



Matthew Hoffman &lt;oh@heyitsmatthew.com&gt;

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**Form Submission - Contact - Installation/commission**

16 messages

**Squarespace** <no-reply@squarespace.info>

Sun, Sep 24, 2017 at 9:50 AM

Reply-To: william.e.ritchie@gmail.com

To: oh@heyitsmatthew.com

**Name:** William Ritchie**Email Address:** [william.e.ritchie@gmail.com](mailto:william.e.ritchie@gmail.com)**Subject:** Installation/commission**Message:** Hello,

First of all, I want to say that my wife and I are huge fans of your art. Seeing the "You Are Beautiful" signs across Chicago always brightens our day and gives us a chance to reflect. The projects that you've done since then - like "Love" and "Just Make" - are very inspiring as well.

I'm writing because we were curious if you would consider a **private installation/commission**. We live on the first floor of a relatively busy street in Old Town. We have a large wall (16x16x16) that is currently empty. Because our windows are large, and because we are on the first floor, I would guess that upwards of a thousand walkers, runners, commuters and neighbors get a long view of this wall everyday as they pass our house. It feels like a waste to leave it empty. **We like your art so much, that we thought we would reach out -** also my brother works for the MCA and his wife was at the Art Institute, and they said that this wasn't a crazy idea.

If you are interested in exploring this further, I would love to hear about your process, timing and costs. Thanks very much, and keep up the awesome art!

Best,  
Wil

(Sent via [Matthew Hoffman](#))

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**Matthew Hoffman** <oh@heyitsmatthew.com>

Tue, Sep 26, 2017 at 8:02 AM

To: william.e.ritchie@gmail.com

Hey Wil,

Thanks so much for reaching out!

I love this idea, it sounds like a lot of fun :)

Something like this is certainly doable, normally we look out about 8 weeks for a piece, and budget all depends on materials, complexity, and scale. I'm sure we can figure all that out! I currently have a show up at 4200 W Diversey until mid next month. That would give a great idea of what's possible, if you're interested in checking it out.

I have some flexibility next Wednesday, if there'd be a good time in there to stop by either your place, or the show - to get a better understanding of what we're hoping to achieve.

Thanks,  
Matthew

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Site : [heyitsmatthew.com](http://heyitsmatthew.com)  
Project : [you-are-beautiful.com](http://you-are-beautiful.com)  
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**William Ritchie** <[william.e.ritchie@gmail.com](mailto:william.e.ritchie@gmail.com)>  
To: Matthew Hoffman <[oh@heyitsmatthew.com](mailto:oh@heyitsmatthew.com)>

Tue, Sep 26, 2017 at 9:05 AM

Great to hear, thanks Matthew! I think next Wednesday will be tough, but I would love to drop by 4200 W Diversey another time. Are there a few other days in the coming weeks when you know that you will be there? Weekends are a little easier for my wife and I because we both work in the loop, but we could make a weekday work with some notice.

Just so that I make sure we aren't talking past each other, could you give me a sense of the cost of a project like this <https://mattermonthly.com/2016/04/27/never-stop-making/>. A range of costs is totally fine. And we could follow you direction on materials, etc. I just want to make sure we are in the same zip code.

Thanks,  
Will

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**Matthew Hoffman** <[oh@heyitsmatthew.com](mailto:oh@heyitsmatthew.com)>  
To: William Ritchie <[william.e.ritchie@gmail.com](mailto:william.e.ritchie@gmail.com)>

Thu, Sep 28, 2017 at 11:41 AM

Hey Will!

The space is essentially open M-F 9-5, and you'd be welcome to pop in there anytime. We've started taking down some of the show, but the bulk is there. If there's a specific time - I could meet you over there. Unfortunately, it's not open on the weekend, and I don't have access to it.

That piece was made for Facebook's office, so that's a bit confidential. But, something that is 16' wide can span 3k-15k depending on materials, construction, led tech, and so on. We actually just came out with a 15' You Are Beautiful edition cursive piece that is 1,500 - since they aren't custom. So in other words, let me know what you're thinking, and we can figure it out :)

Thanks,  
Matthew

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**William Ritchie** <[william.e.ritchie@gmail.com](mailto:william.e.ritchie@gmail.com)>  
To: Matthew Hoffman <[oh@heyitsmatthew.com](mailto:oh@heyitsmatthew.com)>

Sat, Nov 18, 2017 at 7:00 PM

Matthew, I really apologize for the delay!

(Please don't read into the fact that once we started talking about the budget I went silent - I just got really busy with family stuff and work.)

Our budget is between 3-5k, so sounds like we have some overlap. We will be around our house for the Thanksgiving holiday and through the weekend. Are there a few days over the next week or so that would work for a quick meeting at our place in Old Town?

Thanks!  
- Will

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**Matthew Hoffman** <[oh@heyitsmatthew.com](mailto:oh@heyitsmatthew.com)>  
To: William Ritchie <[william.e.ritchie@gmail.com](mailto:william.e.ritchie@gmail.com)>

Thu, Nov 30, 2017 at 9:00 AM

Hey Will!

Not a worry at all, and apologies for my delay. The holiday season is our most busy season of the year - so we're at full tilt.

I'm pretty flexible next week, is there a good time for you to come by?

Thanks!  
Matthew

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**William Ritchie** <[william.e.ritchie@gmail.com](mailto:william.e.ritchie@gmail.com)>  
To: Matthew Hoffman <[oh@heyitsmatthew.com](mailto:oh@heyitsmatthew.com)>

Sat, Dec 2, 2017 at 8:18 PM

Sounds great. How does Friday (12/8) afternoon look for you?

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**Matthew Hoffman** <[oh@heyitsmatthew.com](mailto:oh@heyitsmatthew.com)>  
To: William Ritchie <[william.e.ritchie@gmail.com](mailto:william.e.ritchie@gmail.com)>

Mon, Dec 4, 2017 at 10:45 AM

That would work! We have a show that night, so maybe 1 or 2?

Also, if you're around, the show is at Galerie F in Logan Square.

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**William Ritchie** <[william.e.ritchie@gmail.com](mailto:william.e.ritchie@gmail.com)>  
To: Matthew Hoffman <[oh@heyitsmatthew.com](mailto:oh@heyitsmatthew.com)>

Mon, Dec 4, 2017 at 3:41 PM

Sounds great, I will be around starting at 1pm. My cell is 612-877-0678 and our address is

431 West Eugenie Street  
Unit 1H Chicago IL 60614

Thanks!

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**Matthew Hoffman** <[oh@heyitsmatthew.com](mailto:oh@heyitsmatthew.com)>  
To: William Ritchie <[william.e.ritchie@gmail.com](mailto:william.e.ritchie@gmail.com)>

Thu, Dec 7, 2017 at 9:23 AM

Great! I'll plan on 1 (and reach out if that needs to be adjusted at all) :)

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**William Ritchie** <[william.e.ritchie@gmail.com](mailto:william.e.ritchie@gmail.com)>

Thu, Jan 4, 2018 at 6:05 AM

To: Matthew Hoffman <oh@heyitsmatthew.com>

Hey Matthew, I hope you had a great New Years and finished out 2017 with a bang! I wanted to double back on the project we discussed last month. Do you have a sense of when we might be able to look at some mock-ups of the project? Let me know if you need a reminder on the dimensions, etc. Thanks!

-Will

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**Matthew Hoffman** <oh@heyitsmatthew.com>  
To: William Ritchie <william.e.ritchie@gmail.com>

Thu, Jan 4, 2018 at 9:04 AM

Hey Will!

Happy new year :) Hope your holidays were great!

Yes! This week has been a catch up week of all catch ups. I was planning to get over some mock ups to you this week.

Talk to you soon,  
Matthew

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**William Ritchie** <william.e.ritchie@gmail.com>  
To: Matthew Hoffman <oh@heyitsmatthew.com>

Thu, Jan 4, 2018 at 9:54 PM

Great, thanks Matthew!

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**Matthew Hoffman** <oh@heyitsmatthew.com>  
To: William Ritchie <william.e.ritchie@gmail.com>

Fri, Jan 5, 2018 at 8:08 AM

Hello!

Here are a few mockups. These pieces are about 15' wide, and we can shrink that as well.

I included the classic cursive, the classic helvetica, and 2 custom phrases - showing the scale of how a long and short phrase interacts with the space on the wall.

You can go with a light Birch, or dark Walnut, or painted color.

I'd also be happy to put the other pieces you were hoping to have below in the mockup, if that will help you envision it :)

Feel free to reach out with any questions, gut reactions, or thoughts.

Realizing I'll have to buy some ladders to pull this off - it'll be a fun challenge!

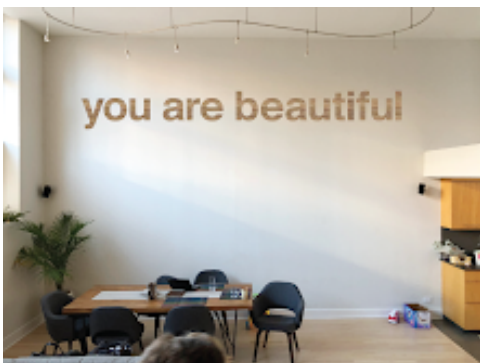
Matthew

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**4 attachments****custom phrase short.png**  
2854K**custom phrase long.png**  
2911K**yab helvetica.png**  
2922K**yab cursive.png**  
2883K

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**William Ritchie** <william.e.ritchie@gmail.com>  
To: Matthew Hoffman <oh@heyitsmatthew.com>

Fri, Jan 5, 2018 at 9:12 AM

Great! Let me run this by the Boss (my wife!).  
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**Matthew Hoffman** <oh@heyitsmatthew.com>  
To: William Ritchie <william.e.ritchie@gmail.com>

Wed, Mar 7, 2018 at 9:27 AM

Hey William!

I hope all is well :)

Just checking in, and curious if you are in a rush on this piece. We have some availability for the next few weeks, and after that, late June would be the next time we can get new installations out.

We're moving into a new building! It's super exciting, and a lot of hard work. We'll be closing production from mid April through late May.

In no rush on this end - but just wanted to let you know, incase you would want it up for a certain time :)

Thanks!  
Matthew

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