

Baba Yaga at Fly Ranch

Art Installation Proposal



Background:

Baba Yaga's House is a 28 ft tall interactive sculpture inspired by the Russian fairytale of Baba Yaga. Perched atop 12 ft metal chicken legs, the two story house is a stunning immersive structure that brings participants into another world. 90% of Baba Yaga's House is created from reclaimed materials including 100 year old barn wood, stained glass & sheet metal from The Space Whale, roof tiles from the early 1900s and beams from La Llorona Spanish Gallen aka the Ship with the Pier. 75% of the Baba Yaga team also worked on The Space Whale and many team members have backgrounds in various large scale sculptures for Burning Man and beyond. Our HQ is The Generator Inc. community art space in Reno, NV a 35,000 sq ft makerspace that's home to over 200 working artists.

Timeline:

Our ideal time line is fairly rapid due to our trucking company and storage facility (Peik Construction). They will be busy all of August with Burning Man which gives us two windows for installation before next winter. We can either set it up in late July or wait until early October. We would really like to have Baba Yaga's House installed before Burning Man 2019 if possible.

Agreement Finished and Signed - April 1st

Fundraiser video filmed and site selection - April (whatever date works best for everyone)

Fundraiser Launch - May 1st

Fundraiser End - June 1st

Baba Yaga's House Engineering, Updates and Adjustments - June & Most of July

Baba Yaga Install at Fly Ranch - July 18th - 22nd

Site Selection:

The installation site will be selected by the Baba Yaga crew and Fly Ranch team. Generally dry ground is preferred (not in wetlands). Site will require heavy equipment access (boom lift, 15K vertical reach & a small crane truck) as well as a power supply for tools, lighting and a welder.

Fundraising:

We plan to run a month long Hatchfund campaign to raise \$150,000. The minimum amount we need in order to install Baba Yaga's House is \$50,000. If our fundraiser does not hit the 50k mark we will not install at Fly Ranch. We would like assistance from the Burning Man communications team to support the fundraiser. This includes support onsite to film a fundraiser video and promotion through Fly Ranch and Burning Man social media channels and the JRS.

We'd like the fundraiser to be in partnership with the Fly Ranch Project & Burning Man and to use that type of wording in our fundraising efforts. We also want to push the idea that this is in some ways a social experiment just like Burning Man. By donating to the project the community of Burning Man gets to choose whether or not Baba Yaga will be one of the first art projects to be installed at Fly.

Installation:

Baba Yaga's House was engineered by RBHU, a specialty firm out of San Francisco. Yaga is engineered in accordance with San Francisco city code.

Prior to installation we'll need to re-engineer the base of the chicken legs so it doesn't sink on the Fly Ranch property. After re-engineering we'll need to fabricate whatever is called out. We also have some damage to the house from Burning Man most of which are simple repairs like changing out a splintered 2x4. We'll need to spend some time sealing the roof to ensure that it's waterproof. There are two layers of tar on the roof and windows but we'll need to caulk any spots where leaking can occur.

We'll also need to weld on site to permanently attach the legs to the metal sub-frame of the house. We'll need either a mig welder or a stick welder as well as 220 power to run the welder. The installation should take a maximum of 5 days. We will need a 15k VR, a Boom Lift and a small crane truck.

We are hoping we can get most of our crew to come out for installation which would be roughly 15 - 25 folks. If we have our own heavy machinery and light towers as well as our full crew we may be able to get the installation done in as little as three days.

Upkeep:

The Yaga crew is planning to come out once in the Fall, Spring and Summer to maintain the installation. It's very possible this will turn into even more visits depending on the state of the

project (i.e. we come out for a maintenance check and there's more work than we thought so we come back for an additional weekend that season). We'd like to request a yearly stipend of \$500 from the Burning Man Organization toward upkeep costs on Yaga. Any repairs that exceed \$500 will be discussed by both Yaga Crew and the Fly Ranch team to reach a collective solution. The Baba crew is local to Reno and we deeply love this project. We are very excited about this opportunity at Fly Ranch because we'll still be close to our art. We are more than happy to come visit her often to make sure she's doing ok and we'd like to periodically change the interior decorations for added fun.

Lease Terms:

We are proposing a 5 year lease at Fly Ranch during which time Baba Yaga's Book Club will keep all rights to the art piece. Fly Ranch and Burning Man Project are free to utilize Yaga's house in any way they see fit. During our lease period we request that Baba Yaga's House will be protected under the liability insurance umbrella for Fly Ranch.

After the 5 year lease at Fly Ranch is complete we would like to re-evaluate our contract with Burning Man Project. If it is decided that Baba Yaga's House will be uninstalled from Fly Ranch we would like Burning Man to provide heavy machinery.

Questions:

What does the Fly Ranch team envision for this installation?

Do you want all deco, lights and sound installed?

Will you be able to give us power to run lighting and sound semi-permanently?

Do you want exterior lighting and if so how much?

The Baba Yaga crew understands that Fly Ranch is a wilderness environment and we don't want to disturb the natural cycles of the land. We'd love direction from the Fly Ranch team to make sure that Baba Yaga's House integrates with the world around her.

Fundraising Campaign:

Can we offer a bus trip from BRC to Fly Ranch as a fundraising perk or a special 3 hr nature tour of Fly Ranch at another date just for contributors?

Can we offer a Baba Yaga Retreat & Opening Ceremony camping trip as a fundraising perk?

We would love to have a Baba Yaga camping trip in late September or early October if possible. We were thinking of 30 Yagins (the extended crew) and 20 contributors. We are flexible on dates, length and attendee number.

We think these two special events will ensure the success of our fundraiser. There are many folks who want to see Yaga's House and offering them a special experience with the art piece is going to be a big incentive.

Here is the link to our fundraiser - <https://fundrazr.com/babayagashouse>

We are planning to launch this on Saturday, June 1st so we can run it from June - July. We can push this to Monday if necessary. It will run from June 1st - July 12th.

As far as expanding the feeling of exclusivity, the Baba Yaga Crew is happy to act as ambassadors of Fly Ranch and to periodically offer guided artist tour/nature walks during the entire 5 year installation period. We would love to work together with Fly Ranch staff to create this type of program that future Fly Ranch artists can use as a blueprint for their own interactivity. Offering special art tours once a season would be incredible, we can even have different crew members like Deco Team, Wood Team, Engineering team etc. can each offer a different tour throughout the 5 years. Then folks who are interested in specific aspects of the art can get some quality time with those who created it which would truly be a unique experience that I haven't heard of before. :)