

Sculpture walk seen as Southfield focus

By Shirlee Rose Iden
staff writer

Long known as a city without a downtown, Southfield may soon boast a Sculptural Parkway designed to create an elegant focus.

The city's Business Consortium for the Arts (BCA) is working on the parkway, still only in preliminary planning stages.

Each month delegates to the consortium's rotating steering committee gather at 7 a.m. to discuss the business of bringing culture to the workplace and to all people in Southfield.

"You might think the people are half asleep at that hour," says Lucius Theus of the Allied Corp., "but we give them a hit of strong coffee and they pick up and get a lot done."

A Birmingham resident, Theus came to Bendix two years ago after retiring as the commander in charge of accounting and finance at the Air Force Academy in Colorado Springs, Colo.

Presently director of civic affairs for Allied (as he was previously for The Bendix Corp.), Theus is the corporate coordinator for the BCA.

Once a city official planted the idea that Southfield is the perfect place to spawn a cultural revolution. Those who are in on the action know the upheaval has already begun.

Southfield put its commitment to the arts on record when the city hired Marlowe Belanger, a Farmington resident, as the first full-time arts director in any Oakland County city.

IN HER two years on the job, she has overseen art shows, coordinated free exhibitions, and produced lectures, trips, an opera workshop and other various programs.

"Art is for everyone," Belanger pronounces. "And the consortium is unique. There's been no known example for us to follow."

The first phase on the BCA's agenda, bringing art to the workplace, has been in operation for several months with the cooperation of the 88 member businesses and corporations.

In the first months of BCA's phase one, 363 individuals were part of 43 performances including dance, vocal, instrumental, lectures, mime, and art exhibitions in various media.

"People who are shy of their own artistic knowl-

edge now are having art brought to them in their workplace," Theus says. He adds that Allied Corp. employees have willingly volunteered to help at receptions when new exhibitions opened.

"We rotate our meetings as well as the performances and exhibitions. Some restaurants in Southfield are exhibiting works provided and find it hard to fathom that there's no charge."

"It's good for them. It's good for the people and good for business."

Art experiences to date have been brought to Federal Mogul, Holiday Inn, Bendix, American Motors, Allstate Insurance Co., Prudential Town Center, Macaebes Insurance Co., Tel-Twelve Mall, and the Gulf and Western Corp. and others.

The city has provided staff, transportation, materials and sound systems for the performers.

"PERFORMANCES are videotaped and the tapes go to the performers, which can be a big boost for them," Theus says.

Moving ahead on the consortium's phase two, the steering committee is looking for a grant from the National Endowment for the Arts (NEA). "This will help us do the design work and get on with it," says Theus. "That may take a while but it will be good for us."

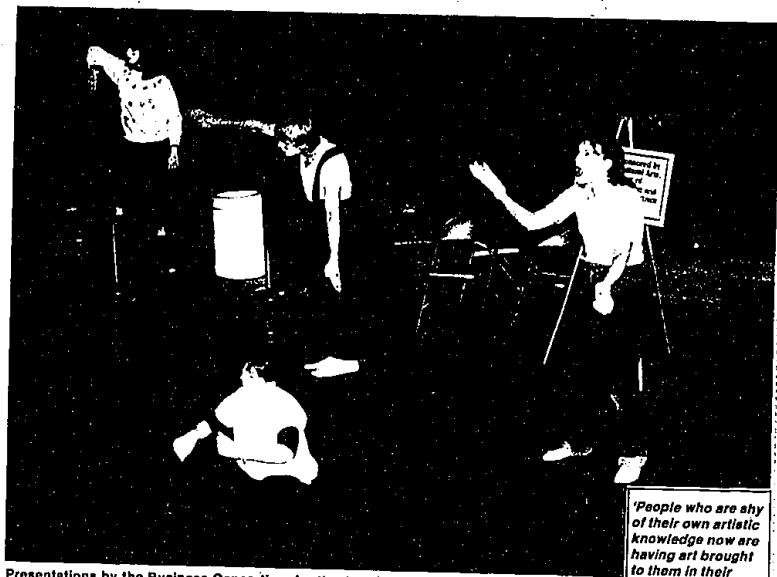
Belanger says the results of the proposal to NEA will be known in October, but the Southfield blueprint was well received.

"Our parkway will be accessible by road, bike, and walkway," she says. "Corporations will donate sites for sculpture. We may get rotating pieces donated. Each will have a plaque so viewers can enjoy the art by themselves."

Louis Redstone, noted architect and a consortium committee member, told morning meeting participants recently that Brea, Calif. has an ordinance which provides that some sort of art work be included in building plans before a permit is issued.

Beverly Collier, associate superintendent of Southfield Public Schools, noted that through the consortium partnership "the lives of many people can be enriched beyond the dollar and cents value."

TWO VISIBLE manifestations that the consortium is on its way are its new logo, designed by Laura Landmesser, and the premier sculpture, designed and built by Mel Lelserowitz and put in



"People who are shy of their own artistic knowledge now are having art brought to them in their work place. It's good to find the workers enjoying a performance or viewing an exhibit."

— Lucius Theus

Presentations by the Business Consortium for the Arts included a mime group who performed at Bendix and the Prudential Town Center.

place earlier this year at the Civic Center.

The logo and a flag/banner with the BCA logo was presented to the consortium by Jerry Grove, president of the Center for Creative Studies, who talked about his center, about the evolution of the logo and introduced Landmesser.

Karl Gremel, dean of the school of architecture at the Lawrence Institute of Technology, is researching systems of displays for two and three dimensional art.

"Art work doesn't look good if not displayed right," says Theus. "what we're looking for, and LIT is researching, are functional flats that might be both a shipping container and a display board."

Promised on the seal of the city of Southfield are: Culture, Commerce, and Education. "With a climate rich in artistic experiences and reaching for even more enrichment, the city's arts movers and shakers are getting up steam in their cooperative

goal with business to put art in everyone's life.

Artists, businessmen and citizens who would like to help in BCA programs can call Belanger at 354-4717.

Antique show announced

The Oakland Humane Society will hold its fifth annual antique show and sale Friday, Saturday and Sunday at Birmingham Masonic Temple, 357 N. Woodward, Bloomfield Hills. Hours are 10 a. m. to 9 p. m. Friday and Saturday and 10 a. m. to 5 p. m. Sunday. Admission is \$2.

All proceeds are used by the non-profit Humane Society to help defray

the cost of feeding and housing the more than 400 animals currently in residence at their shelter. The Society, which operates solely on public donations, memberships and fund raising events, doesn't destroy animals, but tries to place them into good homes.

For antique show information, call 892-7822.



OPEN SUN. 2 to 5

- 30890 Lincolnshire, Birmingham
- S. of 13 Mile Rd., W. of Lahser
- Lovely 4 bedroom, 2 1/2 bath colonial
- Prestigious home and neighborhood
- Just Reduced, Assumption and Land Contract
- \$129,900

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- WEST BLOOMFIELD - OPEN SUNDAY 2-5
- 3950 WINTERSET (Long Lake Estates)
- Four room master bedroom suite
- Bloomfield Hills schools, 3 1/2 baths
- Gourmet kitchen, den, family room
- HIGHLY MOTIVATED SELLER
- \$214,900

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- LATHRUP VILLAGE
- NEW 4 bedroom Colonial, 2 1/2 baths
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- BEVERLY HILLS PRIME LOCATION
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- Large lot, completely remodeled
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- Air conditioned, 3 bedrooms
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- SUPERB LANDSCAPING
- Plush Karastan carpeting
- Newer built-in oven/microwave
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- \$119,500

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- TROY
- One owner ranch with fireplaced family room
- Doorwall leads to patio
- Three bedrooms, full basement
- 2 1/2 car garage
- \$58,900

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- FARMINGTON HILLS GEM
- 3 bedroom brick ranch in excellent condition
- Deluxe rec room, immediate occupancy
- Private backyard with patio and barbecue
- 2 CAR GARAGE
- \$58,800

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- JUST REDUCED
- Quarton Lake Estates
- Cost of everything thruout
- Low maintenance home bordered by ravine
- Heated pool and cabana
- \$295,000

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- BIRMINGHAM SCHOOLS
- Desireable area of Southfield
- Quality built brick ranch on 1/2 acre
- New kitchen, Florida room, 2 car attached garage
- \$66,900

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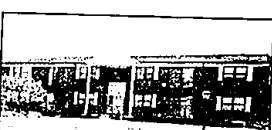
- DESIGNED FOR LARGE FAMILY
- Lovely 4 bedroom Colonial
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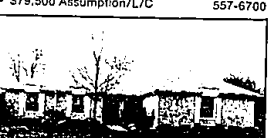
- CHARMI CHARMI CHARMI
- Leaded glass door, coveled ceilings
- Now family room with high ceilings and Franklin stove
- Three bedrooms, central air
- \$126,000

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- SOUTHFIELD LUXURY CONDO
- Prime 12 Mile and Telegraph Area
- Immaculate 2 bedroom townhouse
- Adult complex, pool, tennis, clubhouse
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- \$79,500 Assumption/L/C

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- SINGLE??
- Don't sacrifice style with...
- This 2 bedroom, 2 1/2 bath home
- Views of wooded ravine from living room
- Fireplace, central air, large basement
- \$138,000

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- HILLTOP SETTING
- 1/2 acre, open floor plan
- Large family room, beamed ceilings, driftstone fireplace
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- \$189,900

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SOUTHFIELD/LATHRUP
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