

LOOKING UP COLLEGE AVENUE

A Historic Treasure Hunt

In older neighborhoods across the United States, it is common to see a building quite differently when viewing it at street level than when you stand back and look up. At the top of many two- or three-storied business buildings, apartments, schools, and homes are remnants of the architectural details those buildings had when they were built. But, at eye level on the ground, whether driving, biking, or walking, you may encounter bricks painted garish colors, aluminum or vinyl siding, former windows that are now boarded up or filled in with cement blocks, and no hint of what lies above you only one or two stories.

That desire to encourage everyone to “look up” and appreciate what such buildings could once again become inspired John Sherman and Mayowa Tomori to create this project that includes a handful of buildings along historic College Avenue. There are booklets available in the gallery if you have not yet participated in this treasure hunt. The seven buildings on the hunt have modern “up” photos shot by John and Mayowa, accompanied by historic photos of the existing buildings (or, in one case, the former building), along with many tips, hints, clues, and questions for you to answer. There is also a place for you to add your own structure along College Avenue, and one monument, important to the history of the city and the avenue, just off College, is also included in this tour. In this display, you will find photos of some buildings that John and Mayowa wanted to include in this project, but they didn't make the cut. Nonetheless, they feel the buildings deserve recognition – and, to avoid spoiler alerts for future projects, they are not being identified here. And, not surprisingly for an avenue as long and as historic as College, there were even more buildings that were considered, but were not even photographed.

Looking Up College Avenue (LUCA) is designed for 4th-graders to adults. An ultimate teaching moment for participants of any age will be found when reading about Building No. 6 on the LUCA Treasure Hunt. Beautiful Art Deco lost out to Bland and Tacky in the 1990s. Remnants remain, but the damage, permanent damage, has been done. One hopes that, in studying the story of this building alone, a passion will be kindled for the preservation and restoration of important buildings and, years from now, or maybe months from now, when such a structure is threatened, the demise of Building No. 6 will be remembered and the troops will rally to save architectural beauty and glory from the wrecking ball.

John and Mayowa share a love for history, historic preservation, neighborhoods, and architecture. Both are writers and photographers with a wide variety of interests and work experiences. Each has spent years working in marketing, communications, and public relations for clients and for their own artistic endeavors.

They express their gratitude to the Indiana Historical Society, Printing Partners, and the Harrison Center for the Arts, the sponsors of LUCA. Information and photos were also supplied by Indiana Landmarks, Ball State University, and Butler University.

We hope you enjoy this exhibit and, if you have not yet participated, you will take some booklets and look up College Avenue. You may also download a PDF of the LUCA booklet at www.indianahistory.org/LUCA. Begin to look up other buildings in your neighborhood, in downtown Indianapolis, and in other communities. See the possibilities. Seize the opportunity to save historic buildings and restore them to their original grandeur.

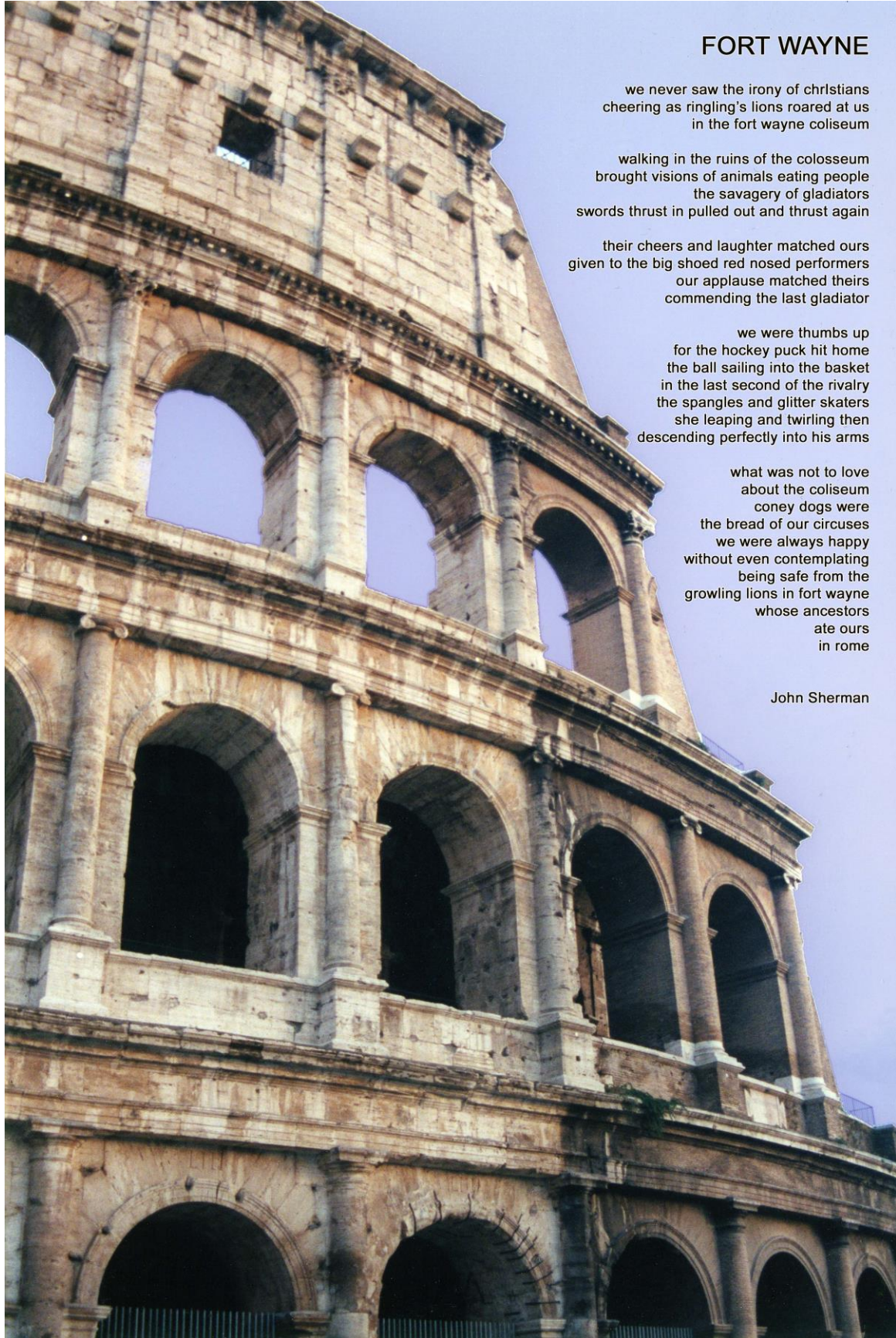


Ma-Co Market Building, Art Deco Style, 1930. Bass Photo Co. Collection, Indiana Historical Society]



Replacement for the Ma-Co Market Building, in spite of protests, 1992]





FORT WAYNE

we never saw the irony of christians
cheering as ringling's lions roared at us
in the fort wayne coliseum

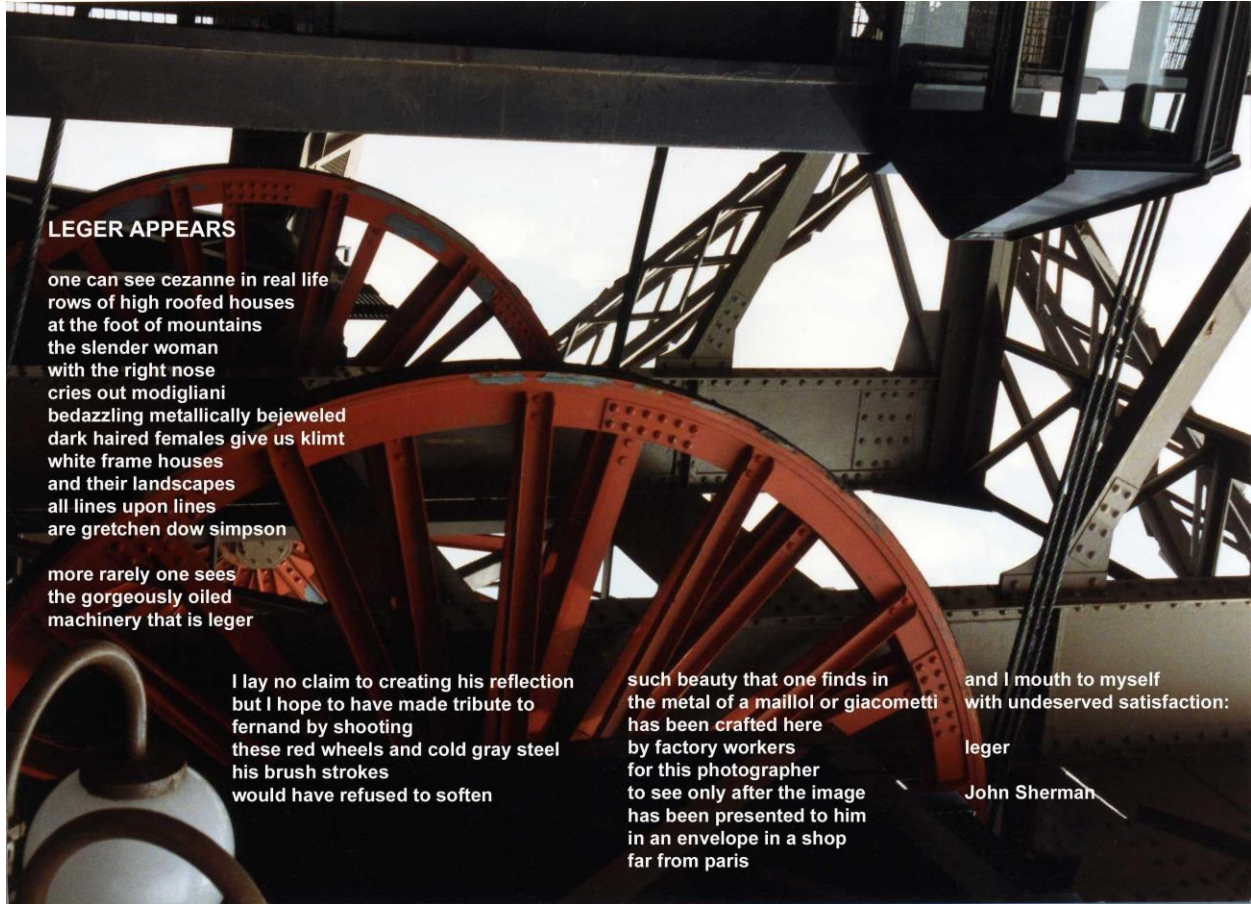
walking in the ruins of the colosseum
brought visions of animals eating people
the savagery of gladiators
swords thrust in pulled out and thrust again

their cheers and laughter matched ours
given to the big shoed red nosed performers
our applause matched theirs
commending the last gladiator

we were thumbs up
for the hockey puck hit home
the ball sailing into the basket
in the last second of the rivalry
the spangles and glitter skaters
she leaping and twirling then
descending perfectly into his arms

what was not to love
about the coliseum
coney dogs were
the bread of our circuses
we were always happy
without even contemplating
being safe from the
growling lions in fort wayne
whose ancestors
ate ours
in rome

John Sherman



LEGER APPEARS

one can see cezanne in real life
rows of high roofed houses
at the foot of mountains
the slender woman
with the right nose
cries out modigliani
bedazzling metallicly bejeweled
dark haired females give us klimt
white frame houses
and their landscapes
all lines upon lines
are gretchen dow simpson

more rarely one sees
the gorgeously oiled
machinery that is leger

I lay no claim to creating his reflection
but I hope to have made tribute to
fernand by shooting
these red wheels and cold gray steel
his brush strokes
would have refused to soften

such beauty that one finds in
the metal of a maillol or giacometti
has been crafted here
by factory workers
for this photographer
to see only after the image
has been presented to him
in an envelope in a shop
far from paris

and I mouth to myself
with undeserved satisfaction:

leger

John Sherman

Marjorie Main

Rural Documentary Poetry

John Sherman



LOOKING FORWARD

beauty • pride • defiance



These images of women undergoing or having undergone chemotherapy were taken by Indianapolis photographer John Sherman. He shot profiles of the women because he felt that view is more interesting and more revealing of the subject.

Design work was provided by Trish Logan of Beyond Words, Inc., and printing and framing by Steve Donahue of Mr. Poster.

This exhibit is made possible, in part, by an individual Advancement Program grant from the Indiana Arts Commission. Additional funding was provided by the Efroymsen Family Fund, Central Indiana Community Foundation, and the Cancer Support Community — Central Indiana. Thanks to the Harrison Center for hosting this inaugural exhibit of the "Looking Forward" photographs.

