

"HABITUAL SYNTHESIS"

PROPOSAL

Josh Jacobson | Saskatoon
Placemaker Program 2016



"Habitual Synthesis" photo credit
Kutler Lange, kotr306@gmail.com

LETTER OF INTENTION

My proposed Mural will portray the South Saskatchewan River flowing from the base of the building and narrowing as it flows towards the top. Architectural trees dot the landscape along the river banks within an interlocking grid of the cityscape. Hidden within, one can see overhead a flock of Canadian Geese returning in the Spring.

The layering of the three components and the colours that correspond, create a depth of intricate geometrical imagery. It will be abstracting the representational components that make up the work.

I believe there is need for value and respect of nature as we build and share in the river and valley together while also respecting individual perspectives

There is natural habitat and wildlife that call the river home. The river is a major tourist destination and compliments the city's atmosphere yet there are many migrating birds which occupy much of the river valley during the summer months. I hope to highlight the unifying qualities of the river. In using this space for cultural events on or along its banks, we are reminded to live alongside it's very beautiful and natural aspects.



COMMUNITY ENGAGEMENT

I feel strongly that one of the main advantages in creating Public Art is in the fact that it's out in the open, and when you're able to connect spontaneously with people in the community, a lot of the conversations and connections can occur during this process. This can have a great impact on the finished work and on the people who pass by. Often the message in the work may not be immediately clear however, it is my hope that upon reflection, it resonates with the viewer in a more personal way.



BIOGRAPHY

Drawn to the imaginative and in search of a creative outlet, I pursued painting and drawing early on. My passion for drawing and acrylic painting combined with my desire to create spontaneous opportunities for people view my work, led me to Public Art.

Entirely self-taught I was inspired early on by the colourful and graphic work of local and international Graffiti Artists, I immediately identified with the messages contained within the Street Art culture. I have since had the opportunity to contribute a number of large scale Murals in different communities. I enjoy working in open outdoor environment, working in this way I able to bring art to the people and strive to create work that can be a positive part of their daily lives.

His current focus is to balance intricate geometrical elements and smooth organic aspects of the work. The result is something direct, deliberate and responsive to nature and urban architecture.



To see all my past work
Please go to my website.

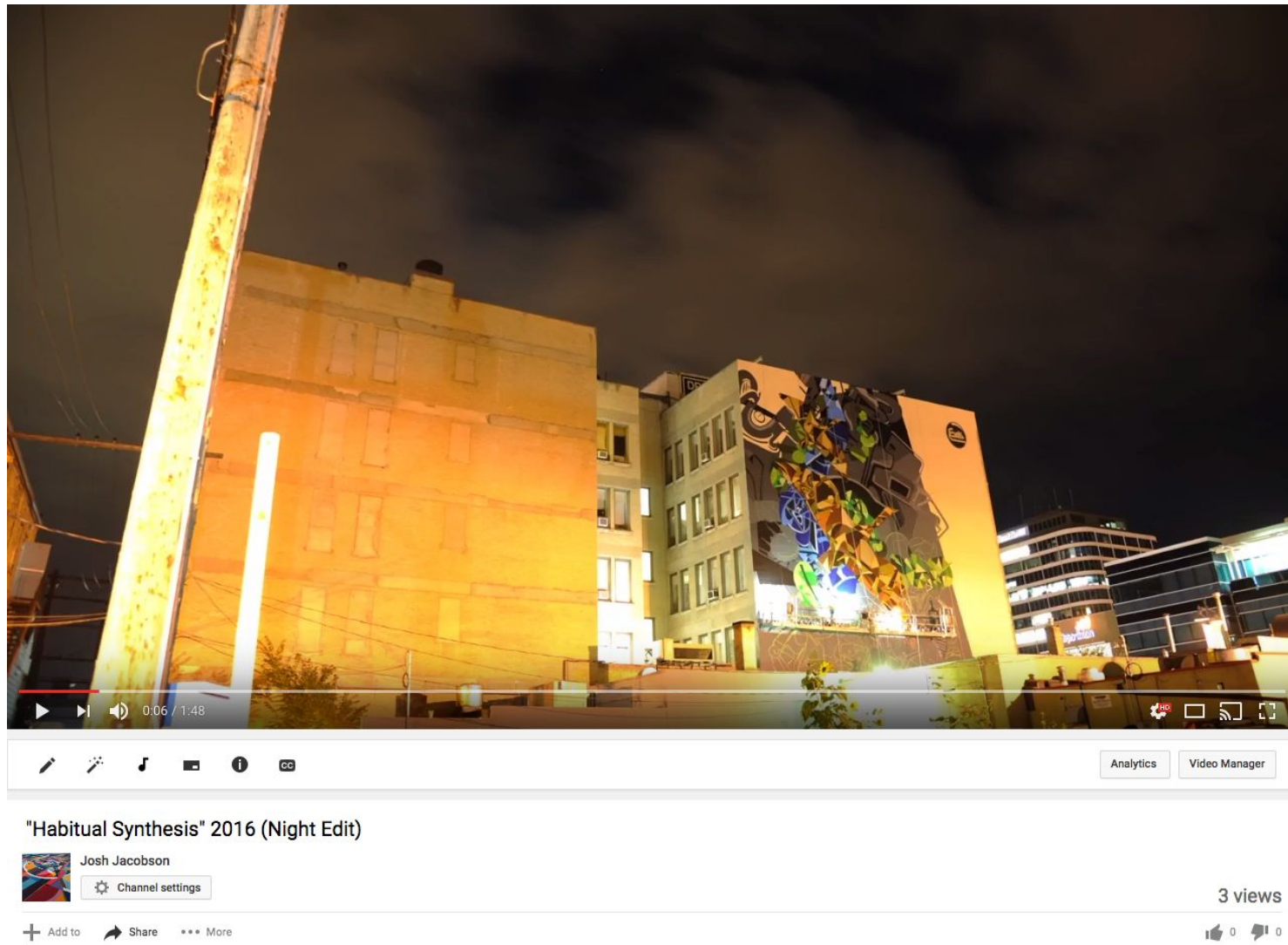
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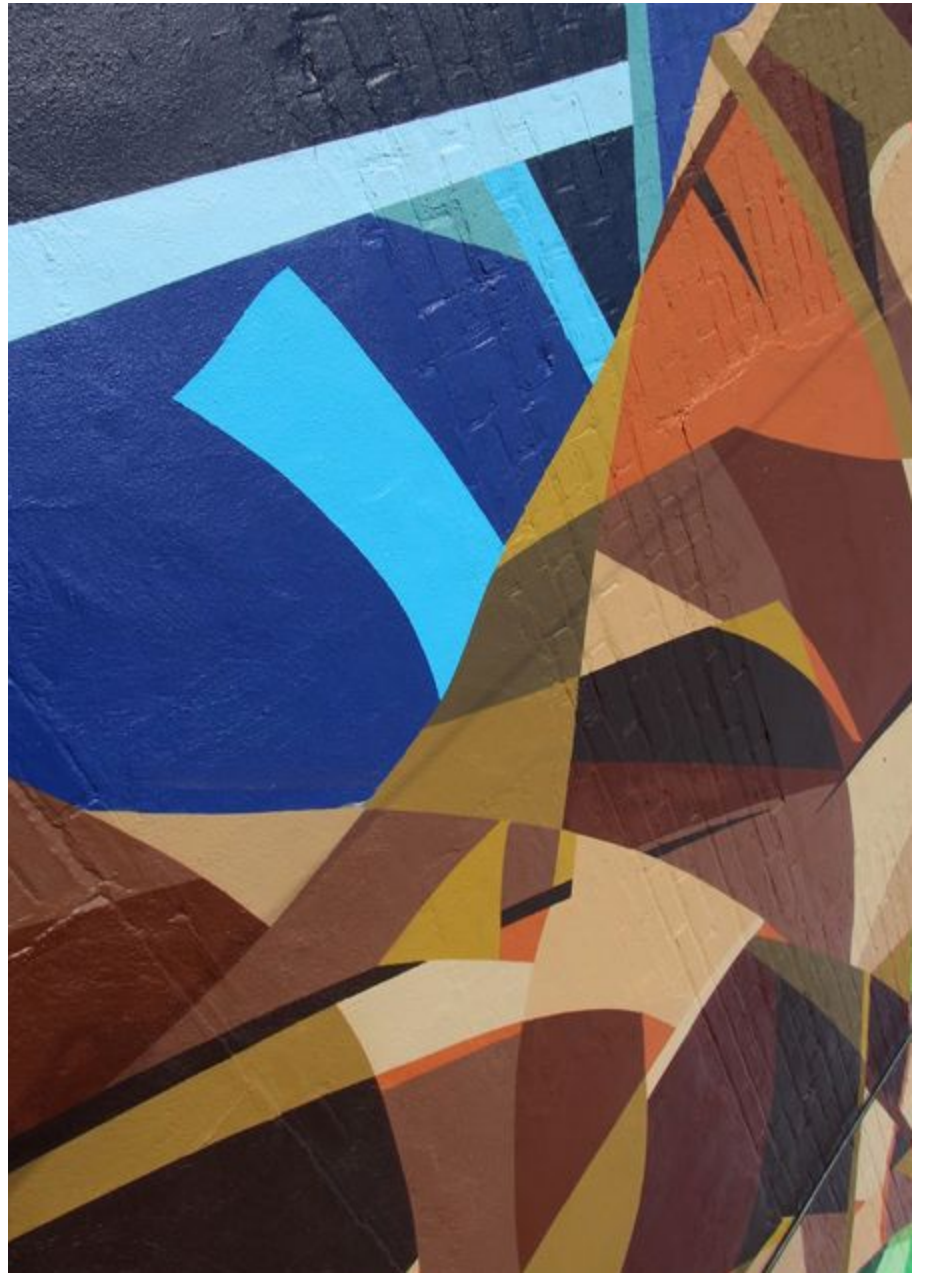
PROJECT SUMMARY & MAINTENANCE MANUAL

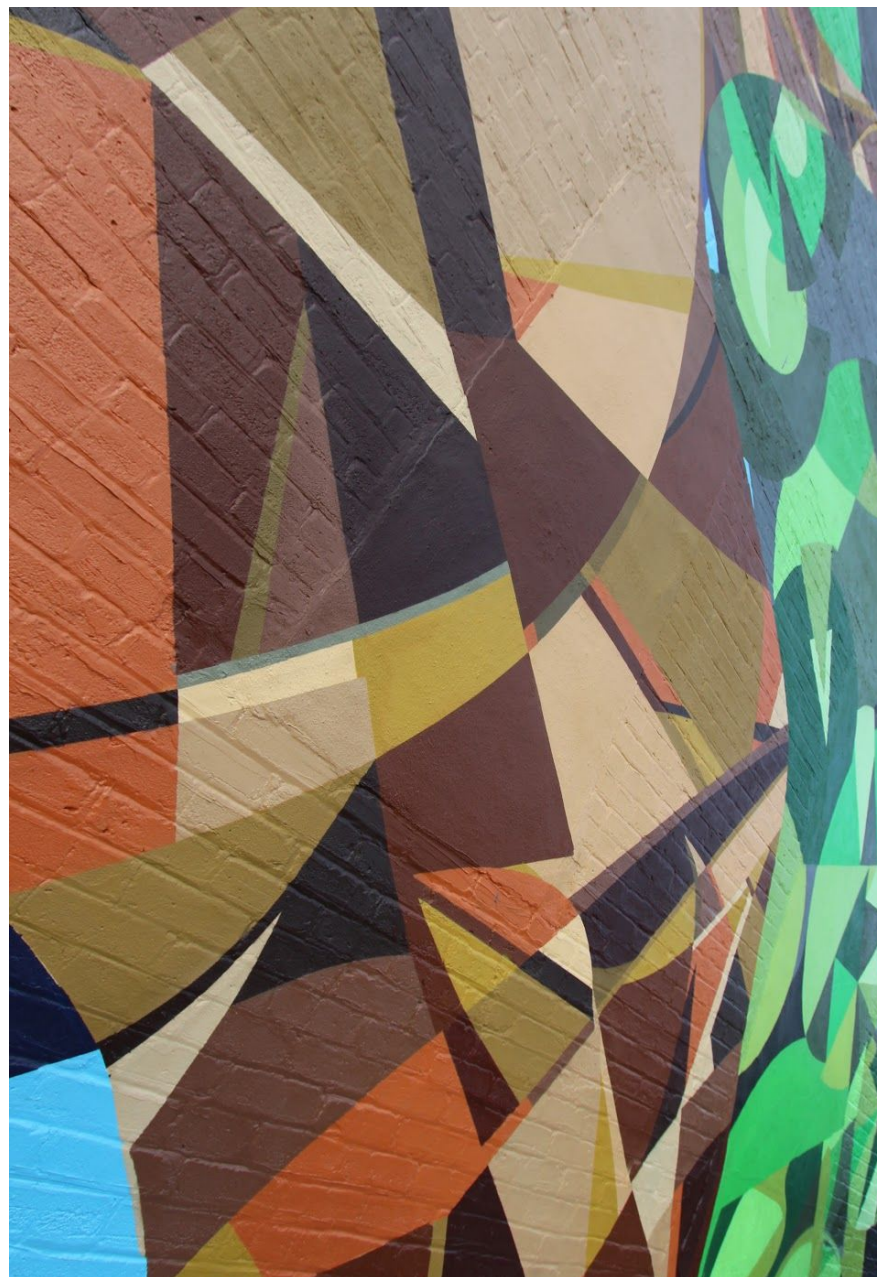


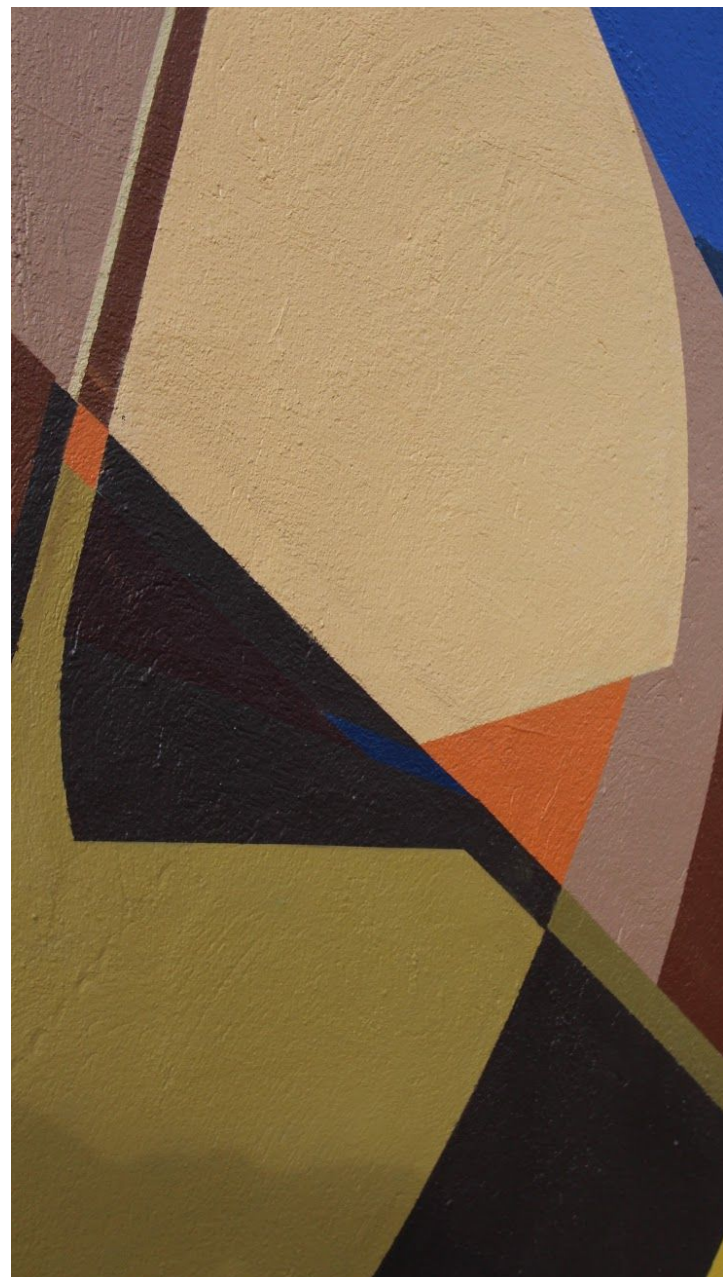
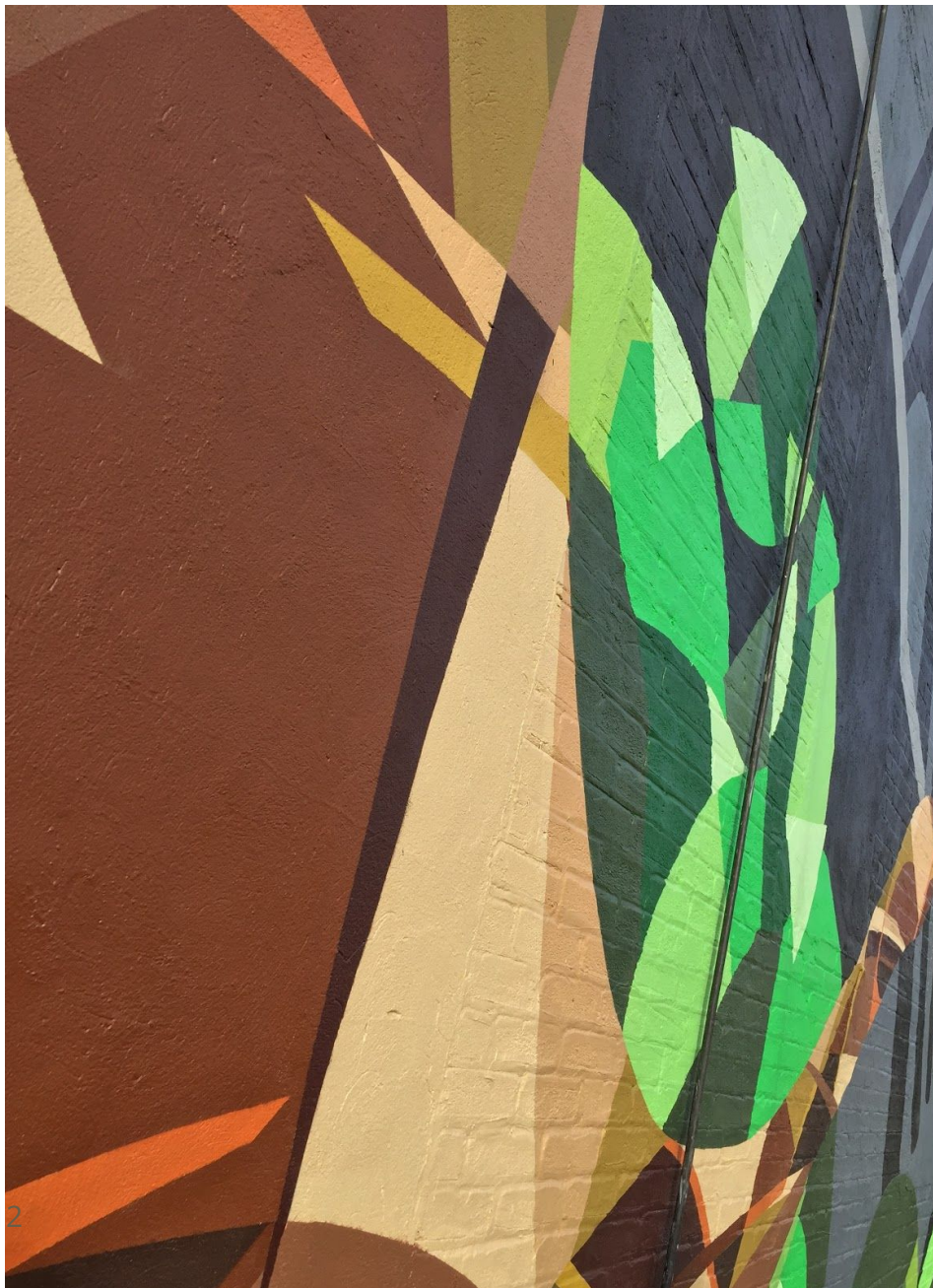




https://www.youtube.com/watch?v=sbD_qsYp_iE







ARTIST STATEMENT

HABITUAL SYNTHESIS

Mural by Josh Jacobson

Depicted From a bird's eye view, abstracted elements mesh

To create a perceptual harmony of colour and shape.

The artwork represents spaces and times where

Nature and the urban landscape meet.

We are living with the land and

Intrinsically connected,

To respect the

Space between

Is to experience it.

PROJECT PARTNERS INFORMATION

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Photo Credit kotr306@gmail.com

PROJECT DESCRIPTION

The Mural was made possible in conjunction with the City of Saskatoon Placemaker Program, the Central Business Improvement District and the owner of the Drinkle 3 building.

“Habitual Synthesis” is located on the south side of the Drinkle 3 Building, one of Saskatoon’s most unique heritage buildings, located right in the heart of downtown (115 3 Ave N, Saskatoon, SK S7K 2H4)

Part of the challenge with this particular mural was the amount of restoration of the wall itself. Dating back to 1913, the surface needed to be scraped down and caulked at every mortar joint. An $\frac{1}{8}$ of an inch needed to be removed from the brick to achieve a solid surface that could support the subsequent coatings. It was a welcomed challenge and turned out to be a interesting experience. I learned a lot about Saskatoon’s history and about the builder J.C. Drinkle and his importance in development of our City. As the layers of old paint was scraped off I felt as if I was discovering something that been lost to time! I discovered that there had been a old Orange Crush sign that had been painted over by a 7up Logo and finally, the StarPhoenix logo being the most recent. It was a special feeling to add to a building with such a rich history.

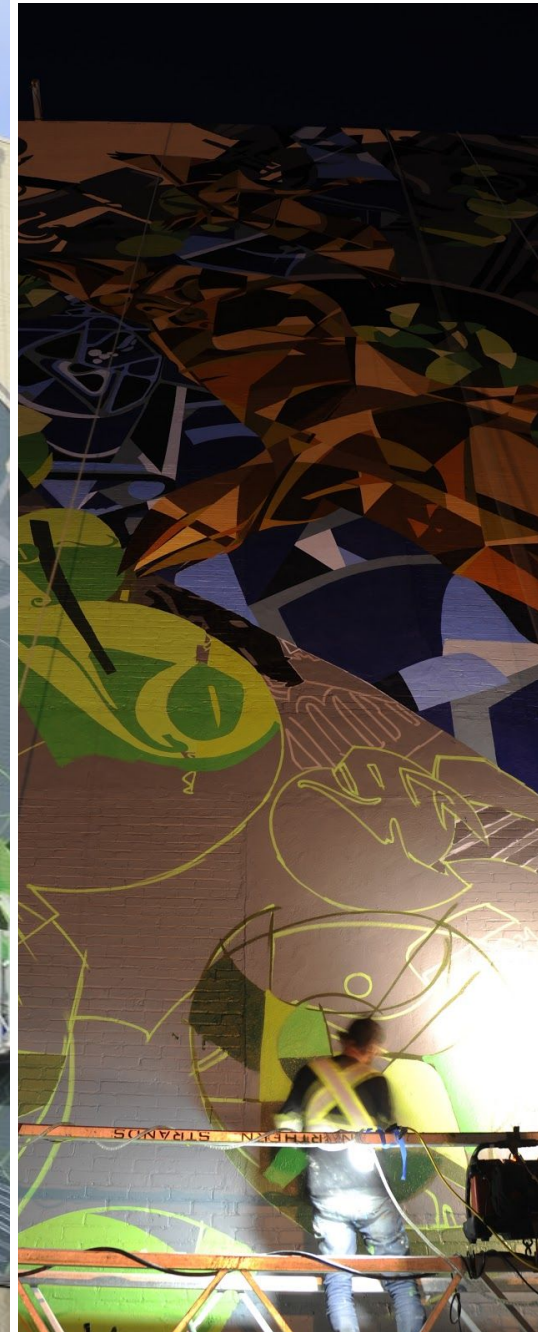


PROJECT DESCRIPTION CONTINUED

Possibly the largest mural in Saskatchewan (57' x 58' total of 3306 sq. ft) and it's location above adjacent buildings came with many of their own challenges to overcome.

The mural incorporates contemporary painting techniques and materials. The idea of using intriguing shapes and colours was to create an eye-catching display of urban art. I feel it is valuable to create wonder and give the viewer a different perspective but equally important to feel as though it has a place of relevance within the community.

The mural combines a pattern of abstract shapes and corresponding colors which represents the melding of the urban and natural landscape from a bird's eye view.. These elements are not immediately visible unless you familiar with the work. I enjoy the response when the viewer sees the geese emerge from pattern and the concept becomes clear, the idea that you can't always recognize what you're seeing at first glance.



MATERIALS USED

The base undercoating is one half beige and the other grey. Both are custom colors in tinted in a Sherwin-William Sherlastic Deep Base.

Mural elements done with a exterior latex Sherwin-William A-100 custom colors.

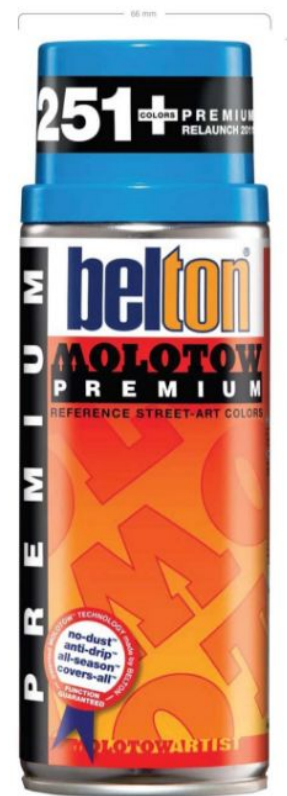
The remaining mural was painted with MOLOTOW: MOLOTOW brand spray paint which can be purchased in Canada through Bombing Science: Graffiti Pictures & Graffiti Supplies. A large array of colors were used, some were mixed on site. I can provide specific colors if requested. Sherwin-Williams on (faithful in saskatoon) has most colors saved on file.

MAINTAINING THE ARTWORK

The measures taken in regards the surface preparations and the quality of all materials, I expect the mural to exceed its 5 year term as stated in the contract.

I would recommend lightly pressure washing the surface on a yearly basis.

In the unlikely event vandalism occurs, I can supply any colors which would correspond to the area affected. I will be available to make repairs to the artwork if needed.



FEEDBACK RECEIVED

This project was both logistically and artistically unique for me. I was off the streets and up in the air the majority of the time and there was no public access to the roof where I was working therefore, I found it hard to get a feel for what was happening on the ground.

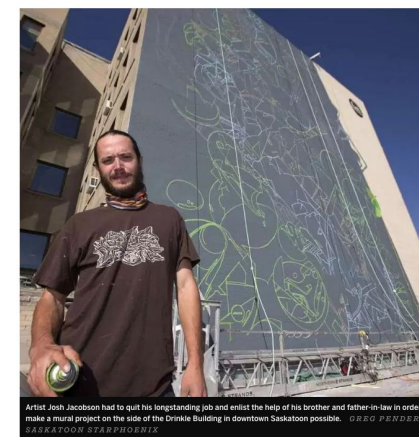
In my experience, interest peaks midway through the work completion. Perhaps a mid-project Meet The Artist event could give the public a chance to ask questions and get a better understanding of the Placemaker Program. It could also showcase the commissioned art itself. This could be in addition to any event currently taking place at the end of the project.

Judging from discussions with those who have seen the Mural, I feel that it has been well received. People seem to be excited and also grateful that the City of Saskatoon is supportive of this type of Public Art.

The majority of the feedback I received was through social media. I found it an effective tool to keep people involved in the process. People were able to see the process and were very excited to see the piece as it took shape.

The artwork gained attention from the StarPhoenix early on in the project and they did a front page story on it.

I also had the great opportunity to talk about it on “Unframed”, a local art podcast and radio show on CFR.



Artist Josh Jacobson had to quit his longstanding job and enlist the help of his brother and father-in-law in order to make a mural project on the side of the Drinkle Building in downtown Saskatoon possible. GREG PENDER / SASKATOON STARPHOENIX

"I'm trying to create something that kind of creates unity of natural elements and urban, abstract designs," Jacobson said. He's recruited his brother, father-in-law and friend to get the work done before the weather gets too cold.

Once complete, the mural will be the largest raised public artwork in Saskatoon and be visible through much of the downtown.

A colourful mural featuring an abstract bird's-eye view of Saskatoon is taking shape on the side of the Drinkle Building on Third Avenue.

IN CONCLUSION

I am humbled at the opportunity to share this Mural with the City of Saskatoon, and very grateful to everyone who took part in the selection process and all the who were involved in the Placemaker Program and to Dave Denny (Pelican Properties) all for all believing it was indeed possible.

Although there was some ups and downs through the entire process, from the mural's final location to logistical issues. Perseverance paid off in the end and I couldn't be happier with the result.

I'd like to say a big thanks to my brother Misha Jacobson, my friend James Popoff and to my Dad, Darrel Jacobson for all the work they put in towards completing this massive project. We spent many hours putting the equipment in place and took a lot of hard work preparing the wall to be in the best condition possible for painting. And to my photographer and friend "Kooter" Kutler Lange for doing an amazing job with the photo's, thanks for trooping it out to the end!
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Cheers!

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