Miami-Dade County Public Schools
Museum Education Program

Field Experience Resource Guide
to Wynwood/Design District

BAKEHOUSE, WYNWOOD WALLS, PURVIS YOUNG
de la Cruz Collection and more....
The School Board of Miami-Dade County, Florida

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Welcome to the Museum Education Program. Thirty-one years ago, the Art Education Program developed the Museum Education Program, a collaborative effort between Miami-Dade County Public Schools, local museums, and galleries. This program is designed to provide all students attending art classes, kindergarten through senior high school, with an opportunity to view and discuss original works of art and architecture in a museum, historic site, or gallery setting.

Museum educators, who are Miami-Dade County art teachers, guide students through interdisciplinary tours of modern, classical, contemporary, and student produced art. Specially designed educational resource guides emphasize the connection between art, language arts, math, science, social studies, and career awareness. On-site and follow-up art, reading, and writing activities reinforce the concepts explored through the museum tour. These multi-curricular experiences serve to foster student awareness of the link between themselves and artists who express personal thoughts, feelings and experiences through works of art. The art reflects the cultural, historical, social, and economic climate of the times in which it is created.

The Museum Education Program represents nineteen museums, galleries, and outreach programs. The museum educators are art teachers who have been chosen for their ability to plan tours, develop educational resource guides, and create relevant and interesting tours of permanent collections and traveling exhibitions. This unique program has become a nationally recognized...
This Educational Resource Guide is intended to assist teachers and students prepare for a visit to the Wynwood and Miami Design District.

Research shows that cognitive-learning outcomes occur when teachers prepare students prior to a museum visit and invest time in post visit activities related to the museum experience.

The Wynwood Arts District and the Miami Design District contains over 100 galleries, museums and collections. The once dilapidated and quiet neighborhood of Wynwood is now in the midst of a gentrified renaissance.

The Wynwood Arts District area has been called an outdoor street art museum with the Wynwood Walls, the Bakehouse Art Complex, Rubell Collection, and fashionable eateries.

The Design District boasts major art galleries and collections such as the de la Cruz Contemporary Art Space and open-air, high-end luxury fashion industry names like Louis Vuitton, Fendi, Cartier, and Hermès.

The field experience should extend to the classroom through culminating activities suggested in this short guide. Students should apply what they learned on the trip and demonstrate this knowledge through oral discussions, writing, digital research, or art activities.
Purvis Young

Style: Expressionist
He painted his vision of urban life.
Outsider artist or street/artist.
He was self taught.

Materials:
Found objects, plywood, used books, old doors.

Legacy: transforming the forgotten Miami Overtown into a destination for contemporary art.
Purvis Young was born in Liberty City to a Bahamian mom who encouraged his artistic inclinations. Young dropped out of school at 16 and was later arrested for breaking and entering. During his four years in prison he took up drawing to pass the time. After his release in the late 1960s, he picks up readily available materials such as house paints and found pieces of wood to begin his lifelong career as a self taught artist. His first major artworks were created on the walls of an abandoned building on Fourteenth Street in Overtown known as the Goodbread Alley.

**Goodbread Alley**

1972 - 1975 (destroyed)

Young educates himself by visiting the Overtown library and reading about art. He learns about the “Freedom Walls” created by artists in Detroit and Chicago. In 1972, he creates his own uncommissioned public mural in an Overtown area known as Goodbread Alley. The buildings were formerly home to the Bahamian Baking Industry. The colossal mural was visible from I 95 and soon gained the attention of art lovers from around South Florida. The mural and buildings were later destroyed but today the art of Purvis Young fills the walls of galleries and museums across the country and abroad. You can find his work in Miami’s Northside Metrorail station or the outer walls of Culmer/Overtown library. There is also a museum honoring the late Purvis Young at 255 NW 23rd Street, Miami.
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| [CONCEPTUAL ART] | [ARTISTS: PURVIS YOUNG SHEPARD FAIREY RON ENGLISH RASHID JOHNSON] |
| POST BLACK ART | BILLBOARD |
| SELF TAUGHT ARTIST | |

VOCABULARY
collage and paint

use old or out of date books to collage and paint on. Libraries discard old books regularly. Use wax paper between pages to dry.

Purvis Young

I want to paint honey in the sky where it can drip down and make the world sweet. Purvis Young spent hours at the Overtown, Miami library.
In 1984, a 3.2-acre complex of several buildings located in Wynwood. Originally built in the early 1920's as the American Bakeries Company, the complex became the Bakehouse (BAC).

Bakehouse Art Complex. Painted silos by a New York artist named Dope. He uses colors, lines, textures, and shapes to engage the audience. The painted surface was a lot brighter, but it's now starting to look weathered like the silo itself.
Frank Shepard Fairey is one of many artists who have claimed a wall as their own at the famous Wynwood Walls, a neighborhood in the City of Miami.

Google the artist who is one of today's best known and most influential street artists.
WYNWOOD WALLS

SHEPARD FAIREY

The mural references to human rights with the figure on the far left of Burmese opposition politician Aung San Suu Kyi; the imagery also deals with climate change and the question of war.

MURALS

Reclamation art projects seek to beautify the landscape, to transform eye-sores into appealing, contemplative spaces.
This Wynwood Wall mural by Ron English explores popular, corporate and advertising images. English incorporates comic superhero mythology and art history into his street art. This commissioned and legal mural is in contrast with the many illegal murals and billboards he has created since the 1980s. His masterful use of trompe l’oeil are a blend of political, consumerist and surreal statements. His outdoor art is a form of marketing that attacks fast food chains and tobacco industry giants. Ron is called the “billboard bandit” for obvious reasons.

**Vocabulary:** street art, trompe l’oeil, consumerism
Rashid Johnson is an African-American socio-political photographer who produces conceptual post-black art. His work has been exhibited around the world and he is held in collections such as de la Cruz Contemporary Art Space in Miami. In addition to photography, which he presents audio (mostly music), video and sculpture art.

RIGHT: Houses in Motion," 2012, branded red oak flooring, black soap, wax, and spray enamel,
Carlos and Rosa de la Cruz Collection, Miami
LINKS

PURVIS YOUNG - VIDEO

http://article.wn.com/view/2011/12/03/Grandson_of_Overtown_art_icon_Purvis_Young_exhibits_in_Wynwo/#/related_news

http://article.wn.com/view/2013/03/13/New_River_Fine_Art_Announces_Major_Purvis_Young_Retrospective/#/related_news

http://article.wn.com/view/2013/03/13/New_River_Fine_Art_Announces_Major_Purvis_Young_Retrospective/#/related_news

WYNWOOD WALLS

http://article.wn.com/view/2012/01/22/Wynwood_Walls_A_gallery_for_urban_street_art_in_midtown_Miami/#/related_news

http://www.youtube.com/watch?v=R-oVc_TNxRY

RASHID JOHNSON

http://www.youtube.com/watch?v=R-oVc_TNxRY
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