

Dawson List working on the massive “Ancestral Spirit”  
at the 2004 World Ice Art Championships



## the Cool Brees project: ice art inspired by the World Champion New Orleans Saints

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# Proposal Summary

## Introduction

Less than two weeks ago, the New Orleans Saints showed everyone, despite widespread expectations of failure (outside of New Orleans!), that it really is possible to achieve the loftiest of goals. And even more important than *what* the Saints did, was *how* they did it. Their road to the World Championship was paved with focus, determination, humility, and a remarkable sense of their role in the recovery of New Orleans and the Gulf Coast. Everybody associated with the Saints seems to understand how important it is to give back, even while they're accomplishing something that many still can scarcely believe actually happened!

The Saints do what they do: find a way to win games with unflinching determination and heroic athleticism. And they use their public platform to give back monetarily and spiritually. Their accomplishments have been an integral part of the recovery of New Orleans' soul!

## Objective

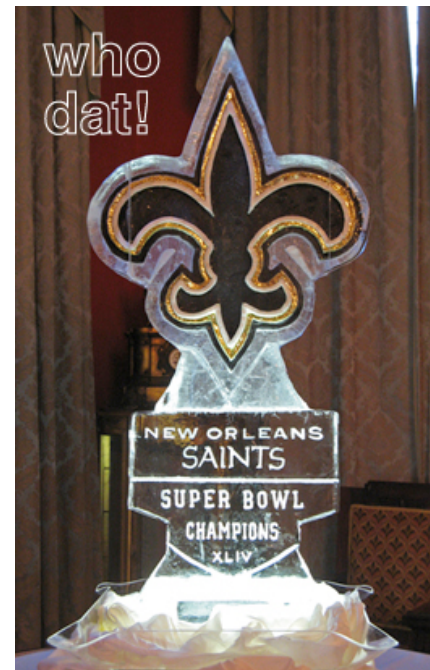
The goal of the Cool Brees Project is to, like the Saints, do something amazing while giving back. In this case, the definition of amazing is to create a highly detailed, larger than life ice sculpture of Drew Brees at the World Ice Art Championships in Fairbanks, Alaska. Given the frigid



conditions in Fairbanks, this sculpture should stay up for quite a while, and in a sense, be the first statue to commemorate New Orleans' first World Championship and perhaps the moment when the city finally completed its spiritual recovery from the ravages of Katrina. In order to give back, the goal is to turn the resulting attention into a substantial charitable donation. The obvious and logical recipient is the Brees Dream Foundation.

## the Artist

Like most facing Katrina in late August 2005, New Orleans ice sculptor Dawson List and his family evacuated to safety. After several stops, they ended up in Little Rock, Arkansas. For a while, Dawson worked with other ice sculptors in Memphis and St. Louis in order to keep working as an ice artist. Rather than give up on New Orleans, when the city finally was ready to host a few special events again, Dawson



would create sculptures in Memphis and drive six hours with his frozen artwork wrapped up in sleeping bags and dry ice. Dawson and his family were finally able to return to the Gulf Coast after nearly a year away and Dawson has been slowly rebuilding his sculpture business as the Coast recovers.

Dawson has been sculpting ice for over 20 years and has competed in four World Championships, five National Championships, and one Olympic ice sculpting competition. At the World Ice Art Championships in Fairbanks, Alaska, he's placed twice, earning a 2nd place as part of a four man team in 2004 and last year captaining a two man team to take 6th place, creating a 10 foot tall sculpture titled "beautiful chemistry."

## the Project

### "Cool Brees"

The sculpture borrows Drew's childhood nickname in double entendre fashion and will be created from an 8 foot high block of natural ice. These massive blocks are sometimes referred to as "Arctic Diamonds" due to their spectacular clarity and color. Number Nine will be sculpted in a dynamic throwing pose with the words "Who Dat!" and a fleur-de-lis at his feet. The finished piece will be illuminated by white and gold lighting to create a dramatic nighttime Black and Gold vision.



Sculpting will take approximately four days and will go on from March 3rd through March 6th. Ice Alaska, the organization that puts on the World Ice Art Championships, has been very supportive of the the project, and has promised a prominent sculpting site and 24 hour webcam coverage that will be accessible via their website. Throughout the sculpting process and beyond, the sculpture will be viewable by anybody with an internet connection.

During the sculpting period, The Learning Channel will also be at the Championships, filming a segment about ice sculptors, and the hope is that they will include some coverage of the Cool Brees Project.

Also, project details and links will be available on a standalone website, [coolbreesproject.com](http://coolbreesproject.com). This site will also detail the process through a photo blog and will also include video clips. Prior to the beginning of sculpting, the project and site will be publicized to generate website traffic and exposure.

## Funding and Charitable Donations

Various New Orleans and Baton Rouge businesses have signed on to support the project and the intent is to generate in excess of \$5500 in funding. Of this base \$5500 funding level, a minimum of \$2000 would be donated to the Brees Dream Foundation while the rest would go to travel, equipment, design, and promotion expenses. Ideally, total funding would far exceed the \$5500 base goal. In this case, virtually all of any additional monies would supplement the minimum \$2000 donation.

Even the most spectacular ice art will eventually melt and fade away, but before it's too late, it can be "immortalized" by a skilled photographer. Substantial attention will also be given to getting high quality photographs of "Cool Brees," and rights to these photos will be granted to the Brees Dream Foundation as well. (There are no plans to sell prints of these photos.)

## Conclusion

The Saints and Drew Brees have clearly been an inspiration to New Orleans and the Gulf Coast. Many have genuine hope that the euphoria surrounding the Saints success will usher in a new golden age for the Crescent City and the region. Certainly, there is a new and powerful current of positive energy flowing through New Orleans. The Cool Brees Project is an attempt to contribute to that positive flow of energy and attempts to do so in a way that emulates the Saints: Do something amazing while giving back. Less than a month after the Saints victory in Miami, there will be a crystalline statue created to commemorate a moment that New Orleanians have waited so long for, and perhaps the moment that marks the dawning of a new age for our colorful city!

Thank you for taking the time to read this proposal and please consider lending your support!

relevant web links:

[www.coolbreesproject.com](http://www.coolbreesproject.com)

[www.icealaska.com](http://www.icealaska.com) (website of the World Ice Art Championships in Fairbanks, Alaska)

[www.icedragonice.com](http://www.icedragonice.com) (website for ice dragon ice sculptures and sculptor Dawson List)

[www.icecarvingsecrets.com](http://www.icecarvingsecrets.com) (instructional ice sculpting website authored by Dawson List)