

## Communicating Your Ideas in 3D

Lecture Series – Lecture 1- Friday August 21, 7:00 – 9:00pm Dunwoody Studios 34 Elton Street

Friday presenters:

**Ed Stringham**

**Eddie Davis III**

**Nancy Gong**

**Shawn Dunwoody**

- 7:00 pm (10 min) Welcome & Introductions
- **Doug Rice** gave a brief introduction of the presenters.
- **Anne Lovely** (ARTWalk Rep) welcomed all on behalf of **ARTWalk and ARTWalk2** project introduced **Tom Lichtenthal from Bergman Associates.**
  - Presenters introduced themselves and provided a brief overview of the workshop.
  - Participants briefly introduced themselves and shared something about their experience with or interest in the workshop topic.
- 7:10 pm (5 min) what is this lecture/workshop combo about??



Doug Rice briefly described the intent of the lecture series and workshop combination and urged all in attendance to participate in the workshop on Aug 22<sup>nd</sup> .

Lecture: to present a variety of methods and techniques used by artists of various disciplines to communicate artists proposals in 3 dimensions to a jury or panel. Examples from jury selected artists will be displayed and used as reference for discussion.

8/21/2009 "communicating your ideas in 3D" sign in rochesterARTWalk.org

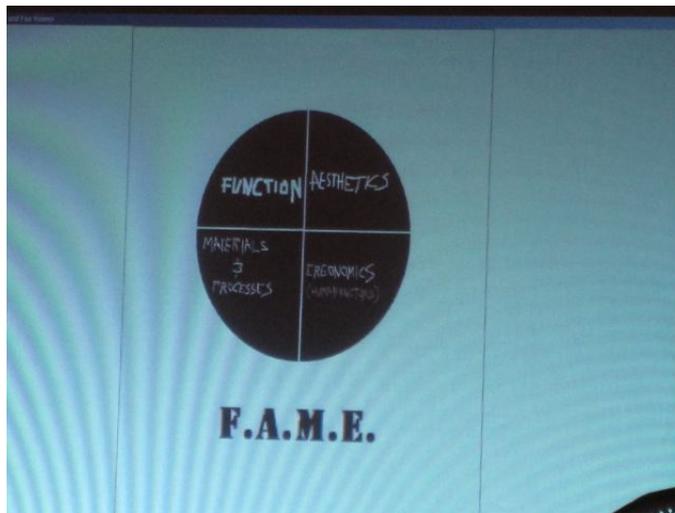
name	email address	are you coming tomorrow?
Maggie Suteiro	124 VAN STALLEN ST. ROCH 14621	only if its RAINING.
JIM LOCKE	slimspace@hotmail.com	Y
ROSE VAN TYNE	rvantyne67@rochester.rr.com	Y
Paul HARP	pharp@MAC.rochester.edu	Yea
Scott Evans	scottevansrochester@yahoo.com	7th DAY Res.
Rachael Baldaiza	rbaldaiza@mac.rochester	most likely
Victor Pacheco	vpacheco62@hotmail.com	Y
Arturo Hoyte		Y
David Dwayne Clark	DavidDwayneClark411@yahoo.com	
Beth Brown	scarletmoonblossom@yahoo.com	no maybe
Susan Link	sculptresslink@yahoo.com	maybe
Edward Cramp	cramp@ps.rochester.edu	
Nitza Nater	AZ-TIN@Frontiernet.net	YES

13 Attendees

**7:15 pm (20 min) Eddie Davis III**

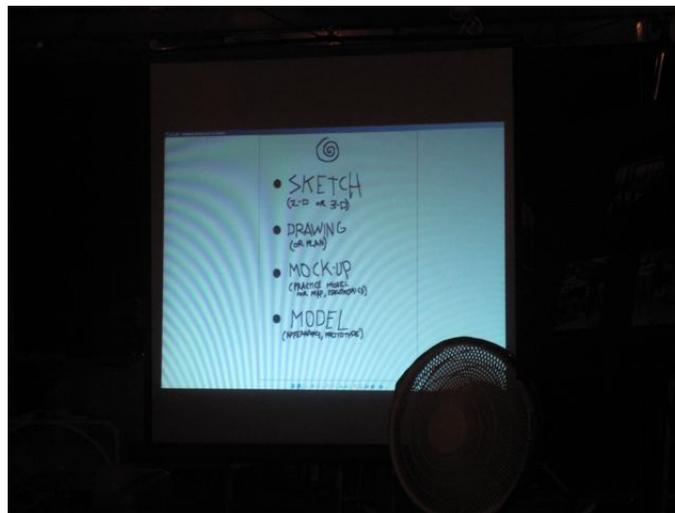
**Eddie Davis III** is a local artist born and raised in Rochester. He is the owner and founder of Armored Personnel Carrier Clothing. He has a bachelors degree in industrial design from Rhode Island School of Design, as well as an MFA in sculpture from RIT, where he also taught as assistant professor in the department of industrial design from 2004-2008.

thinking through from concept, to 2 D, to 3D



F.A.M.E.

Mr. Davis discussed the method of applying the principals of product design to the creation of public art; while showing examples from his own portfolio as well as the work of his students. The main topics covered were: Function, Aesthetics, Materials and processes and Ergonomics. In his presentation, he was able to show a project evolve in sketch, concept drawing, mockup and prototype form; i.e from 2 to 3 dimensions.



**7:35 pm (20 min) Ed Stringham**

Ed Stringham is the owner of Emerald Models, Inc., a five person business he started in 1984. He designed and taught the Industrial Model making course at Genesee Community College from 1978 – 1995. He has a bachelors degree in architecture and a masters in industrial design.

**Experiences from his model making business**

Mr. Stringham shared his experiences with his model making business, his teaching experience, and how he became involved in public art.

**7:55 pm (20 min) Nancy Gong**

**Communicating design details and materials**

**Nancy Gong** has gained a reputation as one of the foremost glass artists in the country. Since 1979, Nancy has been the owner/principal designer of Gong Glass Works. She has been affiliated with the Naples Mills School of Arts and Crafts, the Allofus Art Workshop, Corning Museum of Glass the prestigious School of American Craftsmen at R.I.T. She has been a guest speaker at the American Association of University Women, American Institute of Architects, American Craft Museum/Christi's, and American Society of Interior Designers.

Sighting her own work, Nancy Gong's lecture emphasized the importance of helping the panel (jurors) visualize the artist's proposal with a concise Proposal supported by various boards, sample materials and models. With these tools the artist can answer the questions of who, what, where, why and how when responding the RFP's. Nancy shared presentation material and experiences from several of her public art submissions – some awarded, some not. The artist encouraged artists to work within their means. She talked about the risks and rewards of participating in public art competitions and the importance of being true to the artist's art.

**8:15 pm (20 min) Shawn Dunwoody**

**Shawn Dunwoody** has been painting murals for 11 years, and receives grants from the Arts & Cultural Council and the City of Rochester for his public works. Clients range from the University of Rochester (Dunwoody did a mural for the school's Alzheimer's Lab), to private commissions, to Rochester City commissions of outdoor public works, in which he often involves local youth. Dunwoody pulls his inspiration for his art from his "life experiences and people, personalities," and says that he prefers when the planning process is a collaboration of community involvement. It's important to him that the public works "speak to the neighborhood," he says, and that they reflect the concerns of the people, while promoting a sense of pride in the individuals and the area.

**Prioritization of what you choose to represent.**

Mr. Dunwoody stressed in detail the following 5 points:

- Importance of giving yourself time to create the artwork
- Use of Inexpensive materials
- Ability to call when help is needed
- Researching the project
- Not to take it personal if rejected

**8:35 pm Q&A, discussion**

**8:55 pm Wrap up and what to bring/prepare for/expect tomorrow at the workshop**

# Local & Emerging Artist Series Workshop 1

## "Communicating your idea in 3 dimensions"

Workshop 1: Saturday, August 22, 2009 12-3 pm, Dunwoody Studios, 34 Elton Street

- Eddie Davis III
- Ed Stringham
- Pepsy Kettavong
- Shawn Dunwoody

4 facilitators, hands on creating 3D models- bring your projects for help, or work on an example proposal- materials provided!

### Objective

Lecture #1 and Workshop #1 will be called "Communicating your idea in 3 Dimensions"

They will be coupled to provide insight and hands-on creation of 3D models and representations. Participants will be introduced to a number of different approaches.

### Goals

Workshop: Attendees will work with 4 (four) artists skilled at teaching and communicating in three dimensions. Attendees will bring ideas they wish to present, and professionals will advise and assist

### Materials / Preparation

Each facilitator is brought a variety of supplies used in sketching/modelling/communicating in 3D including clay, cardboard, glue, sticks, pencil and newsprint, etc.



**Eddie Davis III** is a local artist born and raised in Rochester. He is the owner and founder of Armored Personnel Carrier Clothing. He has a bachelors degree in industrial design from Rhode Island School of Design, as well as an MFA in sculpture from RIT, where he also taught as assistant professor in the department of industrial design from 2004-2008.

For the activity on Saturday morning, Mr. Davis worked with artists that were unfamiliar with working 3 dimensionally. Mr. Davis' group created free standing, self supportive figurative and abstract sculptures using mixed media, exploring the concepts of balance, proportion and presentation in the round (seeing the object from multiple points of view) He explained to the artist that this method could be applied to their model making process.



**Pepsy Kettavong** will join us to facilitate the Saturday workshop. Pepsy immigrated to the United States in winter 1982 after fleeing Communist controlled Laos with his family and settled in Lakeville, New York. Pepsy received B.A. from R.I.T. in 1995 and attended M.S. program at University of Buffalo in Architecture Design in 2001. His works includes "Changing of the Scene Rock Garden", "Let's Have Tea", "Mushroom House Addition", "Reflecting", "General James S. Wadsworth", and currently he is working on his most ambitious projects the of his life the "1872" memorial schedule for 2011.



**Ed Stringham** is the owner of Emerald Models, Inc., a five person business he started in 1984. He designed and taught the Industrial Model making course at Genesee Community College from 1978 – 1995. He has a bachelors degree in architecture and a masters in industrial design.



“Models are the three dimension representation of an idea. Their purpose is to communicate that idea. Models communicate not only on a visual level but also tactically and emotionally. A good model recognizes this and engages the observer. The model can remind the viewer of his childhood where his imagination and creatively were developed while playing with models that were often toys. Models, if they are executed well, can fire our imagination and connect us to a possible future reality.”



**Shawn Dunwoody** has been painting murals for 11 years, and receives grants from the Arts & Cultural Council and the City of Rochester for his public works. Clients range from the University of Rochester (Dunwoody did a mural for the school's Alzheimer's Lab), to private commissions, to Rochester City commissions of outdoor public works, in which he often involves local youth. Dunwoody pulls his inspiration for his art from his "life experiences and people, personalities," and says that he prefers when the planning process is a collaboration of community involvement. It's important to him that the public works "speak to the neighborhood," he says, and that they reflect the concerns of the people, while promoting a sense of pride in the individuals and the area.

**From:** Margery Pearl-Gurnett [mailto:pearlglasworks@yahoo.com]  
**Sent:** Tuesday, August 25, 2009 10:55 AM  
**To:** Steele, Sue  
**Cc:** diane.diroberto@gmail.com  
**Subject:** artwalk artist inquiry

Dear Sue; I attended the workshop last Saturday at Shawn Dunwoody's studio. I was working in the group with Ed Stringham and I learned more in those short hours than I learned in school during some time.

I am an artist who has applied to public space competitions and I am usually shortlisted but I have not yet risen to the top. So, in short, I learned a lot. Thank you, and Artwalk very much for your assistance in this.

Margery Pearl Gurnett

Pearl Glassworks Ltd.

[www.pearlglasworks.com](http://www.pearlglasworks.com)

1237 East Main Street

Rochester, New York 14609

585 654 7551

**From:** Rachael Baldanza [mailto:rachaelbaldanza@yahoo.com]  
**Sent:** Saturday, August 22, 2009 5:28 PM  
**To:** ARTWalk2@gmail.com  
**Subject:** Thank you

Dear Doug, Anne, Tom, Sue, Eddie, Shawn, Ed, Nancy, and Pepsy,

After attending both last night and this afternoon's ArtWalk 2 programs, I simply wanted to thank you all for organizing and presenting them. I learned quite a bit and appreciated everyone's honest, helpful answers to my questions. Without the proposals out yet and with so much happening so quickly, it's pretty difficult to follow the project. It was great to learn that there will be more information (RFPs and RFQs) coming out soon and to see the support that will be given to those who propose.

The presenters were excellent, Shawn's space was inspiring, pizza was great and the people were wonderful. Again, I thank you all for offering and presenting this workshop and hope I can attend others.

I don't know if flyers for this series were distributed through local colleges, high schools, etc. but I bet the attendance would increase if they were (especially with schools coming back). So much of what was presented has a real appeal for and can have real educational value to students, professors (especially the ranks of wonderful adjuncts in the art and design departments around the region), and well everyone...

22 12/30/09

8/20/2009 "communicating your ideas in 3D" sign in rochesterARTWalk.org

workshop

name

email address

are you coming tomorrow?

name	email address	are you coming tomorrow?
MARGERY PEARL GURNEY	Pearl/glassworks@YAHOO.com	
Kyle Veheva	Kgv23@yahoo.com	
Paul Harp	@MPL	
Jason Crane	jaycrane@yahoo.com	
Racael Balaban		
Rose Van Tyne		
Victor Pacheco	vpacheco62@hotmail.com	
Nitza Nater	aztin@frontiernet.net	
JIM LOCKE	slimspace@hotmail.com	
Natalie Russo	Arusso23@gmail.com	
Beth Brown	scarletmoonblossom@yahoo.com	
Teef Spang		