

Public Art at/for/with Viking Terrace

The following proposal responds to an invitation by Northfield Public Library Director, Natalie Draper, to direct a public art initiative to engage Viking Terrace residents. The main goal of the engagement is to produce a report that outlines needs and desires of Viking Terrace neighbors that can be addressed in part by using public art. The report will then serve as a basis to apply for funds to make the residents' ideas a reality.

The first action implemented to get this project off the ground has been to assemble a cohort of artists and community leaders with strong ties to, or living in, Viking Terrace (see cohort bios below). After meeting to discuss the neighborhood's current situation, and to take stock of the multiple initiatives already in existence, we want to propose projects that avoid a duplication of efforts. We know that despite everyone's best intentions, too much interaction can exhaust the community we seek to help. We also know that the neighbors of Viking Terrace need a respite, a reminder of their victories, big and small, and a kind of engagement that doesn't place greater demands on their time and energy.

Consequently, the projects proposed below are offered to the residents of Viking Terrace as sources of inspiration, joy, and solidarity. And while they involve a good deal of community engagement, this will be done at a scale and pace that respects both the community member and the artist's wellbeing. Each of us will lead his/her own project, but we plan to collaborate throughout and contribute our respective expertise to each other's work. In doing so, we intend to mirror and honor the community we are working with.

We look forward to your thoughts with openness and gratitude,

Cecilia, Jorge, Heriberto, Rocky, and Lupema.

PROJECT DESCRIPTION

Documenting Latinx Neighborhoods

Rocky Casillas Aguirre

Budget: \$3,640

Timeline: Ongoing from January to September 2023 > Unveiling to take place during Hispanic Heritage Celebration.

In an effort to document and raise awareness of the challenges, needs and dreams of the Latinx community in Northfield, Rocky will create a series of 12 posters to represent these themes visually. Rocky plans to speak with 100 residents of Viking Terrace, Northfield Estates and other Latinx neighborhoods during winter, spring, and summer of 2023. The issues and ideas brought up by community members will be recorded in writing at six events hosted by organizations like Growing Up Healthy, Sharing Our Roots, and the Northfield Public Library. The designs will include quotes from Latinx voices and the posters will be installed all over Northfield.

Viking Terrace Portable Mural

Lupema Castillo Celis

Budget: \$1,300 + materials TBD

Timeline: Ongoing from January to September 2023 > Unveiling to take place during Hispanic Heritage Celebration.

Lupema will work on a banner or portable mural that can be easily mounted on a wall (depending on budget, there may be more than one). The content and design will have ties to Viking Terrace by showing what the community has fought against and to motivate the people to stand together. There will be multiple designs and community members will have input as well as voting power to decide which design is the best to have displayed.

Viking Terrace Video Project

Heriberto Rosas

Budget: \$1,300

Timeline: Ongoing from January to September 2023 > Unveiling to take place prior to the Hispanic Heritage Celebration.

More details will be provided soon.

Additional projects already in the works

Sonic Landscapes of Southern Minnesota ~ Interactive digital archive and sound-mapping website

Cecilia Cornejo Sotelo

Budget: \$5,000

Timeline: The archive/sound-mapping website will come live no later than February 2023.

Ensures permanent access to Northfield residents and communities beyond to an interactive archive and valuable trove of community voices speaking about notions of home and belonging. Additionally, Northfield residents will be able to contribute to the archive by submitting audio testimonies and ambient sounds from around town directly via the website.

The Wandering House ~ Listening Stations

Cecilia Cornejo Sotelo

Budget: \$3,000 (possibly more, depending on the technology used)

As a visual complement to the interactive archive, *Sonic Landscapes*, and tapping into the many hours of audio testimonies already collected with *The Wandering House* project, there will be several listening stations throughout Northfield (exact number yet to be determined and depending on budget). These stations will connect neighbors and neighborhoods in town that rarely come into contact providing an opportunity for discovery and greater understanding.

PROJECT BUDGET

\$12,000	Total Budget
<u>- \$11,140</u>	
\$860	Remaining

\$3,600	Cecilia Cornejo's stipend
\$3,640	Rocky Casillas' stipend
\$1,300	Lupema Celis' stipend Plus cost of materials TBD
\$1,300	Heriberto Rosas' stipend
<u>\$1,300</u>	Jorge Zuccolotto's stipend
<u>\$11,140</u>	

Cecilia Cornejo's Stipend covers 90 hours (90 x \$40) = \$3,600

- Preparation of materials and meeting time with cohort to share an overview of public art as well as ongoing discussions on ethical approaches to community engagement.
- Developing a plan to keep us (cohort) organized, supported and on task.
- Assist each artist with brainstorming ideas, researching price of materials and services, consideration of conceptual and logistical concerns, etc.
- Serve as liaison between cohort and the City and City officials.
- Serve as liaison between cohort and multiple Northfield individuals and organizations
- Preparing reports and/or presenting to people/organizations, including the City.
- Corresponding with the City and City officials.

Rocky Casillas Aguirre's Stipend covers 70 hours (70 x \$27) + materials = \$3,640

\$1,890	Labor (attending meetings, interviews, design time).
\$250	Mileage (to/from Nfld & Nerstrand, visiting w/ residents @ \$0.625/mi) ~ 400 mi.
\$1,500	Printing services ~ 600 full-color posters.

Lupema Celis Castillo's Stipend covers 65 hours (65 x \$20) = \$1,300 + materials TBD

\$1,300	Labor (attending meetings, design time, painting, and mounting).
\$XXXX	TBD

Heriberto Rosas' Stipend covers 52 hours (52 x \$25) = \$1,300

\$1,300	Labor (attending meetings, filming, editing, outputting).
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Jorge Zuccolotto's Stipend covers 53 hours (52 x \$25) = \$1,300

- Meets regularly with cohort and provides feedback related to all activities.
- Meets regularly with Cecilia for additional feedback.
- Communicates the cohort's activities and invites Viking Terrace residents to participate.

Cohort Bios

Rocky Casillas Aguirre

Rocky is an emerging, Latinx, and LGBTQ artist with over five years of professional graphic design experience. He is originally from Tijuana, a border town and the largest city in Baja California, but grew up in Northfield, Minnesota. In 2020, Rocky launched **ROKATURAS** – an art studio, business and brand that gives a home to his world of cartoons. Rocky's art is inspired by the vibrancy of his Mexican heritage and personal struggles with identity and anxiety. As a Mexican immigrant and a transgender artist, giving back to the communities he's a part of is what motivates him to keep creating.

Lupema Celis Castillo

Lupema is a graduate of Northfield High School and a resident of Viking Terrace. She works at Greenvale Park Elementary as an Educational Assistant while also attending college. Lupema loves making art and helping youth. Her artwork is featured in the promotional materials used in *The Wandering House* project.

Cecilia Cornejo Sotelo

Cecilia is a documentary filmmaker, artist and educator engaging rural communities in southern Minnesota in a multilayered exploration of home. Locally rooted yet globally minded, Cecilia's work examines notions of *belonging* and the immigrant experience while exploring the traces of historical trauma on people and places. Her experience growing up under dictatorship in her native Chile led her to develop an artistic practice that encourages community members to reflect in order to envision and generate paths toward collective wellbeing.

Heriberto Rosas

Heriberto is a Mexican immigrant living in Northfield since 2003. He is a self-taught photographer and videographer with ample experience working with the local Mexican community as he films weddings, birthday parties, 5 de mayo celebrations, and quinceañeras. He also documents the yearly DJJD 5K run and has done drone photography for the School District as well as promotional videos for Cannon River Partners. Always learning, Heriberto appreciates the opportunity to participate in initiatives using his documentary, visual, and artistic sides.

Jorge Zuccolotto

Originally from Mexico, Jorge has lived in Northfield since 1999. He is the president of the recently formed Viking Terrace Residents Association and an advocate for social justice.