

Title **Skyward Seascapes** 03/21/2024

by **Haley Who** in **2024 Cultural Arts and Arts Programming RFP** id. 45981719

1334 Broadway
Alameda, California
94501
CA
United States
5104140659
haley@haleywho.com

Original Submission 03/21/2024

Score n/a

Enter the name of your public art proposal Skyward Seascapes

Are you a nonprofit organization or government agency? Yes

Please provide the name of the nonprofit organization or public entity submitting this proposal Five Ton Crane

Please provide the name of primary point of contact. Haley Who

Provide the daytime phone number for the primary point of contact +15104140659

Provide the email address for the primary point of contact haley@haleywho.com

Please provide the name of secondary point of contact Sean Orlando

Provide the daytime phone number of the secondary point of contact

+14155151239

Provide the email address for the secondary point of contact

Operators@fivetoncrane.com

Please provide the address for the organization or public entity submitting this proposal

4925 Seaport Ave
 Richmond
 Ca
 94804
 US
 37.91252
 -122.32792

Which level of grant are you requesting?

\$5,000 or \$10,000

Where will the proposed cultural arts or arts programming be held?

Alameda Landing
 Alameda Point
 Bay Farm (other than Harbor Bay)
 Central Alameda
 Coast Guard Island
 East End (other than Park Street area)
 Harbor Bay
 Park Street Area
 South Shore
 Webster 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).

Haley Who's reputation precedes herself from her giant four legged swamp Kirin Puppet and her Zephyr Jellyfish puppets that became an annual staple at Maker Faire for many years, to her work with the Jim Henson Company in Hollywood. We are excited to welcome her back to the SF Bay Area with an Artist Residency to expand her skills into giant puppet creation once again.

Skyward Seascapes will encompass her love of the ocean and how she longs to bring the sense of her scuba diving travels around the world to her audiences on land.

Here at Five Ton Crane Arts, we believe in creating a collaborative community that can foster connections to flourish careers collectively. Haley will have access to many professional artists with fabrication, mechanical, electrical and lighting backgrounds.

As a creative arts organization, we have created many intriguing projects from the Nautilus Submarine Art Car, to the roving Art Deco Capitol Theater. We believe our collective, creative and professional sensibilities compliment one another, and we look forward to Skyward Seascapes enchanting young and old alike.

Sean Orlando
FOUNDER / CEO / PRINCIPAL ARTIST

Please provide a summary of the overall program being proposed (Concept of Proposed Program).

In a world filled with chaos and uncertainty, there is always a yearning for moments of magic and awe-inspiring beauty. Our proposal aims to create just that by bringing to life a sea creature themed parade with larger-than-life puppets dancing in the sky, captivating and enchanting audiences of all ages.

The artistic performance will feature a diverse array of sea creatures, from majestic hammerheads to graceful jellyfish, each puppet meticulously crafted to embody the essence of these creatures. Brought to life by skilled puppeteers who will use movements, interaction and lighting to create a mesmerizing spectacle that will transport audiences to an underwater wonderland.

As the puppets dance and twirl in the sky, they will interact with the audience, inviting them to join in the magic and wonder of the performance, creating a sense of connection and intimacy that is truly rare in live performances.

The sea creature themed parade will not only be a visual feast, but also a celebration of the beauty and diversity of the natural world. Through this performance, we hope to inspire wonder, awe, and a renewed sense of appreciation for the creatures that inhabit our oceans.

In conclusion, our proposal for an artistic performance, Skyward Seascapes, featuring sea creature themed parade puppets dancing in the sky is sure to captivate and delight audiences of all ages. We are confident that this unique and enchanting experience will leave a lasting impression on all who witness it, filling their hearts with wonder and joy.

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).

Conceptualization is already under way and as soon as I'm financial able I'll begin ordering all supplies necessary to begin initial fabrication of the Leafy Sea Dragon Puppet. By the end of May I hope to have many pieces fabricated from another project that is willing to help fund the flocks of birds. I'll also be getting in to the foam fabrication of the Leafy Sea Dragon, speaking with my electrical consultants on lighting and motorized functions on the small fins.

By the end of June the skeleton should be complete and by mid to late July the electrical installed, and work on the skinning of the creature will begin. Then the silk fins will begin fabrication in September. All pieces will be secured with boning and fixtures by the end of November. Surface treatments of paint and texture will be finalized throughout December and into January.

I would love to partner with some local libraries or cultural centers where I bring my jellyfish puppets, talk about the life cycle of jellies and what we can do to help the oceans, while providing a workshop on how to make their own sea creature puppets out of household items.

With this in mind, I would love to have the final reveal with at least the Sea Dragon, Jellies, Frigates and Seagulls at an event hosted in Alameda next spring and the workshop puppets can have some fun in the parade as well.

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).

Skyward Seascapes encompasses many components of puppets, props, and potentially robotic pieces to delight audiences and raise awareness of or oceanic flora and fauna. This particular proposal covers the fabrication including materials and labor for creating one of the signature pieces, the Leafy Sea Dragon. Haley Who's goal is to have several creatures made within the next year. She already has a pod of Jellyfish puppets that frequent events in the Bay, including Maker Faire, Burningman, Lightning in a Bottle and Many more. A flock of frigate birds and seagulls are in process at the moment and should be flying the sky's overhead within a month. Haley is happy to send progress photos regularly and happy to show the fabrication processes and collaboration as is happens.

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).

[Leafy_Sea_Dragon_Proposed_Budget.pdf](#)

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)).

[Skyward_Seascapes_Production_Schedule_Proposal.pdf](#)

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).

Haley Who's background hails from Cultural Arts Production as a producer of many cultural arts events, most of which provided opportunity for emerging artists. As President of the art's organization Art Amiss Inc she helped produce events that involved gallery art as hanging and pedestal presentation to installation throughout the space, to fashion shows, musical performances, interactive art, and merchandise. As the Creative Producer and Co-Creator for the Annual Firefly Festival she coordinated around 100 performers from giant puppets, a mutant bike parade, belly dancers, jugglers, interactive video art, illuminated installation, and musical performances alike. Puppets in the Park and the annual New Years Giant Puppet Parade of the Ozarks were where she got her passion for pageantry puppets. She has also brought her giant puppets out to many festivals and events to ignite curiosity in audiences far and wide

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.

[IMG_0077.mp4](#)

[IMG_0078.jpeg](#)

[IMG_3565_x.jpeg](#)

[IMG_2880.jpeg](#)

[2019-04-13_190220.387.jpeg](#)

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

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 Sean Orlando

Title of signatory (e.g. Executive Director) Executive Director

Skyward Seascapes Production Schedule Proposal

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Description	Quantity	Unit Price	Cost
2" EVA Foam 4'x8' sheets	3	\$250.00	\$750.00
1/4" EVA foam 4'x8' sheets	1	\$150.00	\$150.00
1" EVA Foam 4'x8' sheets	2	\$200.00	\$400.00
Free form air 1 gallon buckets	5	\$65.00	\$325.00
Aluminum poles 8' long	2	\$35.00	\$70.00
Carbon fiber rods 6' long	12	\$10.00	\$120.00
Glisenette fabric by the yard	8	\$20.00	\$160.00
Habotai silk by the yard	12	\$18.00	\$216.00
Fittings assorted	6	\$15.00	\$90.00
Lighting with power	1	\$800.00	\$800.00
Hardware assorted	1	\$200.00	\$200.00
Paint and texture	1	\$150.00	\$150.00
boning	1	\$75.00	\$75.00
Embellishments		\$120.00	\$120.00
Insurance		\$1,000.00	\$1,000.00
Labor for Creative Director		\$2,500.00	\$2,500.00
Workshop materials		\$300.00	\$300.00
Shipping Costs		\$550.00	\$550.00
Contractor fees		\$2000.00	\$2000.00
		Subtotal	\$9,976.00
		Total	\$9,976.00

Proposed budget includes Materials and Creative Director and Specialty Contractor fees for the Leafy Sea Dragon fabrication as well as funds to be allocated for the puppet making workshop.

PERSONNEL

Creator, Creative Director	Haley Who			
Contracted Fabrication Assistants	Cynthia Rodriguez			
Volunteer Fabrication Assistants	TBD			
Electrical Contractor	Syd Kling			
Mechanical consultant	Syd Kling			
Lead Puppeteer	Haley Who			
Additional Puppeteers	Cynthia Rodriguez, Andrea Ives			