

**The Artist's Work:** A sculptural installation made from **recycled local materials** that celebrates the history of a struggling city block.

**The Challenge:** Finance, build, and unveil the permanent installation in a designated, economically depressed urban area while creating a self-sustaining program around it.

| Team Member                 | The Stake                                                                                                                                   | The Solution Focus                                                                                                                                                              |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Artist                      | Needs a public commission and a documented connection to the <b>sustainability</b> and urban planning movements.                            | <b>Focus:</b> Documenting the entire material sourcing and building process to create a short film submitted to environmental/art festivals.                                    |
| Corporate Executive         | A construction/development firm seeking to improve its <b>community relations</b> and secure a permit for a future development in the area. | <b>Focus:</b> Providing the labor/logistics for the installation and offering a matching grant to the Nonprofit's related program.                                              |
| Nonprofit Director          | A local <b>housing advocacy</b> group whose mission is tied to the revitalization of the neighborhood.                                      | <b>Focus:</b> Establishing an ongoing educational program (e.g., a history tour) centered on the sculpture to raise monthly donations and awareness.                            |
| Small Business Entrepreneur | A struggling local <b>hardware and salvaged goods store</b> that is the source of the art materials.                                        | <b>Focus:</b> Partnering with the Artist to launch a "DIY Recycled Art Kit" based on the project, selling it in-store and online to capitalize on the installation's publicity. |

### Scenario 3: The "Mass Market Experience" Challenge

**The Artist's Work:** A series of unique, hand-painted patterns and textures originally intended for fine art canvases.