

# Insight Enterprises

## Art in Private Development Fact Sheet



City of Tempe  
Cultural Services  
3340 South Rural Road  
Tempe, AZ 85282  
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www.tempe.gov/arts



Photo: Craig Smith

### Artwork

*Beacon*

### Development

Insight Enterprises

### Address

6820 S. Harl Ave.

### Artist

Mark McDowell and David Venezky

### Completion

1997

### Material

Metal and Neon

**Description:** The 48-foot-tall Insight structure uses aluminum, neon, incandescent light and gold to create what the company hopes will become an impending cultural landmark.

**Funding:** This project was funded by the individual developer as a requirement of Tempe's Art in Private Development Ordinance.

**Artists' biography:** Mark McDowell received his BFA from Pennsylvania State University in 1976 and promptly moved to Arizona. In the years since, he has had more than 25 one-man exhibitions in museums and galleries from coast to coast. He earned Artist of the Year honors for 1998-99 from the Scottsdale Cultural Council, and has received awards from the Arizona Commission on the Arts and the Museum of Fine Arts in Santa Fe. He lives in Scottsdale with his two children in an historic Neighborhood known as the West Bank.

David Venezky, a Los Angeles designer, has worked extensively in television and in film. One of his projects was a sequel of *Batman*. He has completed another project for Insight.

**Artists' process:** In their collaboration, the two artists bring expertise from the worlds of fine arts and from film.