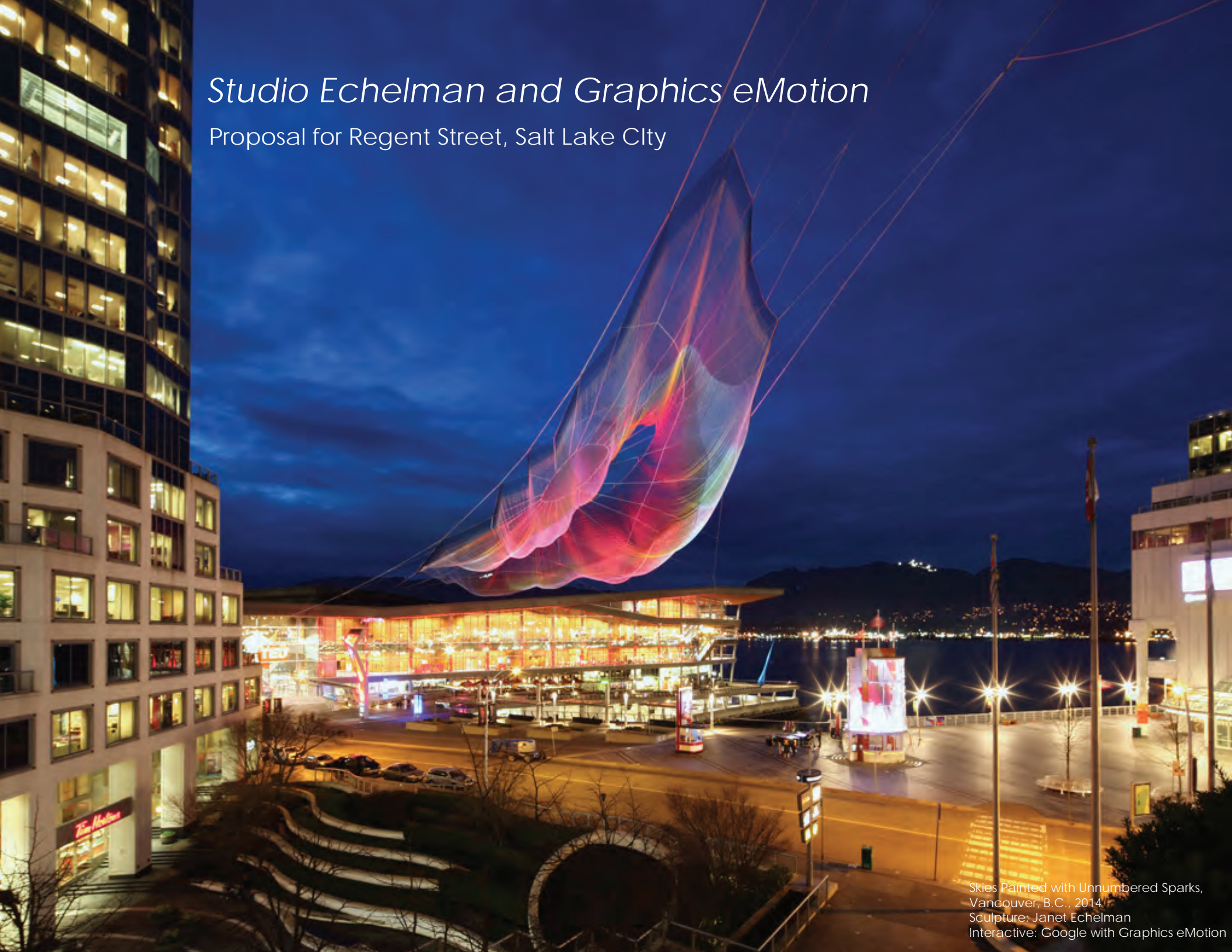


JANET ECHELMAN

Studio Echelman and Graphics eMotion

Proposal for Regent Street, Salt Lake City



Skies Painted with Unnumbered Sparks,
Vancouver, B.C., 2014.
Sculpture: Janet Echelman
Interactive: Google with Graphics eMotion

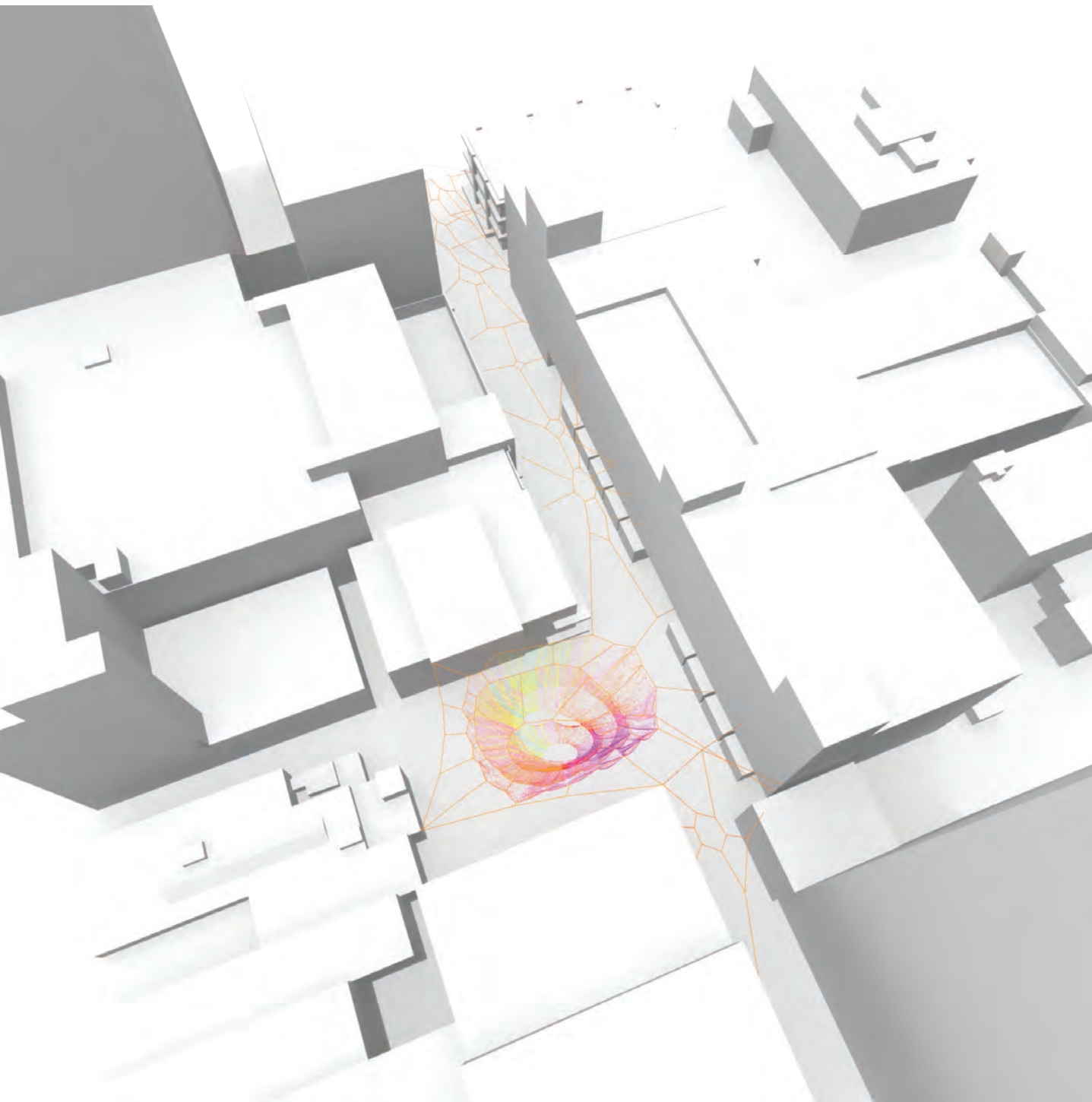


Installation Abstract

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.

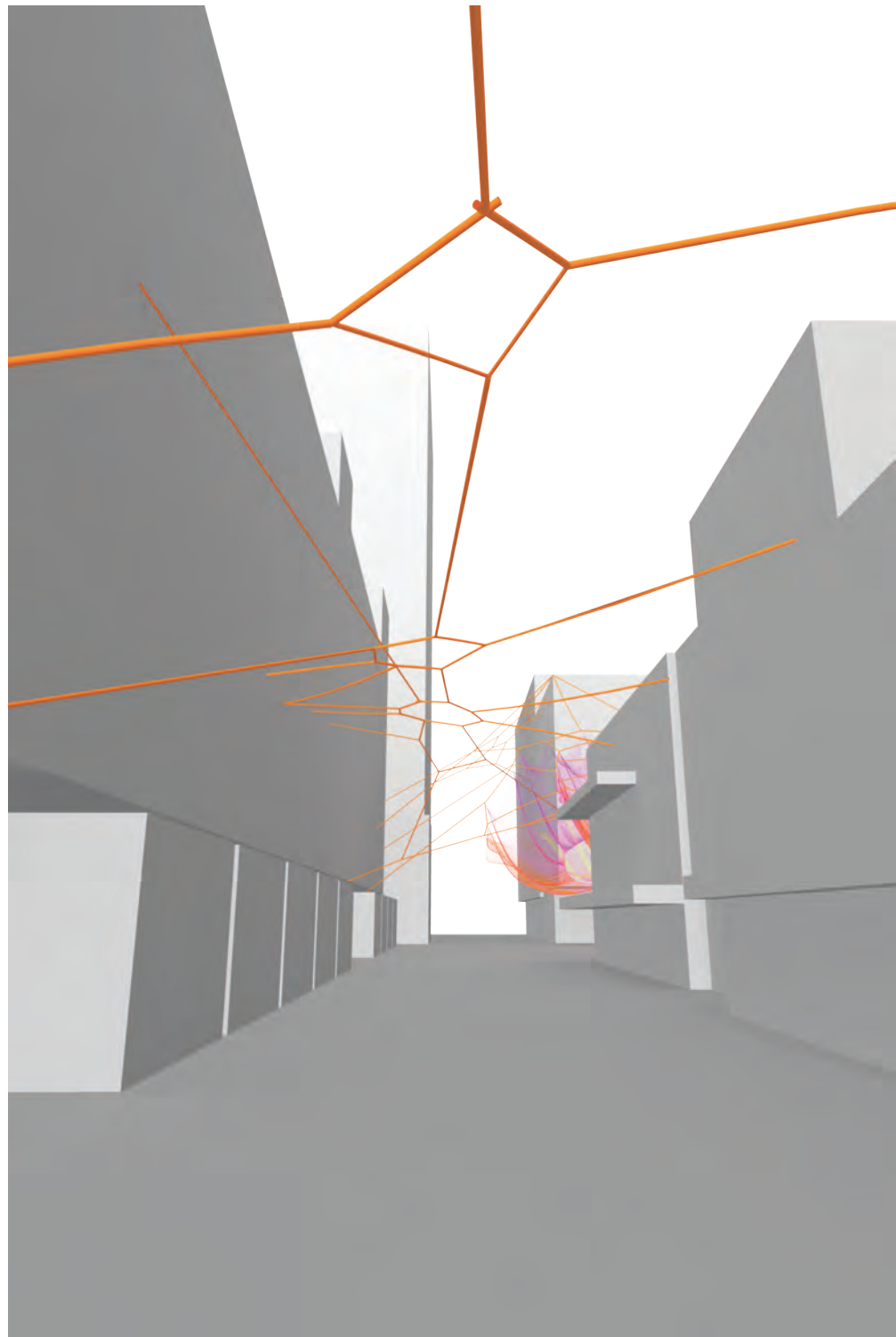
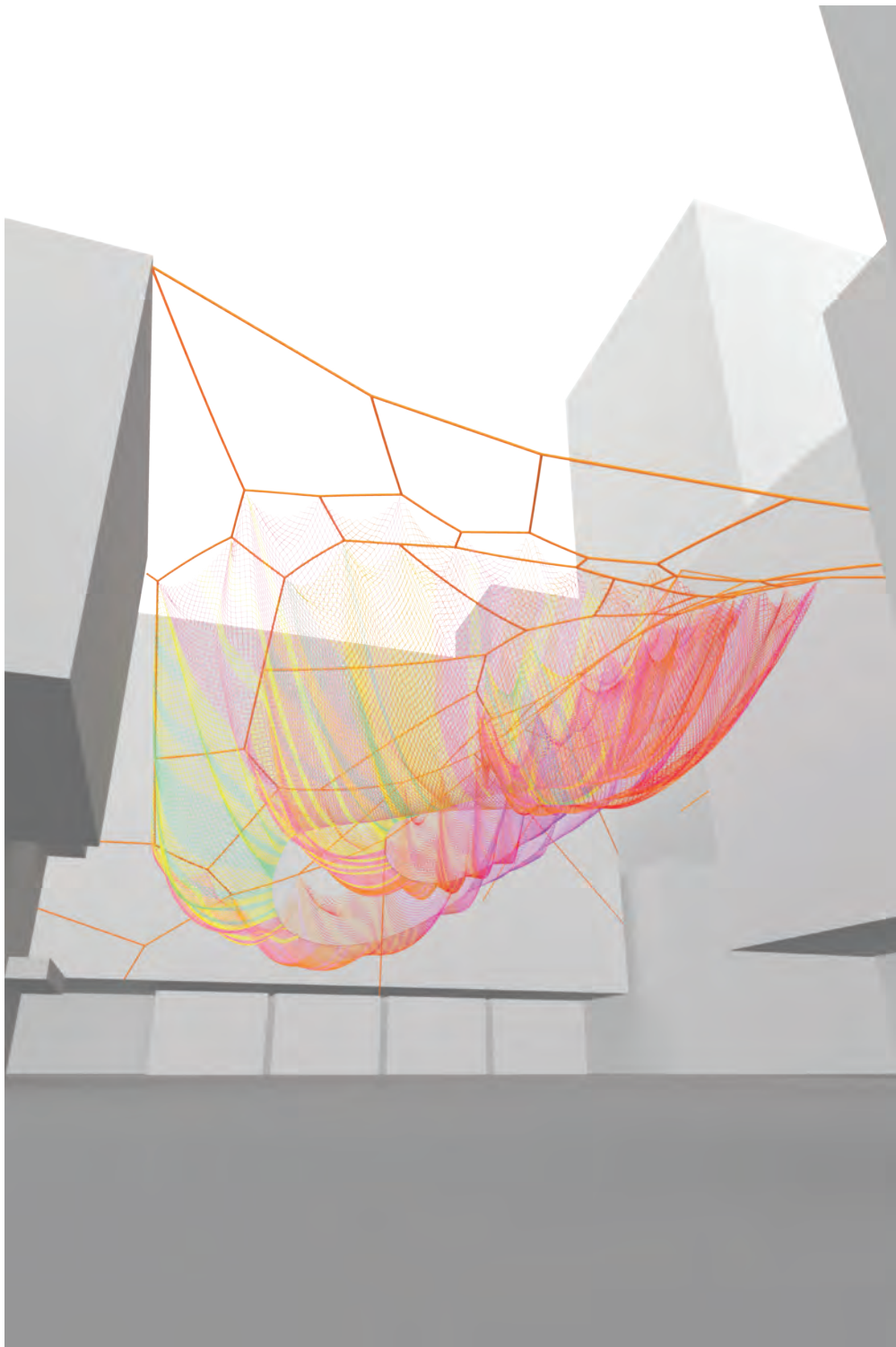
Illuminated lighting and an interactive digital projection will transform the urban context of Regent Street and invite people in to discover the urban corridor, a new connector between Gallivan Center and City Creek Center. Additional lighting will complement the projections to create a lively, well-lit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

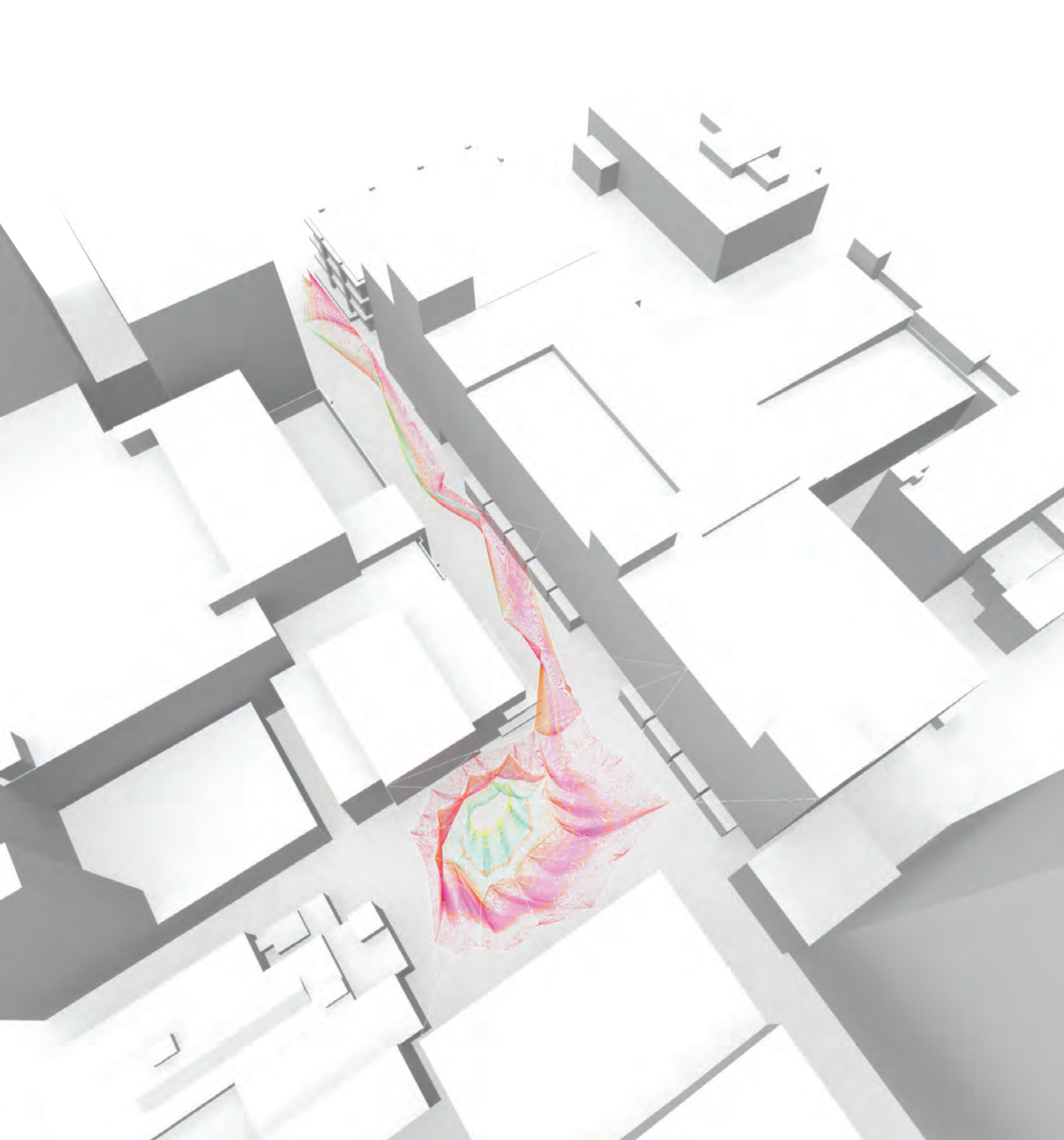
Inspired by the fluid dynamics of nature and salt crystals, the soft, billowing netted form will evoke the layered history of Regent Street and its role as a vibrant, ever-changing atmosphere within the city. The living, breathing artwork will respond to the forces of nature while simultaneously, visitors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



Approach 1 | Central Net

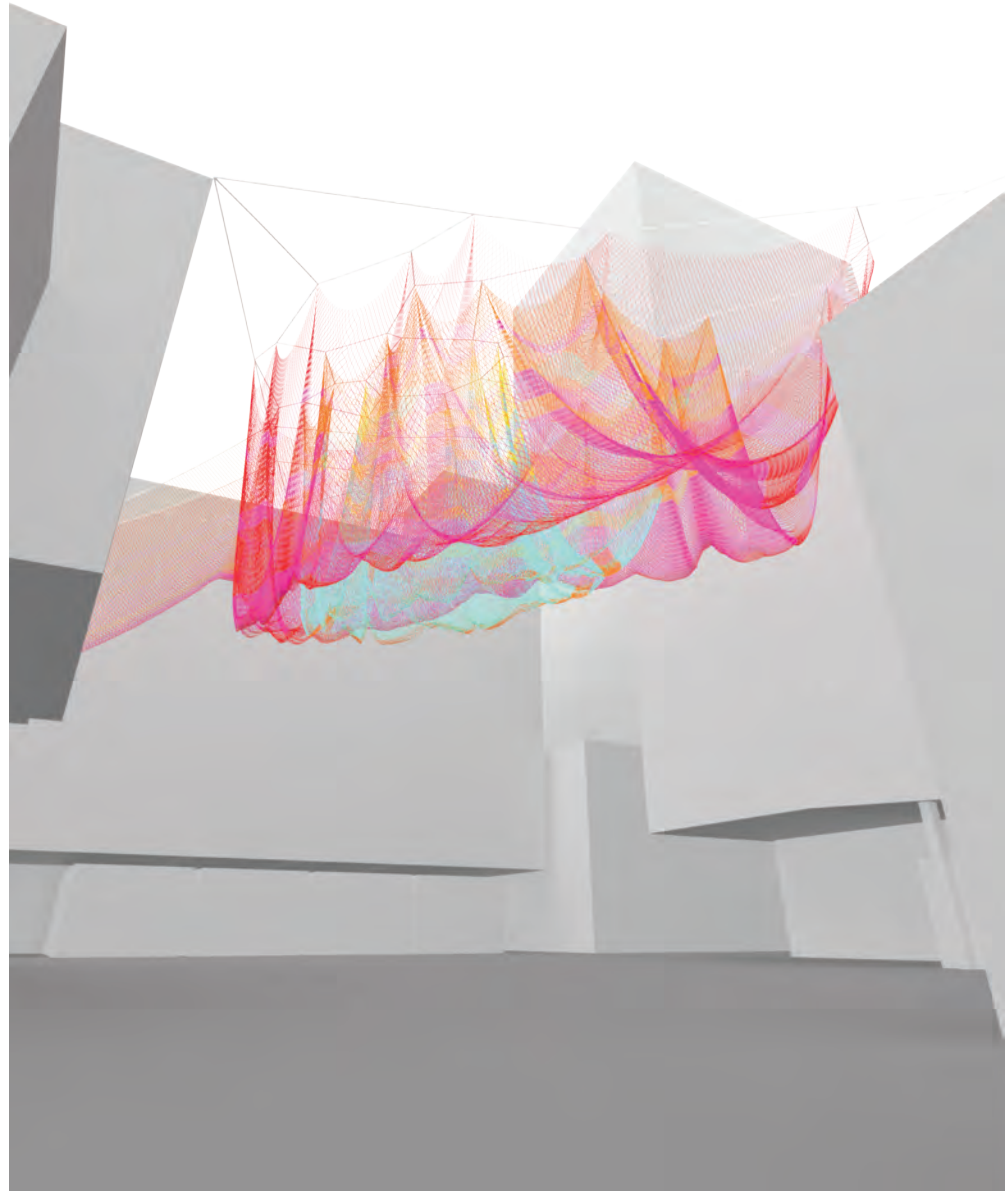
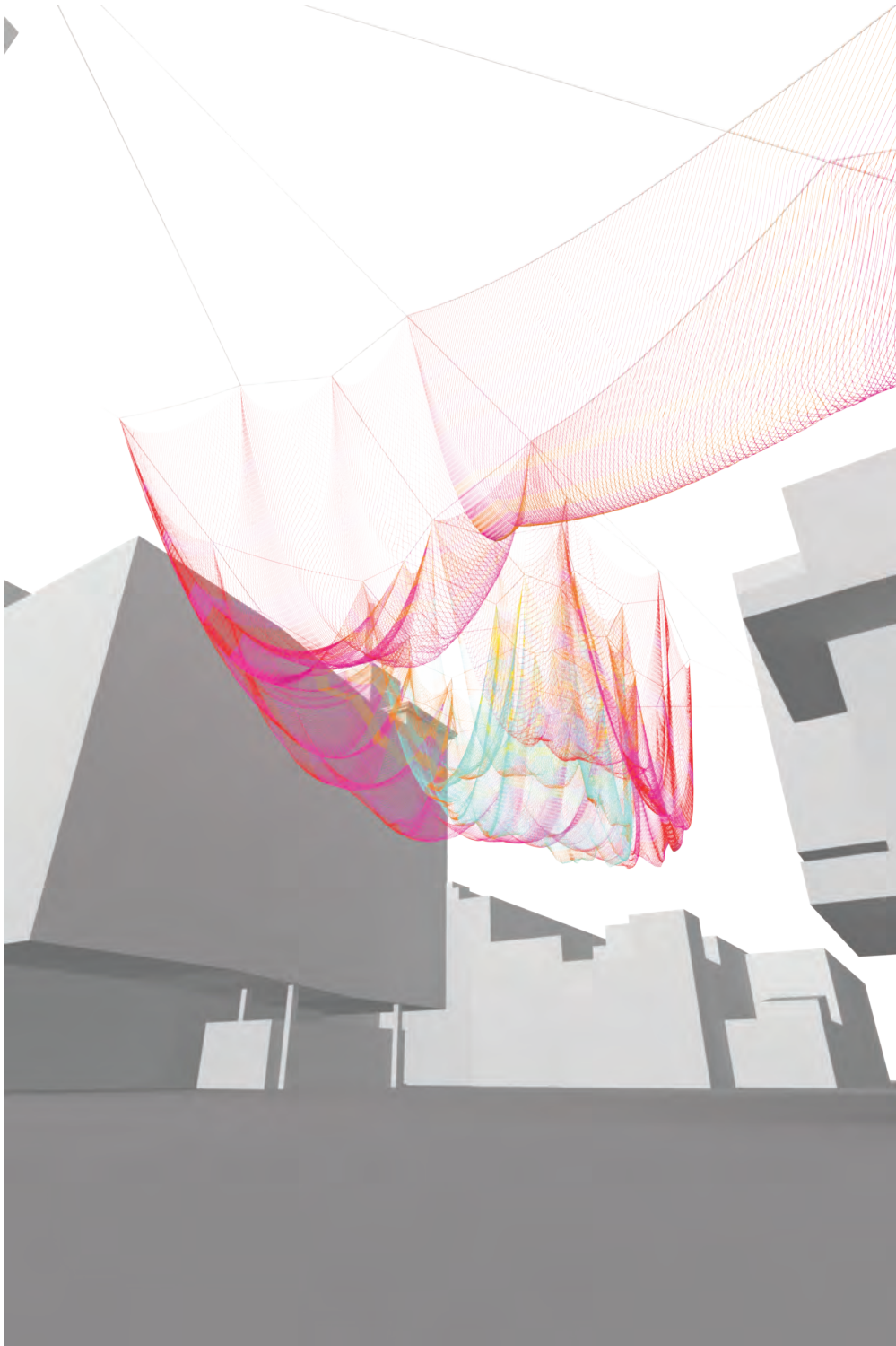
A singular aerial sculpture located over the plaza with a crystalline spliced-rope pathway through interactive digital media.





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
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Total	1,225,000
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Graphics eMotion

interactive lighting design	
programming and system	
fixtures	
	700,000

Total	2,000,000
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Approximate Project Time-Line

Schematic Design	/// August, 2015
Notice to proceed	/// September 3rd, 2015
Concept Design	/// September 3rd – November 15th, 2015
Design Development	/// November 15th – January 15th, 2015
Construction Documentation	/// January 15th – February 30th, 2016
Art Net Fabrication	/// February 30th – June 15th, 2016
Integration of Attachments	/// April, 2016
Shipment Of Artwork	/// June 15th, 2016
Installation	/// June 30th, 2016