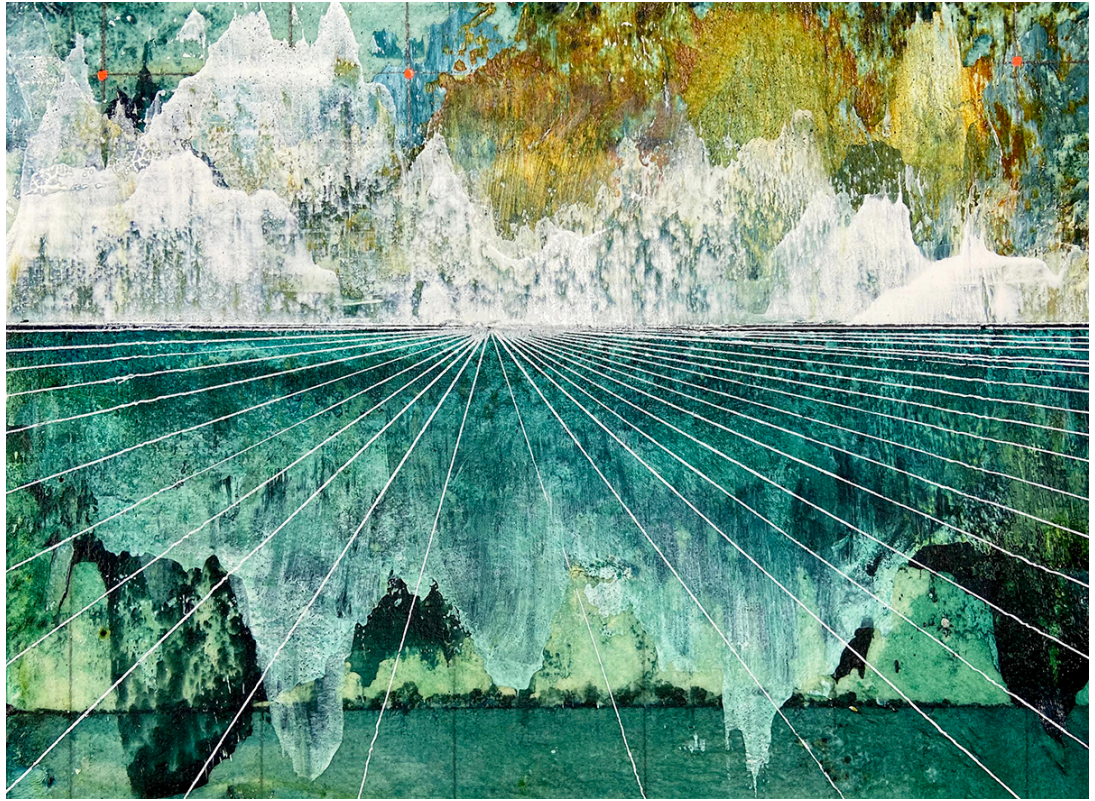


Perri Howard
VMG: Velocity Made Good
perri@vmgworks.com
509.557.2299

Studio
TwispWorks Bldg. #6
502 S. Glover St.
Twisp, WA 98856

Mail
PO Box 1086
Twisp, WA 98856



Timbre Study #01 Mixed Media on Panel 2021

Exhibition Proposal

Prepared for: Ocean Alliance
Prepared by: Perri Lynch Howard, Artist/Owner VMG: Velocity Made Good
August 11, 2021

SUMMARY

Objective

A multi-disciplinary art exhibition to raise public awareness of the interconnectedness of the world's oceans and the damaging effects of marine noise pollution on great whales and other sea creatures.

Exhibition Goals

The goal of this artwork is to paint a new picture of the world's oceans - not as the watery backdrop of our human lives, but as precious habitat for whales, and the medium through which they communicate.

Visual artworks, audio archives, and hydrophone recordings will convey the sonic signature of whales and whale habitat, from the Arctic Circle, to Stellwagen Bank, to the Southern Ocean. With greater sensitivity toward underwater environments, we can learn how to better care for our home waters, defend our oceans, and protect whales.

Water is always moving within and between the world's oceans through currents, tides, and waves. Whales and marine mammals respond dynamically to the changing conditions of their habitat. Climate change combined with increases in human-based noise pollution could have a catastrophic impact on the migratory patterns, feeding, and breeding grounds of whales. This exhibition harnesses the power of art to weave a story that connects underwater habitats, human impacts, and the adaptive responses of whales, to inspire advocacy for the protection of oceans, worldwide.

Educational Goals

This exhibition sets a powerful stage for interdisciplinary educational opportunities. Presenting art in the context of a marine research facility invites audiences of all ages to think critically *and* creatively when considering the possibilities for whale conservation, innovative research, and our responsibility to protect whale habitat.

We will work collaboratively with students, educators, and local schools to make this work accessible to all, inviting unique, yet shared, engagement opportunities for all ages. This exhibition will be offered free of charge to all who visit.

Background

In 1970, Dr. Roger Payne, the founder of Ocean Alliance, discovered that Humpback whales not only vocalize, but sing songs. Hearing the mysterious songs of the Humpback for the first time connected the public with these animals and inspired the "Save the Whales" movement. This led to a global

moratorium on commercial whaling in 1982. Whale conservation requires a whole lot of science, but it began with a *song*. This exhibition invites you to become a great listener.

Working from the audio archives at Ocean Alliance combined with hydrophone recordings from the Arctic Circle and original visual artworks, this exhibition builds on the existing efforts of Ocean Alliance to protect whales and their ocean environment through research, scientific collaboration, public education, and the arts.

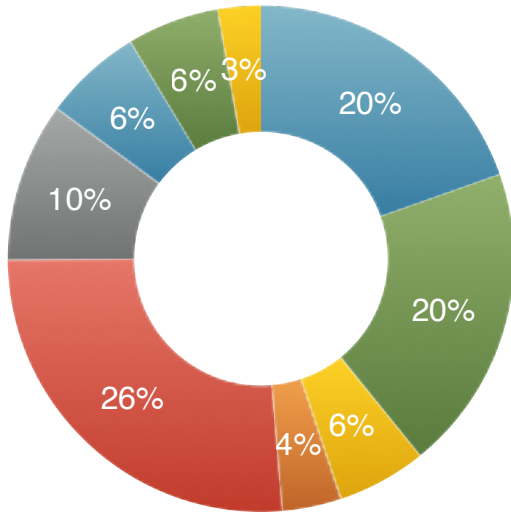
Conclusion

In order to build a better world, we must first imagine it, and it is in the imagining that artists become agents of transformation, building bridges of understanding and new pathways for positive change.

BUDGET

Expenditures		Vendor	Notes
Venue Fee	\$5,000	Ocean Alliance (OA)	Includes upper and lower exhibition spaces for a 4-week showing, or as compatible with other programming and events.
Artist Fee	\$5,000	Velocity Made Good (VMG)	Includes artwork production and exhibit design (in collaboration with OA)
Airfare/Transportation	\$1,457	VMG	2 flights RT, SEA-BOS/Rental Car
Lodging/Per Diem	\$965	VMG	Seeking in-kind donation to supplement lodging costs.
Artwork Production and Framing	\$6,700	VMG/BAAS Framing	Digital Projector, Speakers, 12 visual works, framed with plexiglass and ready to hang.
Marketing and Promotion	\$2,600	OA, VMG, and/or Local Hire	Includes cross-posting social media, blog posts, press release, media contact.
Installation/Deinstallation Services	\$1,600	VMG/Local Hire	In accordance with venue use specifications set by OA.
Documentation	\$1,500	Local Hire (Photographer/Videographer)	
Insurance	\$702	VMG with OA as additional insured	
Total Expenses	\$25,524		

ALLOCATIONS



- Venue Fee
- Artist Fee
- Airfare/Transportation
- Lodging/Per Diem
- Artwork Production and Framing
- Marketing and Promotion
- Installation/Deinstallation Services
- Documentation
- Insurance

Proceeds from the sale of artworks will be shared, 60% artist 🐋 / 40% whales 🐋.

TIMELINE

Date	Activity	Location	Contact	Notes
September 2021	Planning meeting	Ocean Alliance	OA/VMG	Feasibility & Timing Discussion
October 2021	Audio expedition	Arctic Circle	VMG	Artist Residency, Svalbard
January 2022	Planning meeting	Remote	OA/VMG	Exhibition Dates, Duration, & Event Discussion
February 2022	Art production begins	Twisp, WA	VMG	
June 2022	Art production complete	Twisp, WA	VMG	
Summer 2022	Exhibition	Ocean Alliance	OA/VMG	4-6 week duration TBD