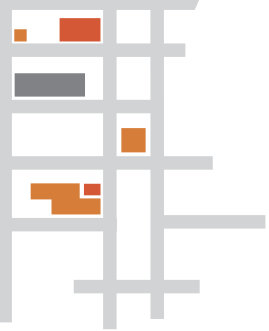




Dr. Ariel Beaujot, UW-L Department of History
Ariel Reker, UW-L Major: History



WHAT IS HEAR, HEAR?

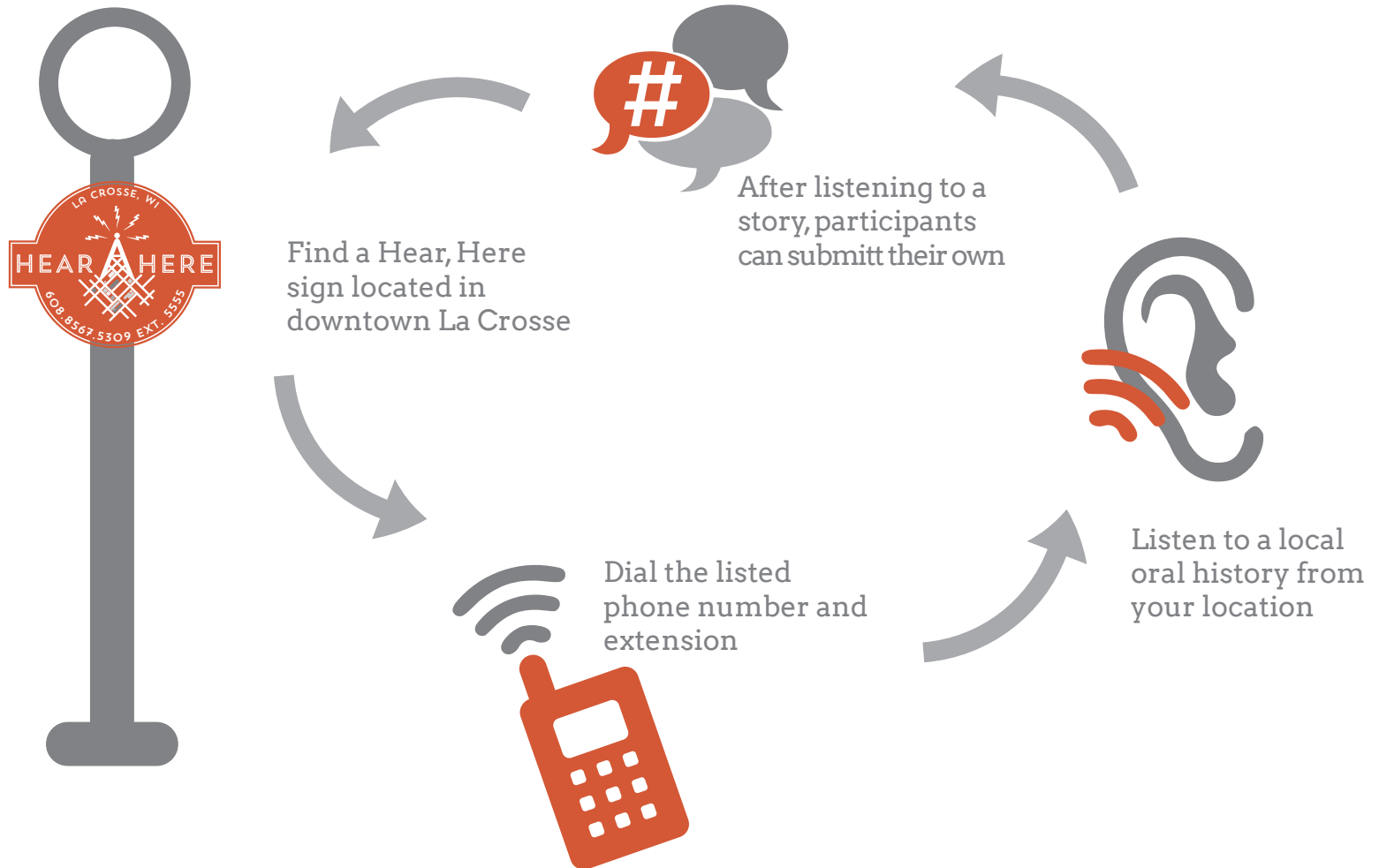
HEAR, HERE is a location-based mobile phone documentary project about **Downtown La Crosse**. Indicated by street level signs visitors and citizens of La Crosse can access stories about downtown in the exact location where they happened. Hear, Here invites voices that are often overlooked when the history of downtown is told—intimate, neighborhood-level voices that tell the everyday stories that make up our city. This is street-level history, or history from below. The smallest building, or nondescript corner, or unremarkable stand of trees can be transformed by the stories we tell about them. Once heard, these stories can change the way people think about that place and the city at large.

WHAT DOES HEAR HERE LOOK LIKE?

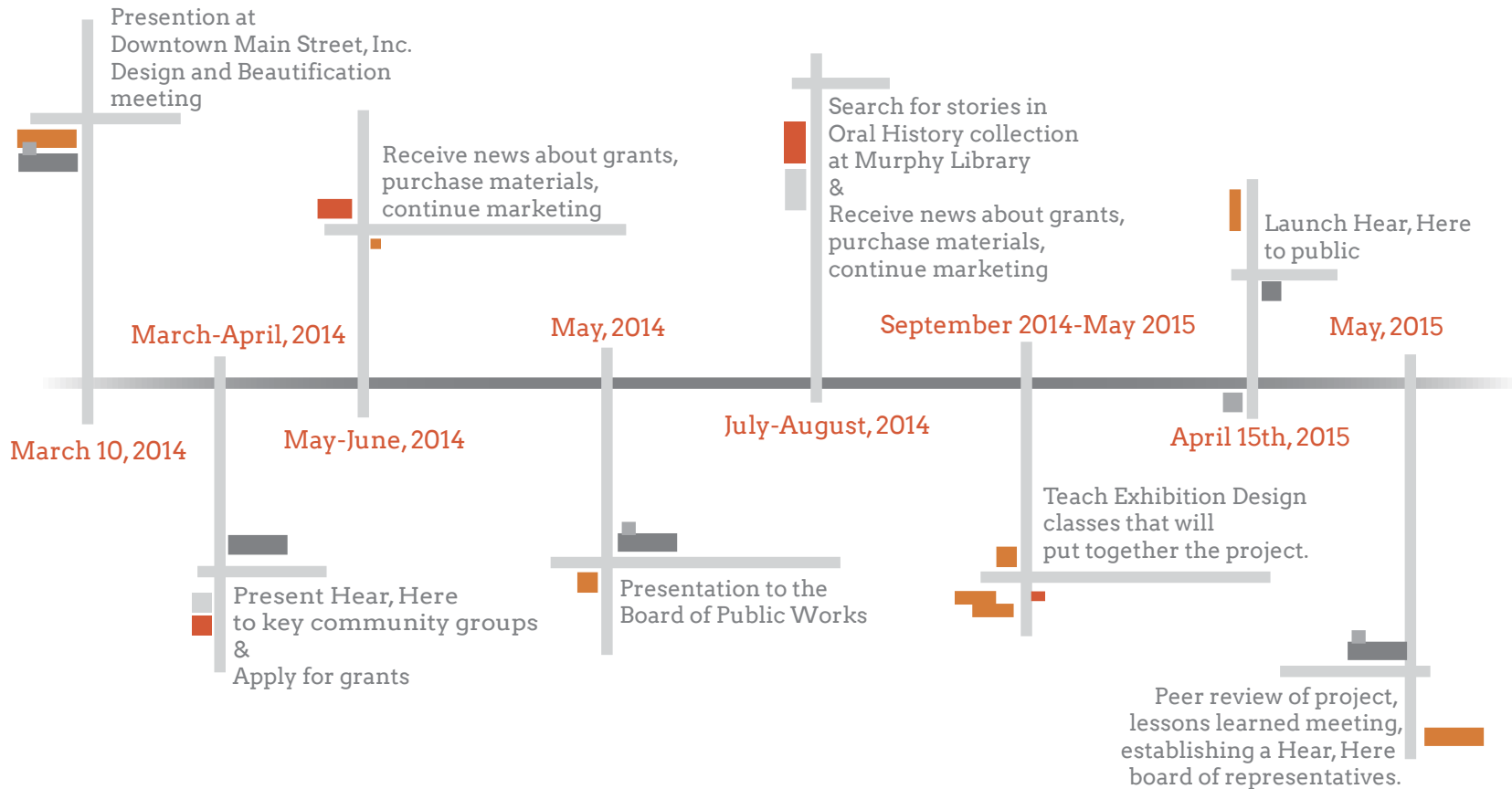


Corner of Main st.
and 6th St. North

HOW DOES HEAR, HERE WORK?



WHAT IS HEAR HERE'S PROJECT TIMELINE?



WHAT DOES A HEAR HERE SIGN LOOK LIKE?

Sign type: off premises, interactive, noncommercial
message, suspended

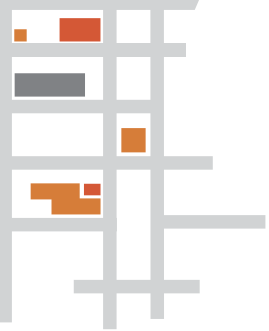
Dimensions: 16" wide by 12" high

Color: orange, white, gray

Brackets:

WHAT DOES A HEAR HERE SIGN LOOK LIKE?





HOW WILL HEAR, HERE BE MAINTAINED?

5 year project

Hear, Here Board of Directors reviews stories
bimonthly adds signs for stories deemed appropriate

Begins with 30 signs, will become 60 over time
Signs maintained by Board of Directors with
contract by Sign Pro

When project ends signs will be taken down by Board
of Directors

QUESTIONS



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