

Schematic Presentation for Milwaukee Streetscape demonstration public art project

Janet Zweig March, 2009

Deliverables for Schematic design phase (phase 2)

Artwork Statement and Work Plan

The kiosks

There will be 5 kiosks attached to 5 light poles within the first block of East Wisconsin Avenue. (For siting possibilities, please refer to the map locations in the Powerpoint presentation.) These hexagonal kiosks will each hold 3 custom-built Solari flap signs, one on each of the three faces of the hexagonal housing that face the sidewalk. The flap units, which usually hold 40 flaps, will be custom-built to hold 80 flaps, making the animation time longer than the prototype animation shown to the committee.

There will be a sequence of inter-related photographic animations on all three units of each kiosk. As a pedestrian approaches a single kiosk, a motion detector placed above the kiosk on either side will activate the animation so it will begin as the pedestrian approaches. The flap units will display the animation as the viewer moves around it. When someone stands in the front of the kiosk, s/he can see the entire animation, as photographic figures move from one unit to the other, playing out the drama that is distinctive to that particular kiosk.

The animations

Each kiosk will have a different animation, 5 stories in all. The animations will be of pedestrian encounters among people living in Milwaukee. These animations will be developed during the next phase of the process using community input. The animations will be filmed in Milwaukee and the images will be of Milwaukee actors, dancers, and others. The ideas will be solicited from people in Milwaukee and will be credited and compensated; the actors, dancers will also all be from Milwaukee. We will rent a studio and equipment in Milwaukee and shoot the films in Milwaukee.

After filming the animations, the images will be converted into 80 still images for each unit. These images will be silkscreened onto the individual flaps and then assembled on the flap units.

We will make 15 sets of different animations so we can replace the 5 animations yearly for three years and then rotate the animations after that.

Power and lighting

The kiosks will be powered through the light poles. The lighting will be within each kiosk: a row of LED lights will be above each flap unit for illumination at night.

Technical: Materials, finishes, dimensions, weight

The housings (fabricated by AFX Sign Effectz in Milwaukee) will be made of powder-coated aluminum and matched in color and texture using same shade of black as the existing light pole covers. Each kiosk will have three laminated glass windows for each of its three flap units.

The flap units are made of steel, plastic and electronic parts. They have a warranty of 16 months and a maintenance manual will be provided by Solari. All electronic parts use low voltage (12 volts.) Transformers, power supplies and cpus are included and will be in the rear part of the housing. The heat from the electronics will be sufficient to keep them functioning in cold weather, and fans will turn on with a thermostat in warm weather to cool the electronic parts.

For all dimensions, please see diagrams in the Powerpoint presentation.

The weight of each kiosk will be approximately 40 pounds in total.

3. Timeline and budget, see attached.

4. Recommendations regarding site preparation, including appropriate lighting

I will first work with the committee and other interested parties to choose which of the 5 light poles will be appropriate for siting. I will work with Bob Bryson to develop a technique of powering the kiosks from the light pole power and/or the Christmas lights power source (discussions are underway about these possibilities.)

There are no external lighting requirements; the animations are lit from within the housings using low voltage LED's.

5. Synopsis of proposed installation, activation and maintenance requirements

Installation will be done by AFX. The kiosks will be secured to the light pole covers using a band clamp system hidden under the lower part of the kiosk housing.

AFX will subcontract a local licensed electrician, unless the City prefers that we use their electrician.

For maintenance, please see conservation analysis, attached.

6. Conservation analysis and maintenance – see attached.

Conservation analysis for Milwaukee Streetscape demonstration public art project

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Due to the unique components and engineering of this piece, I consulted several people for a conservation analysis and for maintenance requirements: Adam Brown of AFX, Luca Rodaro of Solari, and Benjamin Cohen, Industrial Designer. What follows is a synopsis of their evaluations.

Conservation of housing:

The housings will be powder-coated aluminum, color and texture to match the light pole covers. This material is corrosion-resistant against the environment (no rust) and durable. A vandal-guard coating will be applied - this clear coat doesn't allow paint to adhere. The durable finish requires minimal maintenance. It can be washed with mild soap.

A band clamp system will be used to attach the housings to the light poles, concealed under the lower lathed collar. There will be no penetration of the light poles so that their structural integrity is not jeopardized.

Conservation of electronic parts:

The electronics are low-voltage and therefore pose no electrical safety risk.

Laminated glass prevents injury to pedestrians or components in case of vandalism.

The electronic parts for the flap units are warranted by Solari for 16 months, and a maintenance manual will be provided. Spare parts will be provided in case of any part malfunction: three spare flap units, 2 spare power supplies, one spare cpu, and spare flaps.

LED life is 100,000 hours.

Preliminary suggestions for maintenance:

Monthly: Visual inspection to check operation of kiosks and trouble-shoot all electronics, lighting, fans, and motion detectors. Repair if indicated.

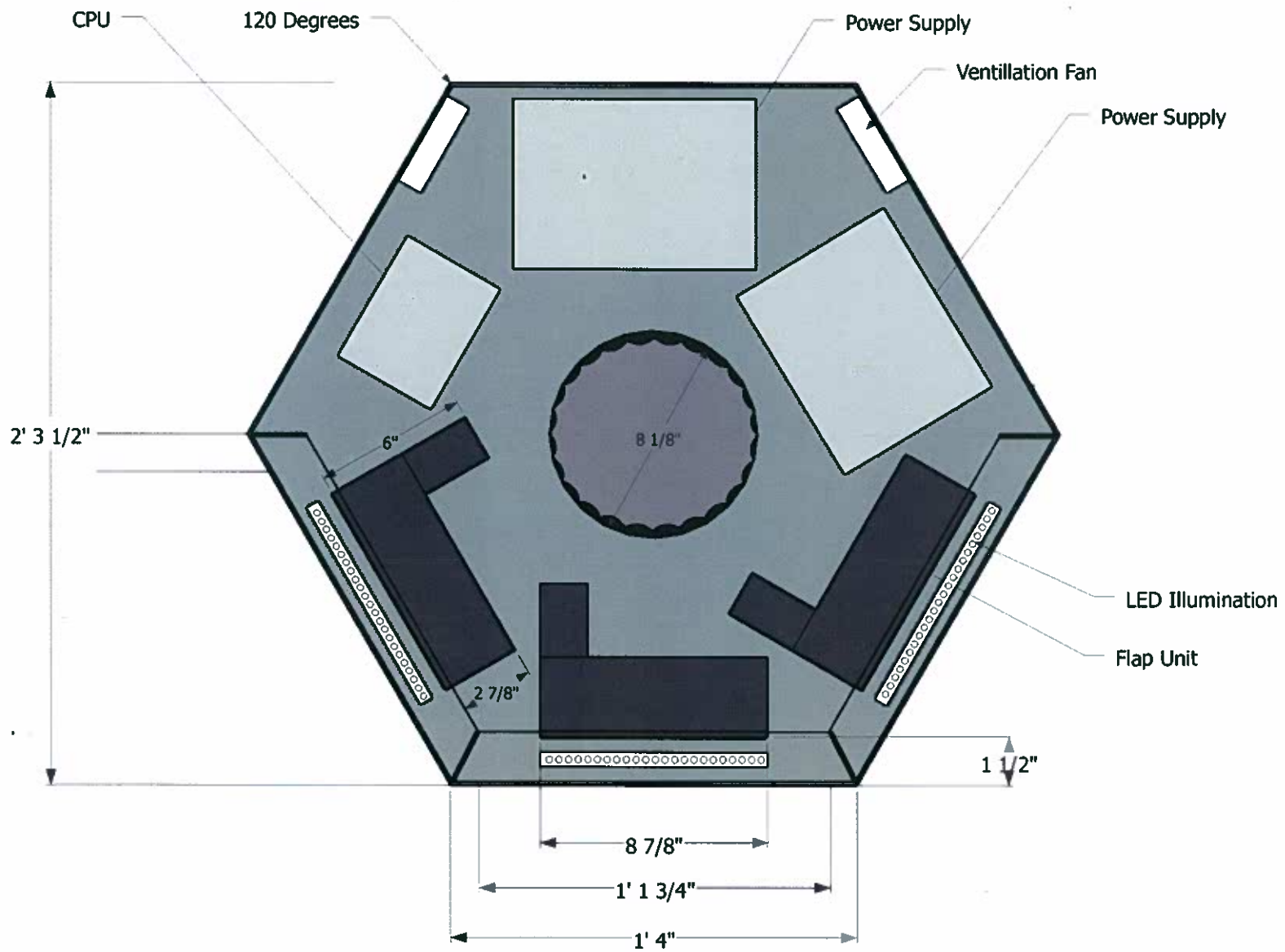
Bi-yearly: dusting of individual flaps using compressed air. Wash housings, Change fan filters if needed. Make any repairs if needed.

Images sequences will be replaced each year for three years and then rotated.

Milwaukee projected Budget 3/09	TOTAL contract: 295,355		
design and project management 2007 - 2010	Janet Zweig		48,000
renderings, presentation materials	Benjamin Cohen, Lynn Paik		8,000
18 flap units, 12 power supplies, 6 cpus, flaps, shipping	Solari di Udine, spa. - Udine, Italy		50,000
additional computer programming for flap sequencing	Jonathan Meyer		8,000
ideas competition payments (\$500 to \$1,000 each)	Milwaukee - tbd		15,000
payment to Milwaukee actors/dancers	Milwaukee - tbd		7,500
filming and studio rental in Milwaukee	Milwaukee - tbd		7,500
transferring films to images and images to split halves	Benjamin Cohen, Lynn Paik, J Zweig		25,000
silkscreening	Ambassador Screen Printing, NY		30,000
5 lamp-post housings fabrication including engineering assesment, additional electronics, fans, sensors, LED lighting, assembly, testing	AFX - Adam Brown, Milwaukee		25,000
installation	AFX - Adam Brown, Milwaukee		5,000
electrical	Lyons Electric, sub'd by AFX		5,000
plaque(s)	Engraphics, NY		2,500
travel- 8 - 10 trips Milwaukee, 1 trip (with computer programmer) Solari	various		15,000
VAT, custom duties, other shipping and office costs	various		4,000
insurance 2 years	Hartford		1,200
Documentation photography	Cathy Carver or Milwaukee tbd		2,800
maintenance: 3 yr. monitoring and changing animati	tbd		9,000
contingency approx 10%			26,855
total			295,355
*continued maintenance - to be planned with the city			

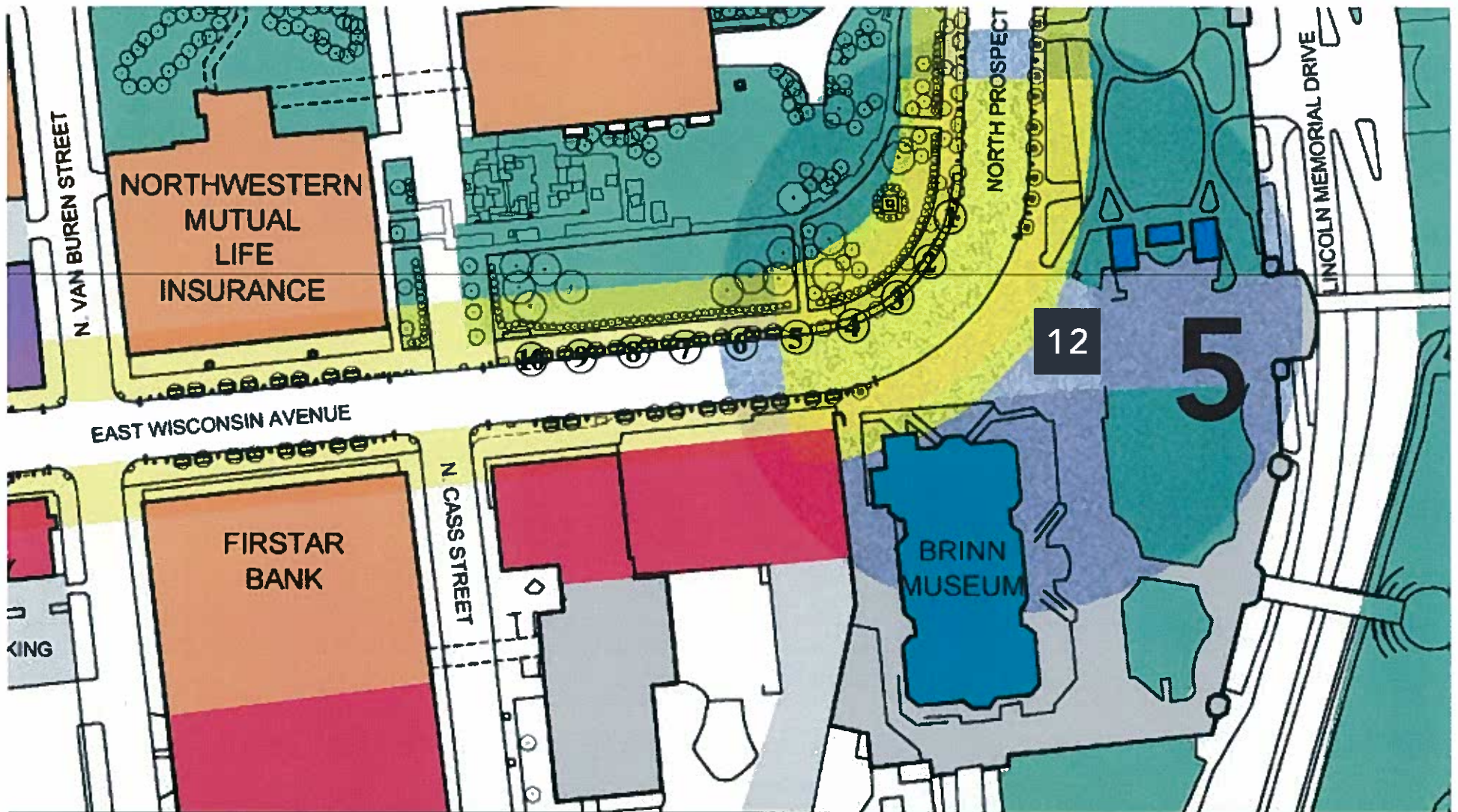
TIMELINE FOR MILWAUKEE

April 20 - September 20 2009	fabrication and delivery of flap units by Solari - Udine, Italy. develop installation plan with City (electrical, timing, etc.)
April - July, 2009	community input for image sequence ideas development
summer 2009	presentation of the 5 sequences to the committee for review and approval finding Milwaukee talent for imagery performances
August - September 2009	photographing the 5 sequences
October - December 2009	sequencing and formatting images for silkscreening
November - February 2010	fabricating housings - AFX - Milwaukee
March - April 2010	electronic programming and testing for installation
January - April 2010	silkscreening imagery
May 2010	installation









Possible locations for the 5
kiosks: Alternating 1, 3, 5, 7, 9
Alternating 2, 4, 6, 8, 10
Sequential 5, 6, 7, 8, 9
Sequential 6, 7, 8, 9, 10

