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Public Art in the Park

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You have been reading in this newsletter about an "Evolution of Flight Park" for a couple of years now, but it has not actually been much more than a concept that needed fleshing out. Last spring, we began to do that. A small working group consisting of Steve Brown, Byron Kentner, Joe Lehman, Bill Koop, Curt Nelson, and Dan Patterson, our artistic

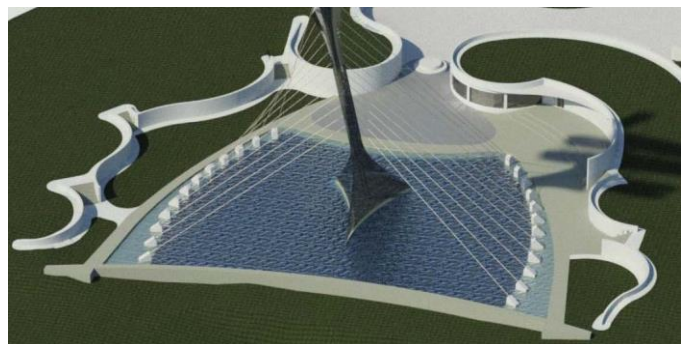
consultant, met for the first time on June 15th to begin developing the concept. They met six more times through December, and what has emerged is the subject of this article.

"The Evolution of Flight Park" surrounds the Triumph of Flight[®] monument and its reflecting pool. Characterized by long curvilinear walls, it will be filled with public art depicting significant events, people, and developments from the time of the Wright Brothers' first flight at Kitty Hawk in 1903 to today – and on into the future. The concept is dramatic and exciting, but as the committee discovered, bringing it to life requires much thought. There is such a huge body of history in the evolution of flight that all of it could not possibly be captured in our finite display space – 1200 linear feet of concrete walls up to 23' high. Before any details could emerge, the committee had to explore these issues: *(Editor's Note: We had earlier called all depictions "tableaux." That definition has changed.)*

- How should our depictions be arranged on the walls?
- What criteria should be used to select appropriate depictions?
- What materials should be used in the depictions?
- How could these depictions be packaged for sponsorship by donors?

The biggest question, tackled first, is the method of arrangement. It was quickly decided that a chronological approach would be unsatisfactory because that would require a lot of blank wall to accommodate future depictions, creating the aura of an incomplete project – certainly not the dramatic impression we want to create for our visitors. An alternative approach was necessary, focused on groupings, or aspects, of the evolution of flight that could be dealt with on different sections of wall. We would call each of these a "theme." To reinforce the monument's celebration of the triumph of flight, it was decided to focus each of these themes on different kinds of aviation accomplishments, or "triumphs," and each would be a separate "theme tableau."

The next question then was how many of these theme tableaux should there be, and which ones? Despite the abundance of wall space, it was felt that too many would make the overall display structure incomprehensible to the visitor, and too few would not allow us enough



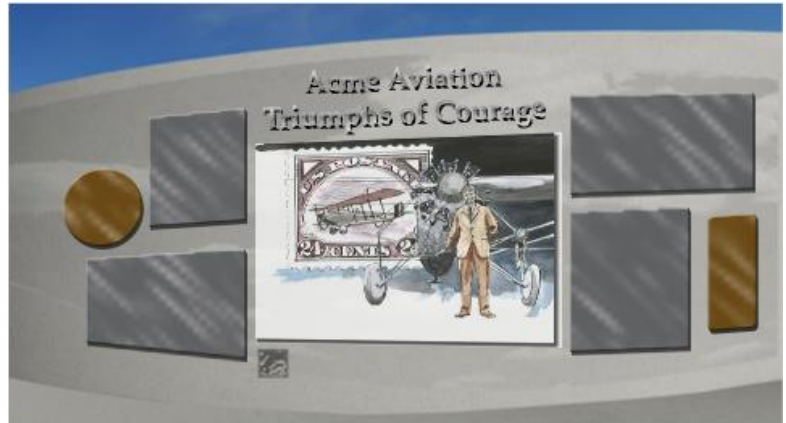
The Evolution of Flight Park's curvilinear walls

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latitude to tell the story. The committee eventually decided on seven theme tableaux:

- Pioneering Triumphs
- Triumphs of Courage
- Triumphs of Innovation
- Triumphs Through Adversity
- Triumphs in Commercial Aviation
- Triumphs in Military Aviation
- Triumphs in Space



Notional Sketch of a Theme Tableau

Though almost every significant event, person, or development in the evolution of flight will fit comfortably into more than one of these tableaux, this structure gives us the most flexibility in designing the park walls.

Each tableau will be focused on one central depiction, a “vignette” – a widely recognized aircraft, person, or scene – symbolizing that particular type of triumph. Flowing in all directions from that central depiction will be other vignettes, without regard to chronological sequence, that focus on various related subjects.

Several of these theme tableaux will be paired with complementary stand-alone bronze castings or bas-reliefs, created by sculptor Don Hatcher. Most of them will be available for sponsorship by a donor, including space for the donor’s name or company logo. Each tableau will include a QR code that, when scanned with a smart phone, will take the visitor to a website that provides more information about the tableau and all its vignettes, including information related to the sponsor(s) who supported its construction.

The question of what criteria would be used in selecting vignettes for the wall is one that will need further development. The committee agreed on the central vignette for each theme tableau without much controversy, and the initial few others that will be added to it were also relatively easy. Going forward, however, the committee recognized that it will need to collaborate with donors and other organizations focused on aviation history to select additional vignettes that capture appropriate topics from the past as well as new evolutionary triumphs that will occur in the future.

Example Sketches of Vignettes by Dan Patterson.

- I to r:*
Jimmie Doolittle
Huffman Prairie
Nadine Nagle
McCook Field
Eddie Rickenbacker



The park walls will include scattered clouds in bas-relief to provide continuity between themes and with the monument itself. Each vignette will be etched in color on perforated metal sheets, fabricated locally in Dayton with images created by Dan Patterson. The metal sheets will be attached to, and slightly offset from, the cloud-studded walls.

The Evolution of Flight Park walls will be only partially covered with these aviation theme tableaux when the monument and the park open to the public. In the years that follow, we will work with donors and sponsors to add new vignettes and new supporting information for each. Our vision is a dramatically appealing and learning-focused collection of public art, establishing the context of aviation history and surrounding the tranquil reflecting pool, from which rises our magnificent Triumph of Flight®.

General Update

- On November 1st, 2017, the Wright Image Group hired a **new fund-raising counselor**, Mr. John Pruehs of Pruehs & Associates, LLC, headquartered in Naperville, Illinois. John is well experienced at raising funds in the Dayton region, having previously served several other clients here, including the National Aviation Heritage Alliance. He was recommended by Mike Parks of the Dayton Foundation, and impressed board members with his approach to conducting a top-level feasibility assessment in parallel with fund raising solicitations. His guidance will be extremely useful as we kick off our capital campaign in the very near future.
- Legislative action in Columbus is still pending on the approval of an **Ohio Aviation Hall of Fame** to be hosted at the Triumph of Flight monument. Current wording in the bill includes direction that the hall of fame will be co-located with the Triumph of Flight until 2021. If the monument is not completed by then, the hall of fame is free to seek another venue. The bill will create a separate board of directors for the new hall of fame, and the WIG will need to work closely with them on the many practical implementation issues we will both face.
- General **construction costs** increase annually and will need to be factored again this year into our project estimate. Along with that, project architect Steve Brown will be working with Vic Roberts, VP of R. B. Jergens Contractors, Inc., to revise our construction estimate to reflect both current design and location.
- The WIG is currently in negotiations with Singer Properties (Alex and Shayna Kolodesh) to **purchase additional land** at the southwest corner of I-70/75. This will enable us to construct the monument and the Evolution of Flight Park with sufficient parking to accommodate up to 600,000 visitors annually. Additionally, the purchase also allows us to move the entire construction approximately 150 feet south and avoid the need to sink the anchor pilings in the middle of the current pond, Singer has never wavered in their commitment to provide as a gift the 3.6 acres that include the current retention pond. Alex and Shayna have offered to carry the mortgage, and have been very generous with the price and terms for the purchase.
- 2017 was the first year that the WIG undertook **formal presentations to potential major donors**, making presentations to the Berry Foundation, Speedway, and Pratt & Whitney. The results are not all in, but there was as much value in these presentations as a learning experience as in concrete results. We expect many more such presentations in 2018. An optimistic success rate, based on the experience of others, would be one in ten visits.
- We are approaching a decision point on whether or not to capitalize on the **\$250,000 authorization** by the state of Ohio in the 2017-18 Capital Improvement Budget. There is a downside as well as an upside, and we will need to focus on both. Our qualifying cultural attraction is through preliminary design and ready to support subsequent cost estimates. So, if our decision is to proceed with it, we will submit a package demonstrating compliance with the state's many qualifying stipulations by the end of March at the latest.
- The Wright Image Group's **annual membership meeting** was held on December 7th, 2017. Five Directors were re-elected (Steve Brown, Walt Hoy, Ralph Link, Jacqie Nawroth, and Linda Kahn). Interim Director Joe Lehman was elected to a three-year term, and one new Director, Bill Koop, was elected. (Bill will be spotlighted in our next newsletter.) The current slate of officers was re-elected for 2018.



New Director Bill Koop Updating the Triumph of Flight Quad-fold

To join, make a donation, or get information explaining the different contribution and recognition levels, write to us at:

Triumph of Flight®

1605 N. Main St
Dayton, OH 45405
or visit our website,
www.triumphofflight.org

Annual Membership Dues*

1 year - \$20

2 years - \$35

3 years - \$50

* Applicable to Individuals, Families or Businesses

Board Member Spotlight



Linda Kahn

Linda is The Ohlmann Group's CEO and Executive Director of Media Services. As an executive and leader with over 30 years of experience in marketing, advertising, and media buying, she has established a superior reputation for exceptional client service, continuous process improvement, and community development. She is committed to carrying on the legacy of integrity for which The Ohlmann Group is widely known.

Her career began with a degree in arts and sciences from Miami University followed by a job in 1979 with The Ohlmann Group as a media planner/buyer.

Her media team specializes in the research, negotiation, and placement of media services for clients throughout the country, and the Wright Image Group has many times been the beneficiary of their talents and expertise.

She currently sits on the Dayton Area Chamber of Commerce Board of Directors Executive Committee, the Wright Image Group Board of Directors, and the Better Business Committee for Advertising Review Council, Truth in Advertising.

Linda and her husband, Dennis Kahn, have one child, Andrew, who lives in Cleveland.

The WIG is a proud partner of the National Aviation Heritage Alliance.

As such, we ask our donors to make checks out to the Aviation Heritage Foundation and mark them so that it is clear the donation is specifically intended for the Wright Image Group.

By flowing our donations through the foundation, the federal government will match a portion of them. This additional funding goes to support the aviation heritage of the entire region. (See instructions below)



**Make checks payable to:
Aviation Heritage Foundation, Inc.**

**With the following comment
on the "For" line:**

"Restricted for WIG"

and mail to:

**Triumph of Flight®
1605 N. Main St Dayton OH 45405**

WIG Board of Directors

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- Stephen Brown - Director of Design & Engineering
- George Gianopoulos - Director of Development (vacant) - Secretary
- Jacqueline Nawroth - Treasurer
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