Studio Echelman and Graphics eMotion

Proposal for Regent Street, Salt Lake City
Installation Abstract

The proposed sculpture draws the inhabitants of Salt Lake City to Regent Street in what will become a dynamic, ethereal experience within the heart of the city. Along the procession and visible from various access points, the suspended aerial sculpture will culminate as a fluid space of color, light, and energy in the central plaza.

Illuminated lighting and an interactive digital projection will transform the urban context of Regent Street and invite people in to discover the urban corridor, a new connector between Gallivan Center and City Creek Center. Additional lighting will complement the projections to create a lively, well-lit public gathering space, keeping Regent Street and the plaza active when the theater is dark.

Inspired by the fluid dynamics of nature and salt crystals, the soft, billowing netted form will evoke the layered history of Regent Street and its role as a vibrant, ever-changing atmosphere within the city. The living, breathing artwork will respond to the forces of nature while simultaneously, visitors can activate the digital projection through their interaction with the sculpture.
Approach 1 | Central Net

A singular aerial sculpture located over the plaza with a crystalline spliced-rope pathway through interactive digital media.
Approach 2 | Continuous

A serpentine aerial sculpture creating a continuous path connecting site edges through the central plaza incorporating interactive digital media.
Approximate Preliminary Budget Allocations

**Studio Echelman**
Management
travel
artist fee 270,000

**Building Integration**
architect
engineering
insurance 200,000

**Sculpture Form**
art net
rope/splicing
steel structure
shipping 500,000
general contractor
site prep
installation 155,000
Contingency (8%) 100,000

**Total** 1,225,000

**Graphics eMotion**
interactive lighting design
programming and system fixtures 700,000

**Total** 2,000,000
**Approximate Project Time-Line**

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<td>Schematic Design</td>
<td>August, 2015</td>
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<tr>
<td>Notice to proceed</td>
<td>September 3rd, 2015</td>
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<tr>
<td>Concept Design</td>
<td>September 3rd – November 15th, 2015</td>
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<td>Construction Documentation</td>
<td>January 15th – February 30th, 2016</td>
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