

Let's Go, Hendo!

A Life Line



Proposal for a Spring 2022 installation of a low cost, fast-action, integrated public art and fitness experience

Connecting the Hands-On Museum and Good of the Hive Mural with the Bear Crossing, ASL Hendo and Hendo Bee Line sidewalk murals between Main Street, the Farmer's Market, and the Historic 7th Avenue District.

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What Triggered The Concept



- ▶ Invitations to conduct Hendersonville and WNC Native-focused pollinator walking tours between the **Good of the Hive** Mural and the **Hendo Bee Line** sidewalk mural during the 2022 Garden Jubilee (May) and Pollinator Month (June) events.
- ▶ Understanding
 - ▶ the current dearth of “off main” areas of pedestrian focal interest between the two locations.
 - ▶ that Hendersonville and its new murals are believed to be part of a self-guided Pollinator Trail and the Appalachian Mural Trail and there now exists a real opportunity for Hendersonville to positively trade more on its City of Four Seasons, Bee City, USA, and nascent public art attributes.
 - ▶ that murals such as these not only publicly support Environmental Social, Governance (ESG) awareness, especially including sustainability, but also amplify tourism, small town economies and related “main street” branding. <https://www.muralarts.org/about/>
- ▶ Current funding realities
- ▶ Seeing this playful, inspiring LinkedIn video of a young man navigating a giant chalk hopscotch course around 1 block in an urban Dutch neighborhood. <https://www.youtube.com/watch?v=AUyDpQw68Os>

The Where



The What

- ▶ *Let's Go, Hendo! A Life Line* is an interactive story through which the participant performs a series of choreographed “hopscotch” movements as they make their way
 - ▶ from Main(Hands On Museum Corner), passing the Good of the Hive Mural eventually connecting to the Bear Crossing ASL Hendo and Bee Line Sidewalk murals, the Farmers Market, Historic Train Depot, and Historic 7th Avenue.
- ▶ It is an active and transformative journey through diverse Henderson County terrains and experiences during which time an individual learns something of the world around it, its place in it, and perhaps something about itself.
- ▶ As the participant moves through the story's plot line and corresponding changing landscapes, it transforms into different native WNC inhabitants of the terrains: from a human skipping across stones in a creek, to a brook trout flowing with its river's current through and to the mountains and what's on the other side.
- ▶ The story reinforces the importance of the environment, community, art, and fitness, in short, sustainability.
- ▶ It serves as an apt metaphor for our community's, our environment's and our own continuing lifecycles and the interconnectivities, co-dependencies between. See next slide for details.



The Bio-Diverse Journey, Characters

City Sidewalk

Creek

River

Swamp/wetland

Meadow (Good of Hive Mural)

Woods

Canopy- on/over

Sky

Hilltop

Mountains

Human

Brook Trout

Green Frog

Eastern Cottontail Rabbit

Red Fox

Eastern Gray Squirrel

Monarch Butterfly

Red Tailed Hawk

Wild Turkey

White Tailed Deer

Black Bear

Cross Walks

4th turn right crossing King toward East

King (E) crossing 4th toward North

King (E) crossing 5th toward North (??TBD)

5th crossing Grove

5th & Maple

Interlineated in Stripes

Monarch Life Cycle -egg to pre-flight

Monarchs in Flight

Feathers

Bear Paws

Bee Crossing (bee hatching stages ?)



The Story: A Reading

Reference Supplemental Word Document-Draft Book



The Integrated Activities

(Demo: Basic Choreography and Lay Out)

Reference Supplemental Word Layout Document

1 Main Street & 3rd Corner
From: Main/3rd Corner (Light post))
East toward King
0-100 Feet

SIGN:

We're Going on an Adventure.
Let's see what we can See.
Let's see what it can Be.

Did You Know?

.....
.....
.....

Sponsor Logos

QR Code

SIGN:

Here's a Creek!
Let's Skip through it!

Did You Know?

.....
.....
.....

Sponsor Logos

QR Code

Human
Homo sapiens

SIGN:

It's turned into a River!
Let's Flow with it.

Did You Know?

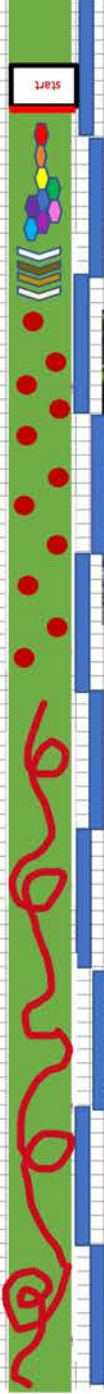
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Sponsor Logos


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Brook Trout
Salvelinus fontinalis


1/0/15











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The Who

Proven Track Record for Underbudget, On time, Sponsor-Favorable Results

- ▶ In response to a Fast Action Grant from **Friends of Hendersonville** and the **AARP**, **Elizabeth Queen's** original concept for the **Hendo Beeline**, a sidewalk mural along Maple between 5th and 7th was manifested into reality over the course of approximately 8 weeks during the Fall of 2021 with the help of local artist **David Queen**, the work of approximately 20 local supporting artists aged 3-+75, and hundreds of volunteers, especially including students from Hendersonville High School.
- ▶ Around the same time, local mural artist **Diamond Cash**, with the help of family and friends completed the now iconic Bear Crossing and ASL Hendo sidewalk murals.
- ▶ These successful installations exceeded expectations and created a public thirst for more, more, more community driven, interactive public arts activities in our area.
- ▶ To conduct the proposed work for **Let's Go Hendo: A Lifeline**, Elizabeth would again work with local volunteers as coordinated through the City's volunteer program and local schools.

The How To Do

1. **Premise:** We understand that the sidewalk along King Street is slated for renovation sometime in the coming few years. Therefore, it does not make sense to design a fully fledged sidewalk mural (representing the story's terrains) at this time.

2. **Short Term: Phase 1:** a “Pop Up” installation

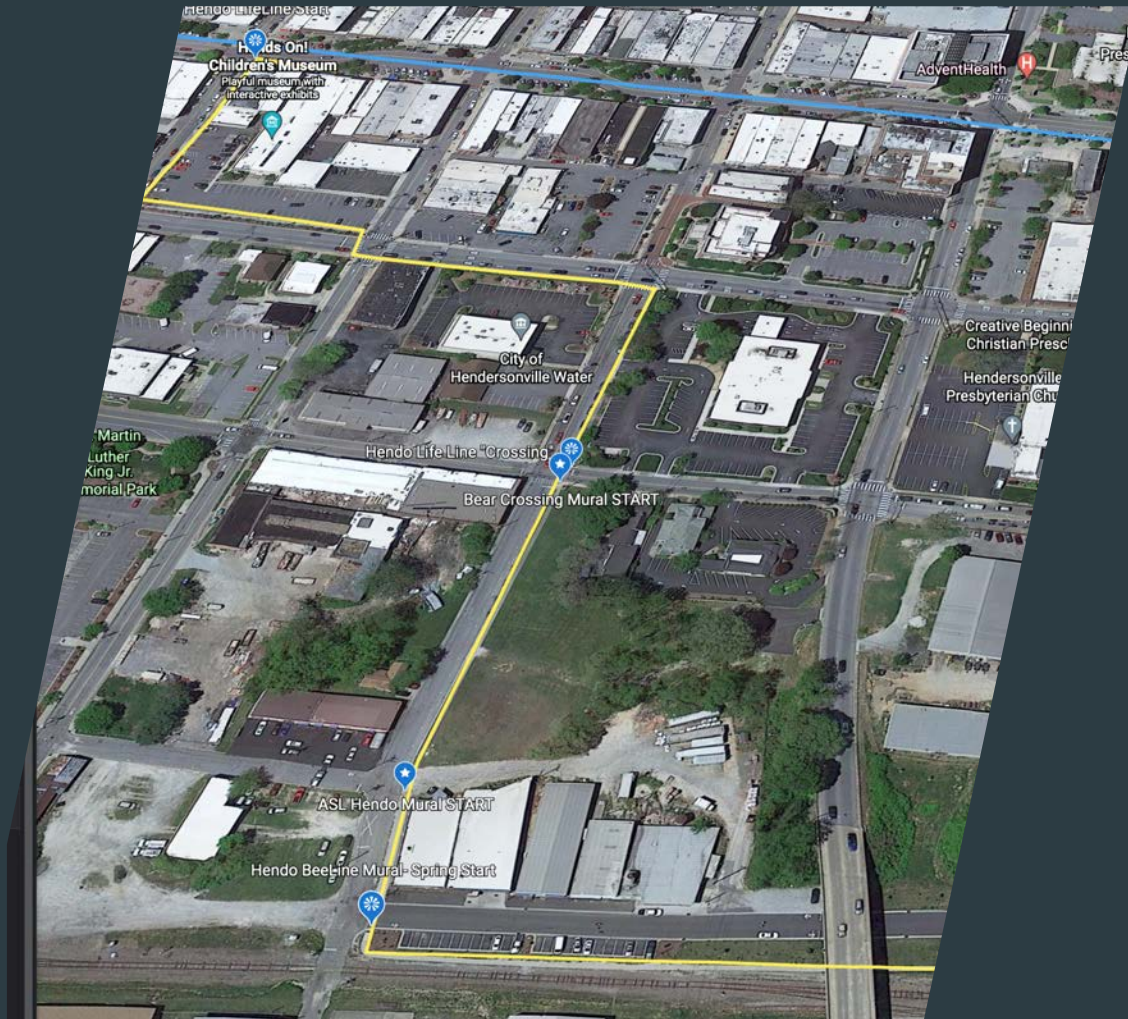
- ▶ for completion before 2022 Garden Jubilee (mid-May 2022)
- ▶ to invite foot traffic between sites and introduce Phase 2 concept and funding opportunities to community pending King Street Renovations
- ▶ Anticipated cost relatively nominal (\$+/- 4k) .
 - ▶ Story Board Signs (#15)- same look, feel, construction as those currently being made for the Good of the Hive and Mainstreet Pollinator Garden
 - ▶ Stencils (#10) Animal Character foot/pawprints
 - ▶ Paint/Protective Sealant- (no underpaint/primer intended for this more “Temporary” installation.
 - ▶ Artists’ Stipend
 - ▶ Funding Note: Some funds and paint remain from the 2021 Sidewalk Mural work as that project worked around sidewalk construction between King and Grove.



3. **Longer Term: Phase 2:** a more permanent installation (companion sidewalk murals that go with the story) - anticipated cost \$12-15k. E. Queen prepared to choreograph this one as was done a’la Hendo Beeline and draw on local talent and volunteerism to manifest this into reality when the time/funding is right.

4. **A’la Carte:** Elizabeth’s companion book *Let’s Go Hendo: A Lifeline* is intended to be simultaneously published, offered via retail outlets, 10% of profits of book sales, related merchandising to benefit author-selected local Hendersonville charities annually. The author expressly reserves and retains any and all intellectual property and other rights to the *Let’s Go Hendo* story, book, and related merchandising including but not limited to trademarks, copyrights and the rights to license the *Let’s Go: A Lifeline* story and companion interactive art and fitness sidewalk mural concepts to other communities at her, her estate, and assigns sole discretion.





Q&A