

City of La Crosse Arts Board

1. Small Project Grants

Wright, Adam
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Section 1 (SG) - Contact & Project Information

1. Name(s)/Organization

Adam Wright

2. Mailing address

2814 22nd street south

3. Email address

athomaswright4250@gmail.com

4. Phone number

(608) 405-0006

5. Website (optional)

<https://www.sweet208.com>

6. Biography

Adam Wright is a visual artist and longtime resident of the La Crosse–La Crescent region whose practice centers on large-scale drawing exploring everyday life, labor, and landscape in the American Midwest. Working primarily

in graphite, ink, and mixed media, his work examines regional identity through detailed observational studies and layered visual narratives. Wright currently works as an AV technician at the University of Wisconsin–La Crosse and maintains an active studio practice. His work has been exhibited at Gold Heart Tattoo Gallery in La Crosse, as well as in exhibitions in Detroit.

7. Project Title

Coulee Region Man

8. Brief Project Description

Coulee Region Man is a series of large-scale experimental drawings exploring subconscious imagery, memory, and identity rooted in the landscapes of the Upper Midwest. The project draws from Iowa and Wisconsin regional experience to examine working-class male identity through intuitive, process-based mark-making.

9. Project Start and End Dates

October 2026 - March 2027

10. Requested Funding Amount

750

11. List of Participants

Adam Wright

12. Conflicts of Interest

none

13. Previous Funded Projects

no

14. Are you a non-profit that is registered in the City of La Crosse?

No

15. Federal Tax-Exempt Status

Section 2 (SG) - Project Description

1. Project Location

Public Showing of work at Sweet 208 in the La Crosse AmTrak train station

2. Project Description

Coulee Region Man is a series of large-scale experimental drawings that explore subconscious imagery, memory, and identity rooted in the landscapes and cultural conditions of the Upper Midwest. Developed through

an intuitive and process-based studio practice, the project uses graphite, ink, and mixed media to generate drawings that emerge through automatic mark-making, repetition, and layered visual association.

Rather than depicting specific scenes or narratives, the work operates through a non-linear process of drawing that allows imagery to surface from subconscious thought. Forms shift between abstraction and figuration, often suggesting fragments of landscape, bodily presence, infrastructure, and symbolic structure. The drawings are built through accumulation and erasure, reflecting psychological states as much as physical environments.

The project is grounded in my lived experience in the La Crosse–La Crescent region, as well as my upbringing in Iowa. These geographies inform the work not as literal subject matter but as internalized systems of memory and identity. The Midwest becomes a conceptual framework through which I examine how place is absorbed, distorted, and re-expressed through drawing.

A central focus of Coulee Region Man is working-class male identity and its relationship to labor, environment, and inherited cultural expectations. Rather than approaching this theme through direct representation, the project explores it through fragmented visual language and subconscious construction. The drawings consider how masculinity is shaped by regional economies, physical labor, silence, and repetition, and how these forces manifest psychologically over time.

The process of making these works is intentionally open and iterative. Each drawing develops through multiple stages of addition and revision, allowing meaning to emerge gradually rather than being predetermined. This approach reflects my broader artistic interest in drawing as a thinking process—one that can reveal internal structures that are not immediately accessible through language or narrative.

Over the grant period, I will develop a cohesive body of four large-scale drawings produced in studio, supported by ongoing research, sketching, and material experimentation. The work will be refined through cycles of production that emphasize both scale and intimacy, balancing physical gesture with mark-making.

The completed body of work will be presented publicly in La Crosse through an exhibition or community-facing installation, with potential collaboration with local arts spaces such as Sweet 208 studio and gallery or other regional venues. This presentation will extend the drawings beyond the studio and create access for local audiences to engage with contemporary drawing practice grounded in regional experience.

3. Project Execution & Timeline

Project Timeline (October 2026 – January 2027)

October 2026:** Studio initiation and concept development. Begin sustained series of experimental drawings using subconscious and automatic mark-making processes. Establish visual direction through iterative studies and material exploration.

November 2026:** Continued production of large-scale drawings. Expand thematic focus on Midwestern identity, Iowa roots, and working-class male experience through layered composition and gesture-based drawing.

December 2026:** Refinement and synthesis of completed works. Develop cohesive body of drawings through editing, selection, and advanced studio development. Begin preparing works for potential exhibition or public presentation.

January 2027:** Finalization of series and documentation. Complete remaining drawings, organize portfolio of work, and document the project for exhibition, archive, or future funding opportunities.

4. Required Materials

Canvas, fabric paint and markers, pencils and markers

5. Durability & Maintenance Plan

6. Plans for Removal

7. Target Audience

La Crosse Northside residents

8. Under-Served Audience (optional)**9. Artistic Goals**

This project advances my studio practice in experimental, process-based drawing, focusing on subconscious mark-making as a way to explore memory, identity, and place. Through *Coulee Region Man*, I aim to develop a cohesive series of large-scale drawings that expand my use of intuitive and automatic processes.

The project deepens my engagement with Midwestern identity, drawing from my Iowa roots and experience in the La Crosse–La Crescent region to examine working-class male identity through abstract and figurative visual language. A key goal is to strengthen my ability to sustain a unified body of work that balances improvisation, material experimentation, and intentional composition.

Overall, this project supports my ongoing exploration of drawing as a tool for investigating psychological and regional experience beyond literal representation.

Media

**"Large Scale Drawing 2026"**

Size:

Materials/Media:

**"Lunch2"**

Size:

Materials/Media:

Collaboration with local clothing brand LUNCH

**"Photo Collage of drawing"**

Size:

Materials/Media:

Documentation of Ice Fishing father and son duo with drawing



"Lunch 3"

Size:

Materials/Media:

Collaboration with local clothing brand LUNCH



"Corner Man Drawing"

Size:

Materials/Media: 2022



"Lunch 1"

Size:

Materials/Media:

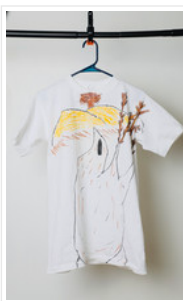
Collaboration with local clothing brand LUNCH



"Untitled (2024)"

Size:

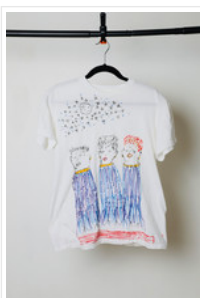
Materials/Media:

**"Lunch 6"**

Size:

Materials/Media:

Collaboration with local clothing brand LUNCH

**"Lunch 11"**

Size:

Materials/Media:

Collaboration with local clothing brand LUNCH

**"Lunch 9"**

Size:

Materials/Media:

Collaboration with local clothing brand LUNCH

Attachments

Project Budget

49.4 KB

Provided by Applicant

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Provided by Applicant



"Large Scale Drawing 2026"



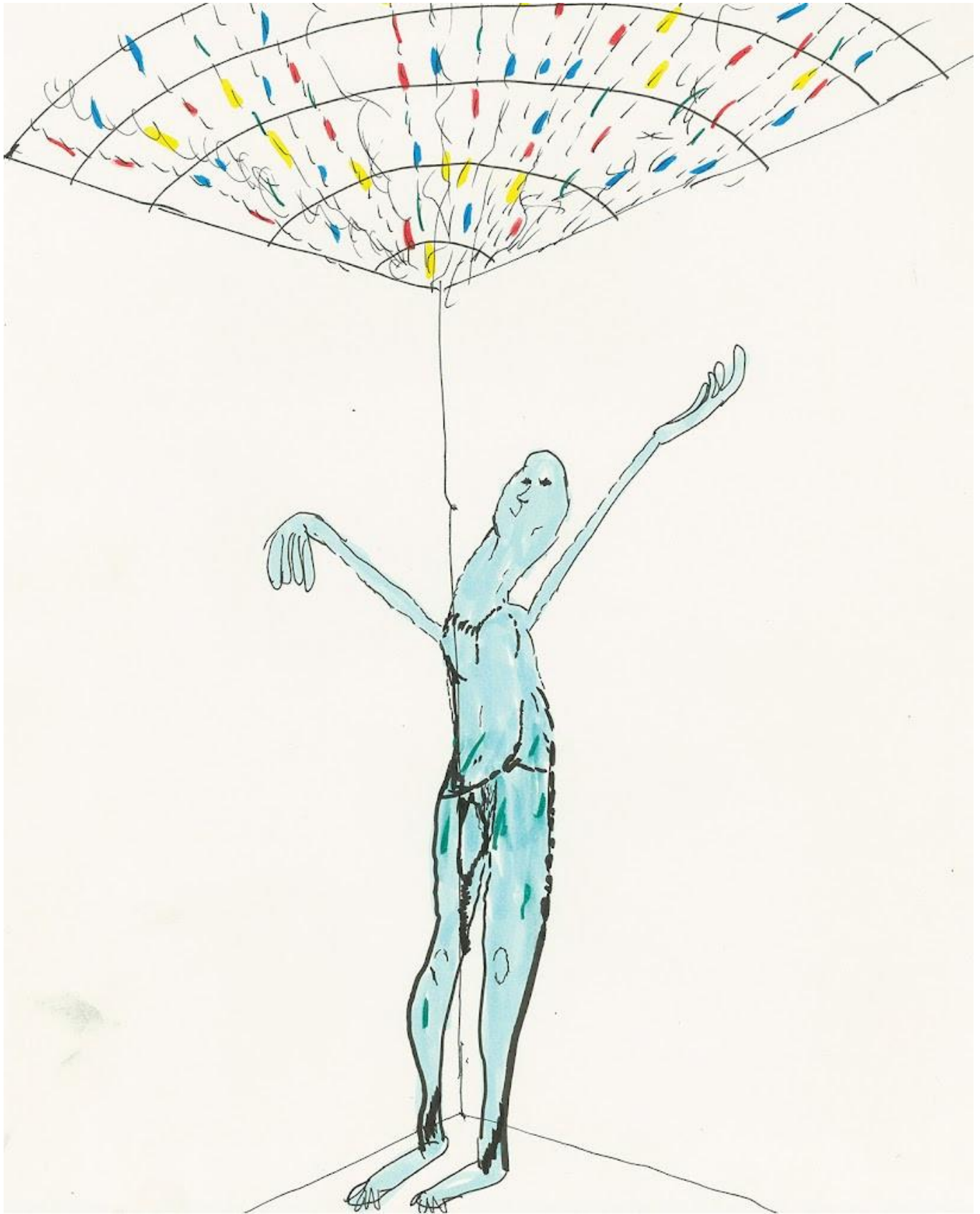
"Lunch2"



"Photo Collage of drawing"



"Lunch 3"



"Corner Man Drawing"



"Lunch 1"



"Untitled (2024)"



"Lunch 6"



"Lunch 11"



"Lunch 9"