Monochronicle Property Report

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OVERVIEW

Case study - SatOne Mural Project on the Dobbins Landing in Erie, PA

From $10,000.00

MURAL PERMANENT

Artwork timeline Permanent

In 2019, the port of Erie, Pennsylvania, became home to an unusual and thought-provoking mural by internationally renowned street artist SatOne. Curated by Iryna Kanishcheva, the project titled “Flotsam” sought to rejuvenate a prominent public space - Dobbins Landing - with bold, abstract art that resonated with both the environment and the community. The mural’s theme draws on the maritime concept of “flotsam”—items cast adrift, rejected, or left behind—and explores how such objects, and people, can be reclaimed and re-imagined. The mural is located on a large, exposed surface at the foot of a street that serves as a gateway into Downtown Erie, offering viewers an immersive experience. Whether standing directly on the observation deck or viewing it from above, the work invites passersby to engage with its story and reflect on its deeper meanings.

Project Requirements:

The primary objective was to create a mural that:

- Enlivens a public space with bold colors and abstract forms.
- Avoids literal representations of Erie’s maritime history while still fitting within the context of the environment.
- Challenges viewers to use their imagination, inviting them to discover hidden stories within the artwork.
- Enhances Erie’s growing reputation as a destination for arts and culture.

The mural covered over 12,000 square feet of an observation platform surrounded by Lake Erie Bay. The location is highly visible to both residents and tourists, adding to its impact as a key piece in Erie’s artistic and cultural landscape.

Artist and Community Involvement:

- **SatOne**: Known for his abstract, multi-layered works, SatOne was the perfect artist to tackle this ambitious project. His ability to adapt to different environments and bring out the hidden stories within them made him an ideal choice for a mural that would resonate with Erie’s unique maritime culture. His approach to the project drew on the concept of "flotsam," encouraging viewers to think about what is discarded and overlooked and how it might be reclaimed in new and imaginative ways.
- **Curator Iryna Kanishcheva**: Iryna’s role as curator was pivotal in ensuring the success of the project. Tasked with selecting the right artist and managing the project’s many logistical challenges, she emphasized the importance of flexibility and adaptability in an environment that presented various unknowns, including the scale, texture, and weather conditions of the site. Kanishcheva selected SatOne for his remarkable reputation, bold and creative designs, and ability to engage deeply with his environment, allowing the surroundings to inform the direction of his art.
- **Volunteer Support**: The successful and timely completion of Flotsam was made possible in part by the involvement of local volunteers who provided crucial assistance throughout the project. Despite the challenging conditions, including fluctuating weather and a tight schedule, these volunteers supported the artist in various capacities, ensuring that the mural was finished in just six days. Their

participation not only sped up the process but also fostered a deeper connection between the community and the artwork, making it a true collective effort.

- **Key Leadership by Patrick Fisher and the Port Authority**: The project was realized through the strong leadership of Patrick Fisher, Director of Erie Arts & Culture, and the Erie-Western Pennsylvania Port Authority. Their vision and commitment to incorporating public art into Erie's waterfront revitalization were essential to the success of the Flotsam mural. Fisher's advocacy for the arts and the Port Authority's funding of $5,000 made this project a reality, aligning it with broader urban development initiatives like Erie Refocused to create a vibrant, culturally rich environment for both residents and visitors.

Project Execution:

The mural was completed in just six days despite the significant challenges posed by the location. From sunrise to sunset, the team contended with strong winds off Lake Erie, constant sun exposure, and unpredictable rain, all while working on a surface exposed to birds and other elements. Over the course of the project, SatOne used 30 gallons of paint in 22 different colors to create “Flotsam.” His design avoided literal references to Erie’s history, instead opting for abstract shapes and forms that reflect the energy of the waves and the hidden treasures that the sea brings ashore. The triangular elements of the design, combined with rippling lines, evoke a sense of movement and discovery, drawing viewers into the narrative.

Upon finishing his mural, SatOne told Erie Times-News photographer Greg Wohlford: "I hope people start to meet here. I hope kids start to grow up with

this mural and it becomes a part of their lives. People will see different things, with abstract work it is open to interpretation.

Artist’s Reflection: SatOne was particularly drawn to the concept of flotsam, finding parallels between the discarded items that wash ashore and moments in people’s lives when they feel cast aside. He views this mural as an invitation for viewers to reclaim and re-imagine those discarded elements, imbuing them with new purpose.

> **Curator’s Perspective**: "This was my first time working in Pennsylvania and my first time working with SatOne," said Iryna Kanishcheva. “Even though I had not previously collaborated with him, I knew his reputation for excellence in the street art community. Throughout the project, SatOne demonstrated remarkable professionalism, efficiency, and stamina—working between 10 to 14 hours each day to bring the mural to life.” - Iryna Kanishcheva.

Impact and Results:

- **Cultural Significance**: The mural became a key part of Erie’s effort to position itself as a world-class destination for arts and culture. It aligned with Mayor Schember’s administration’s focus on redeveloping Erie’s Downtown and Bayfront, and the project resonated with both residents and visitors.
- **Metaphor for Erie’s Transformation**: The concept of flotsam, as interpreted by SatOne, became a metaphor for Erie’s evolution. Like many rust-belt cities, Erie has had to adapt to the economic shifts brought about by globalization and automation. Through public art, Erie is redefining itself, looking ahead to new opportunities while shedding the nostalgia of its industrial past.

Conclusion: The “Flotsam” mural project in Erie, Pennsylvania, showcased the power of public art to transform spaces and engage communities. By working with internationally recognized artists like and addressing local challenges, Erie is actively shaping its identity as a 21st-century city. The mural invites viewers to reflect on the stories of what is cast aside and overlooked, offering hope that those things can be reclaimed, re-imagined, and given new life. This case study exemplifies how public art can serve as a catalyst for cultural renewal and social reflection. The Flotsam mural has since become a local landmark, drawing both residents and visitors to Dobbins Landing, further enhancing Erie's waterfront as a vibrant cultural destination. Its installation has contributed to increased foot traffic, attracting nearby businesses and creating a gathering space that resonates with the community. The mural not only beautifies the space but also fosters economic activity and community engagement, transforming the area into a hub for both social interaction and commerce **A Call for Action:** We hope that this project will inspire other cities to embrace public art as a way of reimagining their environments and their future. By continuing to invest in creative projects like this, Erie demonstrates that art can play a vital role in both economic revitalization and community engagement.

Publications:

Satone Leads Us To Lake Erie With "Flotsam": Like many North American cities, the so-called "free-trade" pacts, globalism, and corporate capitalism have left scars on this city by the great Lake Erie, so-named Erie. - Brooklyn Street Art.**SatOne in Erie, Pennsylvania:**The organization **Erie Arts & Culture** and the **Erie-Western Pennsylvania Port Authority** brought in curator **Iryna Kanishcheva** and the artist **SatOne** for a project to create an abstract mural that covers the 12,000-square-foot observation deck at Dobbins Landing. Taking a week to complete, Flotsam celebrates and reflects Erie's bayfront environment. - Street Art United States.**New Mural by SatOne in Erie, PA:**Curiosity is a driving force in **SatOne**'s life.The artist is drawn to engage with people and environments that offer unique stories.It leads to the discovery of situations that others may overlook in their daily routine. - I Support Street Art.**Street Artist SatOne Transforms the Observation Deck of Dobbin's Landing, Erie, Pennsylvania 2019:**SatOne finds the definition of flotsam so intriguing – people or items that have been rejected or regarded as worthless. In traditional maritime culture, this referred to the wreckage of a ship and what debris may eventually wash ashore. But, as people, he thinks all of us at one point in our lives experience a moment when we feel cast aside and not valued. - Graffiti Street .

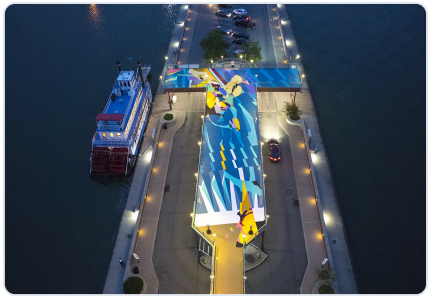
Additional Information

2 STORIES

Place

Address	1 State St, Erie, PA 16507, USA
City	Erie
State	Pennsylvania
Zip	16507
Country	US

Gallery



SatOne Mural Project on the Dobbins Landing in Erie, PA

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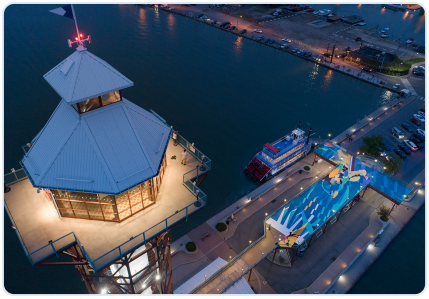

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Contact

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