

WHAT'S THE BIG IDEA Conceptual Proposal by Peter Foucault and Chris Treggiari

The Mobile Arts Platform is pleased to present the MAP “Mobile AII (Art and Ideas Incubator)” to consider for the Palo Alto Public Art Master Plan — Artist-led Outreach Project. For this project MAP artists Peter Foucault and Chris Treggiari will custom build two bicycle trailers that will be pulled behind two battery powered, motorized bicycles that arrive on-site and connect to form a mobile art making and idea generating space. This project can be installed at multiple locations throughout the City of Palo Alto from August through October 2015 to directly engage Palo Alto’s intrinsically creative and diverse population through a mobile platform that can be easily deployed and set up in a variety of urban circumstances. MAP Mobile AII is an eco-friendly project powered entirely through rechargeable battery cells.

Palo Alto is the unprecedented epicenter of the current revolution in technology and communications. Many of the most successful products and companies today started off as an innovative idea hatched in the living rooms and garages of Silicon Valley. Collaborations have always been an integral part of the big picture matching people with skill sets that can move forward the dream into reality. On the flip side of this picture for every successful idea launched there are numerous failures that fall by the roadside. Through this project we would like to give a chance for everyone’s ideas to be conceptually validated! Mimicking this grass roots to big ideas formula, MAP would like to design a creative space where people can freely exchange ideas and concepts that they feel will help their fellow mankind.

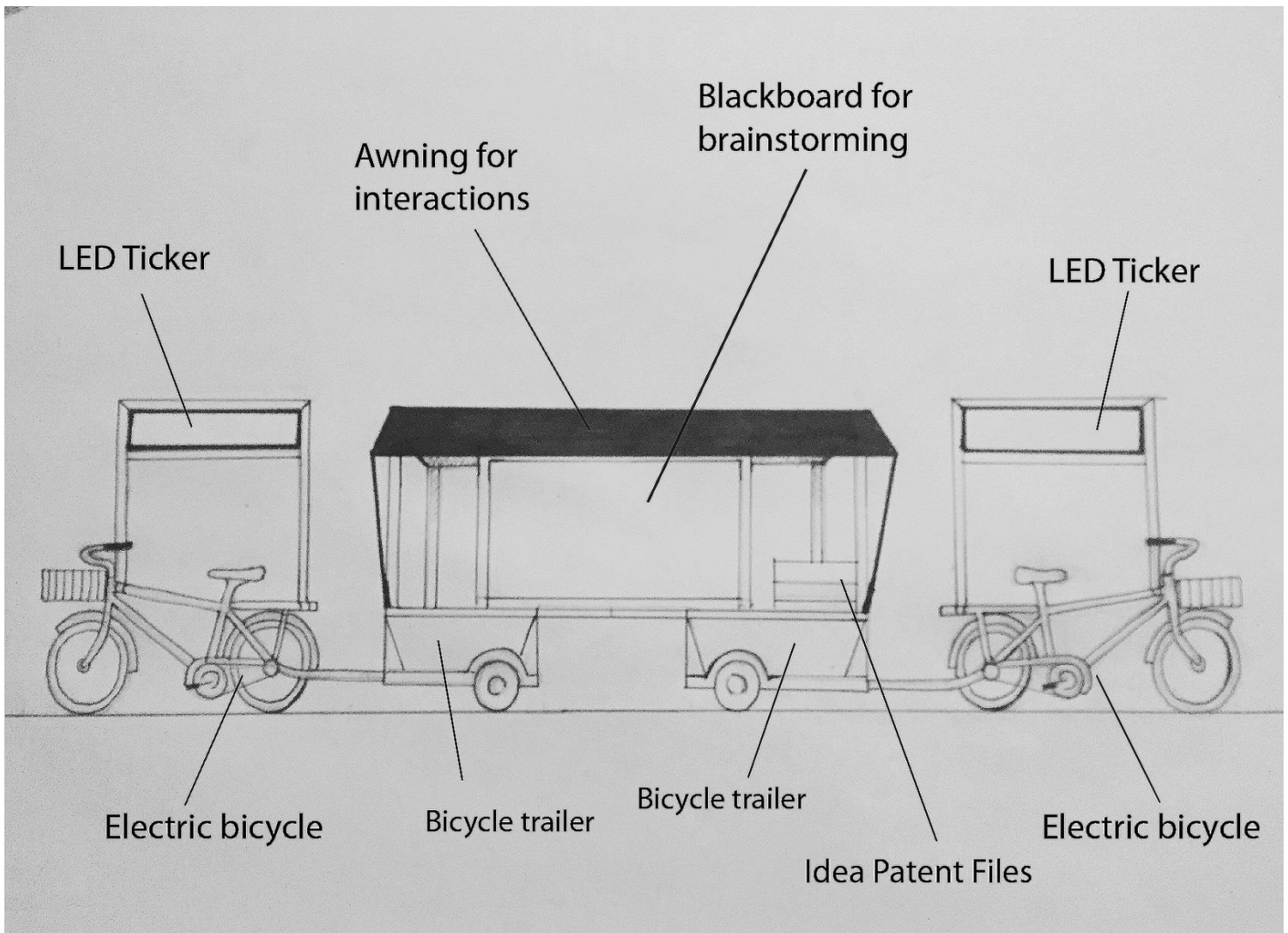
Once the MAP Mobile AII arrives at a predetermined location, the trailers fold out from their sides into work spaces and a central counter space formed by hinged structures that unite the two trailer units. An overhead canopy telescopes out from the trailers and provides a shaded area creating a comfortable space for participants. On the front of the canopy structure a large interactive LCD marquee scrolls participants responses. The fully revealed structure will be an attractive draw for curious passers-by. This is the technique MAP has found successful with all of our community-installed projects in getting the general public participating in our creative conversations and art-making activities.

Potential locations in Palo Alto we would like to target are the downtown business corridor, Stanford University Campus, the Cubberley Community Center campus, Midtown and East Palo Alto. Setting up these locations will allow us to engage a diversity of cultures and communities.

MAP will design interactive “ideal patent” posters where participants of all ages can share their thoughts on what they would design or build given unlimited resources. At the top of the patent sheet there will be a write-in dialog space where the message ***“What’s the Big Idea?”*** At the bottom of the sheet will be an open area where people can add commentary, diagrams and schematics. We will then “Approve” the patent sheet by stamping a special embossed seal on the bottom with the words “Your idea is approved!”. Participants will be photographed holding up their idea patent which will be uploaded onto an online archive that will also include further documentation of the project and video interviews with participants who are interested in sharing more about their idea. What ideas could help out or improve our daily lives? Whether it’s community

Attachment – Action Item 1

building, developing a plan to help out the environment, provide affordable housing or designing the next new widget, no idea is too small or large!



Responses to *“What’s the Big Idea?”* can also be tweeted in and will be displayed on a large LCD reader board. The culmination of this project will be the collection of images, videos and tweets generated by the community engagements, as well as an analysis by the MAP artists describing our methodologies and insights we gained during our creative interactions with the Palo Alto public.

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The Mobile Arts Platform (MAP) is a Bay Area artmaking and curatorial team founded in 2009 by Peter Foucault and Chris Treggiari with the goal of creating mobile exhibition structures that engage the public. MAP creates an autonomous exhibition space, an artistic research lab where a cross pollination of mediums and genres can occur, be accessible to the public, and create strong bonds with partner communities. MAP events include video screenings, visual art installations, performance art, live music, interactive artworks, and culinary art. In essence, we build a temporary, creative microcosm where community and creativity can intersect and flourish. In a world where we are becoming more insular with advanced technologies our events hope to bring residents together through positive interactions with neighbors and their neighborhood.

In 2010, MAP received a grant through the City Of San Jose's Office of Cultural Affairs Public Art Program to create an exhibition for the ZER01 San Jose Art and Technology Festival which featured a group show with works by ZER01 artists, interactive robotic and sound pieces. In this event, we also collaborated with youth programs at the Washington Youth Center in San Jose to create a large-scale mural that was presented as part of our overall installation. Each of these events is unique and provides each partner community with a platform to spotlight their local artists.

In 2010-11, MAP partnered with SOMArts Cultural Center in San Francisco to present a series of large-scale interactive exhibitions at San Francisco street festivals with programming specifically designed for each festival's theme and targeted to each festival's audience. The resulting three successful installations were praised by local media for creating accessible projects that invigorated each community by providing both intimate and universal experiences with art.

Additional 2010-11 MAP events have taken place at Root Division, SOMArts, Million Fishes Gallery in San Francisco, and Oakland Art Murmur.

In 2012 MAP received a grant from the city of Oakland's Cultural Funding Program to create a series of installations at Oakland Art Murmur's "First Friday" art walks. MAP also received a grant from The Seattle Center Foundation to create an installation for the Next50 celebrating the 50th Anniversary of the Seattle Worlds Fair. In addition, MAP set up interactive installations and static programming at the Torrance Art Museum (Los Angeles, CA). MAP was also featured in the American Association of Museums "Trends Watch" 2012 report.

In collaboration with Building Bridges MAP has received a grant in 2012 from US Bank to design the "Building Bridges Post Station", an interactive mail art installation, which appeared at Oakland Art Murmur and the Seattle Next50.

In 2013 MAP set up installations at Yerba Buena Center for the Arts (San Francisco, CA) Marine Contemporary (Santa Monica), ProArts (Oakland, CA), and The San Francisco Art Institute. MAP also received a Zellerbach Family Foundation grant to create programming in collaboration with Barbary Coast Amusements and the Bayview Opera House.

In 2014 MAP was invited by the Getty Museum to undertake a summer residency that included five on-site installations at the Getty Center and a sixth on-site installation at the Getty Villa. In addition MAP partnered with Art Division in Los Angeles to create youth printmaking workshops and a pop-up installation at their gallery space in downtown LA.

Additional 2014 MAP shows included an installation in "The Watchmen" exhibition at the Torrance Art Museum (Los Angeles, CA) and installations at Alter Space Gallery (San Francisco, CA), The Southern Graphics Council (Oakland, CA) and the Oakland Zoo.

In 2015 MAP created satellite programming and a temporary installation at the Oakland Museum of California as part of their "Who is Oakland" exhibition. Their project is called "Eyes on Oakland" and is a collaboration between MAP and the Center for Investigative Reporting (CIR). This project combines social practice with journalistic investigation to explore the role surveillance plays in the lives of Oakland residents. This project was generously supported in-part through a grant from the Puffin Foundation.