

Proposal for Myths & Logos Exhibit; Produced by **Public Eye: Artists for Animals**
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Project of Mobilization For Animals Pennsylvania, Inc

Exhibit Concept

Myths & Logos is a multimedia exhibit featuring original artwork exploring the juxtaposition between cultural mythology about animals and how they are treated in society. Myths & Logos is a group show, with each piece of artwork addressing specific animal imagery to highlight human-animal relations. The goals of this project are to raise awareness about interactions between humans and nonhuman animals, explore the use of animal imagery by the media and indigenous cultures, and discuss the visitors' interpretations of the artwork in a public forum. Once these animals are gone from the wild, our only references to them will be from advertising/media.

In Myths & Logos, artists will interpret the use of animal logos in the media. The artwork will hang next to photographs of the featured animals and exhibit labels describing how these animals are actually treated by society. For example, the mustang is the logo of a car for its qualities of being sleek, fast and strong, yet wild mustangs are being rounded-up in the West and sold at auctions (often to slaughterhouses) because they compete with cattle that also graze on public land. Artists can create new pieces or contribute completed pieces related to the theme. A list of animals/logos will be provided for the artists to choose from, or they can generate their own (i.e. Teddy Bear, Tony the Tiger, Easter Bunny, Bambi, Goose Logo/Wawa).

Participating Artists/Groups (listed are potential participants)

Justice for Animals Arts Guild, based in Minneapolis/St. Paul
Northwest Artists Collective, based in Philadelphia
Independent artists who have shown with Public Eye
Museum Exhibition Design & Planning program at UArts (interactive exhibits)
Open to other artists who respond to our Call for Artists

Specifications (size, media limits, # pieces/artist)

Size determined by shipping restrictions (for non-local artwork), perhaps 5' x 4'
Media may not use animal parts
1-4 works/artist

Target Audience

Museum visitors who are familiar with animal imagery in the media, but are not aware of how the animals depicted are actually treated
Visitors with expressed interest in the arts as a form of social and political commentary
Visitors who are interested in animals and our relationship to them, specifically those who may be involved in animal protection, rehabilitation or rescue
Families and children (educational and interactive components of the exhibit)

Educational activities

Panel discussions by artists and experts in the animal protection field
Art workshops for adults and children exploring animal logos

Role of Public Eye: Artists for Animals

Recruit artists, help artists select and research themes, and compose text for exhibit labels
Organize public events, discussions, classes, workshops, and children's activities
Coordinate communication between artists, animal protection experts, and the venues
Provide arts-based entertainment for the opening reception, related themes of the exhibit

Projected Timeline

March-May: Distribute Call for Artists, recruit artists

June-August: Review & select work

September-November: Collect, store, & exhibit work in coffee shops with final gallery opening