

"Madison Contemporary, art complex in Madison, launches Web site"

SPECIAL TO THE CITIZEN

Madison Contemporary (MC), an art complex that is taking shape in Madison, recently launched its Web site, www.madisoncontemporary.com, to share information about its plans, offerings and opportunities with the public. Opening date for the complex is set for Spring 2009.

The Web site, developed by Madison-based Alcovy Creative, includes the following key features:

- General information about the four components of the complex:
- Gallery submission guidelines
- Artist studio application information

- News of gallery offerings, shows and events

- Background info on exhibited artists

- Contact information

- Interactive blog page devoted to MC and discussions on contemporary art

"After a review of Web site developers, we chose Shannon Johnson and Alcovy Creative because of their award-winning, innovative and very appealing work," said Liselott Johnson, co-owner, architect and director of Madison Contemporary. "The firm also developed our logo. We are fortunate that they are located right here in Madison."

The current Web site launch for Madison Con-

temporary delivers Phase 1. When the art complex opens in the spring of 2009, Ms. Johnson anticipates the launch of an expanded site or Phase 2.

Plans for the two-story 19th century brick building on the square include four separate but interrelated components housed in the complex: The Gallery, the Artist Studios, the Art School and the Café. Madisonians Jorge Armenteros, MD and his wife Liselott Johnson, an architect by profession, recently purchased the historic 12,000 square-foot building in order to pursue their dream of creating an art complex in their hometown.

"We have exciting plans to renovate this historic building on the town square," said Liselott Johnson, co-owner of MC, "and we're getting enthusiastic support from the community. We are positioning Madison Contemporary as a major art destination in the Southeast."

Background on the project

For the past 70 years, the Madison Contemporary building served as a funeral home. Built prior to 1885, the building housed several trades before becoming a buggy factory. It later operated as a rooming house (hotel) with a series of smaller bedrooms on the second level. Those rooms that include windows pro-

viding natural light will be converted into artist studios and at least one classroom.

The second floor once featured a dining room with a wide open porch that extended over the sidewalk below. Plans call for the recreation of the porch that will be used as an extension of a café and will allow guests to dine outside with a view of Madison's square or inside with an overview of the art gallery and atrium.

Madison Contemporary Gallery will represent national and international artists who aim to be innovative, fresh, and sometimes daring within their field. In addition, the

gallery will invite contemporary artists to have their work juried and included in one of its quarterly shows. The owners plan make the 5,000 square foot gallery and atrium space available for rental by groups or individuals for private functions.

Madison Contemporary Artist Studios will host local artists that produce and sell their art in studio spaces open to the public.

Madison Contemporary Art School will provide a sequenced program of quality classes in different mediums and at all levels.

The Café at Madison Contemporary will offer chef-prepared fare in an art gallery setting.