

PAX  
AMERICANA  
2022

A PRESENTATION FOR THE CITY OF CORAL GABLES ARTS COUNCIL  
TEMPORAL ART PROJECT • ART BASEL MIAMI BEACH  
DECEMBER 2022 - FEBRUARY 2023

GEORGE SANCHEZ-CALDERON



Uncle  
Milton

Consular Street  
Festival

Ponce  
Circle Park

Stanford  
Bunny

My proposal focuses on the Fred B. Hartnett / Ponce Circle Park. The area surrounding the Hartnett / Ponce Circle Park is under a great deal of development that will add layers of function of use to the City of Coral Gables. My proposal titled “Pax Americana 2022” frames the park with two different sculptures at the North and South end while suggesting that a street festival take place at the beginning of each month in December 2022, January and February of 2023 in the center field of the park.



Cabezones in street festivals in Spain and Belgium



Cabezones in street festivals in Spain and Belgium

PAX AMERICANA 2022 calls to frame the Hartnett / Ponce Park with two large-scale sculptures that would be installed in November of 2022.

The North end of the park would receive a new work of mine titled “Uncle Milton.” Uncle Milton makes reference to the tradition of the “Cabezones” of Belgium and Spain, which are larger than life figures that engage the public in city squares. The “Cabezones” tradition traces its roots to Medieval times and is recognized by UNESCO as a tableaux vivant of human heritage. “Cabezones” are often figures of royalty and power that embrace irony and wit, inviting the viewer to engage the public space as one of discourse and conversation.

The South end of the park will receive an artwork by a dear friend of mine, Shelter Serra. Shelter will be creating a large-scale mutated version of the “Stanford Bunny”. The “Stanford Bunny” is considered the be the first item to be scanned and made in the digital world. The original “Stanford Bunny” was made out of terracotta and then scanned before being output to demonstrate that an object can go from the analog to the digital world and back.

“Uncle Milton” is a sculpture of Milton Friedman who was one of the most influential economists of the 20th century. Having taught at the University of Chicago, Milton Friedman’s theories regarding trade, commerce and capitalism had profound influences in all the Americas from North, Central and South. In the eighties Milton Friedman was a frequent guest on television programs and also had a special on PBS regarding his concepts for embracing capitalism. The two above mentioned sculptures and street festival embrace and respond to the topic at hand, “Public Art”. Sculptures have become a topic of national interest and outcry as several have been removed recently from public plazas and parks in an attempt to address and reframe history. Public Space has become synonymous with having a critical eye while addressing our past. This proposal embraces its temporality by being conscious of its own limitations.



Milton Friedman  
1912-2006



Tents for Festival



Terra-Cotta Stanford Bunny

In times such as we are living today in the post pandemic wake of Covid, the topic of economics, trade, globalization, supply chain, digital currency and social-media have all become common conversations. The juxtaposition of the sculptures proposed for Pax Americana 2022 speak specifically of the moment we are all living in while doing so in a visually accessible manner. The subtext of Pax Americana 2022 may have depth to it but the work embraces the public opportunity of commerce and discourse during the Art Basel / Miami Beach and into the following year.









Coral Gables is the home to various consulates from around the globe. I believe it would be wise to have them occupy the individual booths that would be in the Pax Americana 2022 street festival in the Hartnett / Ponce de Leon Circle in December, January and February.

Inviting each consulate to have craftsmen, performers, storytellers and artists occupy the tents embraces the diverse cultural depth that makes Coral Gables and South Florida such a unique community and destination.

Coming out of the pandemic as we all begin to embrace a new normal life, I found the concept of exhibiting in the public forum with a friend meaningful. The “Uncle Milton” and “Stanford Bunny” sculptures engage a discourse of value, commerce and the impact that the digital world has had in all of our lives.

After twenty years of ArtBasel / Miami Beach, I look forward to creating timely new work that can be appreciated by the international audience of the art world as well as the community I call and know is home.









## Shelter Serra

Shelter Serra was born in Bolinas, California in 1972. He received his Bachelor of Arts from the University of California, Santa Cruz in 1994 and his Master in Fine Arts in Painting and Printmaking from Rhode Island School of Design in 1996. The artist has exhibited his work nationally and internationally at galleries including Kasmin Gallery; David Castillo Gallery; Marlborough Gallery; Halsey McKay; Kantor Gallery; and The National Exemplar. The artist currently works and lives in New York City.



## Tim Schmand

Mr. Schmand's professional history in Miami-Dade County includes an associate directorship at what is now the History Miami Museum (1984-1990), Executive director of the Bayfront Park Management Trust (1991-2017) and Executive director of the Lincoln Road BID (2017-2022). Tim is also the author of two novels, "Just Johnson" and "The True Tales of Bad Benny Taggart" which are both available on Amazon.



## Street Festival embracing the Consular Corps

Consulate General of Barbados  
Consulate General of Colombia  
Vice-Consulate of Hungary in Miami  
Consulate General of Italy  
Consulate General of St. Lucia  
Consulate General of Peru  
Consulate General of Spain  
Spanish Trade Commission  
Tourist Office of Spain  
Spanish Office of Education  
Honorary Consulate of Australia  
Honorary Consulate of Belize  
Honorary Consulate of Ireland  
Honorary Consulate General of the Principality of Monaco  
Honorary Consulate of Norway  
Honorary Consulate of Portugal  
Honorary Consulate General of Singapore  
Honorary Consulate General of Thailand  
Office of Foreign Missions  
Taipei Economic & Cultural Office

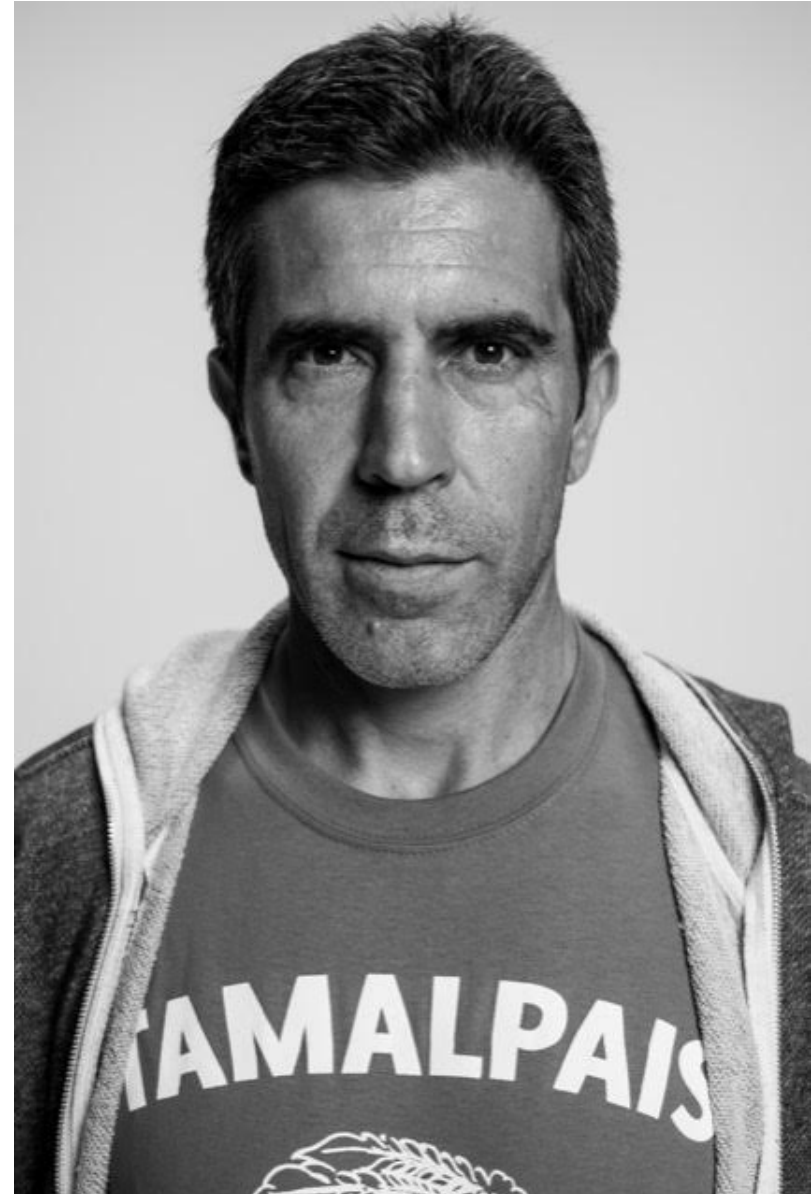
## Shelter Serra

Shelter Serra is a multidisciplinary artist whose artworks probe the resonance of imagery and objects he has pulled from the wake of American visual and material culture to reexamine.

Serra's compelling sculptures of ubiquitous or iconic commercial products remade in bronze, resin, copper, or gold, are conspicuous replicas of recognizable forms. Serra's paintings similarly announce their existence as reproductions of reproductions: halftone dots, hand copied typeface, mimicked printing glitches, the tones of a black and white photograph, or the vibrant colors of a thermograph, signal that the subject has been rendered, filtered through an image-making process employed for a particular end. By reproducing and recontextualizing these images and objects, Serra examines the cultural paradigms, which led to their creation and commoditization. The utility, absurdity, or desirability of the source image or object is contended with and re-assessed via Serra's handmade proxies. His recreations provoke a conceptual consideration of the assigned, symbolic status of the original – fashionable, wasteful, threatening, luxurious, lowbrow – they test the limits or longevity of the original's aura. If Serra's choice of subject matter is perceived as a commentary on the 'stuff' this country generates, it is the viewer who has imposed this subtext. In the form of re-presentations of already manufactured products or reproductions, Serra's artworks have a symbolic function. They point back to an original, and to the culture that gave that original meaning.

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[www.shelterserra.com](http://www.shelterserra.com)



## **Pax Americana 2022**

### Street Festival embracing the Consular Corps

Ideally the street festival will have booths occupied by the twenty consulates that are presently in Coral Gables. Several other consulates exist in Miami Dade and the opportunity to see the customs, traditions, artisans and craftsmanship of these individual nations would be a beauty to behold. That being said, I would be hiring Tim Schmand to organize and manage the logistics involved with the Pax Americana 2022 street festival. Our goal is to have a festival of quality items and to spike curious interest amongst Coral Gables residents and visitors.

### **Tim Schmand**

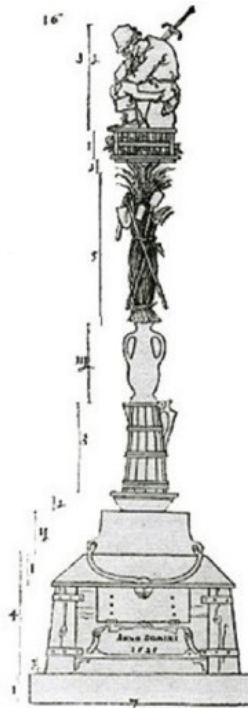
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Consulate General of Barbados  
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Tourist Office of Spain  
Spanish Office of Education  
Honorary Consulate of Australia  
Honorary Consulate of Belize  
Honorary Consulate of Ireland  
Honorary Consulate General of the Principality of Monaco  
Honorary Consulate of Norway  
Honorary Consulate of Portugal  
Honorary Consulate General of Singapore  
Honorary Consulate General of Thailand  
Office of Foreign Missions  
Taipei Economic & Cultural Office





## “AFTER DURER”



The following images are of a sculpture as though it were in the northern circle the Hartnett / Ponce de Leon park that is titled “After Durer”. “After Durer” was exhibited at the museum of Contemporary Art in North Miami in 2006 and was recently exhibited at the David Castillo gallery in the Design District. This object was first created in plaster and not cast until 2014-16 in bronze. Being the Hartnett / Ponce de Leon park is in the “Crafts section” subdivision of Coral Gables, the proletariat nature of this sculpture creates a basis for exhibiting it in this context.









# PAX AMERICANA 2022

## Estimated Budget

A PRESENTATION FOR THE CITY OF CORAL GABLES ARTS COUNCIL  
DECEMBER 2022 - FEBRUARY 2023

GEORGE SANCHEZ-CALDERON

### PAX AMERICANA 2022

|  |             |
|--|-------------|
| Design, Concept & Artist Fee:                    | 25K         |
| Legal  | 2K          |
| Temporal assistant                               | 5K          |
| Press & Marketing                                | City        |
|  | <b>32K</b>  |
| <b>Uncle Milton</b>                              |             |
| Engineering drawings (August)                    | 3K          |
| Sketches / Renderings and 3D preparation.        | 3K          |
| Foam production (September)                      | 30K         |
| Finish / paint & hardware (October)              | 5K          |
| Base for sculpture (October)                     | 2K          |
| Lighting   | 3K          |
| Site Prep (November)                             | 2K          |
| Installation (November)                          | 3K          |
| De-Installation (February - March 19th? Fallas?) | 3K          |
|  | <b>54K</b>  |
| <b>Stanford Bunny</b>                            |             |
| Engineering drawings (August)                    | 2K          |
| Artist Fee / Shelter Serra                       | 10k         |
| Sketches / Renderings and 3D preparation.        | 2k          |
| Foam production (September)                      | 25K         |
| Finish / paint & hardware (October)              | 5K          |
| Base for sculpture (October)                     | 2K          |
| Site Prep (November)                             | 2K          |
| Installation (November)                          | 3K          |
| De-Installation (Ditto above)                    | 3K          |
|  | <b>54K</b>  |
| <b>Street Festival (one time budget)</b>         |             |
| Tim Schmand                                      | 7K          |
| Tent Rental                                      | 5K          |
| Event Insurance                                  | 3K          |
| Stage / Lighting Rental                          | 3K          |
| Live Music / D.J.                                | 5k          |
|  | <b>23k</b>  |
|  | <b>131K</b> |
| Contingency                                      |             |
| 10% of overall budget                            | 13K         |
| Total Budget Pax Americana 2022                  | <b>147K</b> |