

5. INTERNATIONAL SCULPTURE, OAKLAND, 1982

Art in America

MAY 1982/\$3.50



S/12
TWELFTH
INTERNATIONAL
SCULPTURE
CONFERENCE

**Oakland
San Francisco**

August 6-15, 1982

REGISTER NOW
International Sculpture Center
P.O. Box 18709
Washington, D.C. 20036, USA
(202) 965-6066

International sculpture event set for August

OAKLAND, Calif. (AP) — The 12th International Sculpture Conference will be held in the Oakland-San Francisco Bay area Aug. 6-15.

The biennial conference serves as a forum for the exchange of information, techniques and ideas among people in the field. The 1979 conference, held in Washington, D.C., drew more than 3,000 par-

PROJECT PROPOSAL
MONUMENTAL SCULPTURE
(ICE)
New Art Era

Artist: BERT L. LONG

Submitted to: International Sculpture Conference
Submission date: April 17, 1982

Bert L. Long, Jr.
2212 Staples
Houston, Texas 77026
(713) 223-0401

Artist

- I. Chairman Artists in Action
(Houston Arts Coalition)
- II. Publisher Houston ArtScene
(A Houston perspective on the art world, published every two months, distribution in 10 states.
Houston's only Fine Arts Publication, offering a comprehensive view of the complete contemporary arts community (visual, performance.)
- III. Cultural Arts Council Appointee
 - A. Visual Arts sub-panelist, selection committee
 - B. Visual Arts panelist, allocations committee

PROJECT PROPOSAL

MONUMENTAL SCULPTURE

(ICE)
New Art Era

Artist: BERT L. LONG

Submitted to: International Sculpture Conference

Submission date: April 17, 1982

Eve Chung
International Sculpture Conference
Site Office, Oak Auditorium
Oakland, California 94601

April 15, 1982

Dear Eve Chung:

In response per our phone conversation regarding my construction of my Art (monumental ice sculpture) at the International Sculpture Conference August 6 - 15, 1982, I am submitting the following materials:

- I. Resume
- II. Proposal
- III. Critical Statement
- IV. Videotape (20 minutes duration) showing ALL working processes.
- V. Catalogue
- VI. Reviews (selected)
- VII. Slides
- VIII. Photos

My proposal can have many optional viewpoints which will be considered. Inquiries are welcomed.

Thanking you in advance for your consideration,

Sincerely,

Bert L. Long, Jr.
2212 Staples
Houston, Texas 77026
(713) 223-0401

MONUMENTAL SCULPTURE (ICE)

- I. THEME:
 - A. NEW ART ERA
- II. OBJECTIVES:
 - A. To help dispel the persistent consensus that there is not any new art, only old art with innovative twists.
 - B. To help facilitate a relationship of understanding of sculpture (ART) with the masses of society and not just an elitist few.

(PROPOSAL)

- I. METHOD:
 - A. Construction of a 20,000 lb. ice sculpture.
 - II. TIME:
 - A. Carving and Installation 6 - 8 hours.
 - B. Starting Time preferably about 3 or 4 pm
 - C. Evolution Time, depending on weather, 2 - 3 days.
 - III. LOCATION REQUEST:
 - A. Outside paved area (100 ft. sq.)
 - 1. minimum 50 sq. ft.
 - 2. area has to be reasonably flat
 - 3. area has to be roped off (important)
 - 4. area should receive last rays of sunset from West (preferably trees surrounding area)
 - I. Requests from Conference: (Project)
(Donated materials from businesses)
 - A. 21,000 lbs. ice colored (300 lb. block increments)
 - B. 1 fork lift with strong wooden pallet
 - C. 2 assistants (strong and willing--no danger)
 - D. 4 spotlights
 - E. 2 chain saws 18 inch blades, STIHL brand name if possible
 - F. Gasoline oil mixture for saw (2 gallons)
 - G. Blade lug wrench for saw
- (E,F,and G available from United RentAll)

Paved Area

may be any shape, square,
rectangle, etc.

Area should have
access for fork
lift.

restraining rope (all sides)

PERSONAL REQUESTS

- I. Round trip air fare
- II. Lodging and meals for four days (necessary to assure arrangements and for evolution process of sculpture. (Photo and video documentation process.)
- *NOTE: Please make arrangements to coincide times with my friend and associate James Surls visit if possible.
- III. Transportation if necessary to commute to sculpture site.

REQUEST FROM CONFERENCE (COLLECTOR/PATRON)

- I. Honorarium - \$500.00
- II. Photo and Video Documentation Expenses (Local technicians)
 - A. Personal technicians (photographer)
If collector prefers to utilize my personal photographer who is accustomed to photodocumentation of my work, who guarantees a color process not prone to fading, for 100 years, then accomondations, travel expenses, and photography expense should be made.
- *NOTE: Collector would receive
 - A. suite of numbered and signed photos (samples included)
 - B. copy of videotape of event
 - C. one original miniature painting not to exceed 12 inches by artist Bert L. Long, Jr.

(IMPORTANT)

- I. To assure the quality of the photography (documentation) of this event, I strongly recommend that my personal photographer should be considered for this project.
- II. Event attracts a multitude of people so therefore accomodating space and crowd control procedures should be made available.
- III. Slides and video of any previous installation can be utilized for promotion at your discretion.

July 25th, 1982

MAXIMAL

space

ARTISTS IN ACTION B.C. SHORT

CONTACT: ~~XXXXXXXXXXXX~~ (photos ETC.)

The twelfth International sculpture Conference has commissioned ^{Bert L. Long Jr.} a Houston based Artist (painter/sculptor) to create one of his monumental art works, a 20,000 lb Ice sculpture. The Sculpture will be entitled "PEACE" ^{representing the beginning} The sculpture will be a symbol of "WORLD PEACE". Bert will create the sculpture on Aug 11th at the Lake Merritt Bart Station in Oakland, CA. It will be viewed by approximately 4000 of his peers in addition to numerous residents of Oakland/San Francisco.

(note please give credit to ^{sponsoring} organizations and NATIONAL ENDOWMENT FOR THE ARTS.

isc 12

THE TWELFTH INTERNATIONAL SCULPTURE CONFERENCE
OAKLAND, CALIFORNIA, AUGUST 6-15, 1982
A PROJECT OF THE INTERNATIONAL SCULPTURE CENTER, INC.
P.O. BOX 19709, WASHINGTON, D.C. 20036 USA

July 5, 1982

Dear Bert,

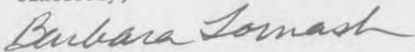
Thanks for discussing your plans for your sculpture project with me during our phone conversation last week. As I mentioned then, your proposal is now in the process of being reviewed by the ISC Committee for Ephemeral, Site Specific and Performance Works. When the Committee has taken a decision on the assignment of funds to your project I will write again to let you know the outcome.

Enclosed you will find the letter you requested along with brochures describing the Conference. I hope the letter will be of help in your personal fundraising attempts for this project. It is understood, of course, that any contacts you make with use of this letter are to be solely in your home region of Houston.

Eve Chung continues to report that BART is ready to be of assistance and that the Lake Merritt station site is secured. She will be sending you a snap-shot of the fountain. The search for a donor of the ice needed also continues. Michelle Goulet, who is working with our committee, will be in touch with you about ordering the ice to your specifications etc.

I'm looking forward to meeting you in August. Good Luck!

Sincerely,



Barbara Tomash

Coordinator, Committee for Ephemeral, Site Specific, and Performance Works

isc 12

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OAKLAND, CALIFORNIA, AUGUST 6-15, 1982
A PROJECT OF THE INTERNATIONAL SCULPTURE CENTER, INC.
P.O. BOX 19709, WASHINGTON, D.C. 20036 USA

July 5, 1982

Bert Long
2212 Staples
Houston, Texas

Dear Bert:

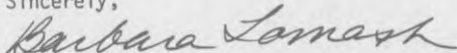
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Sincerely,



Barbara Tomash
Coordinator, Ephemeral, Performance, and Sited Works

NICHOLAS BACHYNSKY, M.D., Ph.D
GENERAL MEDICINE

SUITE 350

7122 SOUTHWEST FREEWAY
HOUSTON, TEXAS 77074

July 10, 1982

Dear

I am a visual artist, a native Houstonian, the enclosed will attest to my credibilities.

Your companies support of the Houston Art Community has prompted me to write and ask for your consideration of this project.

I request your consideration of this project. I have been afforded the privilege of being one of the artist chosen to exhibit at the 12th Annual International Sculpture Conference in the Oakland - San Francisco Bay area August 6-15 1982.

I will be constructing one of my sculptures a 20 thousand pound ice sculpture. The International Sculpture Conference will cover the expense of the project, and *housing for myself the Bart System Corporation will be providing the site and video documentation.

The expense which I will have to provide to fulfill this project is what I am requesting from yourself.

Budget (Expenses I Must provide \$2000.00)
Tax Deductible through conference

I. Transportation, Food and Lodging

A. Myself *housing provided

B. 2 Helpers (experienced helpers are a must in attempting a sculpture of this magnitude - they have been working in ice for 15 years and with me personally for 3 years).

C. Photographer (Personal)

Photographer has documented this work since its inception, considering the monumentality of this project, its construction will require my total focus. Photo documentation being an integral part of this Arts existence requires a photographer which can accomplish this task without my assistance.

Amount Requested	-	\$2000.00
Airfares \$360. per	-	1440.00
Lodging, Food, Misc.-		560.00
		<hr/> \$2000.00

Mr. as a token of appreciation for your contribution to this project, I'll offer to your collection a package which will consist of (a) video tape (b) photos (limited edition) 11" X 14" (c) listing in catalogues, all press materials (d) drawing

I thank you in advance for your consideration.

Very truly yours,

Bert L. Long Jr.
Artist
Publisher Houston/Artscene

Optional Request

Funding : Time Lapse/ Slow Motion 16 mm film 20 minutes, suitable for Cable T.V. distribution, could be utilized as promotional film for your firm (arts support)

Note : The 1980 Conference received coverage in all of the major Art periodicals, also national coverage in all major newspapers via (UPI) and (AP).

Dear Bert

Please call me immediately - I've been trying to reach you for a week regarding your budget for I.S.C. 12. The date for your piece is firm: Aug. 11. It is urgent that I speak to you before further plans are made.

Michèle Goulet

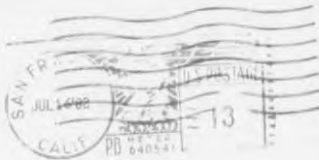
(415) 771-7020 x50

**San
Francisco**

800 Chestnut Street
California, 94133

**Art
Institute**

San Francisco
Telephone (415) 771 7020



Bert. L. Long, Jr.
2212 Staples
Houston, TX 77026

July 8, 1982

Nicholas Bachynsky, M.D., Ph.D
7322 Southwest Freeway - Suite 550
Houston, Texas 77074

Dear Dr. Bachynsky:

Dr. Bachynsky I request your consideration of this project. I have been afforded the privilege of being one of the artist chosen to exhibit at the 12th Annual International Sculpture Conference in the Oakland - San Francisco Bay area August 6-15 1982.

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Artist
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BLL/sa

July 9, 1982

Sharon Lorenzo
11115 Wickway
Houston, Texas 77024

Dear Sharon:

I hope that you are having an enjoyable trip, as usual I am very busy.

I apologize for this intrusion but this is so important to the perception of the Houston Artscene, by the International Art World.

Sharon I had the occasion to be referred to Mrs. Poteet with the National Indowment in Alamo, Texas regarding the enclosed project. In turn Mrs. Poteet suggested that there might be some possibility that you might be of some assistance.

It is in this spirit and my knowledge of your involvement in the Houston Artscene that I am asking you to please peruse the enclosed proposal and assist in any manner that you can in sending a Houston contingent to the 12th International Sculpture Conference.

Yours Sincerely,

Bert L. Long Jr.

BBL/sa

July 9, 1982

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11115 Wickway
Houston, Texas 77024

Dear Sharon:

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B L/sa

July 9, 1982

W.E. Bosarge
Texas General Resources
1519 Vasser
Houston, Texas 77006

Dear Mr. Bosarge:

This letter of introduction of myself Bert L. Long Jr. is the result of conversations of inquiry by myself of Art concerns with Mrs. Martha Terrel, Transco Corporation Arts Consultant, and Mr. Bob McClaine of McClaine Art Gallery.

Your concern and sensitivity towards the Arts are a statement of record. It is in this spirit which I wish to inform you of several projects which I am involved in which I believe could provide a vital impact upon the perception of the Houston Art Community by the residents of Houston and by the National and International Art Community.

After you perusal of the enclosed packages of information attesting to my credibility I hope that I might be able to set up a personal meeting with you at your convenience to discuss:

- (a) My project with the International Sculpture Conference
- (b) The possibilities of a future article on your personal and your companies involvement in the Arts.
- (c) The future of Houston Artscene, Houston's only major Visual Arts publication involved with the contemporary Artscene.
- (d) The future of the Houston Arts Community
- (e) Any of your concerns

I wish to thank you in advance for your consideration I will contact you at your office via phone to set up an appointment with your permission.

Yours Sincerely,

Bert L. Long Jr.
Artist

July 9, 1982

W.E. Bosarge
Texas General Resources
1519 Vasser
Houston, Texas 77006

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BLI/sa

PRESS RELEASE

BERT LONG/ART/ICE SCULPTURE

One (1) pound to 50,000 pounds of rainbow colored ice is the "tip of the iceberg" for a Bert Long sculpture. Assembling blocks of red, blue, yellow, green, and clear ice, Bert Long carves and whittles them into classic and contemporary art with a chainsaw and traditional hand carving tools.

In the studio, Bert Long works on his renown paintings of spirits and exhibits them and his ice sculptures in exclusive galleries. But Big Bert likes people, and one of his philosophies is that art should be made available to the masses. So, Bert works on his monumental ice sculptures in public. He works where people are, or rather, wherever he works, people converge. They come to watch an artist in action, come to see a major work of art constructed before their very eyes. It's their chance to meet and talk to an artist who creates art in a totally new way.

Artists since the beginning of time have tried to capture, enhance or include light in the creation of their art. Light refraction, illumination, and transparency were the pursuit of Rembrandt, Vermeer, Correggio, The Impressionists, the late Rothko, and Dan Flavin.

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 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, forms slowly evolve back to liquid as the shape, 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 react to each other.

This art creates the memorizing effect of people coming together and seeing its

incredible glistening wet, colorful form changing shape each and every moment. Now you see it, now you don't. Physically it doesn't last, but mentally it leaves a rainbow of beautiful, exciting memories.

When Bert Long created a 3000 lb ice sculpture for the Galveston Art Center, they decided to simply close the street so the crowd could get a full view. At the Coastal Region Arts and Crafts Fair, Bert Long created three 3000 lbs sculptures during the fair so that as one melted, another was being created. The kids want to stay and "look a little longer" and to talk to Big Bert to see what he's going to do next. The adults sense art in a new way. Both enjoy a new creative experience.

These art happenings attracted hundreds of people, a multitude of press and television.

Long is an artist-in-action which suggests that he is not merely content to produce art. Long believes that art is a function not only of its creator, but of its viewers as well. Art is an experience, shared by a community.

Bert Long creates his work anywhere and everywhere, always leaving people with a better understanding of art and a little happier to be alive.