2013 "The Pre-Vinylite Society Manifesto"

LECTURES and PRESENTATIONS

2015 "The Language of the City: 18th Century Signs and the Vision for a Pre-Vinylite Future." Society of Printers, Boston, MA. December

2015 "TypeCast: Twelve Quick Talks on Type." Boston Society of Architects, Boston, MA. April

2015 "Currier After Hours: Signs of the Times." Currier Museum of Art, Manchester, NH. April

2014 "Sign Painting Demo: Show Cards." Massachusetts College of Art and Design, Boston, MA. November

2014 "A Brief History of Gold Leaf Signs." ArtWeek Boston, Restoration Resources, Boston, MA. May

2013 "How the Gold Sticks to the Glass." New Art Center, Newton, MA. October

2013 "A History of Signs and how we and Barry McGee make Space into Place." Institute of Contemporary Art, Boston, MA. June

2011 "The Maternal Temporality of Presence in *Heart of Darkness*." The Institution for the Study and Promotion of Race and Culture's Diversity Challenge Conference, Boston College, October

- 2011 “Yielding More: Gauging and Boosting Student Engagement in the Writing Process.” Northeast Writing Centers Association Conference, Southern New Hampshire University, March
2011 “The Monumental Presence of Anne Clifford.” Boston College Biennial Graduate Conference, March

ACADEMIC SERVICE

- 2011 Served on graduate committee during faculty search for Medievalist, Boston College, Spring
2011 Led orientation for writing tutors at the Connors Family Learning Center, Boston College, Sept.
2011 Participated in round table discussion at Boston College English Graduate Colloquium, Nov.

AWARDS AND DISTINCTIONS

- 2015 Finalist for *Syracuse: Sign Here*, Syracuse University Connective Corridor Public Art Commission
2013 Shortlisted for Dudley Sq. Municipal Wall Project, Boston Art Commission
2013 50 on Fire Award in the Design Category, BostInno
2012 Apprenticeship in College Teaching Certificate, Boston College
2011 Distinction in departmental comprehensive exam, textual analysis, Boston College, Dec.
2010 and 2011 Full Tuition Scholarship to MA Program, Boston College

OTHER SKILLS

- Exceptional writing, analytical and research abilities
Proficiency in public speaking to a wide range of audiences in diverse contexts
Aptitude for formal and informal adult education and training for native and non-native speakers of English
Reading knowledge of French
Proficiency in Microsoft Word, Microsoft Excel, Adobe Illustrator, and Adobe Photoshop



“There’s Never an Off Season”

- Enamel on metal
- 6' x 300'
- Boylston St. & Brookline Ave. Boston, MA.
- Lettering inspired by 1920s deco design to complement the historic architecture of the adjacent Landmark Center.
- April, 2013
- \$18,000
- Design by Josh Luke
- Project partner: Korn Design



“Kingsboro Park”

- Enamel on brick
- 9' x 24'
- 488 Centre St. Jamaica Plain, MA.
- Layout and lettering inspired by late 19th century Boston-specific chromolithographs.
- October, 2013
- \$12,000
- Design by Josh Luke



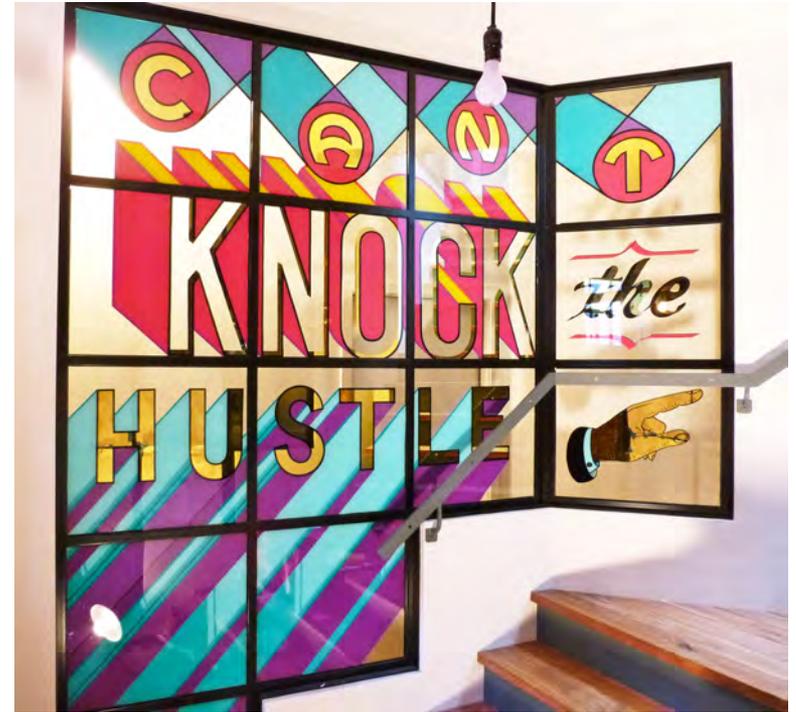
“Proceed and Be Bold”

- Enamel on wall
- 4' x 65'
- 335 Madison Ave. New York, NY.
- Commissioned by Facebook for their New York office.
Quote by Samuel Mockbee as inspiration for the office staff.
- June, 2011
- Project budget: \$6,500
- Design by Josh Luke
- Project partner: Facebook



“Cinquecento”

- Water based masonry paint on brick
- 16' x 50'
- 500 Harrison St. Boston, MA.
- Faux ghost sign, “aged” with antiquing stain and sanded to replicate a fading advertisement.
- October, 2012
- Project budget: \$10,000
- Design by Izzy Berdan
- Project partner: Izzy Berdan of the Aquitaine Group



“Can’t Knock the Hustle”

- Gold Leaf and Enamel on Glass
- Approximately 6’x8’
- Private home, Boston, MA.
- Private commission intended to evoke a hip-hop dance vibe. “Can’t Knock the Hustle” lyric by Jay Z.
- February, 2014
- \$7,500
- Design by Josh Luke



“First Step”

- Enamel on glass
- 16' x 80'
- Market St. San Francisco, CA.
- Glass mural collaboration with artist David Choong Lee for a sneaker store as part of a neighborhood revitalization project.
- September, 2009
- \$12,000
- Project Partners: New Bohemia Signs
- Design by David Choong Lee



“Monica’s Mercato”

- Enamel on brick
- 6'x20'
- 130 Salem St. Boston, MA.
- Sign for pizza restaurant
- October 2013
- Project budget: \$3,500
- Design by Josh Luke



“Fever”

- Latex on wall
- 10'x 130'
- Boston University Gallery, Boston, MA
- Installation for a gallery show using the same pattern and colors as the now defunct “There’s Never an Off Season” sign
- August 2014
- Design by Josh Luke