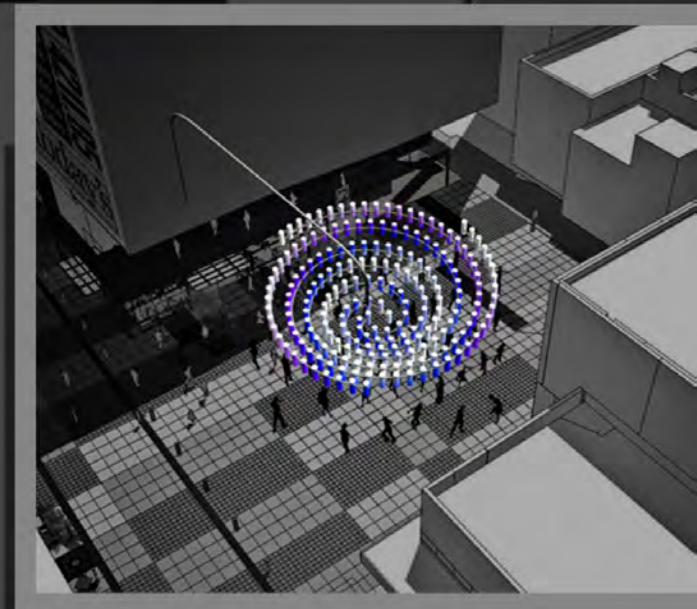


JEN LEWIN





## PROJECT STATEMENT

The universe is vast and ever expanding. I wanted to create an installation that brought the heavens closer to earth, to connect people together, to be reminded of the millions of tiny details that had to fall into place to create The United States, Utah, Salt Lake City, themselves, their family and friends on Regent Street on any particular day. I want to create a sculpture that, much like the universe, people could effect individually and as a group, where they could connect with each other as part of something larger.

**The Cosmos** takes this idea of a connected universe to a community level, transforming a public place using form and light to create a beautiful and participatory experience. Much like the universe, there will be one major piece, hanging like a chandelier in the plaza with three smaller sculptures gravitating nearby creating a cohesive experience.

This is a progression in scale and engagement from my lifetime of work. I create enchanting installations where audiences and participants interact playfully as individuals and communities, connecting them to a physical space with art and movement. In this way, the participants become artist themselves and connect in a deeper, fundamental way.

**It's no surprise that interactive public work is so successful in today's technological world. It's a tangible space where you can interact with society with a kind of online anonymity. Snap a few photos, skip, play tag, race or create a symphony of light with friends and strangers alike. The smiles from those interactions tend to stick with people for hours without the structure of normal social behavior.**



The Cosmos is a series of immersive light chandeliers that will hang on Regent Street in Salt Lake City, Utah.

During the day, a slightly reflective film on the tops and bottoms of the individual chandelier 'modules' will reflect the environment. Like a Monet painting, from underneath, you will see a hazy version of yourself in the sky and from the taller business windows you will see the sky floating over the ground.

The soft glow of the interactive LEDs in the evening and the abstract reflections of the plaza and the sky during the day create a contrast to the gridded, urban environment. The organic and elegant shapes create a natural moment where people can stop and engage as opposed to a place they might otherwise walk by.

My intention is always to create beautiful objects that bring the community together. I take inspiration from nature to create organic forms that reflect local geography. I often use light and sound in my work, I find that these elements naturally engage people. This engagement is a driving force in all of my work. There is a current that travels through people when they are together, experiencing. Using this current, I endeavor to transport the audience to a memory of feeling connected, safe and loved. Through the art and technology, learning and play – these interactions are as valued to me as the art itself.

Light and color not only draw people in but also sets the mood for any event. The system of custom electronics I've developed allows users to change the speed and color of the light in the modules with their footsteps. Patterns and combinations of light that inspire play and reactions act like the paint on a canvas with the participants acting as the brush.

The scale of a piece is important and I use my background in architecture to create experiences often the scale of rooms or buildings to transform an environment by integrating into the physical space. I've learned to consider not just the scale of the piece but also the scale of the interactions – how many participants can interact at one time, how much space does one individual need to participate, how well does the work interact visually with onlookers.

By hanging a piece, the numbers of people who can interact with it increases dramatically. Those who choose to play underneath it will directly affect the colors – custom sensors will be embedded at the bottom of each module that will trigger when someone is



playing underneath it creating swirling colors as a reflection of their movement..Even if you choose to watch others play, the plaza will be bathed in the soft color wash of the LEDs. It allows people to watch both the playful engagement and enjoy the lighting.

With this installation, not only will be create an immersive experience on Regent Street, it can create a landmark that people will instantly recognize as Salt Lake City. The local community will connect in a deeper way to this new social space, using The Cosmos as a marker they will meet next to, Instagram and bring out of town guests to see. Tourists won't be able to leave without seeing it in person. The modern idea of Creative Placemaking is founded on the idea that art and creative experiences create long lasting and meaningful spaces.





Materials			
<b>Item</b>	<b>Quantity</b>	<b>Cost Per</b>	<b>Total</b>
Stainless Whirlpool Frame	1	\$160,000.00	\$160,000.00
Stainless Orbit Frames	3	\$66,000.00	\$198,000.00
Whirl Pool Interactive LED Cans	216	\$800.00	\$172,800.00
Orbit Interactive LED Cans	180	\$800.00	\$144,000.00
Whirlpool Support Structure	1	\$55,000.00	\$55,000.00
Orbit Support Structure	3	\$15,000.00	\$45,000.00
Onsite Electrical Wiring			\$2,000.00
Wi-Fi computer / brain in control room	1	\$6,000.00	\$6,000.00

Labor			
<b>Task</b>	<b>Hours</b>	<b>Cost Per</b>	<b>Total</b>
Assembly of LED Cans by Jen Lewin Studio (by JLS)	792	\$65.00	\$51,480.00
Final Design Drawing Set by Jen Lewin Studio (by JLS)	80	\$100.00	\$8,000.00
Mechanical Engineering Drawing Set	40	\$125.00	\$5,000.00
Electrical Engineering Drawing Set	20	\$125.00	\$2,500.00
PCB electronic design and Wireless Data system for CAN system (by JLS)	120	\$125.00	\$15,000.00
Software for LED interactive system (by JLS)	200	\$150.00	\$30,000.00
On site installation (JLS crew)	360	\$55.00	\$19,800.00
Site Trips (time by JLS)	27	\$55.00	\$1,485.00
On site electrical contractor	80	\$100.00	\$8,000.00
Manual and Technical documentation (by JLS)	80	\$55.00	\$4,400.00



Project Management (by JLS)	480	\$100.00	\$48,000.00
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Expenses / Other

<b>Item</b>	<b>Quantity</b>	<b>Cost Per</b>	<b>Total</b>
Shipping			\$40,000.00
Flights for JLS crew (3 initial trips and final install)	6	\$425.00	\$2,550.00
Rental Car Days (for JLS crew on site trips)	25	\$40.00	\$1,000.00
Hotel And Food stipend Days (for JLS crew and site trips)	51	\$310.00	\$15,810.00
Photo Documentation			\$4,500.00
Insurance			\$5,200.00
Permitting			\$1,200.00
			\$1,046,725.00
		Initial Sum	\$1,040,325.00
	10%	Contingency	\$104,032.50
	10%	Artist Fee	\$104,032.50
		5 year Service Agreement	\$125,000.00
		<b>TOTAL</b>	<b>\$1,373,390.00</b>



## Time Line

Contract Signed	October 1st, 2015
Final Design Drawings (submitted to site and Demiurge.)	November 30th, 2015
Final Engineering (mechanical and electrical drawings sets complete.)	January 11th, 2015
Permit submission as needed	January 18th, 2015
JLS ordering of all final parts	January 11th, 2015
Start Steel Production	January 11th, 2015
Start Software	February 15th, 2015
Start Assembly	February 15th, 2015
Module assembly complete	April 4th, 2015
Software Complete	April 4th, 2015
Full sculpture in JLS studio for wiring	April 5th, 2015
Final sculpture wired and fully working	April 25th, 2015
Software and User Testing complete	April 25th - May 30th
Site Prep work and wiring complete	May 31st, 2015
Pack and Ship to site	May 31st
On site installation	June 5th - June 16th



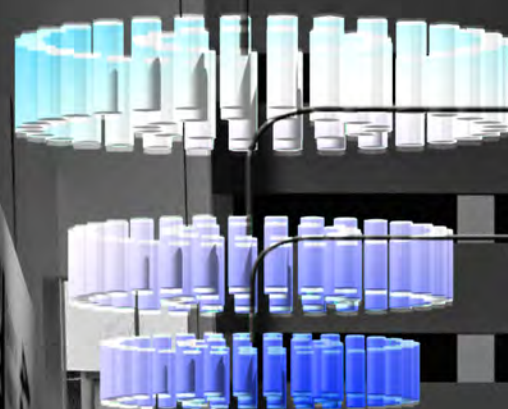


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NO REGENT

Highlighting the growing presence of Regent Street, the newly planned for public pedestrian The Lake District and several others, the Regent Street project aimed to find its way down the street. Along its meandering path, the project has been able to find its way down the street. Along its meandering path, the project has been able to find its way down the street. Along its meandering path, the project has been able to find its way down the street.





I love all forms of art, however in my own art, my goal is to create a human connected experience where participants not only interact and enjoy the playfulness of the work, but, more importantly, also interact and connect with each other. To me, art becomes a platform to activate space and bring people together. I think it's very important in our time to create art "experiences" where the public can directly participate. I use light, sound and interaction in my public works to create dynamic public art and community experiences. Babies, children, parents, teenagers, grandparents can participate and play in these sculptures in an active and connected way. They interact with the work, but they interact with each other too. I push to create moments of joy, playfulness, youthfulness, community, family and connection.

As we say in my studio **PLEASE TOUCH THE ART!** With your hands, creativity or your own ideas, I want to see communities make as big an impact on my art as it does on them.

*Jen Lewin*