

7. PROJECT 20/20, 1981



2020

20/20 - A Celebration of Artistic Vision

- I. THEME:
 - A. A new look at sculpture.
- II. OBJECTIVES:
 - A. To help facilitate a relationship of understanding of sculpture between the art community and the general public.
 - B. To launch the 1980-1981 art season.
- III. LOCATION:
 - A. Little Egypt Sculpture Garden (River Oaks, Gray and Waugh Drive).
 - B. Ample parking with no fee.
- IV. DATE:
 - A. September 20, 1981
- V. TIME FRAME:
 - A. 4 p.m. - until
- VI. PROGRAM:
 - A. Ten (10) sculptors
*Note: 1. Bert Long will create a 3,000 pound monumental fine arts ice sculpture. (See attached resumes and information on previous sculptures).
 - B. Two film makers
 - C. Two Dance groups (separate)
 - D. Two bands
- VII. PARTICIPANTS:
 - A. 1,000-plus
- VIII. REFRESHMENTS:
 - A. Beer
 - B. Wine
- IX. PUBLIC RELATIONS:
 - A. Media coverage should be excellent.
 1. Monumental sculpture.
 2. Bert Long's execution of a 3,000 pound monumental art ice sculpture
 3. High media interest in the arts. Your company would be recognized in all media, posters, etc.

- X. REQUESTED FUNDING AND PRODUCTS - \$1800.00
 - A. Purchase of ice for ice sculpture - \$600.00
 - 1. Chipped ice from colored ice sculpture will be used to cool beer (unique presentation).
 - B. Beer for 1,000-plus artists and art patrons - \$300.00
 - C. Invitations and advertisement - \$450.00
 - D. Flood lights - \$200.00
 - E. Photo and video documentation - \$250.00
 - 1. Sponsor would be provided with five (5) 11 x 15 color photos of Ice Art for their collection and copy of video tape.

HOUSTON
ArtScene

August 28, 1981

Manuel A. Sanchez, President
Highland Coors Distributors, Inc.
6550 Bingle Road
Houston, Texas 77092

Dear Mr. Sanchez:

Per our conversation, enclosed is information on our event. I would like to stress one point. Art festivals as events bring out as many people as music festivals or rodeos and at all art festivals beer is the preferred beverage. Artists drink beer too!

Let me show your company what the sponsoring of art events could do for their image and their bottom line. This event will be a mini-example of what we can do.

Looking to the future, and thanking you in advance.

Respectfully yours,

Bert Long

P.S. Advertisement of the event and your product will be acknowledged in Houston ArtScene which is distributed in eight (8) states.

2212 Staples/Houston, Texas 77026
(713) 223-0401

HOUSTON
ArtScene

August 28, 1981

Mac Jackson
Highland Coors Distributors, Inc.
6550 Bingle Road
Houston, Texas 77092

Dear Mr. Jackson:

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HOUSTON
ArtScene

August 28, 1981

Harvey Johnson
Market Manager
Houston Distributing Company, Inc.
2121 Edwards Street
Houston, Texas 77007

Dear Mr. Johnson:

Per our conversation, enclosed is information on our event. I would like to stress one point. Art festivals as events bring out as many people as music festivals or rodeos and at all art festivals beer is the preferred beverage. Artists drink beer too!

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20/20 - A celebration of artistic vision

Coordinators:

- Artists in Action (Houston Artists Coalition)
Bert L. Long, Jr. Chairman/Director
- Little Egypt Enterprises (The South's premiere
workshop for the production of original lithographs)
David Folkman, Owner/printmaker
- Water Works (A well established silkscreen workshop)
Al Smith, owner/printmaker

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20/20

20/20 - A Celebration of Artistic Vision

- I. THEME:
A. A new look at sculpture.
- II. OBJECTIVES:
A. To help facilitate a relationship of understanding of sculpture between the art community and the general public.
B. To launch the 1981 art season.

82 -

20/20 ART EVENT TO TAKE PLACE ON SEPTEMBER 20

On Sunday, September 20, 1981, a special art event called 20/20 will happen from 4 - 10 pm at 1420 Peden. Sponsored jointly by Little Egypt Enterprises, Waterworkshop, and Artists in Action, 20/20 will include film, dance, and music, besides a show of outdoor sculpture which will remain on the site for one month.

Films to be presented include "Invasion of the Aluminum People" by David Boone and "Deluxe Movie" by Daniel Jircik. Jircik was formerly curator of films at the Contemporary Arts Museum, Houston. This presentation will be the Houston premiere for both "Invasion of the Aluminum People" and "Deluxe Movie."

Two special dances created especially for 20/20 by the performers will also be presented. Edie Scott and Sara Irwin will choreograph and perform an original interpretation for the day's celebrations. Sue Schroeder, Kathy Russel, Cynthia McKee, Kelly Bates and Caryn Nolting will also premiere a special performance for 20/20.

Three separate musical offerings will be provided by Bonnie Brown, Sam Saddler, and the jazz rock band Nightwatch. Brown will perform jazz piano while Saddler will provide acoustic folk music.

Included in the outdoor sculpture show will be work by Andrew Bush, Jim Hatchett, Andrew Lawson, Jess Lott, Mike Miano, Don Redman, Heidi Stanfield, Joe Vogel, and Frank Williams, as well as a **3,000** pound ice sculpture which will be executed on the site by Bert Long.

Artists and the public are invited to take part in the 20/20 celebrations of the day.

BERT LONG

ART/LIGHT

Light refraction, illumination, and transparency have intrigued artists throughout the centuries. The Ravenna mosaics, medieval stained glass windows, Rembrandt, Vermeer, Correggio, the Impressionists, the late Rothko, and neon work of Dan Flavin all express qualities of light. Sculptors such as Tony Smith burnished surface to include "light" in their forms. Now Bert Long of Houston sculpts ice to illuminate further qualities of light.

Constructing blocks of colored ice, Bert Long carves and assembles forms that create new dimensions of color. The translucency and color depth within the transparent ice sculpture causes light refraction to create an actual, natural aurora of light rather than an interpretation or construction of light.

Because the ice melts, form slowly evolves back to liquid as the color and light characteristics constantly change. Development of form created through the evolution of destruction. The sculpture becomes a time process wherein each moment is unique, never to be duplicated or stopped. Light and form interact rather than react to each other.

The sculpture is a mere tip of the iceberg body of Bert Long's work. Large acrylic canvases further convey aspects of light and image. Building a painting through layers of wash, Long creates paintings depicting "ghosts" or spiritual beings which gives an illusion or spiritual sense of space as is evident in the artists listed above.

BERT LONG
ART/LIGHT
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Rather than create a piece of art to be observed, Long creates an interaction between the work and viewer that is actual instead of mental. By adhering mirrors in the paintings, the viewer is incorporated into the art. Mirror forms in the piece transform the role of the viewer. The viewer is part of the art with a subtle reflection that art and people cannot be separated. In Bert Long's art, all people become part of the expression in which role and form are constantly changing until they become reflection in the mind.

ART/ICE SCULPTURE

Bert L. Long learned the craft of carving ice as an Executive Chef, (26 years in the industry) combining this technical expertise with his fine art esthetic which he paralleled with his former culinary career. Bert has created an art medium previously unused in the Fine Art World.

DOCUMENTATION

MONUMENTAL ICE SCULPTURES EXECUTED AS FINE ART

<u>PLACE</u>	<u>WEIGHT</u>	<u>DATE</u>
Galveston Art Center	3000 lbs.	July 4, 1980
Houston Post (executed for news feature)	Three - 600 lbs.	July, 1980
Shamrock Hilton - commissioned by Mickey Leland's office	1200 lbs.	December, 1980
Art Bank Gallery	1500 lbs.	December, 1980
Chamber of Commerce - Clear Lake City	Three - 3000 lbs.	October, 1980
Suttons Black Heritage Gallery	1200 lbs.	December, 1980
University of Houston	1500 lbs.	February, 1981
O'Kane Gallery	3000 lbs.	April 26, 1981
Galveston Art Center	Three - 400 lbs.	May 17, 1981
Hyatt Grand Hotel		

NEW YORK

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20/20

HOUSTON
ArtScene

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Looking to the future, and thanking you in advance.

Respectfully yours,

Bert Long

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2212 Staples/Houston, Texas 77026
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FRANK WILLIAMS

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PROJECT PROPOSAL:

20/20
A CELEBRATION OF ARTISTIC VISION

COORDINATORS

ARTISTS IN ACTION (^{HOUSTON} ARTISTS COALITION)
BERT L. LONG JR. CHAIRMAN / DIRECTOR

LITTLE EGYPT ENTERPRISES (THE Souths premiere
workshop for the production of original
lithographs)

DAVID FOLKMAN, OWNER printmaker

WATER WORKS (A well established
SILK screen workshop)

AL SMITH, OWNER printmaker

20/20

A CELEBRATION OF ARTISTIC VISION

I. THEME

A. A NEW LOOK AT SCULPTURE

II. OBJECTIVES:

A. To help facilitate a relationship of understanding of sculpture between the Art community and the general public.

B. To launch the 1980-1981 ART SEASON

III. Location:

A. Little Egypt sculpture GARDEN
(RIVER OAKS, GRAY + WAUGH DRIVE)

B. Ample parking with no fee

IV. DATE:

A. SEPT. 20, 1981

V. TIME FRAME:

A. 4 pm - until

VI. PROGRAM:

A. 10 sculptors

NOTE * 1. Bert Long will create a 3000 lb monumental fine Arts ICE sculpture. (see ATTACHED resumes & information on previous sculptures)

B. 2 Filmmakers

C. 2 Dance groups, (~~separate~~ separate)

D. 2 BANDS.

VII PARTICIPANTS
A. 1000 plus

VIII. REFRESHMENTS
A. BEER
B. WINE

IX. Public RELATIONS

A. MEDIA COVERAGE should
be EXCELLENT

1. MONUMENTAL SCULPTURE
2. BERT LONGS EXECUTION
of a 3000 lb MONUMENTAL
ART ICE SCULPTURE.
3. HIGH MEDIA INTEREST IN THE
ARTS.

Your company would be recognized in all MEDIA, POSTERS ETC.

REQUESTED FUNDING +
PRODUCT \$1500.00

A. Purchase of ICE for ICE sculpture 600.00
1. CHIPPED ICE from COLORED ICE
sculpture will be used to cool
BEER (UNIQUE presentation)

B. BEER 1000 plus ARTISTS + ART PATRONS
?

C. Invitations + Advertisement 450.00

D. Flood Lights 200.00

E. Photo + Video Documentation 250.00

1. Sponson would be provided with

Five (5) 11x15 color photos of ICE ART for their
collection + copy of video TAPE.

TO.

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both
Title



5236917 P.H. DANKO

~~Dear Mr. Mac Jackson~~
Dear MR. MAC JACKSON ✓ Coors
Dear ^{MR.} Harvey Johnson

Per our conversation
Enclosed is information on our
event.

I would like to stress one
point,

Art festivals ^{AS} ~~and~~ events bring
out as many people as music
festivals and at all ^{ART} festivals
^{FOR RODEOS} BEER IS THE preferred Beverage.

Artists Drink Beer Too!

Let me show your company what the
sponsoring of ARTS events could do
for their image + their bottom line.
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of what we can do.

Looking to the future
of Thanking you in Advance
Best Long

P. S.

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Harvey