

SEE THE VISION,
GRAB THE VISION



IMPACT REPORT



SUMMER 2022

ABOUT SEE THE VISION, GRAB THE VISION

MISSION

Produce innovative public art and arts programming designed to engage, inspire, and empower youth and participants of all ages.

VISION

Create multidisciplinary arts programs inspired by popular culture which empower diverse audiences via creative outputs.

We achieve this through free, interactive and collaborative arts programming and culturally relevant experiences that:

- Provide a framework for self-actualization where participants develop a sense of self
- Foster leadership and skill-set building opportunities based on the notion of optimism, and positive thinking
- Inspire audiences where they live, learn, and play

CORE VALUES

- **PRODUCE** public arts programs on a global scale
- **INSTILL** the messaging of empowerment and self-actualization within the youth we engage with
- **COLLABORATE** with institutional partners across arts disciplines
- **PROVIDE** opportunity for mentors to engage, inspire and empower teens
- **CREATE** lasting impact with participants through measurable engagements

ABOUT OUT OF SIGHT

OUT OF SIGHT is See The Vision, Grab The Vision's (STVGTV) inaugural project. A participatory public art installation by artist Lawrence Weiner, OUT OF SIGHT brings the artist's signature texts off of the wall and onto the floor. The installations, some of which reach over 60 feet, are based on a hopscotch pathway that encourages participants and passersby to reflect and explore the power of self-actualization and empowerment.

OUT OF SIGHT, and all of STVGTV's projects begin with, and are inspired by the organization's "catch words." The goal is to "catch" the entire series of positive words including exuberance, energy, happiness, vision, visualization, enlightenment, spontaneity, and serendipity, and make them a part of our daily lives.

OUT OF SIGHT AS PUBLIC ART

OUT OF SIGHT aims to inspire and engage people through visualization. The work, which is modeled on a hopscotch, physicalizes positive thinking through the use of Weiner's signature typographic texts. When a passerby engages with OUT OF SIGHT, stepping across and over phrases like "Spit into the wind and hope for the best," they are saying yes to a culture of hope, self-determination and possibility. OUT OF SIGHT is not only a work of art but also an enlivening experience for each person who encounters it.

The installation is uniquely adaptable to indoor and outdoor locations in parks, plazas, museums and schools.

EXUBERANCE

ENERGY

HAPPINESS

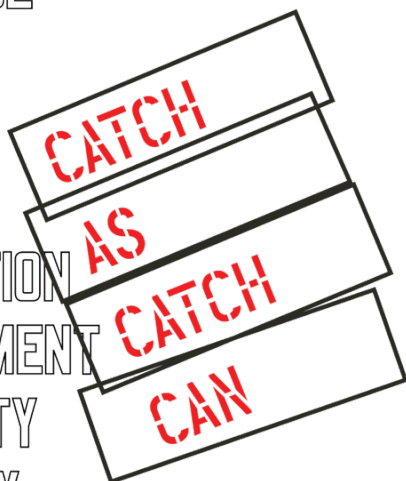
VISION

VISUALIZATION

ENLIGHTENMENT

SPONTANEITY

SERENPIDITY



OUT OF SIGHT'S AUDIENCE

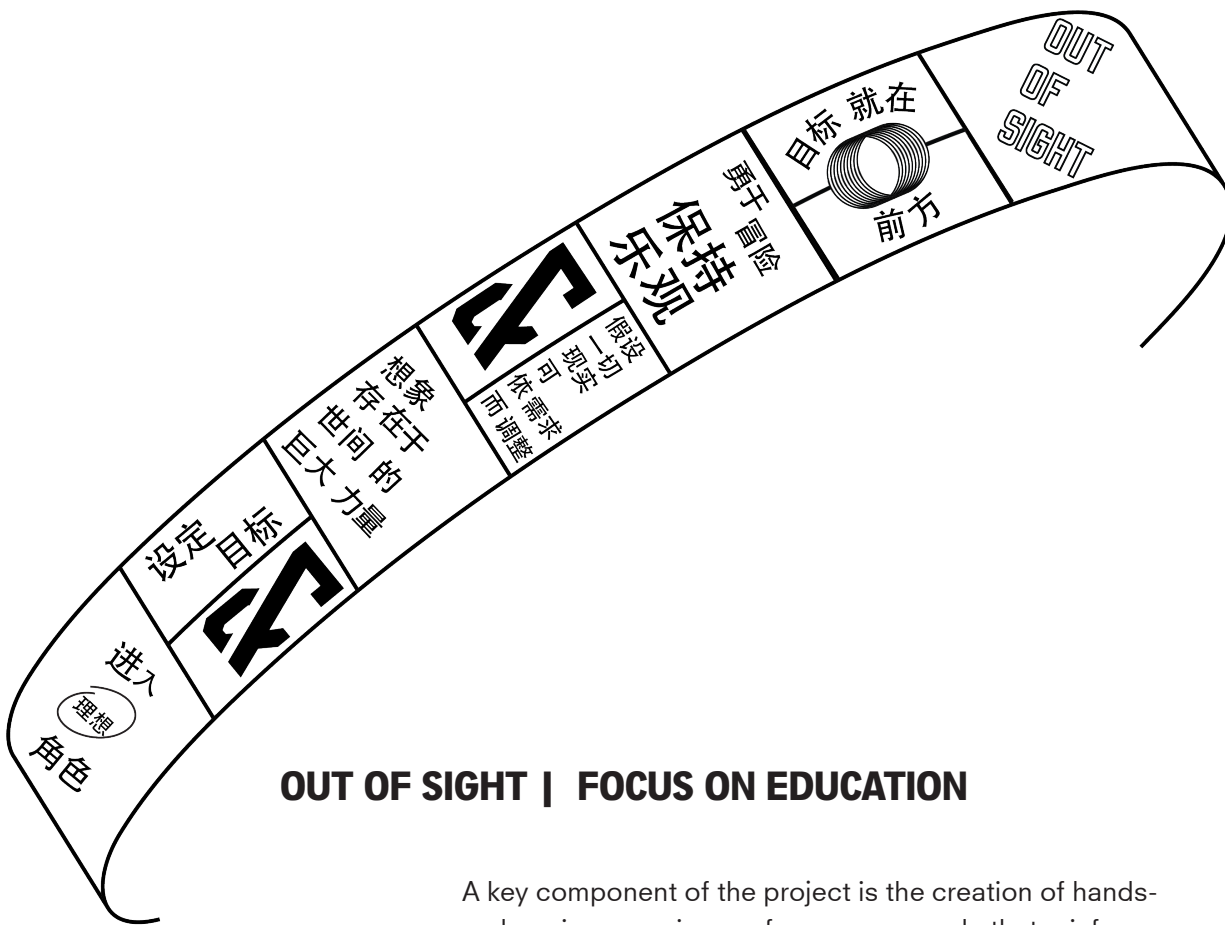
OUT OF SIGHT, an initiative by STVGTV, has been created for visitors of all ages and all walks of life, across the globe. Teenagers and young people especially may find it poignant as they consider the direction of their lives while facing important ethical, spiritual and emotional decisions. Versions of the work have been created in different languages to facilitate installations throughout the world.

ABOUT THE ARTIST: LAWRENCE WEINER (1947-2021)

Lawrence Weiner was a seminal figure in Conceptual Art, and has been an integral force from movement's creation in the 1960s to the present day. Over that time, his work has taken on a variety of forms – often typographic or text-based – but has been unwavering in its pursuit of expressing the power of language as “sculpture” in which the elements described in the text are the essential constructive elements of the work.

Weiner has been the subject of numerous important solo exhibitions have taken place at the Museo Nivola, Orani, Italy (2019); Milwaukee Art Museum (2017); Kunsthaus Bregenz, Austria (2016); Blenheim Art Foundation, UK (2015); South London Gallery, UK (2014); Villa Panza, Italy, Museu d'Art Contemporani de Barcelona, Spain (both 2013); and the Jewish Museum, New York (2012). A major retrospective survey was shown at the Whitney Museum, New York; MoCA, Los Angeles, and K21 Kunstsammlung Nordrhein-Westfalen, Düsseldorf (2007-2009).

Weiner was the recipient of numerous awards, most recently the Roswitha Haftmann Foundation Prize (2015), and the Wolf Prize and the Aspen Award for Art in 2017.



OUT OF SIGHT | FOCUS ON EDUCATION

A key component of the project is the creation of hands-on learning experiences for young people that reinforce ideas about visualization and positive thinking explored in the installation. In conjunction with each presentation of the public artwork, OUT OF SIGHT offers workshops and arts programming for elementary and high school students. Our educational outreach focuses on underserved communities and on addressing inequalities in access to arts and enrichment experiences.

To date, OUT OF SIGHT has supported quality art education programming for more than 60,000 young people. Programs have included art classes led by teaching artists, dance and music performances, lectures and conversations with curators, language-based art making projects and opportunities for artistic response to the installation.



OUT OF SIGHT PRESENTING PARTNERS



MELBOURNE, AUSTRALIA

NATIONAL GALLERY OF VICTORIA

The OUT OF SIGHT installation at NGV highlighted the institution's commitment to offering meaningful interactions with its visitors. Stretching outside of the traditional white-cube gallery experience, this work of art assisted visitors in their own path of self-discovery during their visit to the Gallery.

- 1,348,209 people of all ages experienced OUT OF SIGHT during its installation at NGV.
- Over 2,000 people experienced the celebrations during opening weekend on 11–12 February 2017.
- The performers who took part in opening weekend celebrations have had their first opportunity to bring their talents to this international platform.
- A series of local teens were able to view their own responses to OUT OF SIGHT – and to share with friends and family – as viewed on the short screening installed in NGV space.
- Visitors with an interest in conceptual art may view a learning resource video inspired by OUT OF SIGHT, available on NGV website.
- The NGV Teen Council was formed following teen engagement with this installation. The Teen Council is an annual program which will assist the Gallery in planning engaging programs and exhibitions for teens.

QUOTES

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"We're thrilled to be one of the first museums in the world to stage Lawrence Weiner's newest work *OUT OF SIGHT*, which will also be presented in cities including New York, Houston, Chicago and Shanghai. Using Weiner's characteristic text-based approach, *OUT OF SIGHT* will explore the concept of uncertain futures with visitors encountering a number of different phrases and ideas as they move along the hopscotch."

Tony Ellwood, Director, NGV



"It's a privilege to be part of such a meaningful and inspiring project. I really admire you for your dedication to Lawrence's work and ensuring it fulfills the intentions."

Kate Ryan, Curator, NGV

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QUOTES FROM TEENS



"The text seems like it is talking about a narrative or poem, saying that the future is not bright or maybe clear, but no matter how, there will always be a way through the situation. The story for me is about life, about what life will be like later on."

Renzo, Age 15



"The shape of the artwork and how it travels makes it readable and appear as a journey, which for me kind of connects the phrases and makes their meaning clearer. Making a choice, taking a chance, the unknown. For me I relate this to making choices about my future, school, relationships, etc. especially choosing school subjects for school and the fear of making large life choices."

Olivia, Age 14

"I think it's kind of relatable for teenagers and what people our age are thinking about: school, family, life choices. It's kind of reassuring. It's encouraging if you start at OUT OF SIGHT - it's like a journey through life but it's hard to understand."

Mia, Age 14



PEREZ ART MUSEUM

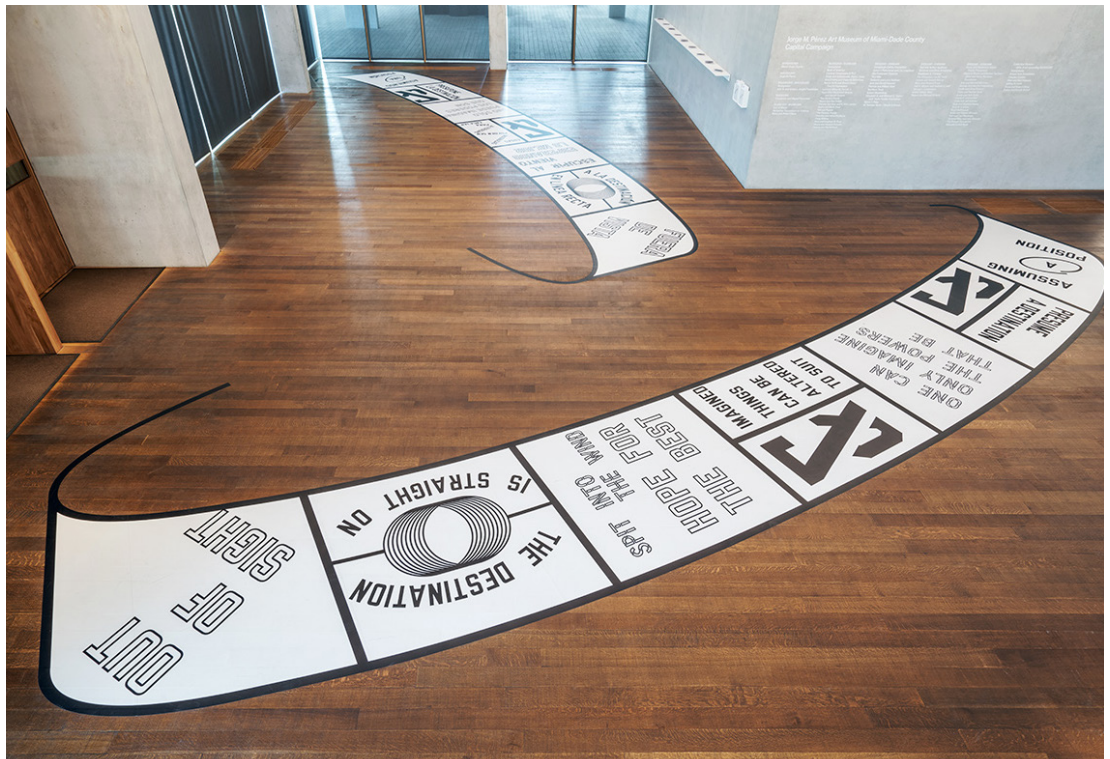
MIAMI, FLORIDA



PEREZ ART MUSEUM MIAMI (PAMM) • MIAMI, FLORIDA

In the winter of 2017, Pérez Art Museum Miami (PAMM) was the first to debut Lawrence Weiner: OUT OF SIGHT, a two-dimensional participatory structure designed to lay flat on the floor and scaled to fit the Patricia Papper Project Gallery adjacent to the museum’s main entrance. The project, based on the design and concept of a hopscotch (or marelle in French), reconsiders language through a new dimension, where its presentation emulates the form of an activity that invites viewers to engage with the work through motion and play.

- Over 2,900 students explored OUT OF SIGHT during their tour at PAMM
- Almost 70 school groups visited and interacted with the works in English and Spanish
- 1,304,601 editorial impressions through press
- 200K+ social media impressions





QUOTES

"Lawrence's creation physicalizes positive thinking. This artwork connects visitors through a process of shared discovery and echoes themes of joy and personal focus, celebrating the potential within all of us."

Tobias Ostrander, Chief Curator, PAMM





CHICAGO
PARK
DISTRICT

CHICAGO PARK DISTRICT

OUT OF SIGHT's presence in Chicago reached well over 90,000 audience members and Chicago Park District guests from 2017-2019. We utilized the foundation of conceptual art as a framework for collaborative projects and programming and localized creative educators to meet underserved teens where they live. In 2019, OUT OF SIGHT was installed in ten locations across six Chicago parks in three languages — English, Spanish, and Mandarin — and was complemented with programming based on the framework of the marelle at various capacities.

The 2019 summer season included the addition of six weeks of consistent OOS summer programming for CPD teen camps that regularly engage 220 young people each year. Through these installations and activations, OUT OF SIGHT reached nearly 30,000 public participants citywide in 2019 alone.



QUOTES

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"The Chicago Park District is proud to host OUT OF SIGHT, a creative work that combines art and recreation as well as provides and provides a welcoming and safe opportunity for individuals of all ages to play, learn, contemplate and become inspired at a neighborhood park."

Chicago Park District CEO, Michael P. Kelly

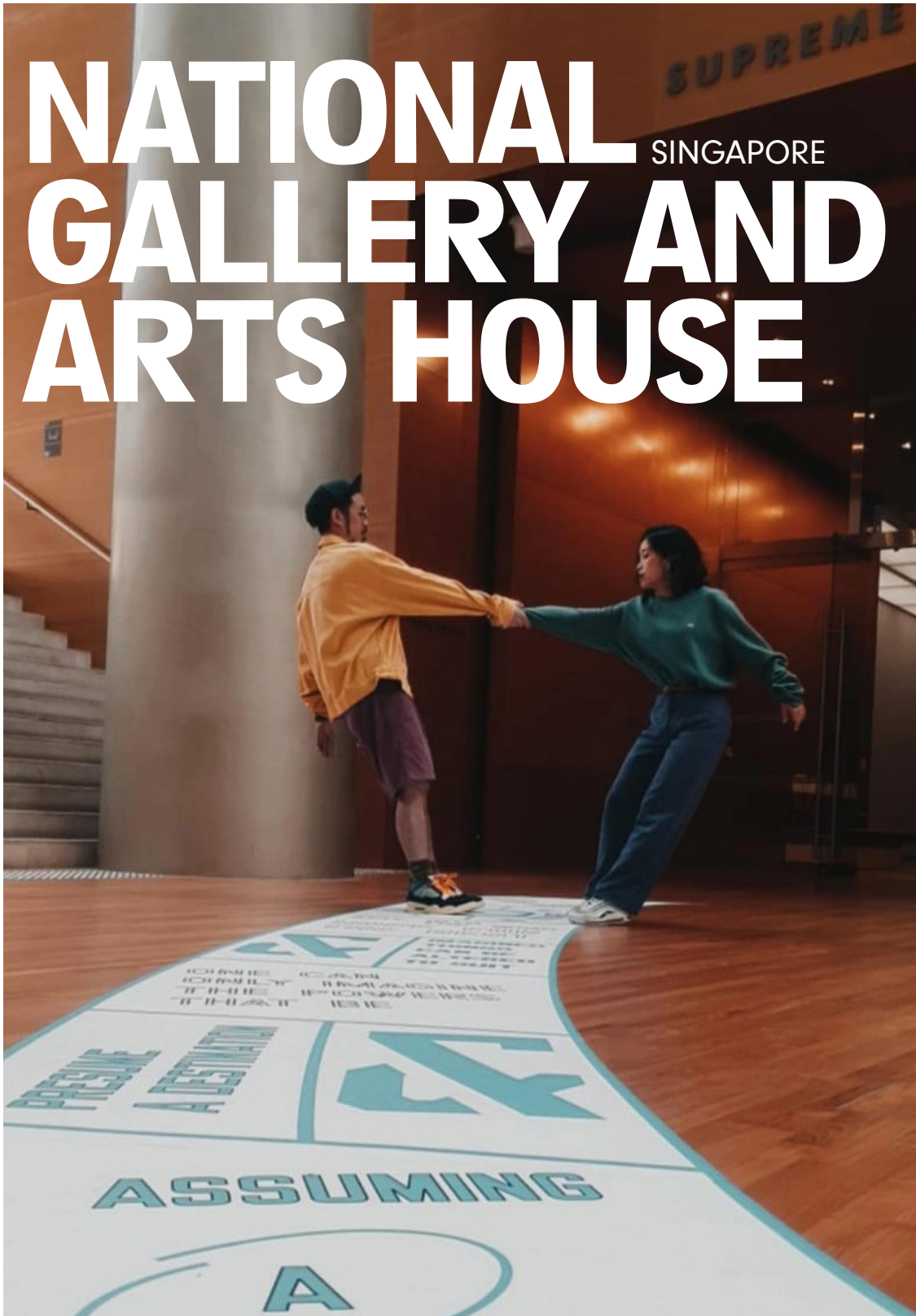
"The response we have seen in the community [to OUT OF SIGHT] has been overwhelmingly positive. Everyone somehow innately knows how to interact with the marelle and has something that strikes them as important in their lives to take away. We are delighted by the outpouring of positive feedback from this project!"

Krista Bryski-Richard, Chicago Park District's Special Events Manager for the Culture, Arts & Nature Department

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NATIONAL GALLERY AND ARTS HOUSE SINGAPORE



In Summer/Fall '21, The National Gallery Singapore and The Arts House premiered Lawrence Weiner's OUT OF SIGHT in Southeast Asia. Developed as a participatory hopscotch-inspired artwork, it aims to stimulate and engage audiences and passers-by through positive visualisation and interactive play.

- Final attendance of 52,000+ in 6 week duration.
- Based on a simple online survey, an average of 71% of attendees indicated that they are satisfied or very satisfied with the programme, with the remaining attendees either indicating a neutral response; 67% indicated they are likely or very likely to attend again.
- In collaboration with Insider TV, the team also created a series of animated teasers that were launched across the installation period to generate greater awareness of the programme, as well as encourage audiences to reflect on the installation's phrases.





QUOTES

"We are delighted to introduce Lawrence Weiner's work to the region and showcase how interactive this text-based work could be. We hope that OUT OF SIGHT would allow people from different age groups and all walks of life to immerse themselves within this participatory work, exploring their own paths, and igniting conversations within themselves and with others."

Tamares Goh, Deputy Director, Audience Engagement at National Gallery Singapore



"Lawrence Weiner's OUT OF SIGHT is inspiring, funny, wise, ambiguous and meditative, and we are thrilled that that this major public art work is being presented in the Civic District here in Singapore. Weiner's precise and evocative use of text resonates with The Arts House's role as a literary centre."

Rupert Thomson, Director, Programmes and Producing (Venues) at Arts House Limited



SAN FRANCISCO



FORT MASON, EXPLORATORIUM, MCEVOY FOUNDATION • SAN FRANCISCO

For San Francisco, the artist has created a new color suite for the OUT OF SIGHT marelles that are presented in English, Mandarin Chinese, and Spanish languages. Fort Mason Center for Arts and Culture has partnered with The Exploratorium and the McEvoy Foundation for the Arts to install the work across the city’s waterfront and the Minnesota Street arts compound in the city’s Dogpatch neighborhood. San Francisco Children’s Art Center, a FMCAC resident, has created an engagement guide for families with young children to “jump” into conversation with the hopscotch.

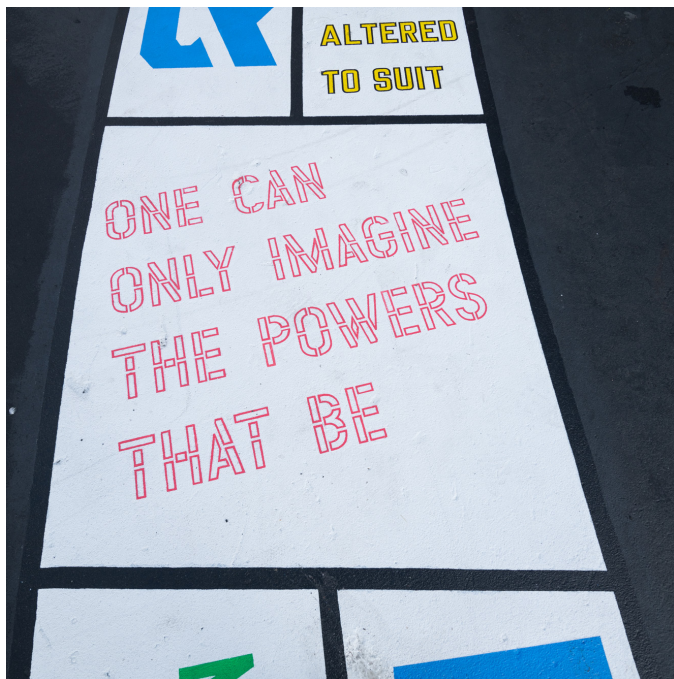
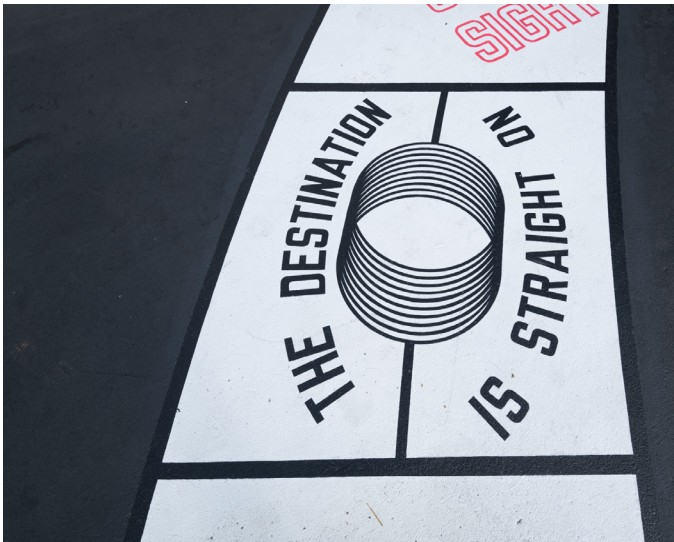




QUOTES

"OUT OF SIGHT is a sorely needed dose of cultural medicine that invites us all to be together again. As the arts continue to recover from the setbacks in the pandemic, collaboration across institutions such as his are ever more important in rebuilding our arts' ecosystems."

Susan Miller, Executive Director, McEvoy Foundation for the Arts



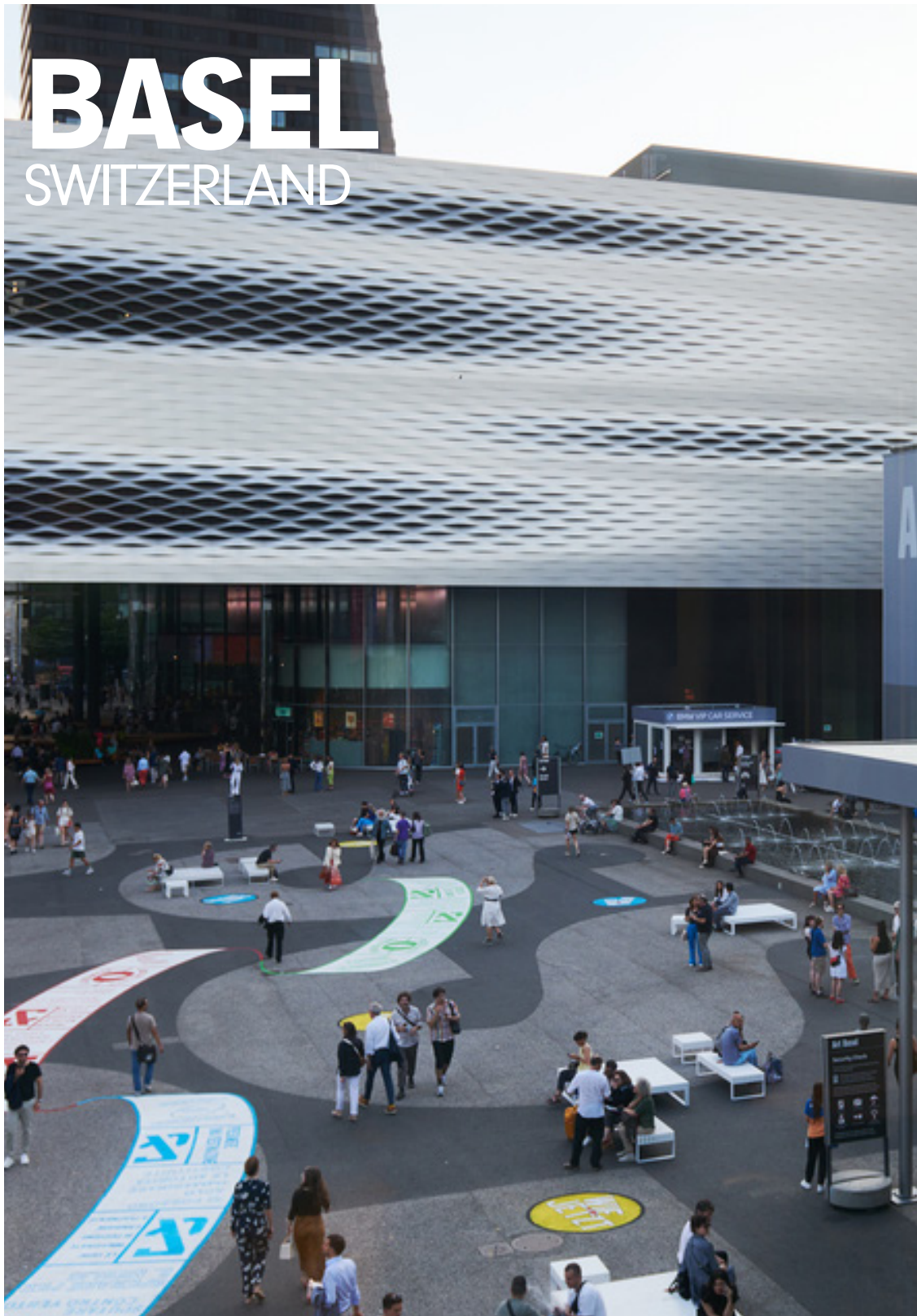
"Lawrence Weiner's OUT OF SIGHT is an ideal artwork for inviting our visitors and public to play on our entry plaza at Pier 15. It sets the stage for the discovery and inspiration visitors can find while exploring our exhibits within the walls of the Exploratorium."

Kirstin Bach, Interim Director of Arts, Exploratorium



BASEL

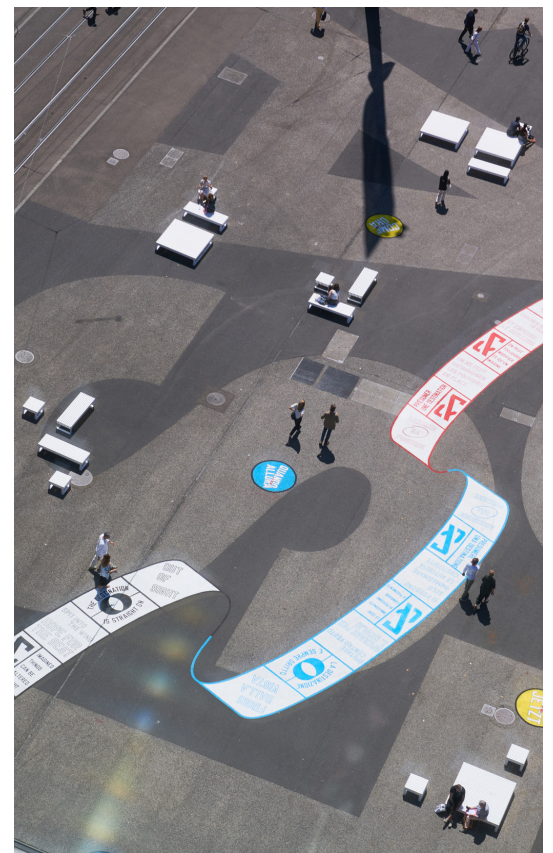
SWITZERLAND



MESSEPLATZ DURING ART BASEL • BASEL, SWITZERLAND

From June 13 - 19, 2022 OUT OF SIGHT was installed across the Messeplatz during Art Basel in Switzerland. Art Basel's display of OUT OF SIGHT is the largest marelle to date - almost 55 meters in length total and was presented in the three official languages of Switzerland: German, French, and Italian as well as English.

- Over 70,000 fair attendees engaged with the work and OUT OF SIGHT at Art Basel was featured in the Neue Zuercher Zeitung, The New York Times, Artnet News, WALLPAPER, HypeArt, and Elle Decor to name a few.
- In preparation for this project, we worked with the digital mediation company, Livdeo (livdeo.com), to create an interactive app and QR code for visitors to learn more about OUT OF SIGHT and engage with the artwork digitally by scanning the individual squares on their mobile devices as they walked the marelle.
- This app makes the experience more accessible and interactive to the viewer and allows for a bigger audience to engage with the project.



QUOTES



“We are delighted to feature OUT OF SIGHT by Lawrence Weiner as this year’s Messeplatz project. Lawrence ranked among the greatest artists of his generation and was a frequent visitor to our fairs. The way Lawrence led his life as an artist, mixing rigor and humor, was and continues to be an inspiration to younger artists.”

Marc Spiegler, Global Director, Art Basel



TIMELINE

— 2017

- Exhibition at National Gallery of Victoria in Melbourne, Australia
- Exhibition at Perez Art Museum in Miami, Florida
- Each museum exhibition has been extended multiple times based on overwhelming positive feedback and audience engagement

— 2018

- Installations in two Chicago parks in English and Spanish
- Installation and presence in the city-wide 'PLAY' public art exhibition in Kortrijk, Belgium with new language additions in French and Dutch

— 2019

- Installations in six Chicago parks with new language addition in Mandarin
- Consistent, weekly engagement with local teens through the Chicago Park District's Teen Day Camp Program reaching ~30,000 across nine Chicago parks and three languages
- Installation at LongHouse Reserve in East Hampton, NY

— 2020

- Indoor installation at Kelvyn Park, Chicago in order to continue regular programming year-round
- Translation of OUT OF SIGHT into Portuguese

— 2021

- Installations in new colorways in Singapore at the National Gallery of Singapore (indoors) and The Arts House (outdoors)
- Installations in English, Spanish and Mandarin Chinese, in new colorways at Fort Mason Center for Arts and Culture, San Francisco, The Exploratorium and McEvoy Foundation for the Arts

— 2022

- Installations in new colorways and languages - Italian, French, German and English, for Art Basel's Messeplatz
- Installations in German and English at the Albertina Museum in Vienna
- OUT OF SIGHT digital experience created in partnership with Livdeo
- Plans to translate OUT OF SIGHT into Hebrew, Arabic, German and Italian
- Global project in the works for 4 key global cities



LOCATION	PARTNER	LANGUAGE	INDOOR/ OUTDOOR
Melbourne AUSTRALIA	National Gallery of Victoria (NGV)	English	Indoor
Miami FLORIDA	Perez Art Museum Miami (PAMM)	English + Spanish	Indoor
Kortrijk BELGIUM	PLAY City Festival	Dutch	Outdoor
Chicago ILLINOIS	Chicago Park District	English + Spanish + Mandarin	Outdoor
East Hampton NEW YORK	Longhouse Reserve	English	Outdoor
Singapore	National Gallery of Singapore and The Arts House	English	Indoor + Outdoor
San Francisco CALIFORNIA	Fort Mason Center for Arts & Culture, The Exploratorium, McEvoy Foundation	English + Spanish + Mandarin	Indoor + Outdoor
Basel SWITZERLAND	Art Basel	English + French + German + Italian	Outdoor