

Print**APPLICATION FORM IN RESPONSE TO THE CALL FOR ARTIST FOR WHITEWATER TRAFFIC BOXES -
Submission #1341****Date Submitted: 4/15/2025****ARTIST INFORMATION****Name of Applicant/Team Leader:***

Chelsea M Newman

Additional Team Members (if applicable)**Mailing Address:***

800 W. Main St.

Phone Number:*

2624721768

Email Address:*

newmancm24@uww.edu

PROPOSAL INFORMATION**Project Title or Theme:***

Children's imaginative view of the world

Proposed Project Location(s):*

S. Prairie +Main St. S. Whiton St. + Main St. S. Prince St. + Main St.

Description of Concept (max 500 words): (Please describe your design concept, including inspiration, themes, and how it reflects the City of Whitewater)*

Our vision for this mural project is to engage the children of the UW Whitewater Children's Center in a creative process that highlights their unique perspectives on the world. We aim to create a mural that captures the wonder and curiosity of children under the age of 6, focusing on how they see and interact with their environment. The project will center on the artistic process rather than the final product, allowing the children to be actively involved in every stage, from brainstorming ideas to executing the artwork.

Early childhood education is a vital foundation for the future of our community, and this mural will serve as a reflection of the creativity, imagination, and potential of Whitewater's youngest generation. By giving children a voice in public art, we will create a lasting, vibrant piece that represents their view of the world while promoting the importance of early education.

*We don't have any visuals to show yet as this will be lead by the young children at the Center. We would be willing to do multiple boxes as well from the list above.

VISUAL ATTACHMENTS: Design sketches/mock-ups included (up to 4 images)**VISUAL ATTACHMENTS** No fi...sen**VISUAL ATTACHMENTS** No fi...sen**VISUAL ATTACHMENTS** No fi...sen**VISUAL ATTACHMENTS** No fi...sen**EXPERIENCE AND QUALIFICATIONS****RESUME/BIO FOR ALL TEAM MEMBERS****RESUME/BIO ***

Traffic Box.docx

RESUME/BIO No fi...sen**RESUME/BIO** No fi...sen**RESUME/BIO** No fi...sen**PORTFOLIO: Examples of up to 3 previous works (include title size, material, and brief description).****PORTFOLIO** No file chosen**PORTFOLIO** No file chosen**PORTFOLIO** No file chosen**BUDGET INFORMATION****TOTAL PROPOSED BUDGET:***

3,000

ITEMIZED BUDGET (LABOR, MATERIALS, CONTINGENCY, ETC.); ***Itemized Budget****1. Materials: \$ 1,310.00****- Acrylic Paint (various colors) –**

High-quality acrylic paints for vibrant, durable designs (estimated cost for the quantity needed for all sides and top of the box).

-Paint Brushes & Tools –

Various brush sizes (large, medium, fine-tipped), rollers, and sponges for blending and detailing.

-Art Supplies (e.g., markers, pencils, stencils, erasers) –

Tools needed for outlining and detailing the design, as well as stencil designs for cleaner edges. Adhesives/Glue (for gems, sequins, or other decorative items)– Strong, durable adhesives for attaching embellishments like gems or other small decorative elements to the mural.

- Decorative Items (e.g., gems, sequins, or special elements)–

Additional materials to enhance the mural, inspired by a child's perspective and creativity.

2. Labor: \$1,390**- Staffing (Employees to assist children in the creative process)** –**

Compensation for employees helping to supervise, guide, and assist the children throughout the mural creation. This includes time spent organizing and interacting with the children. Fringe on the salary request 38.5%.

3. Contingency Plan (Additional materials/expenses) – \$300

To cover any unexpected costs such as additional supplies or adjustments during the painting process (e.g., touch-up paint, extra tools).

TOTAL BUDGET:

\$3,000

MAINTENANCE PLAN

How will the artwork be protected and maintained? (max 300 words) (Please describe how you will ensure the durability and vibrancy of your design.)*

I plan to use acrylic paint - but I am open to suggestions !

ADDITIONAL INFORMATION

How are you connected to Whitewater, WI? If you do have a connection, please describe briefly.*

I'm apart of the UW-Whitewater Children's Center



Which category best describes you?*

- ☐ Amateur
- ☐ Professional
- ☐ School or Youth Organization
- ☐ A person under the age of 18
- ☒ other, please list below

If other, explain

Early Childhood Artists (ages 3-11)

Will you collaborate with local organizations or businesses for in-kind support?*

- ☐ Yes
- ☒ No

If yes, provide details**DECLARATION**

I certify that all information provided in this application is accurate to the best of my knowledge. I understand that if selected, my design will become the property of the City of Whitewater.

Signature of Applicant/Team Leader:*

Chelsea Newman

Date:*

4/15/25

My name is Chelsea Newman and I am the Director of the UW-Whitewater Children's Center. I have had the privilege of working at the Center for the past 17 years, and throughout that time, I have witnessed the incredible impact our children have on the lives of those around them. Their curiosity, creativity, and compassion are truly inspiring, and it's been an honor to support their growth and learning every day.

When I learned about the Traffic Box Art Project, I immediately saw it as a meaningful opportunity for our children to share their unique perspectives and talents with the greater Whitewater community. Art is a powerful form of expression, and I believe our children's voices—colorful, hopeful, and imaginative—deserve to be seen and celebrated in the public spaces we all share.

We're excited about the chance to participate in this project and contribute something joyful and uplifting to our town. Thank you for considering us as part of this creative endeavor. Below you will find a little more information about our program.

The UW-Whitewater Children's Center is a nationally accredited early childhood education facility that has been serving the Whitewater community since 1974. Located in the Roseman Building on the UW-Whitewater campus, it provides year-round, full-day care for children aged 3 months to 6 years, as well as school-age care during the summer months for children entering 1st through 5th grades. The center follows a Reggio Emilia-inspired philosophy, emphasizing hands-on, inquiry-based, and open-ended activities. It views children as capable and competent learners, with families as essential partners in the educational process. The curriculum is emergent, child-centered, and aligns with the Wisconsin Model Early Learning Standards .

The center holds accreditation from the National Association for the Education of Young Children (NAEYC), a distinction earned through a rigorous self-study and quality-improvement process . It also maintains a 5-star YoungStar rating, Wisconsin's quality rating and improvement system

Serving as a critical resource in a region identified as a childcare desert, the center offers a collaborative learning environment that benefits both children and university students. It partners with various UW-Whitewater departments, including Early Childhood Education, Communication Sciences and Disorders, Special Education, Kinesiology, and Sustainability, to provide enriched learning experiences

Contact Information

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Chelsea Newman