



PRECONFERENCE TO THE AMERICANS FOR THE ARTS 2006 ANNUAL CONVENTION • JUNE 1-2, 2006

MILWAUKEE

**MATERIAL MEANING: PROCESS, PRODUCT,
AND PRESERVATION IN PUBLIC ART**



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Join us in Milwaukee, home to a vibrant and growing arts community, for the Americans for the Arts 2006 Public Art Preconference. Feel the city's energy as expressed in the Milwaukee Art Museum's new addition, designed by Spanish architect Santiago Calatrava and named "Best Design of 2001" by Time Magazine. Experience Material Meaning: Process, Product, and Preservation in Public Art, this year's preconference theme, which is designed to foster understanding of the field's most exciting developments and pressing concerns.

Engage fellow public art professionals, community leaders, and public artists in vital conversations about cutting-edge technology, effective advocacy, public participation and decision-making in the commissioning process, new and uncommon materials, and maintenance and preservation. Explore Greater Milwaukee during excursions to the Milwaukee Art Museum, Milwaukee Institute of Art & Design, and John Michael Kohler Arts Center; tours of local public art; visits to artists' studios; and views of architectural highlights. Enjoy neighborhood hospitality at evening receptions in the heart of the city.

KEYNOTE

ELIZABETH DILLER, DILLER SCOFIDIO + RENFRO



Diller Scofidio + Renfro (DS+R) is an interdisciplinary studio that fuses architecture, the visual arts, and the performing arts. The work of DS+R takes the form of architectural commissions, temporary and permanent site-specific installations, multimedia theater, electronic media, and print. Elizabeth Diller and Ricardo Scofidio founded D+S in 1979. Charles Renfro, a collaborator in the studio since 1997, was promoted to partner in 2004.

Diller was born in Lodz, Poland, in 1954. She attended the Cooper Union School of Art and received a Bachelor's degree in architecture in 1979 from the Cooper Union School of Architecture. Diller is a professor of architecture at Princeton University.

Diller and Scofidio are recipients of the MacArthur Foundation Fellowship (1999–2004), the first awarded in the field of architecture. Other distinctions include an Obie for Creative Achievement in Off-Broadway Theater for *Jet Lag*, a James Beard Foundation Award for Best New Restaurant Design for the Brasserie, and a Progressive Architecture Design Award for the Blur Building. They have also received the MacDermott Award for Creative Achievement from M.I.T., the Chrysler Award for Innovation in Design, the Brunner Prize from the American Academy of Arts and Letters, and fellowships from Graham Foundation and the Chicago Institute for Architecture and Urbanism. Diller and Scofidio have designed three books on their work: *Back to the Front: Tourisms of War*, published by the FRAC Basse-Normandie; *Flesh: Architectural Probes*, published by Princeton Architectural Press; and *Blur: The Making of Nothing*, published by Abrams.

JOINT PRECONFERENCE OPENING RECEPTION

Milwaukee Institute of Art & Design — THURSDAY, JUNE 1, 2006, 6:30 PM–8:30 PM

Get in the swing of things at a joint preconference reception at the Milwaukee Institute of Art & Design (MIAD), one of the nation's leading visual arts colleges. Sip some wine, nosh on appetizers, check out MIAD's galleries, then explore the Historic Third Ward and RiverWalk. This turn-of-the-century warehouse and manufacturing district houses Milwaukee's best-kept secrets: the highest concentration of art galleries in the city; treasure-filled antique shops; lively restaurants and night spots; unique specialty stores; and creative studios for architects, advertising agencies, graphic designers, and artists. The Historic Third Ward is also home to the Milwaukee Public Market, the Eisner American Museum of Advertising and Design, and the Broadway Theater complex.

PRECONFERENCE HIGHLIGHTS

BREAKFAST ROUNDTABLES: Wake up with hosted peer dialogues and networking organized around current and compelling issues in the field of public art. Topics include digital standards for public art applications, professional liability insurance for artists, art in private development, public art conservation, and controversy in public art.

MILWAUKEE PUBLIC ART TOURS: Sample Milwaukee's growing public art landscape during tours led by local artists. Tour themes include the Milwaukee Art Museum and Lakefront Public Art, Racine Art and Architecture, and Monuments to Milwaukee's Socialist Past.

A DAY IN SHEBOYGAN/KOHLER: Visit the John Michael Kohler Arts Center; experience the inner workings of the nationally acclaimed Arts/Industry residency program in the Kohler Company factory; and participate in discussions about the Arts Center's innovative public art initiatives that connect communities and preserve visionary, outsider, and folk art environments.

PUBLIC ART REVIEW: Enjoy your complimentary copy of the spring 2006 issue of *Public Art Review*, featuring a profile of public art in Wisconsin. *Public Art Review* is published by FORECAST Public Artworks, an organization that strengthens and advances the field of public art locally, regionally, and nationally by expanding participation, supporting artists, informing audiences, and assisting communities. Learn more online at www.forecastart.org.

SCHEDULE HIGHLIGHTS

WEDNESDAY, MAY 31, 2006

3:00 PM–6:00 PM

PUBLIC ART NETWORK (PAN) COUNCIL MEETING

The annual PAN Council meeting is open to all members of Americans for the Arts.

7:00 PM–9:30 PM

PUBLIC ART ADVENTURE AND DINE AROUND

Informal guided neighborhood tours will culminate at local restaurants.

\$20 advance registration is required (does not include meal). Space is limited, so register early!

THURSDAY, JUNE 1, 2006

Thursday's preconference events will include a keynote address by Elizabeth Diller of Diller Scofidio + Renfro, concurrent sessions, a presentation on public art in Milwaukee and the region, artist-led walking tours of selected public art projects in Milwaukee, and a reception at the Milwaukee Institute of Art & Design.

FRIDAY, JUNE 2, 2006

Friday's preconference events will include the 2006 Public Art Year In Review, presentation of the annual Public Art Network Award, and a trip to Sheboygan/Kohler to tour the John Michael Kohler Arts Center and the studios of the renowned Arts/Industry program at the Kohler Company. Friday's events will conclude with a reception at the acclaimed Milwaukee Art Museum.

DETAILED SCHEDULE

To view or print a detailed schedule of events, please visit www.AmericansForTheArts/convention

PRECONFERENCE PUBLIC ART ADVENTURE

WEDNESDAY, MAY 31, 2006 7:00 PM–9:30 PM

Get to know downtown Milwaukee and its vibrant artist-infused neighborhoods. Small groups of 10 participants will go on one-hour tours followed by a no-host dinner in one of Milwaukee's outstanding restaurants. Each neighborhood tour and dinner will be hosted by a local Milwaukee public art expert and a local artist.

\$20 advance registration is required. Space is limited, so register early!

P R E C O N F E R E N C E S

CONVENTION HEADQUARTERS

Hilton Milwaukee City Center
509 W. Wisconsin Avenue, Milwaukee, WI 53203
414.271.7250 or 800.HILTONS

Room Rates: \$129 single/double occupancy, per night. To qualify for the convention rate, you must mention Americans for the Arts when making your reservation and confirm by May 15, 2006. All hotel room rates are subject to applicable state and local taxes (currently 14.6 percent).

Cancellation Policy: *Reservation must be cancelled at least 24 hours prior to scheduled arrival in order to avoid charges.*

The Hilton Milwaukee City Center has made it more affordable to visit Milwaukee! Stay at the hotel for three days before or after the preconference or convention (between Friday, May 26, 2006, and Friday, June 9, 2006) and qualify for our group room rate of \$129 (subject to availability).

TRAVEL INFORMATION

AIR TRAVEL

Americans for the Arts has made it easier for you to come to the 2006 Annual Convention with Diplomat Travel Services.

- For discounts and special fares, call Diplomat Travel Services at 800.476.2333 or 703.318.9400. Be sure to identify yourself as an Americans for the Arts 2006 Annual Convention attendee, and have your preferred arrival, departure, and payment information ready.
- You can also e-mail the same information to diplomat@diplomatravel.com.

GROUND TRANSPORTATION TO THE HILTON MILWAUKEE CITY CENTER

Hilton Milwaukee City Center
509 W. Wisconsin Avenue
Milwaukee, WI 53203

MODES OF TRANSPORTATION

- **Airport Connections Shuttle Service:** typical minimum charge is \$11 for one passenger and \$20 for two passengers. Reservations may be placed by calling 800.236.5450.
- **Taxi:** typical minimum charge is \$22–\$25.
- **Limousine:** typical minimum charge is \$35; reservations may be made through Airport Towncar Express by calling 800.945.5316.

SCHOLARSHIP OPPORTUNITIES

Many state, statewide, and regional arts agencies offer scholarships for people in their service area to attend the preconferences. This assistance is often in the form of registration or travel subsidies. For a list of participating organizations, along with contact information and application deadlines, please visit our website at www.AmericansForTheArts.org/Convention.

- **Daily Parking:** typical minimum charge is \$18.
- **Car Rentals:** to take advantage of special rates, call Diplomat Travel Services at 800.476.2333 or 703.318.9400.

HOW TO REGISTER

Please complete the registration form and return it to:
Americans for the Arts
P.O. Box 91261
Washington, DC 20090-1261

THREE EASY WAYS TO REGISTER

1. Register by mail:
Americans for the Arts
P.O. Box 91261
Washington, DC 20090-1261
2. Register by fax:
202.371.0424 (*credit card payment only*)
3. Register online:
www.AmericansForTheArts.org/Convention
(*credit card payment only*)

Advance reservation is required for the special events and meals listed on the registration form—please indicate your attendance at these functions. Onsite registrants and those who do not indicate attendance on their registration form may obtain seating on a space-available basis only. Guests are welcome to attend luncheons and special events for a small fee and with advance registration. Please fill out the registration form accordingly, checking carefully to ensure that the information you provide is complete.

PAYMENT POLICY

Registrations submitted without payment—check or credit card—are incomplete. Credit card numbers submitted with registrations will be processed. Registrations incomplete after the March 31, 2006, or April 28, 2006, deadlines will be billed at the higher price. Government purchase orders may be used to hold a registration, but Americans for the Arts must receive checks BEFORE May 1, 2006. If Americans for the Arts has not received payment by May 1, your registration confirmation letter will show a negative balance. Be prepared to present a check or credit card as a guarantee on site. Americans for the Arts will hold guarantees for 60 days. If payment is not received within 60 days, the guarantee will be used as payment.

REFUNDS

Full refunds, minus a \$50 administrative fee, will be made on cancellations received by May 1, 2006. Refunds of 50 percent will be made on cancellations received by May 15, 2006. No refunds will be made after May 15, 2006. All requests must be made in writing to Americans for the Arts.

Visit www.AmericansForTheArts.org/Convention regularly for updates on registration, scholarship, and program information!