

THE AMP

AIDS Memorial Pathway

 TheAMPMemorial

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The AIDS Memorial Pathway (The AMP) will:

1. Use public art to create a physical place for remembrance and reflection;
2. Utilize technology to share stories about the epidemic and the diverse community responses to the crisis; and
3. Provide a call to action to end HIV/AIDS, stigma, and discrimination.



Getting Started

- Former Seattle City Councilmember Tom Rasmussen, along with Leonard Garfield, executive director of the Museum of History & Industry, and Michele Hasson, community volunteer, convened a group of stakeholders in summer 2015.
- Seattle City Council provided startup funding to MOHAI in 2016 to identify sites for the memorial, engage with community leaders, identify design parameters and goals, and seat a Community Action Group.
- Veteran AIDS activist and long-term survivor Paul Feldman was engaged mid-2016 to serve as contract project coordinator for Seattle AIDS Legacy Memorial.



Site Selection

- Paul Feldman led the Community Action Group's work to identify and vet a number of prospective sites for the Seattle AIDS Legacy Memorial.
- The group concluded the best of these to be a site consisting of the northern edge of Cal Anderson Park, the adjacent public plaza at the Capitol Hill Link light rail transit-oriented development, and the connecting festival street block of East Denny Way.
- The site meets our physical, logistical, and accessibility requirements, in addition to providing a deep cultural and historical connection as Capitol Hill was the locus of King County's AIDS epidemic.



Site Requirements

Requirements for the physical location include that it be:

- Prominent, visible to passersby, and primarily outside;
- Accessible to convenient public transportation;
- Secure and safe and easily maintained and managed;
- ADA accessible;
- Access to power and internet; and
- Capable (through design) of allowing for reflection, sharing information, engagement, and a place of assembly.



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Digital Story-telling: Augmented Reality (A/XR)

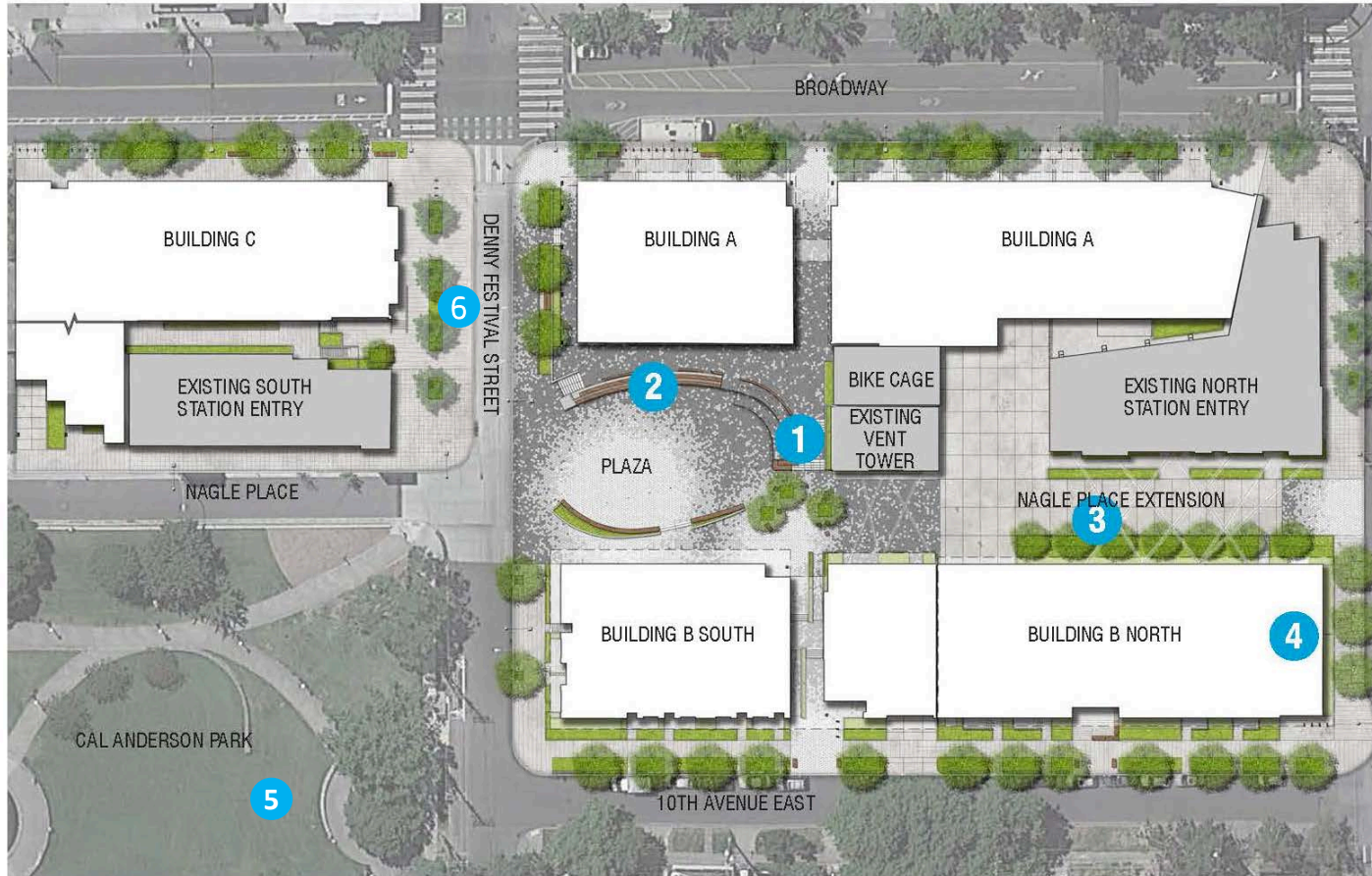
1 OPPORTUNITY SITE #1 - VENT TOWER



The client is exploring a range of options at the Vent Tower such as painted murals, interactive projections, and art screens. The intention is to create visual interest on this blank facade. Since the vent tower is the property of Sound Transit, the SALM will work in coordination with the agency to respect the constraints and limitations, should the public art piece need to be mechanically attached to the existing vent tower.



An independent creative digital team, with whom the selected lead design team artist(s) will work, will be contracted separately to construct an integral augmented/extended reality (A/XR) component. The A/XR technology will be instrumental to fulfilling the project goals, and this lead artist position will collaborate with the A/XR digital team to integrate art experiences into this technology platform.



RECOMMENDATION | SITE PLAN - OPPORTUNITY SITES FOR PUBLIC ART

- 5 CAL ANDERSON PARK
- 6 OPPORTUNITY SITE #6 – DENNY WAY FESTIVAL STREET

- 1 OPPORTUNITY SITE #1 - VENT TOWER
- 2 OPPORTUNITY SITE #2 - PLAZA BENCHES
- 3 OPPORTUNITY SITE #3 - NAGLE PLACE EXTENSION
- 4 OPPORTUNITY SITE #4 - COMMUNITY ROOM SOUTH WALL

1 OPPORTUNITY SITE #1 - VENT TOWER



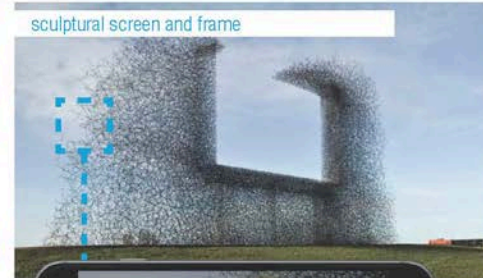
mural



interactive digital media wall



sculptural plant trellis

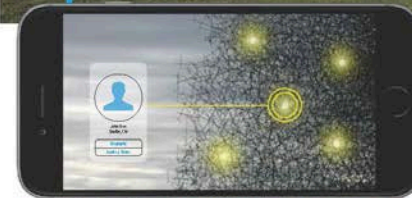


sculptural screen and frame

VENT TOWER - PUBLIC ART EXAMPLES



PLAZA VIEW LOOKING NORTH AT VENT TOWER



Augmented Reality (AR) overlay of "constellations" of lights on the public art. Clicking on a pulsating light could reveal a personal story of someone impacted by the AIDS crisis.

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Project Timeline

JUNE 2018	panel convenes to review applicants, select artist(s)
JULY 2018	artist contract prepared; workplan developed; timeline refined
AUG - SEPT 2018	intensive community engagement begins (interviews, workshops, interviews, open houses, panels, and so forth); meetings with key stakeholders begins (the TOD development team, The AMP, The AMP's content experience team, City agencies, and many more); research, writing, and planning in earnest
OCTOBER 2018	continued community engagement, continued team meetings, draft of plan to be presented and reviewed by staff and key stakeholders
NOVEMBER 2018	draft revisions made; continued community engagement/meetings/planning/research and writing; revised draft of plan delivered for additional review, to include calls for artists on future projects
DECEMBER 2018	final art plan delivered; calls to artists go out publicly, panelists scheduled
JAN – MAR 2019	artists selected for sites
MAR – DEC 2019	artists fabricate and install artworks on site
2 nd QUARTER 2020	Capitol Hill TOD and public art projects complete



Racial Equity

Engaging with African-American and other communities of color to ensure we tell a more complete story about how our communities responded to AIDS both during the bad old days of 1981-1996 and today is a core priority for The AMP. Our progress:

- Received a Seattle Department of Neighborhoods matching grant for our **Inreach Initiative**. It creates a cohort of POC-serving groups with whom Rosette Royale, our Story-gathering Consultant, will engage by providing an opportunity to share their HIV/AIDS stories and histories and to engage with The AMP.
- Conducted a racial equity training with veteran trainer Scott Winn. And plan for more: Our Community Action Group members want more trainings, and we intend to provide them.



Status

- We were Seattle AIS Legacy Memorial. We are now **The AMP: AIDS Memorial Pathway**.
- The City of Seattle appropriated funds for planning, design, and artworks for The AMP in its 2018 capital budget and signed a joint resolution of support that establishes an interdepartmental City team to work with us.
- The AMP is negotiating memoranda of agreement with Gerding Edlen, the Capitol Hill light rail transit-oriented developer, and with Seattle Parks Department.
- A panel convened by the Seattle Office of Arts & Culture (OAC) and ratified by the City's Public Art Advisory Committee selected Portland-based artist Horatio Law. The AMP is assisting OAC as it contracts with the artist.



Capacity

- Our team is volunteer-based and comprised of individuals who have successfully raised capital funds and created other community projects.
- Our feasibility work and community response to date makes us confident of a successful \$2.5 million capital campaign and have raised \$450,000 to date.
- We are building a team of volunteer managers and recruiters who will work to attract a diverse volunteer corps. We are producing volunteer orientation sessions monthly.
- We are building a social media-based community who will volunteer, donate, and share stories and oral histories.



Community Supporters and Stakeholders

Seattle Parks Foundation
Museum of History & Industry
Capitol Hill Champion
Capitol Hill Chamber of Commerce
Cal Anderson Park Alliance
Seattle Neighborhood Farmers Markets
Seattle Gay News
The AMP Community Action Group



The AMP Community Action Group

Royal Alley-Barnes* *Executive Director (retired),
Langston Hughes Performing Arts Institute*

George Bakan *Publisher, Seattle Gay News*

Phil Bereano *Co-founder ACT/UP Seattle; ACLU activist*

Scott Bertani *Director of Prevention & Community
Relations, Lifelong*

Mary Diggs-Hobson *Executive Director, African
Americans Reach and Teach Health (AARTH) Ministry*

Jason Dittmer *Marketing Professional*

Marlys Erickson* *Executive Director (retired), Pike
Place Market Foundation*

Luis Fernando Ramirez *Executive Director, Entre
Hermanos*

Karen Fredriksen-Goldsen *Professor, School of
Social Work, University of Washington*

Leonard Garfield* *Executive Director, Museum of
History & Industry*

Michele Hasson* *Fundraising Professional*

Christine Hurley *Executive Director (retired), Bailey-
Boushay House*

Brian Knowles *Executive Director, Bailey-Boushay
House*

Lonnie Lusardo *Founder & Principal, The Diversity
Collaborative*

Patricia McInturff *Director (retired), Human Services
Department, City of Seattle*

Jason Plourde* *Former Executive Director, Three
Dollar Bill Cinema*

Tony Radovich *Voices of Community Activists and
Leaders (VOCAL-WA)*

Tom Rasmussen* *City Councilmember (retired),
Seattle City Council*

Rob Roblee *Community Volunteer*

Jeff Sakuma *Health Integration Strategist, Human
Services Department, City of Seattle*

Steven Sawyer *Interim Executive Director, POCAAN*

Carol Sterling *Community Volunteer*

Fred Swanson *Executive Director, Gay City*

Dennis Torres *Gilead Sciences, Inc.*

Bob Wood, M.D. *Director (retired), HIV/AIDS
Program, King County*

*Steering Committee members



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