

Title **Pinball Works by Contemporary Artists** 03/20/2024
 id. 45967614

by **Melissa Harmon** in **2024 Cultural Arts and Arts Programming RFP**

1029 Central Avenue
 1510 Webster St.
 Alameda, California
 94501-2305
 United States
 5102056959
 mharmon@pacificpinball.org

Original Submission 03/20/2024

Score n/a

Enter the name of your public art proposal Pinball Works by Contemporary Artists

Are you a nonprofit organization or government agency? Yes

Please provide the name of the nonprofit organization or public entity submitting this proposal Pacific Pinball Museum

Please provide the name of primary point of contact. Melissa Harmon

Provide the daytime phone number for the primary point of contact +15102056959

Provide the email address for the primary point of contact mharmon@pacificpinball.org

Please provide the name of secondary point of contact Michael Schiess

Provide the daytime phone number of the secondary point of contact	+15102059793
Provide the email address for the secondary point of contact	mschiess@pacificpinball.org
Please provide the address for the organization or public entity submitting this proposal	1029 Central Avenue Alameda CA 94501-2305 US 37.77145 -122.2668
Which level of grant are you requesting?	\$10,000
Where will the proposed cultural arts or arts programming be held?	Alameda Point Bay Farm (other than Harbor Bay) Central Alameda East End (other than Park Street area) West End (other than Webster Street area)

Please describe the organization's interest in the project, initial vision for the work, and relevant experience or background (Letter of Interest).

Letter of Interest:

Pinball Works by Contemporary Artists

The Pacific Pinball Museum (PPM) Staff is interested in working with the City of Alameda to provide cultural arts programming throughout the City. We are proud to be in Alameda for over 20 years. Thousands of Alameda residents visit the museum coming back often, bringing friends and families.

Pacific Pinball Museum offers an interactive experience with this uniquely American pastime. No other museum provides patrons access to the variety of restored, playable machines from different eras, in-depth exhibits created at the PPM, as well as artworks and docent-led educational tours. The Pacific Pinball Museum ranks on an international level as an important cultural archive of an overlooked genre. The PPM's talented staff has mounted many exhibits at the PPM and other museums as distant as Germany. We are looking forward to producing this traveling exhibit for the City of Alameda.

A pinball machine has several creators, the artist who made the backbox and playfield artwork, the game designer, who produced the gaming elements on the playfield, the engineer who designed the inner mechanics, digital boards, and other specialized parts and the producer of the sound track of the machine. Examples of some pinball art styles are Art Nouveau, Art Deco, cartoon, realistic cartoon, caricature, fashion illustration, decorative art, modern art, pop art, and contemporary art.

The Great Depression of the 1930's gave us comic books, Hollywood's golden age, and pinball - escapism for the weary masses of America. Through the last century and up to today, pinball has been here when times are tough, answering the call for entertainment, art, and distraction from daily tribulations. This Cultural Arts Grant will enable us to show unique machines that have not been seen or played by many Alameda residents. The PPM has a number of machines made by individual artists, and were not mass produced. We would like to present a traveling show of these machines, artistic, educational works made with pinball parts. This exhibition is called Pinball Works by Contemporary Artists.

Please provide a summary of the overall program being proposed (Concept of Proposed Program).	<p>Concept of Proposed Program</p> <p>The Pacific Pinball Museum proposes to bring selections of locally produced handmade works of art that were created with pinball machines to public locations from Alameda Point to Bay Farm Island. Along with 5 playable Art machines will be 5 interactive kinetic sculptures built by Alameda artisans for the pinball museum. All our pieces have an educational bent to them and the presentations will be staffed with explainers to help them get the most out of the experience. Some of the artists will be on hand to discuss their work with visitors and engage interested parties.</p> <p>We plan to select 5 public spaces in Alameda to set up our presentation. Using the museum's liftgate truck we will be able to unload and set up quickly. We have a solar powered portable generator to power the entire exhibition. Each installation will be open to the public for 4 hours and then refurbished at our Annex in preparation for the next event.</p> <p>We will use our social media outlets to announce each exhibition with ample lead time to alert Alameda residents as well as attract visitors to our beautiful city and a unique art event. This will be the first time this group of art machines and sculptures have been viewed in public and the interactivity encourages exploration bringing out the kid in all of us. It could possibly be the most fun some people will ever have at an art show.</p>
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Please provide a description of each of the components of the overall program, major component activities, timelines and the roles of key personnel, as well as involvement of any other partner organizations (Program Description and Work Plan).	<p>Program Description and Work Plan</p> <p>Our program consists of presenting interactive art sculptures and artist themed pinball machines for the public to engage and explore. We will be there to explain, encourage, answer questions and promote art, science, history and fun!</p> <p>10 kinetic pieces, 5 focused on art, 5 combining art with science, all interactive and having the thread of pinball connecting them:</p> <ol style="list-style-type: none"> 1. "Tide Pool" : re-themed Williams pinball by artist Pres 1 2. "Hellicopters" : Rethemed Gottlieb pinball by artists Donnie Gilles and Wade Krause 3. "Old Chicago" : Rethemed Bally pinball by artist Pres 1 4. "Visible Pinball Machine" : Gottlieb Electromechanical pinball machine housed in clear cabinet. Michael Schiess and Wade Krause 5. "Perpetual Pinball Machine" by Michael Schiess <p>Kinetic sculptures by Michael and Christian Schiess:</p> <ol style="list-style-type: none"> 6. "Pinbowl" : Kinetic Sculpture combines pinball, neon & chaotic motion. 7. "Pinchime" An open table with magnetic bells and chimes that allow you to make your own game. Wooden balls are launched to play your melody when they bounce around the table. 8. "Sir Francis Galton Pinball" : A quincunx board that demonstrates the binomial theorem. 9. "Bumper Box" : A perpetual motion sculpture demonstrates several mechanical principles. 10. "Electromechanical Music Box" A toy xylophone uses pinball motor, switches and solenoids to play the scale and sequence colorful lights. Demonstrates cams, circuitry and switching. 11. "Her Pow With Pals" by Tomye' Living Artist
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12. "Pinball, Only One Earth" : Gottlieb rethemed by American Contemporary artist, William Wiley 1937 – 2021. Built by Wade Krause and Jim Dietrick - 2008.

We will work with ARPD to arrange access to public parks at these or other suitable locations.

Radium Taxiway, Longfellow Park, Crab Cove, Chochenyo Park, Leydecker Park.

Using our liftgate truck, the exhibition will be loaded and transported to the event location. After setup, we will power up using our solar charged batteries and invite the public to explore our presentation.

After the 4-hour event we will load up and return to the PPM Annex.

The attraction of pinball spans all ages and is inclusive of everyone.

People from all walks of life, multiple generations and persuasions have entered our museum and bonded socially over pinball. It's a fun social sandbox for kids of all ages.

Key Personnel:

Evan Phillipe, PPM Exec. Director

Michael Schiess, PPM Asst. Director, Restoration

Brianna Devlin, PPM Staff Manager, Retail

Chris Rummell, PPM Program Manager, Curator

Brian Bennet, Museum Staff

John Briggs, Museum Staff

Kat Cadigan, Museum Staff

Volunteers:

Melissa Harmon, Curator, PPM Board

Julie Cadigan, PPM Advisory Board

Tomye Neal Madison, Artist

Mortiche, Artist

Larry Zartarian, PPM Board President

Wade Krause, Artist

Pres 1, Artist

Dirty Donnie, Artist

Kirk Doberenz, PPM Accessions

Tomye Neal Madison, Artist

Stephanie Kimball, Retired Structural Engineer

Jim Strehlow, PPM Board Member, Retired Software Engineer

David Volansky, PPM Restorations, Retired Hewlett Packard

Please provide a statement of the program's goals and indication of the steps to be taken to achieve those goals. Response should provide an indication of how progress toward goals would be evaluated or monitored (Goals).

Goals

The PPM's goal in producing Pinball Works by Contemporary Artists is to make the PPM collection of original art pieces available to as many people in Alameda as possible and especially those who may not have seen our original pinball works or visited the museum.

1. We will choose locations for the PPM exhibits which already attract people; parks, public events, and other places where people go for leisure. Finding a location for each presentation is part of our Staff's preparation for the exhibits. We plan to work with the Alameda Parks and Rec Dept. and other places of interest.
2. We want to bring people to our shows by advertising our exhibits in multiple online locations including Facebook, Instagram, Google, LinkedIn, Alameda Post, Neighborhood Network News.
3. We will measure attendance at each PPM location by having a signup sheet asking visitors for their emails and asking where they are from, and if they have been to the Pacific Pinball Museum, and any comments they want to make. PPM Staff will report on the information we receive from visitors.
4. We will have signage telling the public that the PPM exhibition is funded by the City of Alameda Cultural Arts Grant.

Please provide the proposed program budget. Submission can include a combination of narrative and table(s) that convey how fund dollars would be dedicated to the various components of the proposed program and its administration. Response should also indicate whether/how any other funding sources would be leveraged to implement the program (2 page maximum).

[Pacific_Pinball_Museum_Proposed_Budget_.docx](#)

Please provide a schedule for your proposal. Submission should include the proposed date(s) that the cultural arts or arts programming will be held along with key milestones leading up to the specified date(s). The submission should also include a proposed program for the the cultural arts or arts programming (e.g. schedule of event(s)).

[Proposed_Schedule_for_Pinball_Works_by_Contemporary_Artists.docx](#)

Please provide a description of the proposer's organization, including its history, track record for providing art and cultural programming, and ability to carry out the work proposed (Organizational Capacity).

Organizational Capacity: The Pacific Pinball Museum certainly has the capacity to produce Pinball Works by Contemporary Artists. All PPM Staff and Volunteers have made a commitment to do their part to make this exhibit a success. The PPM has produced and organized programs since 2004 when it became a 501c3 nonprofit. Staff at the PPM all interact to run the museum 6 days a week, and also produce exhibits. Evan Phillipe, Director, and Michael Schiess, Asst. Director, work equally with Chris Rummell, Program Manager, and Brianna Devlin, Site Manager and Volunteer Coordinator, to produce exhibits. Part of the museum's mission is to let everyone participate. We produce at least three exhibitions per year in the museum, and have designed, built and displayed over twenty interactive exhibits in-house. PPM Staff members all have a chance to curate exhibits and add information to programs the PPM produces. Our volunteers and staff maintain and restore the machines that enthusiastic visitors enjoy. The PPM staff members work together to organize exhibits which have made appearances at museums and galleries around the world. Here are just a few notable places our collection has traveled: Nightlife Level 2 Event California Academy of Sciences, SF, CA: 2023 Alameda Pride Day in the Park Chochenyo Park, Alameda, CA :2023 The Art and Science of Pinball Chabot Space and Science Center, Oakland, CA: 2017 Pinball! An Exhibition of Vintage Pinball Machines Museum of American Heritage, Palo Alto, CA: 2016 Ausgeflipt! Phaeno Museum, Wolfsburg, Germany: 2015

Please upload videos, images or other materials relevant to the proposer's organization, including its history, track record for providing art and cultural programming, and ability to carry out the work proposed.

[2015_03_01_TidePool_Group.jpg](#)

[EM_Music_Box1.jpg](#)

[Hellicopters_2.jpg](#)

[SurfChampVisible_Pinball3.jpg](#)

[Wylie_BG_1.jpg](#)

Please also provide an organizational chart showing personnel (2 page maximum).

[PPM_Staff_Organization_Chart.docx](#)

By checking this box, checked
you are attesting to
the following: I, as
the primary contact
of the organization or
public entity,
solemnly swear that I
have reviewed and
completed this
application in its
entirety and fully
understand its
contents. The
answers given to
each and every
question, any
information or any
and all
documentation
furnished for
processing the grant
application, or
otherwise contained
herein are full and
true to the best of my
knowledge and belief
under the penalty of
perjury.

Signature of primary contact of organization or public entity Melissa Harmon

Title of signatory (e.g. Executive Director) Treasurer of the Pacific Pinball Museum Board of Directors

Proposed Schedule for Pinball Works by Contemporary Artists:

Works will be displayed each month on dates to be arranged by City of Alameda and other organizations working with the Pacific Pinball Museum in 2024. The dates will be on 5 weekend days in July, August, and September of 2024.

PPM Staff will greet visitors, talk about the works, and show them how to play the interactive exhibits. A signup sheet will be available and visitors will be asked to give PPM feedback such as their email address, where they're located, their experience with the show, and any other information they want to give.

The Program for the exhibitions will be available and will list the works shown with information about each artist as described in the Work Plan: Our program consists of presenting interactive art sculptures and artist themed pinball machines for the public to engage and explore. We will be there to explain, encourage, answer questions and promote art, science, history and fun! 10 kinetic pieces, 5 focused on art, 5 combining art with science, all interactive and having the thread of pinball connecting them:

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5. "Perpetual Pinball Machine" by Michael Schiess

Kinetic sculptures by Michael and Christian Schiess:

6. "Pinbowl" : Kinetic Sculpture combines pinball, neon & chaotic motion.
7. "Pinchime" An open table with magnetic bells and chimes that allow you to make your own game. Wooden balls are launched to play your melody when they bounce around the table.
8. "Sir Francis Galton Pinball" : A quincunx board that demonstrates the binomial theorem.
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11. "Her Pow With Pals" by Tomye' Living Artist
12. "Punball, Only One Earth" : Gottlieb rethemed by American Contemporary artist, William Wiley 1937 – 2021. Built by Wade Krause and Jim Dietrick - 2008.

Proposed Program Budget

The PPM Budget for *Pinball Works by Contemporary Artists* will support 5 exhibitions. Both Staff and Volunteers share the work which include:

Finding a location for each presentation by working with the Alameda Parks and Rec Dept. and searching for other places of interest.

Maintaining the site before, during and after the exhibitions.

The exhibition will be powered by solar charging batteries, maintained by staff.

Loading and unloading the lift gate truck: our trained personnel will do this.

Preparation of the interactive works making sure they are ready to be played by the public, replacing worn parts, cleaning, and ongoing maintenance of the machines as they go to each location.

Writing signage for each exhibit with information about the artist, the history of the machine and the science relating to the exhibit.

Writing and producing ongoing internet advertising on social media, including Facebook, Instagram, Google, LinkedIn, Alameda Post, Neighborhood Network News.

Staffing each exhibition by talking to visitors about the exhibit and showing them how to interact with the works, and encouraging them to sign our information sheet.

Budget 2024-2025

Pinball Works by Contemporary Artists

BUDGET

Expenses:	
Event Staff: Six people 45 hours each	7200.00
Truck and Insurance	1300.00
Printing of signage for exhibit	520.00
Free Postcards	220.00
Advertising platform costs	320.00
Liability, art and equipment insurance	150.00
Advertising platform costs	320.00
Contingency 10%	971.00
Total	10,681.00

PPM Provides (Income)	
Volunteers: Six people 35 hours each	5620.00
Table with PPM brochures and info	250.00
Total	5870.00

PPM Staff Organization Chart

		PPM Board of Directors						
		Evan Phillipe Executive Director						
	Chris Rummell Program Director	Michael Schiess Asst. Director and Restoration Volunteers	Briana Devlin Site Manager, Volunteer Organizer					
	Brian Bennett Museum Staff	John Briggs Museum Staff, Pinball Play expert	Kat Cadigan Museum Staff	Nicole Eggett Museum Staff			Brian Bennett Museum Staff	John Briggs Museum Staff, Pinball Play expert

Contact Information for the Organization:

Pacific Pinball Museum

Evan Phillipe, Director

ephillipe@pacificpinball.org

Phone: 650-224-1126

Business Office: 1029 Central Ave., Alameda, CA 94501

Museum: 1510 Webster St.

Phone: Museum front desk 510-769-1349

Michael Schiess, Asst. Director

mschiess@pacificpinball.org

Phone: 510-205-9793

Melissa Harmon, Curator

mharmon@pacificpinball.org

Phone: 510-205-6959