



Legislation Details (With Text)

File #: 110217. **Version:** 0 **Name:** "The Immortal Fountain: The Fountain of Youth in Art and Myth" grant application (NB)
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Title: "The Immortal Fountain: The Fountain of Youth in Art and Myth" grant application (NB)

This item involves a request to accept a "Culture Builds Florida" grant from the State of Florida, Division of Cultural Affairs, if awarded, to support an art exhibition and related community education and engagement project titled "The Immortal Fountain: The Fountain of Youth in Art and Myth."

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
9/1/2011	0	City Commission	Approved as Recommended	Pass

"The Immortal Fountain: The Fountain of Youth in Art and Myth" grant application (NB)

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In 2013, Americans will celebrate the Quincentennial of Ponce de Leon's landing on Florida's east coast and the subsequent 500-year relationship between America and Spain. This historic anniversary offers an opportunity to work towards a deeper understanding of both the historical context and the cultural significance of our on-going relationship with Spain and other Spanish-speaking countries of the Western Hemisphere. Our goal for the proposed exhibition, The Immortal Fountain, is to explore the significance of the Fountain of Youth story, the mythic explanation for Ponce's discovery of Florida. We will also challenge our audience to consider the broader implications of the Fountain story. To reach the widest possible audience we plan to partner with a variety of community organizations and institutions. Our objectives are to build leadership by creating public/private partnerships that will include government and business leaders, as well as educational institutions and cultural advocates; and also to promote learning and wellness, by using art to educate the public about the facts and fictions surrounding the idea of the Fountain of Youth and its implications in popular culture as well as its relevance to Florida's history and identity. We also plan to promote art in public places by exploring the creation of a "Quincentennial Fountain" project for our community.

The proposed exhibition will focus on finding images - paintings, sculptures, illustrations and ephemera - that reflect the concept of the "rejuvenating waters" enjoyed by those who travel to Florida in search of healing, relaxation and renewal. "Florida as paradise" has been a common theme in the state's cultural and economic history but where does this idea come from and how has art supported and reinforced the Paradise identity? We will invite 20 contemporary Florida artists to respond to the Fountain story by documenting the history of the narrative, interpreting the story and its significance to their own lives, exploring the transformational mythology of the Fountain story and relating the narrative to aspects of popular culture such as movies, video games, and advertising.

The grant application requests \$24,250 from the State's "Culture Builds Florida Grant." The City's funding match will be \$11,600 in in-kind salary and facility costs, and \$13,640 cash that are included in PRCA's FY 2012/2013 budget.

The City Commission: 1) approve the request to accept a grant, if awarded, from the State of Florida, Division of Cultural Affairs' "Culture Builds Florida" program, for the "The Immortal Fountain: The Fountain of Youth in Art and Myth" exhibit; and 2) if the grant is awarded, authorize the City Manager or designee to execute the grant agreement and other grant-related documents, subject to

approval by the City Attorney as to form and legality.

Alternative Recommendation

The City Commission not approve the request to accept a grant from the Florida Division of Cultural Affairs' Culture Builds Florida program if awarded for the "The Immortal Fountain: The Fountain of Youth in Art and Myth" exhibit.