

Javelinas on Parade coming to Sedona

In just a few months Sedona will be overrun by javelinas. Not the ferocious-looking garden gobblers but several dozen life-size sculptures that have been decorated, embellished, adorned and transformed into whimsical city mascots by local artists.

The javelinas will be part of a public art project called Javelinas on Parade (JOP) sponsored by the Sedona Chamber of Commerce and the Sedona Arts Festival (SAF), which jointly developed the idea. The Greater Sedona Community Foundation generously granted seed money for the project.

Fifty javelina family units of mother Mabel and son Oscar (named after SAF's popular Academy Night event) will be placed throughout Sedona in shopping centers, parks and plazas; on sidewalks and in front of cafes, galleries and businesses. They will be "on parade" in Sedona for two years, beginning at the Sedona Arts Festival, Oct. 8-9.

According to Debra Bodnar, SAF's executive director, the project's goals are:

- ▶ To increase awareness of Sedona as a city of arts and culture, thus increasing traffic to local arts and cultural events,
- ▶ To increase support of art-related businesses and JOP sponsors and
- ▶ To mitigate the possible negative effects of the highway improvement projects in uptown Sedona and along Arizona 179.

It should be an interesting pairing—the most beautiful city in the United States teamed up with one of the homeliest mammals in the Americas. It has all the ingredients of a southwestern "beauty and the beast" story that is sure to capture the public's imagination.

The idea of dotting a town with animal sculptures is not new; it has been hugely successful in other cities, such as Cows on Parade in Chicago and Mermaids at the Millennium in Norfolk, Va. According to a report from the City of Chicago, the Cows on Parade exhibition in 1999 brought in \$200 million, with more than a million visitors flocking to the Windy City to see the bodacious bovines. In addition, money came in from related merchandise, such as posters, pendants, flag sets, magnets, figurines and books.



Sylvia
Somerville
Chamber
View

Call for artists

Barbara R. Brown sculpted the prototype for the life-size javelinas. There was a push to make the wild pigs larger than life, but Bodnar resisted: "We decided not to put them on steroids."

Resin javelinas are being cast at the Timber Creek Art Works, a foundry in Dewey. Mabel (22 inches high and 32 inches long) and Oscar (13 inches high and 22 inches long)

sit on a three-foot high base.

The next step is for artists to deck out the 3-D canvasses "Sedona artists can have a heyday with this project," says Char Beltran, president/CEO of the Sedona-Oak Creek Canyon Chamber of Commerce. "The possibilities are open-ended." In Norfolk, mermaids were covered in mirrors, wrapped in a chocolate bar and dressed in painted African fabrics. One mermaid trailed copper locks; another stars. Some were regal; others playful.

Sedona's mascot is getting off to a light-hearted start. Sculptors Gayle and Larry Taylor have created a "bandito" family, complete with moustache and hat.

Artists interested in creating their version of the collared peccary (as the javelina is scientifically known), should contact the Sedona Arts Festival at 204-9456 for an information packet.

Call for sponsors

Sedona businesses are invited to adopt a javelina family or a herd of 6 to 12 for the duration of the exhibition. (When they move around in the wild, javelinas travel in groups.) Sponsors will be able to select the theme for their javelinas from a portfolio of possibilities. The adoption cost is \$2,000 per family unit. This is not a purchase fee; at the end of the event, the javelinas will be auctioned off to benefit nonprofit organizations in the area. The cost will be used to offset casting, painting and marketing as well as placing the statues at the sponsor's location.

Although sponsors will not be able to keep the javelinas (unless they win them at the auction), they will benefit from JOP's extensive public relations campaign, advertising, maps and contests, including a javelina scavenger hunt. If you would like to adopt a javelina family, call 204-9456. Javelinas on Parade has all the makings of a local attraction.