

HE SHE WE

*solo/collaborative traveling exhibitions, site-specific commissions/installations
and public art partnerships between artists, patrons, businesses, schools and not for profits*

from easel and forge to art in public spaces . . .

Sculptor Doug Hays

Abstract Expressionist Brenda Heim

Collaborations You & Us

HE SHE WE + the classroom

artists and student

interactions

inspire a sculpture

for public art placement

Art in Public Places Classroom Project Eustis Elementary School

a collaboration between 4th grade teacher, Mrs. Odalys Garcia, 85 students, Doug Hays & Brenda Heim

The impetus for this project is based on the idea of collaboration, making connections between local, professional artists and local art students. Artists Doug Hays and Brenda Heim have generously volunteered to provide my 4th grade students with the experience of how artists work with various local entities to take the initial idea of creating a sculpture from concept, through all stages of development to the final installation within the local community. The end result, a sculpture designed by Hays Heim based on their student interactions, which will be donated with the students - as a lesson in philanthropy.

Art Curriculum 2012/13 includes a lesson for 4th graders based on Art in Public Places. Studies include 20th century sculpture and artists. Connections to how math and science are an integral part of the arts and how various careers are employed to create such works will be taught. The lessons have also been designed to promote high order critical thinking, and problem solving skills. Bringing this experience out of the classroom into the REAL world, with actual artists will give great meaning to all that this project hopes to achieve.

Program Rationale: Like cities that infused public art throughout history, the city of Eustis has benefited greatly from the many sculptures in the downtown area – the Heron sculpture in the Ferran Park fountain, in particular. Art in public places is an important aspect of every community – it enriches our lives, offers cultural identity and civic pride. In this project the students have numerous interactions with Mr. Hays and Ms. Heim over a 4 month period, ultimately gaining an understanding for the process and complexities of being a professional artist. Student interactions with Hays & Heim will help formulate the design for a sculpture to be installed within our local community. Simultaneously the students will be participating in a lesson in which they will apply what they have learned about ART IN PUBLIC PLACES and design, construct and install their sculptures on campus in the form of totems.

Program Impact: Students participate via classroom lessons enhanced by interactions with the artists and learn teamwork. They learn to differentiate between a personal art design and a design intended for public domain. Students will also be introduced to various careers involved in the public art process ie: illustration & graphics, engineer, fundraising, administration support, photography/documentarian, city commission/zoning, advertising/media, economic development, patrons, donors and philanthropy.

Program Evaluation Method: The students' work will be informally assessed during various stages of the project. Upon completion of classroom work, students will use a rubrics to assess own works. I then judge their assessments, agree or disagree and provide constructive criticism.

Field Trip 1 Nov 2012 Ferran Park Fountain | The Heron Sculpture & a walking tour downtown Eustis to other sculptures

Students meet Doug and Brenda and learn about how the Heron sculpture was created, why grass roots fundraising helped pay for it, community support etc. A walking tour through downtown Eustis introduced other sculptures owned by the City, procured by PAM.



Field Trip 1



Field Trip 2 Dec 2012 First Green Bank

3 students represented the 4th grade class...

...and toured the facility to learn why founder and entrepreneur Mr. Ken LaRoe hired artists and craftsmen to help build the bank, including sculpture by Doug. A certified 'green' workspace, First Green Bank supports healthy lifestyles with a fitness area for staff.



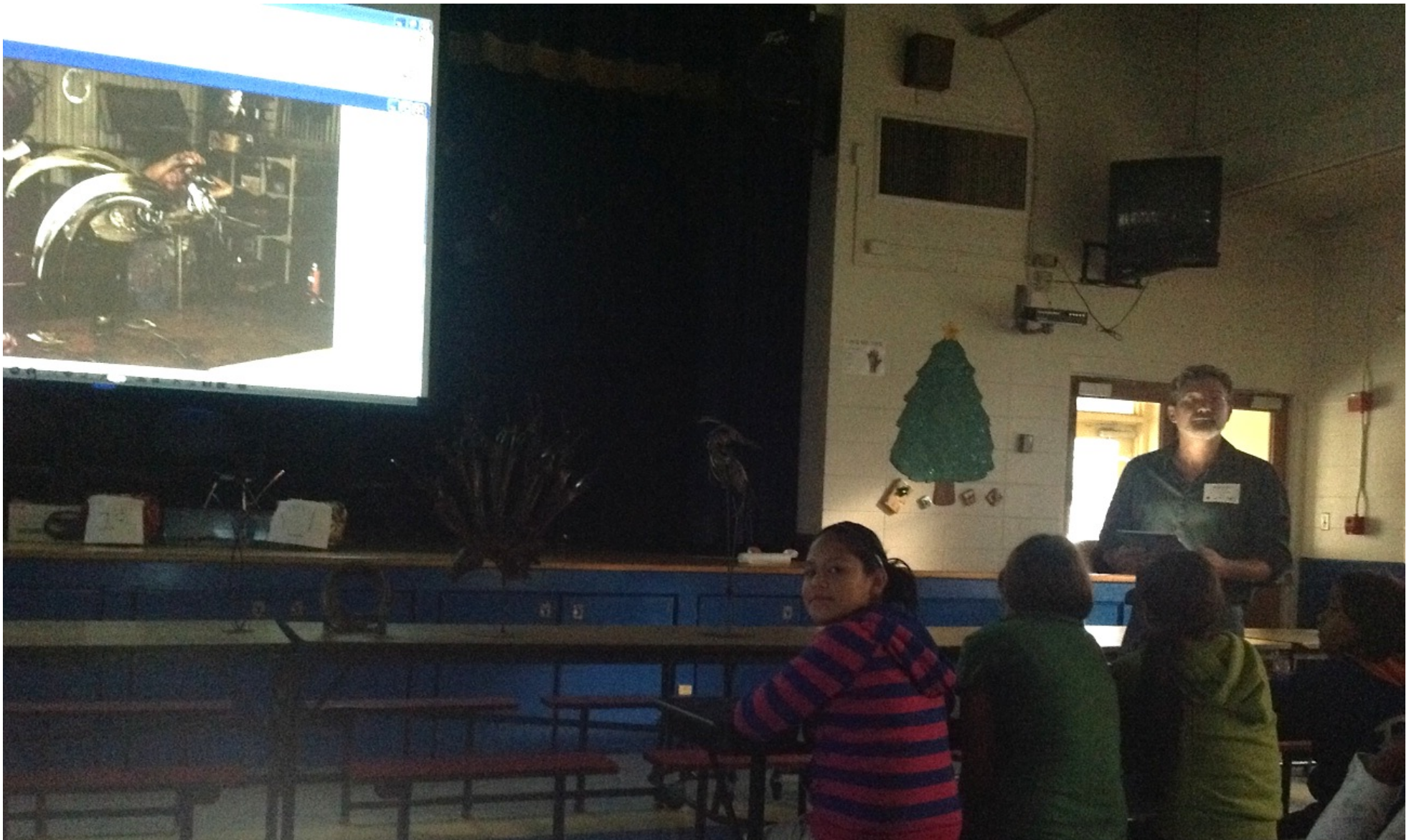
Field Trip 2



Classroom Dialog 1 Dec. 2012

a visual presentation

via projection screen, students learned how the Heron fountain sculpture was created, piece by piece.
Other images of public art projects helped fuel the discussion about critical thinking.



Classroom Dialog 1



Classroom Dialog 2 Jan. 2013

concept development with illustrator Kace Montgomery

Students participated in lively discussion about shapes, designs and possible themes for a piece of public art. They were reminded that it's important to set aside their personal ideas and to think about the community where the sculpture will live.

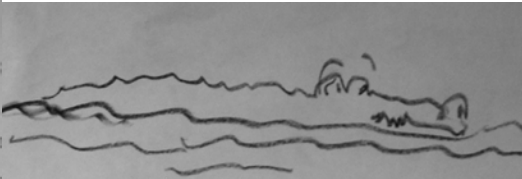


Brainstorming
Alejibres



Classroom Dialog 2

concept development



The result . . .

pupfish kinetic sculpture



Upcoming visits with the students...

April 5th - Philanthropy

Students meet the artists at the museum to see the sculpture they inspired - entitled *Pupfish* - and to discuss their ongoing sculpture making process at school. They will help the artists present the *Pupfish sculpture* to the museum as a gift. The donation process will help students learn, see and experience, how and why - philanthropy is important.

May - Artists visit campus

Brenda and Doug will visit the campus to see a series of totem sculptures the kids worked on during the year through their classroom project about sculpture. The students will share their process of creating sculpture - from concept to installation.

*Thank you! Principal Sawchuk ~
for giving us time with the students*

SYNOPSIS

The creation process of HE SHE WE concepts involve interactions between artists, patrons, local businesses, schools and not-for-profits. Benefits vary from employment to civic pride - instilling a cultural classroom atmosphere between artist studios and the community.

FOR MORE INFORMATION...

sponsorships, donations and how you can participate . . .

Contact Brenda at 352-357-4838 or email: info@heimart.com | www.HeSheWeArt.com

Thank you ~

for your interest in HE SHE WE.

Your endorsement and/or sponsorship supports a sector of community members that are often overlooked: The Creative Class...vital to the cultural development and intelligence of all people! We ask for your help to work with us ~ to inspire students, engage families, employ local talent and businesses...in turn WE together as patrons-of-the-arts, support the cultural legacy of our work/live communities.

- Brenda Heim and Doug Hays



HE SHE WE projects, concepts, collaborations

"We believe the patron and artist relationship is valuable without question and is essential for well-rounded cultural communities." - b.Heim

Through solo/collaborative traveling exhibitions, site-specific commissions/installations and public art partnerships between artists, patrons, businesses, schools and not for profits – HE SHE WE promotes individual and collaborative endeavors – to name a few:

S C E | sculpture commission education: interns (high school) learn the process of site-specific work from concept to installation...

Couples Exhibition: explore diverse mediums of artist couples...

Hays Exhibition: New Works - Nude Torso with Equine elements and bird / horse sculptures...

Heim Exhibition: New Works - Abstract Asian Paintings and Enso sculptures

HE SHE WE Exhibition 2014: Black and white paintings punctuated by a 30' contemporary, red metal art bench and new community projects...

Art in Architecture: infuse restorative environments with fine art and elements of Nature (ie: the Hospice project)...

poppy field: a kinetic public art installation of 300+ metal 'poppy flowers'...

Art Corp Exhibition "Collective Creativity" – the corporate entity as an artist...

HE SHE WE + your classroom: artists & students inspire a sculpture for public art placement in your community...



Doug Hays Metal Sculptor | Blacksmith

I have always been intrigued by anything transformed by fire; fire is what drew me to working metal.

The excitement of a burning forge and hammering hot iron drew my attention and hooked me immediately. Being rooted in the venerable blacksmithing tradition, I still use my hammer and anvil daily, but I also use modern power tools and computer controlled machinery. I taught myself how to sculpt metal through reading books and experimentation. Along the way, I learned how to combine ancient and modern techniques.

I enjoy the challenge of bringing life to steel, imparting a feeling of motion and expression to an unyielding and heavy material. What has developed is an intuitive physical process of heating, hammering, bending, welding, and grinding that produces organic and rhythmic sculptures from hard iron.

Over the last twelve years I have focused on public art. I'm proud to have placed sculptures in some of the cities in Central Florida. I believe that art enriches all of our lives and brings us together. It offers cultural identity and civic pride. I enjoy the creative process from conception to installation.



Brenda Heim Abstract Expressionist | painting & sculpture

My primary studio work is action painting. I'm influenced by calligraphy, the 'no-mind' Zen brush painting method, psychotherapy and emotional release techniques. Blending these modalities fuels my technique of gestural painting and is the foundation of my creative voice.

Current paintings incorporate the color orange while current sculpture works explore interpretations of my abstract brush mark of the Enso circle. Recent works on canvas entitled "Broken Circle" – explore fragments of circles using my non-dominant hand which produce an unusual cadence of calligraphic markings, drips and crooked circles – unlike my dominant hand paintings of rhythmic brush forms.

Current public art focus is metal sculpture for exterior environments, oftentimes collaborating with sculptor Doug Hays. Studying the sculpture process for 7+ years and then seeing designs interpreted in steel from concept to installation and executed in the round is deeply fulfilling and inspirational. I enjoy the challenges of creating public art and the creative pulse of collaborating on a team. Engaging with the physicality of large scale work empowers a deeper level of my artistic purpose to help co-create cultural communities & artistic environments.

Thank You Sponsors



&

Lake Eustis Museum of Art

LEMA Director Richard D. Colvin

Dr. Arthur Blumenthal

Odalys Garcia, 4th grade teacher Eustis Elementary

Debby Roberts

Ken Naigus

Betsy Arvelo

Dottie Keedy

Katharine T. Carter

Kace Montgomery, Dan Perrine

Henn-House Printing

for helping to launch HE SHE WE . . .

via your advice, constructive criticism, flashes of humor at the right time when this project seemed too large for our exuberant souls,

creative funding opportunities,

and/or participating at LEMA during the exhibition ~

We thank you ~ for participating
and for helping us ~ inspire others.

Brenda & Doug