

Dirk  
Koning  
Memorial  
Garden  
Walkway

**PROPOSAL**

visualpump.com



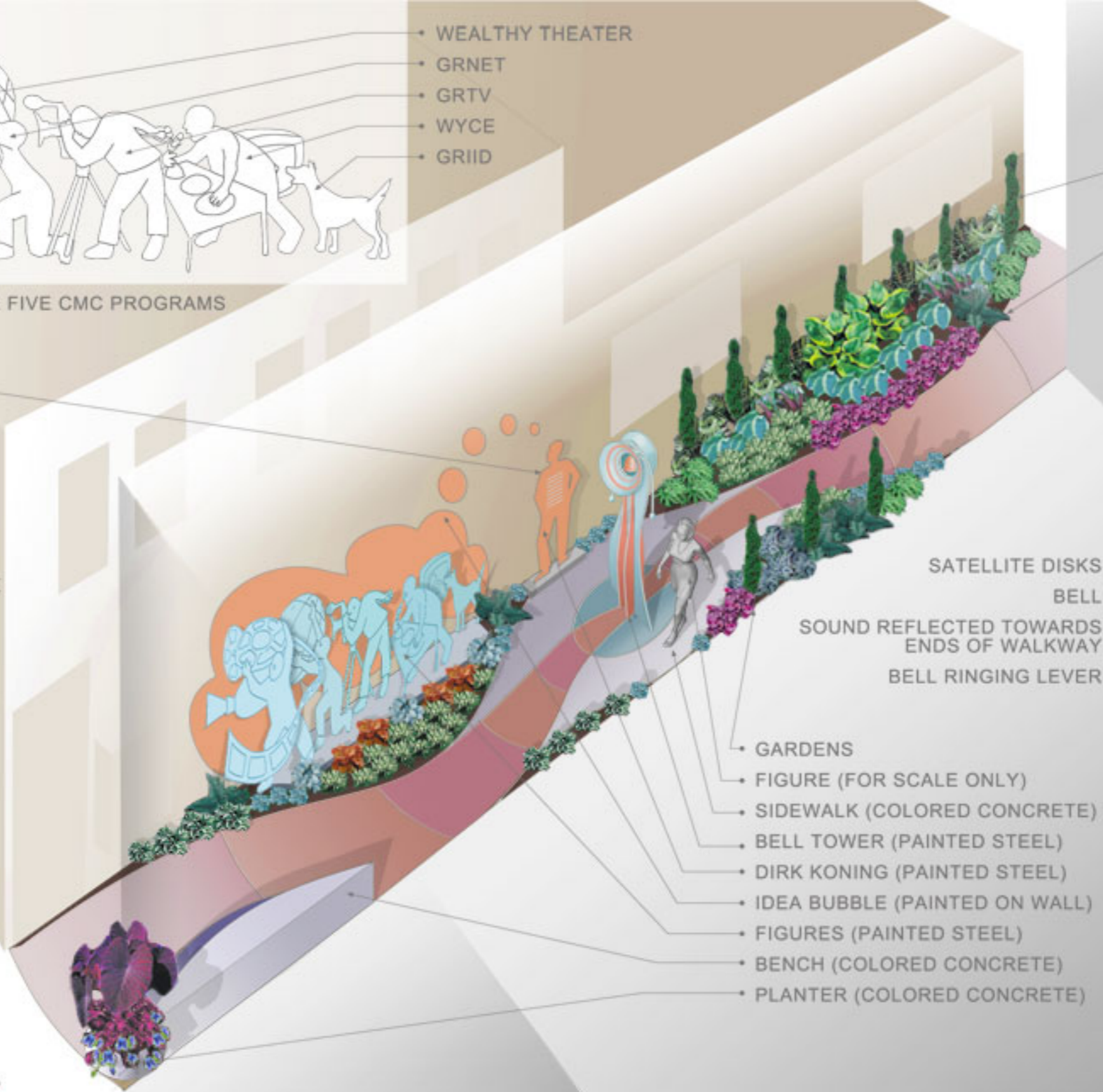
- WEALTHY THEATER
- GRNET
- GRTV
- WYCE
- GRIID

- GARDENS:**
- EVERGREEN YEWS WILL BE GREEN THROUGHOUT THE WINTER SEASON
  - ALL PLANTS ARE SHADE TOLERANT PERENNIALS AND DERIVE 90% OF THEIR COLOR FROM FOLIAGE AND WILL BE CONSISTENT THROUGH THREE SEASONS
  - THE PLANTER WILL BE THE SOLE LOCATION FOR ANNUALS

FIGURES REPRESENT THE FIVE CMC PROGRAMS

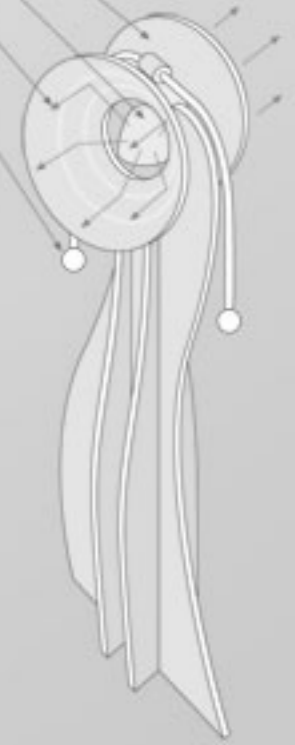
LARGER THAN LIFE REPRESENTATION OF DIRK KONING WITH ENGRAVED TEXT:

- IN MEMORY OF DIRK KONING, FOUNDER OF THE GRAND RAPIDS COMMUNITY MEDIA CENTER
- RING THE BELL, BECAUSE A SINGLE VOICE CAN MAKE A BIG IMPACT
- SOME TESTIMONIALS FROM ASSOCIATES
- DONOR NAMES

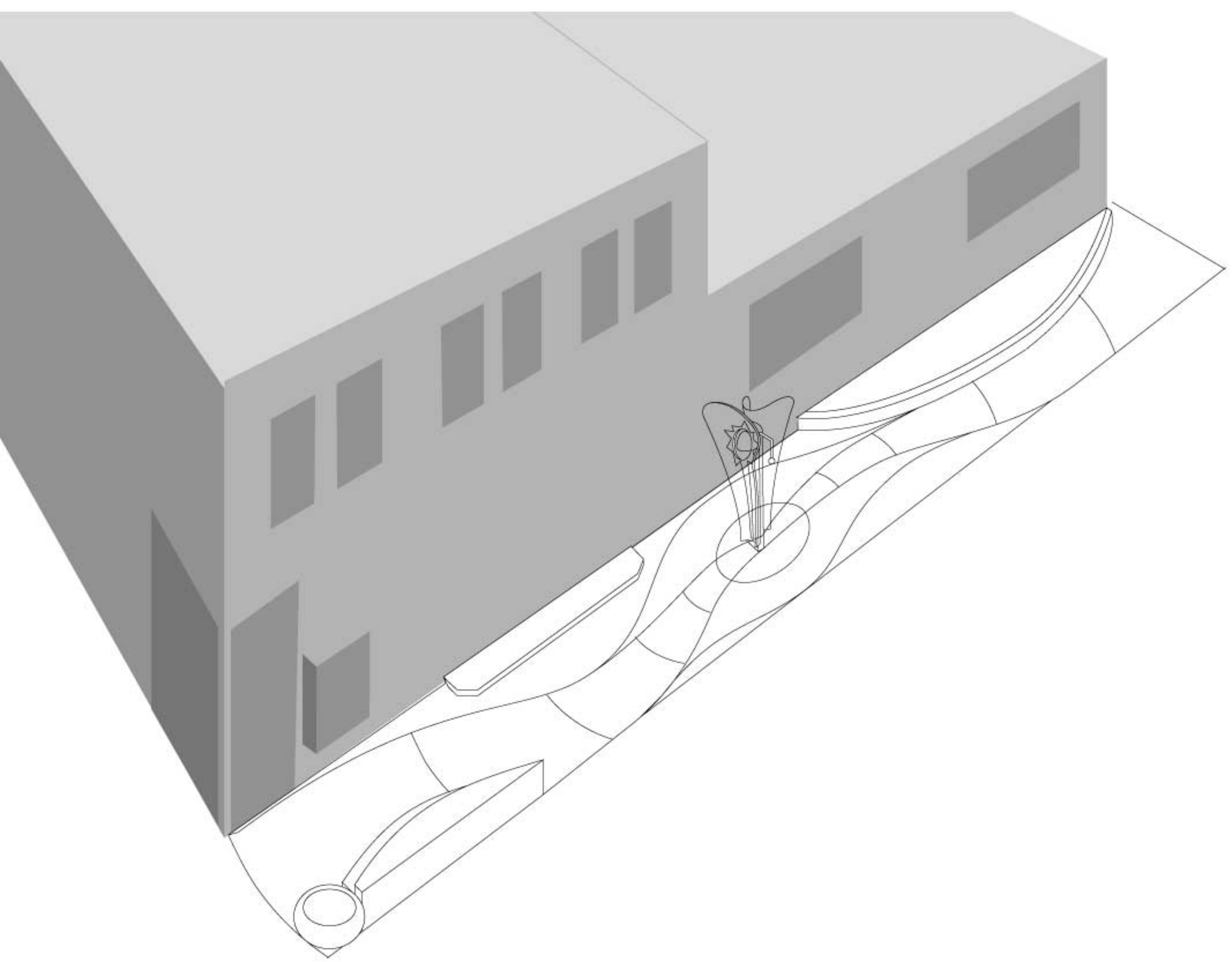


- SATELLITE DISKS
- BELL
- SOUND REFLECTED TOWARDS ENDS OF WALKWAY
- BELL RINGING LEVER

- GARDENS
- FIGURE (FOR SCALE ONLY)
- SIDEWALK (COLORED CONCRETE)
- BELL TOWER (PAINTED STEEL)
- DIRK KONING (PAINTED STEEL)
- IDEA BUBBLE (PAINTED ON WALL)
- FIGURES (PAINTED STEEL)
- BENCH (COLORED CONCRETE)
- PLANTER (COLORED CONCRETE)



**PROPOSAL SKETCH:  
 DIRK KONING MEMORIAL GARDEN WALKWAY**



# DIRK KONING MEMORIAL WALKWAY

Visualpump 616-450-5148  
susan@visualpump.com  
12-19-05

Black areas = Gardens

## CONCRETE (5 colors):

- Planter box with angled edge
- Anchor bell tower
- Pad for bell tower - 1 color
- Path inserts - 1 color
- Pad for figures
- Anchor 8 cut steel figures
- Tiered concrete bench with planter top - 1 color
- Poured concrete path - 2 colors

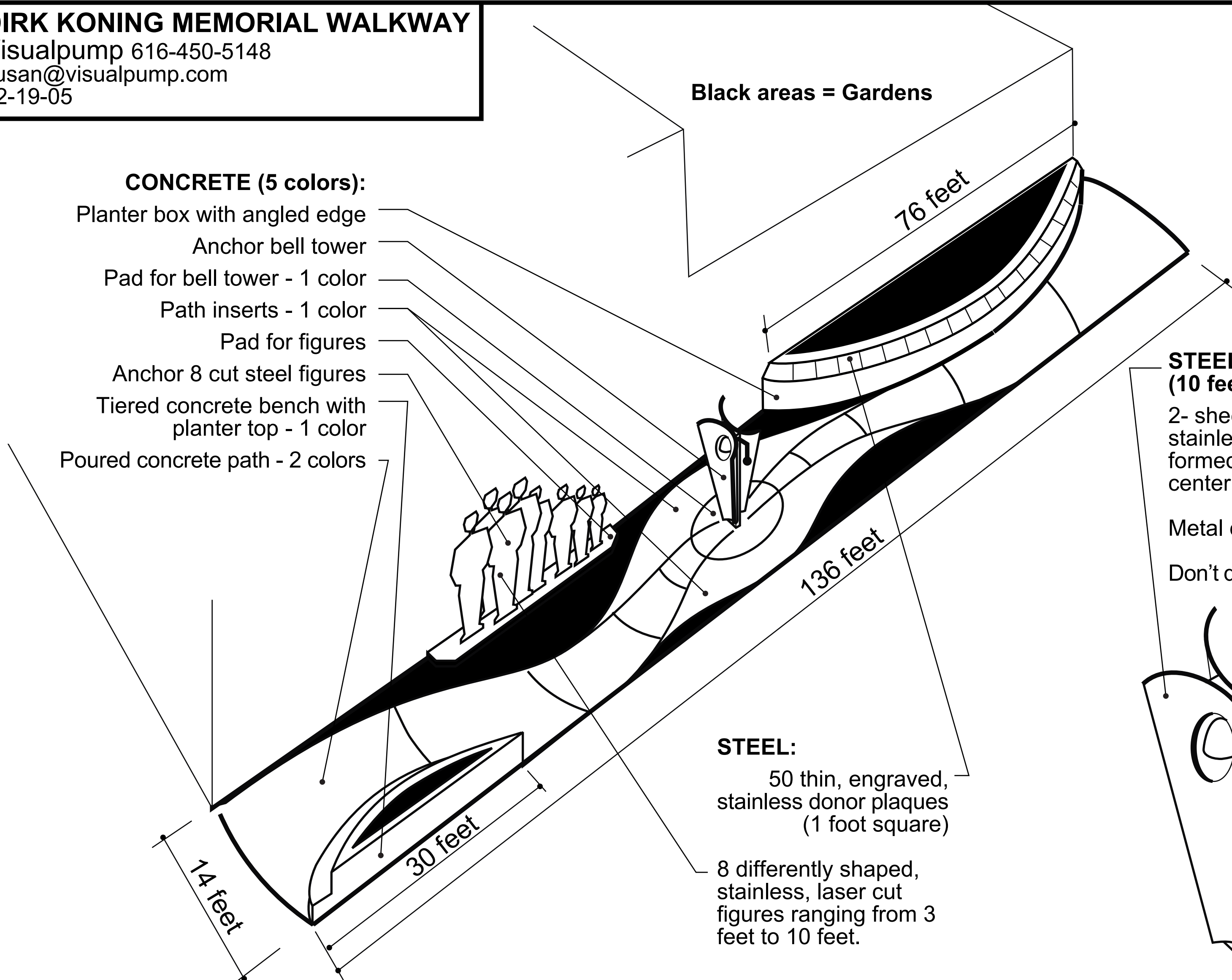
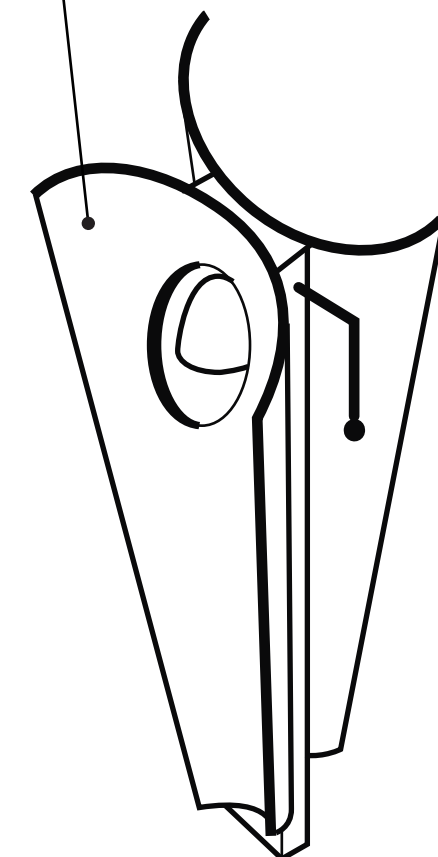
## STEEL BELL TOWER (10 feet x 4 feet):

- 2- sheets of thick, stainless steel, cut and formed with hole in center of each
- Metal column
- Don't quote bell and pull

## STEEL:

50 thin, engraved, stainless donor plaques (1 foot square)

8 differently shaped, stainless, laser cut figures ranging from 3 feet to 10 feet.



# Dirk Koning Memorial Garden Walkway

## PROJECT DESCRIPTION

A single voice can create a big impact. Much like the life of Dirk Koning, one person, one voice, had an immense impact on the community of Grand Rapids and was heard throughout the world. The image that is repeated in our artwork is that of an enlarging sound wave. It starts small, but gains size and impact as it spreads out into the community. This is what happens through the CMC and is Dirk Koning's legacy.

In the center of the Garden walkway will stand a bell tower. It holds a small bell, one that at first glance might not sound that loud. But it is nested in a double satellite dish bell tower which amplifies the ring of the bell to create a much larger resonating "voice".

Engraved into a steel plaque, cut into a slightly larger than life size image of Dirk Koning, will be this phrase:

**"Ring the bell, because a single voice can create a big impact."**

Resounding from the Bell Tower will be sound waves, audible and visual. The pathway will show the echo of that one small voice getting larger, flowing out towards the community.

On the wall will be silhouettes of people representing the 5 CMC programs, using technology as the conductor to communicate an idea. The materials will be laser cut shapes of painted steel based on drawings by the artist, Susan Bonner, then digitally projected and painted by 15 youths from the community working as Artworks interns.

There will be a shade garden throughout the walkway. It will be filled with ferns of different textures, coral bells and hostas which have bell shaped flowers. Evergreen yews will provide winter interest. Most plants will be perennials which derive 90% of their color from foliage and will be consistent through three seasons.

Media events will be staged where the mission of each CMC program is highlighted by a speaker talking to high school students from Grand Rapids Public Schools and the community at large. The entire project will be photographed, documented and posted on the internet by Artworks interns.

Visualpump and Artworks believe in making art that involves the community through educating the youth and pulling the larger community into that process.



# Dirk Koning Memorial Garden Walkway

- **Recognition of the life and Contributions of Dirk Koning:**

Engraved into a steel plaque, cut into a slightly larger than life size image of Dirk, will be:

- Phrase: "Ring the bell, because one small voice can create a big impact"
- Testimonials about Dirk Koning
- Inscription: "In memory of Dirk Koning, founder of the Grand Rapids Community Media Center"

- **Education for the community about who he was and what he stood for**

Media events will be staged where the mission of each CMC program is highlighted by a speaker talking to high school students from Grand Rapids Public Schools and the community at large. The entire project will be photographed, documented and posted on the internet by Artworks interns.

On the wall will be silhouettes of people representing the 5 CMC programs, surrounded by an idea bubble generating from Dirk Koning. The materials will be laser cut shapes of painted steel and the images will be drawn by the artist, Susan Bonner, then digitally projected and painted by 15 youths from the community working as Artworks interns.

Artworks interns will also participate in the installation of the garden.

- **Use of the "Bell Story"**

"Ring the bell, because a single voice can create a big impact."

We will create a Bell Tower, which can take a relatively small sized bell and amplify its sound to the community. Every time the bell is rung it will remind the community not only of Dirk Koning but of the large impact a single voice can have. It will be easy for someone walking down the garden to ring the bell.

The image of the mural will be that of Dirk's work with the CMC. Communication is at the heart of the message. The silhouettes will be illustrating different methods for communicating with the public.

- **Creation of an aesthetic enhancement for the Wealthy Theatre, specifically the walkway beside the building**

There will be a place for people to sit and wait for friends to meet while waiting for a show at the Wealthy Theatre towards the front of the garden. There will be a pathway that resembles sound waves extending from the Bell Tower. There will be a shade garden designed by Master Gardener Shane Van Oosterhaut containing plants with bell flowers.



# Dirk Koning Memorial Garden Walkway

- **Involvement of community in Community Media Center mission and support for campaign**

This project will be executed in collaboration with ArtWorks a local non-profit organization providing arts-based opportunities for youth ages 14-21. The artistic team will include 2 ArtWorks Interns who will participate in planning, preparing and completing the process. These interns, local high school students who will receive course credit for their contributions, will be engaged in both the technological and creative aspects of the project. 15-20 additional ArtWorks student and neighborhood volunteers will be involved in the photography, web documentation, painting and landscaping components of the project.

ArtWorks will be coordinating a series of interview presentations for students and the community-at-large featuring the various media aspects of the Community Media Center. Each speaker will share the mission of the CMC as well as his/her particular area of expertise. Students and members of the community will learn more about the services of the CMC, about careers in related fields and be introduced to the concept of community media access.

- **Use of the project to build relationships, consensus and interaction with the local neighborhood and the larger community; encouragement of broad and diverse participation by the community in both this project and the Wealthy Theatre/CMC.**

The speakers will be from the different branches of the Community Media Center. These include GRTV, WYCE, GrandNet, GRIID and Wealthy Theatre. The audience will be the general public, as well as the young people involved from Artworks.

The project incorporates concrete opportunities to spread the word about CMC services and opportunities through the informational presentation sessions. More importantly, the project will engage youth from the local neighborhood and beyond and thereby involve their parents, friends and relatives as well...encouraging broad, diverse participation in the CMC, Wealthy Street and the Wealthy Theatre.



# Dirk Koning Memorial Garden Walkway

## TEAM

### Lead Artists

Susan Bonner & Bill Fischer of Visualpump LLC

- Site Design
- Mural Design and Illustration
- Bell Tower Design and Engineering
- Direct Artworks Interns
- Work with CMC to Choose Speakers
- Photography Direction and Production
- Webpage Template Design and Maintenance

### Garden

Shane Van Oosterhaut:

- Garden Planning and Design
- Pathway Construction Management
- Garden Installation
- Garden Maintenance

### Assistant Artist

Graduate or Senior Student from Kendall College of Art and Design

- Foreman for Artworks Interns

### 15 Artworks Interns

- 2 main interns working continually on the project (96 hours)
  - Focus on Technological Artistic Process
  - Digital Documentation of the Artwork Process via Photography and a Website
  - Mural Painting on Metal Figures and Bell Tower
  - Assists with Garden Installation
  - Learn from Speakers about the CMC and the Concept of Community Media Access
- 13 interns, each working 1 week for 16 hours
  - Mural Painting
  - Assist with Garden Installation
  - Learn from Speakers about the CMC and the Concept of Community Media Access

### Administration

Artworks:

- Community Involvement Coordination and Administration
- Speaker Scheduling
- Artworks Intern Recruiting, Administration and Supervision
- Recruit Community and High School Students for Events
- Public Relations



# Dirk Koning Memorial Garden Walkway

## About Visualpump LLC:

Visualpump looks for opportunities to be involved with Community Art Projects that promote learning for young people. Founded in 2004 by the husband and wife team of Bill Fischer and Susan Bonner, Visualpump combines their talents in industrial design, illustration, web / multimedia development and fine arts to create projects through technology.

Bill Fischer has extensive experience in industrial design, technical illustration and architecture. He has been focusing on Multimedia and Web development through his own business BlackBOX and most recently as a Professor and Chair at Kendall College of Art and Design in Digital Media.

Susan Bonner has worked in the arts research field, finding links to learning and the arts for the University of Cincinnati. Her public artworks include 2 large murals which integrated community participation in Columbus, OH. And more recently a large public artwork involving Artworks, for the Grand Rapids Housing Commission at Campau Commons. She runs the internet art gallery Visualpump.com with Bill, promoting it through internet advertising and also creates illustration for LeapFrog and Altacor.

## About ArtWorks

ArtWorks is an innovative job training program which teaches foundational job skills in a non-traditional manner. Founded in 2001 and modeled after Chicago's award-winning Gallery 37, ArtWorks partners with local arts organizations to hire professional artists and youth ages 14-21 to produce artwork for public exhibition, performance and publication. Under the leadership of professional mentors, youth apprentices develop their artistic skill, learn about arts-based careers and gain self-confidence.

The mission of ArtWorks is: "Using the power of art so that youth and the community will thrive!" In all aspects of the ArtWorks experience we seek diversity, foster collaboration, promote creative expression, strive for excellence and practice accountability.

Since 2001, ArtWorks has served over 250 students in apprenticeships, internships and volunteer work experiences in the fields of photography, filmmaking, print making, theatre, ceramics, textile arts, graphic design, illustration and more. Students come from diverse ethnic, socio-economic and geographic backgrounds. Fifty percent of participating students are ethnic minority, and the 45 summer apprentices of 2004 represented 23 different schools.

## About Shane Van Oosterhaut:

Shane is a master gardener and is the Master Gardener Program Coordinator for the Ottawa County M.S.U. Extension Office. He is also an illustrator and founder of the illustrated furniture company, Nimbus. Shane currently teaches in the Illustration Department at Kendall College of Art and Design.



# Dirk Koning Memorial Garden Walkway

## BUDGET pg 1 of 2

### Art and Administration (\$36,000)

\$25,000	Visualpump LLC Fee
\$ 5,000	Artworks Fee
\$ 1,000	Liability Insurance for Visualpump LLC
\$ 5,000	Master Gardener Fee - Shane Van Oosterhaut

### Concrete (\$16,900)

\$ 1,400	Removing existing concrete
\$ 6,000	Concrete Bench
\$ 6,850	Walkway
\$ 450	Footing for Bell Tower
\$ 600	Footing for Figures
\$ 800	Concrete Pump Truck
\$ 800	Install Steel Figures and Bell Tower

### Garden (\$15,500)

\$ 7,000	Plants
\$ 500	Soil Preparation
\$ 3,000	Automated Sprinkler System
\$ 5,000	5 Years Maintenance

### Painting Bell Tower and Figures (\$6,050)

\$ 3,000	Painting Assistant
\$ 2,000	Supplies
\$ 1,050	Clear Coating on metal

### Metals (\$21,750)

\$ 6,000	Fabrication for 5 figures
\$ 1,600	Fabrication of 1 figure with engraving of explanation and Donor names
\$12,650	Fabrication for Bell Tower
\$ 1,500	Bell

continued on next page...



# Dirk Koning Memorial Garden Walkway

## BUDGET pg 2 of 2

### Opening Reception (\$500)

\$ 500 Food

### Printed Materials (\$3,000)

\$ 1,500 Posters to invite schools and public

\$ 1,500 Invitations (design, print, mail)

### Permits (\$300)

\$ 300 City of Grand Rapids Inspection and Permit

### TOTAL

\$100,000

### Notes:

- Liability insurance for the property to be covered by CMC
- All contractors will be self insured
- CMC will pay all contractors directly

### Estimates and Consulting provided by:

Bazzani and Associates  
Grand Rapids Historical Preservation  
City of Grand Rapids Building Permits and Inspections  
Couterier Iron  
Laser Access  
Termolen and Hart  
Fabricated Components and Assemblies Inc  
Nobel Concrete  
Custom Concrete  
Sliers Underground Sprinkling







# **Dirk Koning Memorial Garden Walkway**

**VISUALPUMP CAN PICK UP ALL MATERIALS  
PLEASE CALL OR EMAIL TO NOTIFY**

**A SELF ADRESSED STAMPED ENVELOP  
IS ALSO ENCLOSED IF YOU PREFER TO MAIL IT**



# Dirk Koning Memorial Garden Walkway

## References

### **Cindy Koning**

Director, Artworks Grand Rapids  
1031 Wealthy SE  
Grand Rapids, MI 49506  
Phone: 616.458.3133  
Fax: 616.458.3242  
Web: [www.artworksgroup.org](http://www.artworksgroup.org)  
Email: [cindy@artworksgroup.org](mailto:cindy@artworksgroup.org)

### **Susan Hinshaw**

Marketing Director, Sassy Inc.  
2305 Breton Industrial Park Dr. SE  
Kentwood, MI 49508  
Phone: 616.243.0767  
Web: [www.mambabyusa.com](http://www.mambabyusa.com)  
Email: [shinshaw@sassybaby.com](mailto:shinshaw@sassybaby.com)

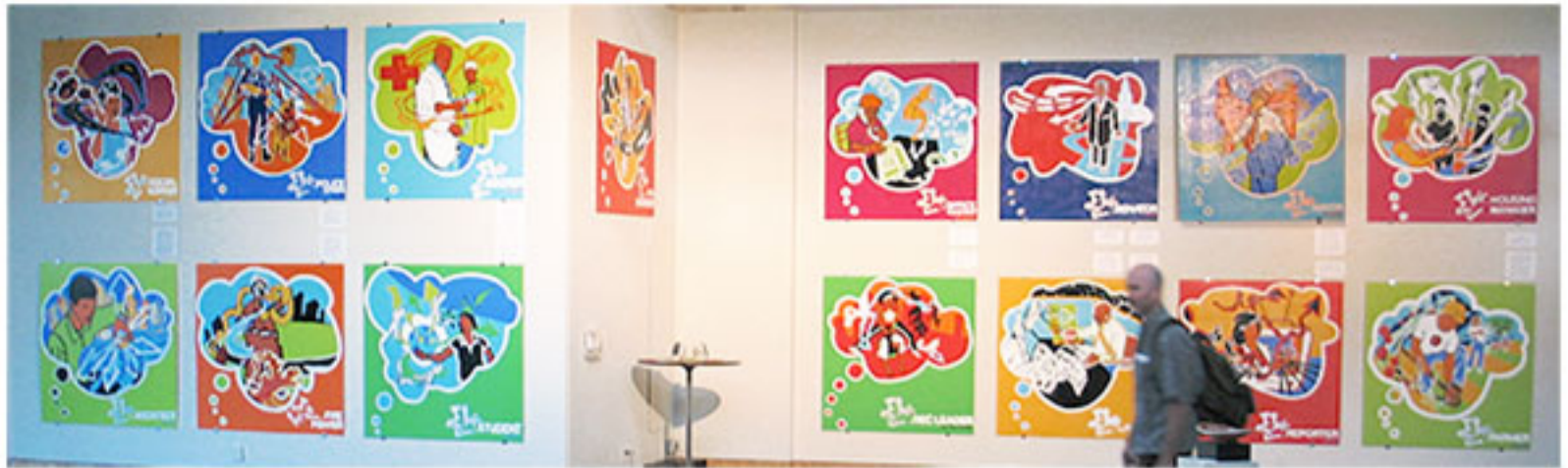
### **Lois Alexander, MSW**

Family Self-Sufficiency Program Manager  
Grand Rapids Housing Commission  
1420 Adams SE,  
Grand Rapids, MI 49507  
Phone: 616.235-2865, Ext. 11  
Fax: 616.452-1159  
Email: [lalexander@grhousing.org](mailto:lalexander@grhousing.org)

### **Dr. Oliver Evans**

President, Kendall College of Art and Design  
17 Fountain NW  
Grand Rapids, MI 49504  
Phone: 616.451-2787  
Email: [oliver\\_evans@ferris.edu](mailto:oliver_evans@ferris.edu)





**SUSAN BONNER**  
 GRAND RAPIDS HOUSING COMMISSION MURAL:  
 "I WANT TO BE" CAMPAU COMMONS

15 ROLE MODELS FROM THE COMMUNITY SPOKE ABOUT THEIR LIFE AND THEIR CAREER AND 15 ARTWORKS APPRENTICES WORKED TO COMPLETE THE MURAL.

SPONSORS: HOME DEPOT, O'LEARY PAINT GRAND RAPIDS HOUSING COMMISSION GRAND RAPIDS PUBLIC SCHOOLS, KENDALL COLLEGE OF ART AND DESIGN

FOR A VIDEO ABOUT "I WANT TO BE" SEE DVD IN BACK OR VISIT [HTTP://WEBLAB.KCAD.EDU/MURAL](http://weblab.kcad.edu/mural)





**SUSAN BONNER**

ST ALBANS EPISCOPAL CHURCH MURAL  
BEXLEY, OH

100 SUNDAY SCHOOL KIDS AGES 3-16 FINGER  
PAINTED FOR EDUCATIONAL WING OF CHURCH. IT  
TELLS THE STORY NEW AND OLD  
TESTAMENTS FROM THE BIBLE



**SUSAN BONNER**

LA PETITE VITESSE  
- AN ARTWORKS PROJECT  
THEME: INFORMATION HIGHWAY  
SPONSOR: AAA MICHIGAN



**SUSAN BONNER**

LEAPFROG-BABY  
CHARACTER DEVELOPMENT

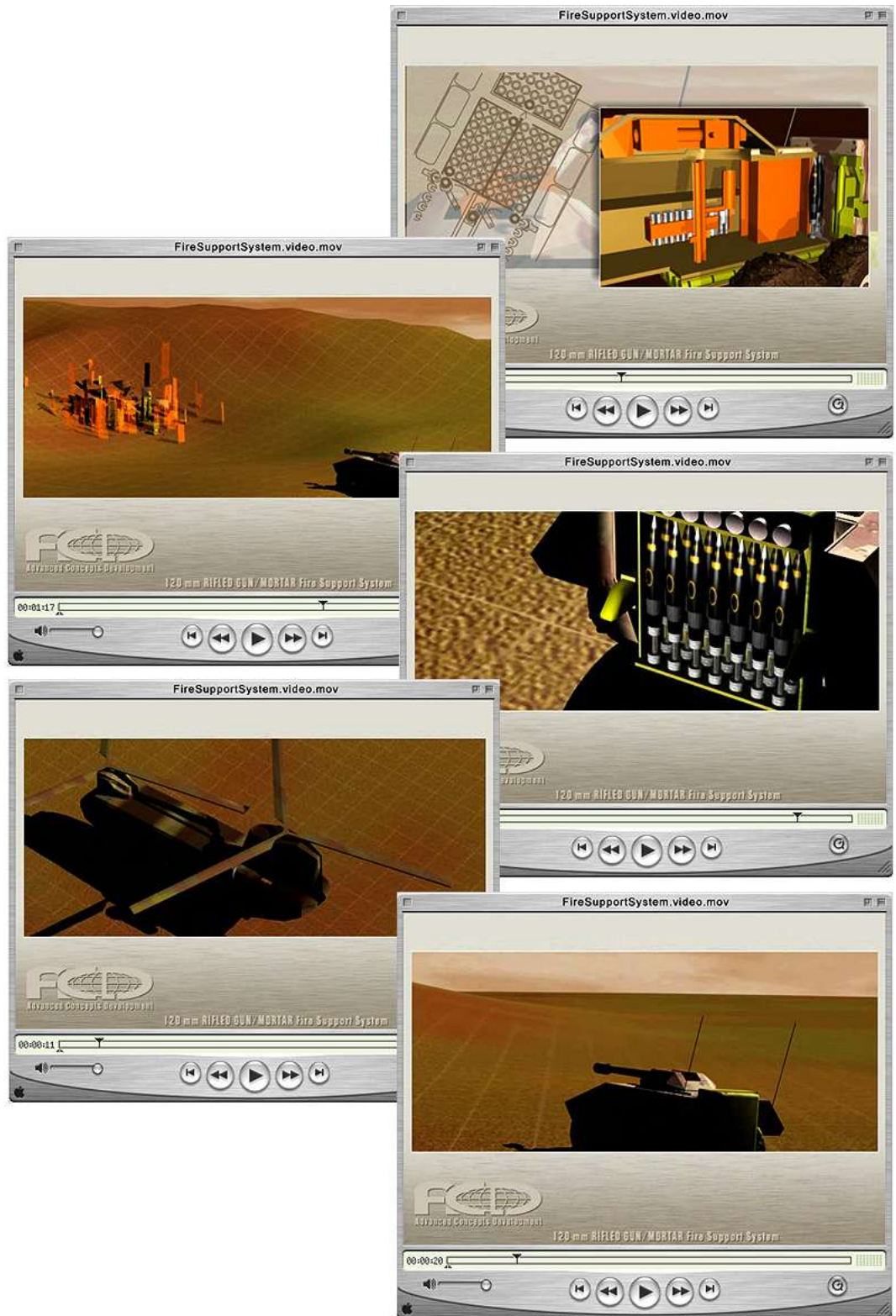
11 CHARACTERS  
APPLIED TO BOOKS, AND  
EDUCATIONAL TOYS





**BILL FISCHER**

TECHNICAL ILLUSTRATION, SOUND DESIGN AND VIDEO SPECIAL EFFECTS



**BILL FISCHER**

PRODUCT DESIGN, 3D MODELING AND ANIMATION  
FOR ADVANCED CONCEPTS DEVELOPMENT CORP.