

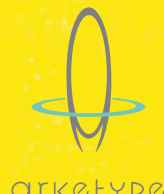
{ WALK ALL OVER IT }

Inspirational in form and function, the terrazzo floor at the University of Wisconsin–Madison Engineering Center (pictured on the cover) is a perfect example of how art works.

This bold and colorful piece titled "Algorithmic Tapestry" is an artistic salute to the engineers and scientists at the University. The designs in the floor reference geometric algorithms commonly used by engineers, with depictions of quasicrystals, nanocrystals, and a series of digital and analog references to computing technology and numeric systems from 20,000 years ago.

Lying under the footsteps of faculty and students since 2002, the artist's terrazzo floor is constructed of 3/8-inch epoxy. It was commissioned for UW–Madison through the Wisconsin Arts Board's Percent for Art Program.

The Percent for Art Program was established in 1980 with the purpose of placing artwork in public settings. The program shows how art both beautifies our public buildings and urban environments, and draws attention to the wealth of artistic expertise within our region.



Thank you to the National Endowment for the Arts and all the Wisconsin businesses, publications, institutions, and individuals that have been instrumental in the production, printing, and distribution of this brochure. Your generous investments and your dedication to the advancement of creativity and the arts in Wisconsin is truly inspirational.

{ART} {WORKS} is a powerful example of a COMMUNITY using CREATIVITY to influence CULTURE and drive COMMERCE. Thank you for joining the Wisconsin Arts Board in expressing our mission.

PHOTO CREDITS

{cover}
ALGORITHMIC TAPESTRY
©Scott Parsons, 2001,
commissioned for the University of Wisconsin, Madison
Engineering Centers Building. Photo by Jim Beal

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DALE CHIHULY, MADISON, WI
Chihuly installation photographed by Jeff Miller

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FARMER
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ONEIDA INDIAN
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AIRSTREAM/TREK CAMPING
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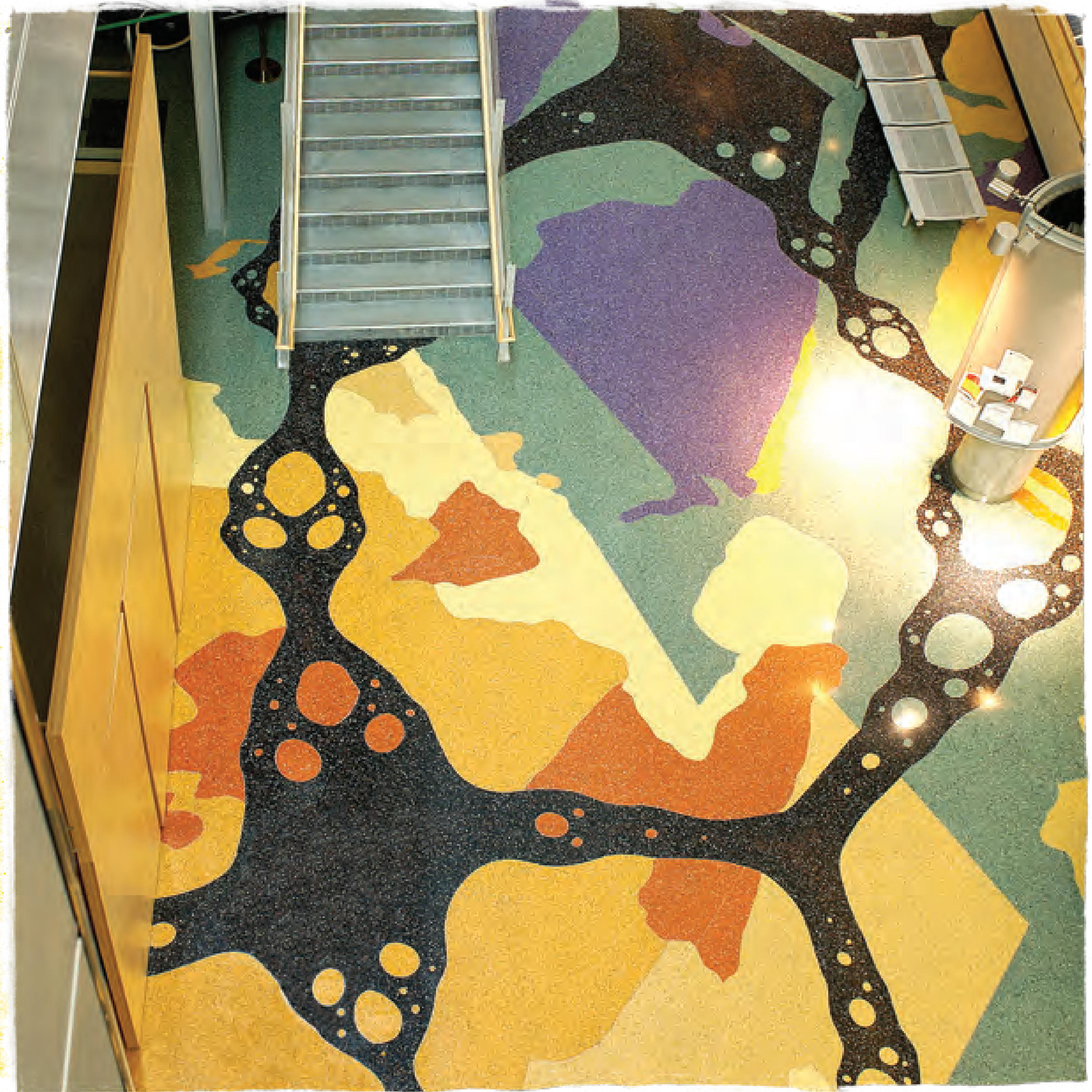
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KO-THI DANCE COMPANY
Photo provided by Ko-Thi Dance Company,
Milwaukee, WI

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PILLOW FIGHT
Photo provided by VolumeOne, Eau Claire, WI

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NEENAH SWIM TEAM
©Jeff Lendrum

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HARLEY EMPLOYEE
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FRED SMITH STONE PEOPLE
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{ DEFINE ARTIST }

CREATIVITY IS ALL AROUND YOU,

and most obvious in the arts.

But while the arts are a great vehicle
to showcase creativity,
the two are not one and the same.

ARTISTS BRILLIANTLY EXPRESS THEIR CREATIVITY

through dancing, painting, writing, theatre, music, and other forms.

At the same time, individuals that may not be considered artists
are also expressing and using creativity to enhance life as we know it.

SCIENTISTS ARE CREATIVE THINKERS,

developing theories and solving problems
in their own complex languages.

FARMERS ARE CREATIVE VISIONARIES,

discovering new resources and techniques to advance their industry.

**DOCTORS, TEACHERS, BUILDERS, AND
BUSINESSPEOPLE ARE CREATIVE LEADERS,**

applying their own innovative approaches to their vocations.

Cultural explorers, visionaries of commerce, and community leaders are
all artists. We, as creative thinkers and problem solvers, are all artists.
The Wisconsin Arts Board invites you to take a fresh look at the arts and
creativity in Wisconsin. Witness how they shape our communities, affect our
culture, and impact our local commerce.

**YOU WILL SEE EXACTLY HOW
ART WORKS.**



{BE VISIONARY}

LOOK BEYOND BOARDROOMS AND BAR GRAPHS. SOWN ACROSS EVERY INDUSTRY, ALL OVER WISCONSIN ARE PEOPLE USING THE POWER OF CREATIVITY TO ENVISION ENDLESS POSSIBILITIES.

Look to the wind farmers of Fond du Lac County, the Biofuel innovators of Madison, and countless other creative thinkers who have found sustainable energy and new revenue sources right in their backyards.

**CREATIVE THINKERS ARE BUSINESS VISIONARIES.
CREATIVE THINKERS FUEL WISCONSIN'S COMMERCE.**



{ LIVE YOUR TRADITION }

**WISCONSIN'S NATIVE AMERICANS WEAR THEIR HERITAGE ON THEIR SLEEVES...
AND ON THEIR HEADS, LEGS, AND FEET.**

To celebrate their culture, members of the Oneida Nation perform traditional dances in authentic ancestral outfits. To preserve their culture, they continue to teach new generations, on and off the reservation, about their powerful history.

Like other Native Americans in Wisconsin, they understand that tradition lives on through cultural expression.

Express your individual culture and embrace the many around you by opening yourself up to the arts.

**BY DOING SO, YOU CAN DO MORE THAN TAKE PART IN HISTORY;
YOU CAN MAKE IT.**



{ SHARE YOUR COMMUNITY }

**ZIP CODES, COUNTY LINES, AND GEOGRAPHICAL BOUNDARIES
DO NOT DEFINE WISCONSIN'S COMMUNITIES.
OUR COMMUNITIES ARE ANYWHERE WE TAKE THEM.**

Mountain bikers, on their made-in-Wisconsin Trek bikes, take their communities on and off the beaten paths from Rhinelander to Racine.

Camping enthusiasts load up their communities and explore the state from Lake Superior to La Crosse and beyond.

Transcend borders. Ignore the boundaries. Take your friends, your family, and all your tightly knit communities somewhere new. Gather together, ride, camp, learn, and simply experience life.

**BY SHARING OUR COMMUNITIES,
WE BRIDGE THE GAPS BETWEEN OUR
PHYSICAL AND CULTURAL BOUNDARIES.**



{ MOVE SOMEONE }

**THE RHYTHM INSPIRES. THE PERFORMANCE CAPTIVATES.
THE HISTORY AND CULTURE ENLIGHTEN.
AS A MEMBER OF THE AUDIENCE OR THE COMMUNITY,
KO-THI DANCE COMPANY WILL MOVE YOU.**

Touring and teaching for more than 40 years, Ko-Thi has brought African-American and Caribbean dance and drumming to audiences around the world. And for over four decades, the artists of Ko-Thi have done more than entertain. They use dance, music, and creativity to connect cultures and preserve the rich history of art forms within the African Diaspora, the often forced migration of Africans and their descendants to places throughout the world.

As educators and performers, Ko-Thi opens minds and opens doors of opportunity. They help young students find their voices through DRUMTALK and help entire communities find harmony through movement.

Share your knowledge and beauty with the community around you.

**THROUGH CREATIVE EXPRESSION,
WE ALL HAVE THE POWER TO MOVE.**

{ RUFFLE SOME FEATHERS }

**DOWNTOWN EAU CLAIRE IS THE LOCATION.
CONTROLLED CHAOS IS THE ENVIRONMENT.
AND FLUFFY, FEATHERED PILLOWS ARE THE WEAPONS OF CHOICE.**

Volume One's Annual April Fool's Day Pillow Fight is the event you've dreamed about since grade school. Hundreds of young-at-heart community members surrender their inhibitions and come together in a proud, creative expression of foolishness.

It's a once-a-year reminder never to take things too seriously. It's a five-minute escape to embrace your inner child, to have some fun, and let down your guard. But only for a second! Any longer and you might catch a face full of feathers.

For the other 364 days of the year, remember to laugh and find joy in the simple things around you.

**SOMETIMES THE BEST WAY TO HOLD A COMMUNITY TOGETHER IS TO
JUST LET GO.**





{ EXPLORE SUBCULTURE }

SEE BEYOND THE SURFACE.

You'll find the Neenah High School Swim Team enjoying life one held-breath at a time. You'll also find thousands of other subcultures around Wisconsin, each different in its own way.

But it's the celebration of these differences, the recognition of those beautiful nuances, that inevitably connect them to the larger human culture.

Submerge yourself in the unique and vibrant environments created by the people around you. It doesn't have to be your culture to embrace it and learn from it.

EXPAND YOUR MIND BY EXPANDING YOUR CULTURE.

{ RETHINK THE THINKER }

**YOU CAN FIND AN ARTIST IN EVERY INDIVIDUAL
AND WORKS OF ART IN EVERY INDUSTRY.**

It's about the application of ideas. It's about creative problem solving
and advancing the state of Wisconsin through advanced thinking.

Bridge crews shaping the new interchanges on I-94,
they are problem-solvers.

Ship builders creating larger-than-life watercrafts throughout Wisconsin,
they are innovators.

Construction workers laying the foundation to the Harley-Davidson Museum in Milwaukee,
they are creative thinkers.

**WE THINK, THEREFORE WE ARE
ARTISTS.**





{ ARTIST DEFINED }

IT DOESN'T TAKE AN "ARTIST" TO CREATE ART.

Fred Smith was a lumberjack. He was a farmer. He owned and managed a local tavern. He never attended art school nor received any formal artistic training.

Yet his creative spirit and passion for sculpture has given the state of Wisconsin and visitors from all over the world a 237-piece concrete opus.

Self-taught and entirely unmotivated by financial gain or artistic fame, Smith was often quoted, "It's gotta be in ya to do it." Without a doubt, this so-called "outsider artist" had it in him.

The Kohler Foundation, the National Endowment for the Arts, and the Wisconsin Arts Board recognized that Smith "had it in him." With the help of Friends of Fred Smith, a non-profit organization, these reflections of Wisconsin culture will be preserved for generations to come.

Regardless of your profession in commerce, or location within the community,

**WHEN PASSION AND CREATIVITY ARE APPLIED
ART WORKS.**