

SALEM PARKWAY PUBLIC ART A DESIGN PROPOSAL

Second Submission
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Prepared for:

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OUR TEAM

The team we have assembled to accomplish this initiative possesses the disciplines needed to execute a project of this magnitude and complexity.

As designers, architects, fabricators and developers working in Winston-Salem, we understand this city's heartbeat and have the skills to make this initiative a success.

We have all previously collaborated on various projects and are thrilled to reunite and combine our talents for this initiative.

OUR TEAM



Chad Cheek, Elephant In The Room

Chad was born and raised in Winston-Salem. He is the leader of Elephant In The Room, a brand and design consultancy, which has been called upon to create iconic brands and curated brand experiences in Downtown for the Arts Council, Innovation Quarter, The City of Winston-Salem, The Winston-Salem Symphony, UNCSA, Wake Forest University and others. Elephant In The Room has been operating in the heart of Downtown since 2005.



Adam Sebastian, STITCH Design Shop

As a native of Winston-Salem, Adam both lives and works Downtown. As a practicing architect for 18 years, he leads all of the design direction at STITCH Design Shop where he is a founding member. Adam has been involved in numerous leadership positions in Downtown and brings a wealth of knowledge in working on public projects for both the City and County, including Quarry Park, Kaleideum, ARTivity, Bailey Park and Merschel Park.



Andrew Viator, Viator Design & Construction

Andrew Viator was born and raised in Hartville, Ohio. He began his construction career at age 12 before moving to Winston-Salem in 2007 and starting what is now Viator Design and Construction in 2009. Andrew has more than 28 years of construction experience in residential, commercial and custom fabrication/installation. His work has received various design awards and has been mentioned in publications including Dwell Magazine.



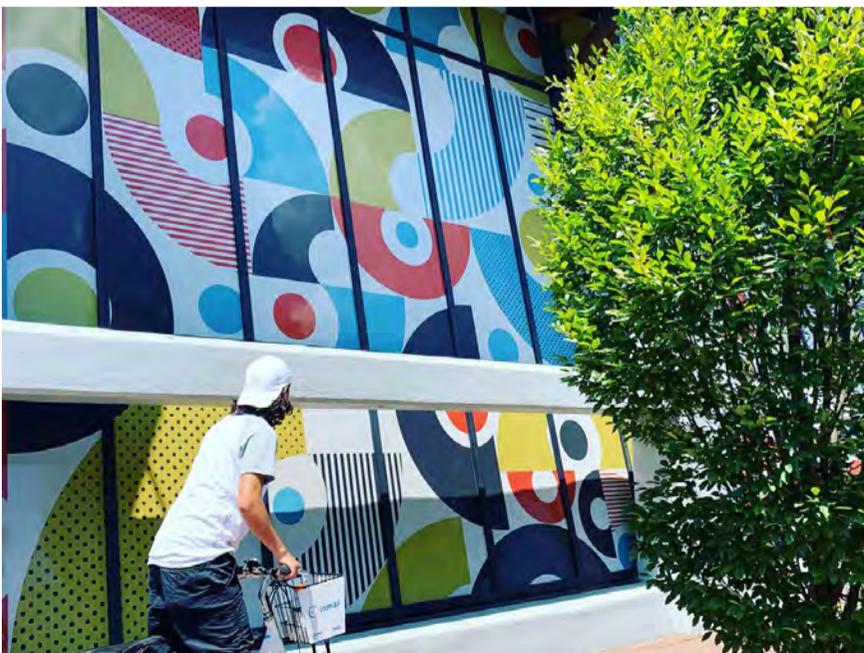
Drew Gerstmyer, Architect

Drew is an architect, real estate broker and general contractor who primarily works in commercial development. Long-time interests in reclaimed materials, systems and sustainability have resulted in welded art pieces from job site scrap and the creation of wood sculptures from leftover stumps and trees.

PARTNER: ELEPHANT IN THE ROOM

Elephant In The Room is an award-winning design and branding firm located in Winston-Salem, N.C. The firm was launched in 2005 with the belief that a unique opportunity existed in the idea of using graphic design as a problem-solving ideology and to create brand experiences that have the greatest impact. Over the years, we have had the privilege of working with our client partners to enhance and improve the aesthetic presentation of brands and the ideas they want to express in Downtown Winston-Salem. The focus of our work is not to create the best brand experiences for Winston-Salem. Our aim is to create brand experiences in Winston-Salem that are among **the best in the world**.

Elephant In The Room is a N.C. HUB-Certified business and will lead the design experience aspect of this effort. We have partnered with the other experts highlighted in this response to provide a best-in-class solution in order to deliver the best brand experience for this important endeavour.



PARTNER: STITCH DESIGN SHOP

STITCH Design Shop is an award-winning architectural and interior design firm in Winston-Salem, N.C. Born in 2013 from a desire to fearlessly pursue creative ideas that reflect the individuality of our clients' culture, identity and values, we pride ourselves on the premise of "there has got to be a better way."

We consider ourselves the design firm that is leading the way in progressive and transformative design in the Southeast. Our driven and talented crew has accumulated over 30 design awards in a short period of time. Our skill sets are varied and our passion for high design is unwavering. We push ourselves every day to create buildings and spaces that truly better our community.



PARTNER: VIATOR DESIGN & CONSTRUCTION

Viator Design & Construction is a team of 11 custom fabricators, certified welders and construction professionals who have contributed to the rising success of some of Winston-Salem's most popular spots. From the AFAS Red Dog Gallery and Merschel Park to Krankies Coffee Shop and Bailey Power Plant, our understanding of the ground-up build process, eye for design, and attention to detail has helped carve a niche in the custom fabrication industry and allowed us to partner with so many of the great movers and shakers of this great city.

Viator Design and Construction's reach is far beyond the city of Winston-Salem. We've been contracted to create custom creations for clients from Lakeland, Florida to Staten Island, New York and nearly every state in between. Our greatest honor is knowing we have a hand in building something greater than a product. We build a people, and the story therein.



PARTNER: DREW GERSTMYER, ARCHITECT

Drew Gerstmyer has worked as an architect and developer on projects throughout North and South Carolina. In particular, he has teamed with partners to bring more than 30 small businesses to the Industry Hill area of northern Downtown Winston-Salem.

Drew is also an artist and sculptor. The pieces below have been fabricated from discarded job site materials, which fulfills his passion for the sustainable use of valuable artifacts and metals.



CLIENT REFERENCES

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THE DESIGN BRIEF: OUR POINT OF VIEW

We believe that a strategic approach should inform the design and installation of the public art that will be placed at the identified interchanges on Salem Parkway.



As potentially the largest and most visible pieces of public art ever conceived for the city of Winston-Salem, we submit that a thoughtful approach to the design, conceptualization and formation of this art is **the only path to success.**

The Best Path to a Great Idea

While it might be fun to generate ideas, the most strategic approach follows a clear path. We believe the path to success can be broken into three categories: Design Expertise, Community Engagement and Meaning & Substance.



01: DESIGN EXPERTISE

Consideration should be given to the level of interaction that passers-by will have with the artwork.

We should:

- Design something that it is impactful at first encounter but continues to surprise and delight upon each subsequent encounter.
- Create something that citizens would be proud of and visitors will find marvelous and engaging.
- Build meaning into the art piece while not creating a puzzle to solve. Artfulness, engineering and innovation should be held in equal balance.
- Involve the community (see below) in the design experience by creating a concept that citizens will feel that they helped create.
- Strive to create continuity between the Church St. Bridge sculpture and the installation that will occur at the Peters Creek Parkway interchange so that there are connected in concept, approach, design and execution.
Again, this continuity may not be readily apparent at first pass but perhaps will emerge upon consistent exposure to each installation.



We should also consider the experience of both East- and West-bound drivers.

We ask:

- Is it possible to create something that looks different Eastbound vs. Westbound?
- Can we build something that changes in shape based upon a changed perspective?
- Can we make something that welcomes visitors and perhaps also tells a story that citizens will be proud of?

02: COMMUNITY ENGAGEMENT

Such an important endeavor will fall flat if the community is not supportive and appropriately participative in the effort.

We will create community engagement by allowing “pieces” of the effort to be influenced in some way by as many members of the Winston-Salem/Forsyth County area, as is feasible.

This might include (but not be limited to):

- Reaching out to area schools to allow students to work on an aspect of the art piece as part of a school art project.
- Create modularity in the design that can be influenced by various community engagement projects that happen over time.
- Designing and building an accompanying Website that provides more details around the intricate nature of the design/build process which allows users to see, up close, the community connections that have created the piece.

We are more than a city on a map. We are more than the product of our past, present and future. We are a people whose pioneering spirit pushes us to new creative heights.



03: MEANING & SUBSTANCE

We embrace the original design ethos of GREEN, ARTFUL ICONIC and NETWORK. But, we propose that a more substantive meaning can rest at the heart of this public art concept.

We are inspired by the maxim originally attributed to Rupertus Meldenius (1585–1651):

“In necessariis, unitas; in dubiis, libertas; in omnibus, caritas”

...which is translated to in essentials, unity; in doubtful things/non-essentials, liberty; in all things, charity. We believe a modern take on this phrase might stand as a substantive backdrop to the way we might think of this project:

In essentials, unity; In non-essentials, diversity; In all things, love.

In our work as a team, we believe that this simple yet powerful phrase could potentially represent a way to express the most profound aspect of this new public art.



Additionally, we feel strongly that we have a unique opportunity to tell a story about the people and the history of Winston-Salem, even if it is symbolic in nature.

For instance ...

- Do we have an opportunity to draw meaningful inspiration from the grit and resilience of the people of our city?
- Can we create something that has a primary installation on Salem Parkway but gives way to additional influence on public art in other areas of the city?
- Can we involve the community in some way to influence the aesthetic vibrancy of the piece by creating a figurative mosaic that will enhance the meaning of the final art installation?

IN ESSENTIALS,

UNITY

IN NON-ESSENTIALS,

DIVERSITY

IN ALL THINGS,

LOVE



CONCEPT STATEMENT

The idea that follows represents our team's thoughtful approach to the creation of something meaningful that will stand the test of time and be seen as a significant element of the City's landscape.

The description and renderings that follow represent our way of thinking about the project. It is our hope that we will have the opportunity to collaborate with the City and the community to enhance what we believe to be a meaningful and substantive idea.



We believe in the power of a simple organic reference, like a dandelion, to connect with every member of our community and visitors who travel through the City on Salem Parkway.

The life cycle of a dandelion represents a metaphor that links the past with the present and the future. Seeds that are released from the past (the seed orb) represent the innovative thinking that persists in the leaders of our community. In the future, beautiful flowers will result from the seeds of ideas that land and are cultivated.

The full concept of our proposal represents a complete organic life cycle of past, present and future.

**FROM OUR PAST
COME TODAY'S
IDEAS THAT TELL
THE STORY OF A
BEAUTIFUL FUTURE.**

THE CONCEPT



A Symbol of Invasive Hope

As we have indicated, an idea with meaning and substance is critical to the success of this project. In order to create something that expresses **Unity**, highlights **Diversity** and shines with **Love**, we are drawing inspiration from an organic and beautiful metaphor which symbolizes invasive hope.

In our view, a dandelion represents the grit and perseverance of a people who take root, grow, recover and thrive in spite of resistance. This resistance, tenacity and beauty is the soul of the dandelion and the foundation of our idea.

The hope of our future is beautiful and invasive.

THE CONCEPT

Cohesive Installations

We believe that both pieces should be cohesive and relate to one another.

However, we are presenting the ideas in such a way that they can stand alone as separate installations if the City so chooses.



What follows expresses our initial thoughts regarding both locations. We believe the success of the project is further enhanced if both installations reflect one another.

Our aim is to create a cohesive and interesting design experience for Eastbound and Westbound traffic on Salem Parkway.



THE CONCEPT

Concept and Idea Promotion

Core to the success of this project is our ability to convey the meaning of the concept through billboard advertising, social media and other marketing that the City might support. We have purchased the domain for **invasivehope.com** which will be a landing page Website to provide background concept details for individuals in the community who want to know more about the sculptures.

Additionally, the installation of the dandelions in other places throughout the city will provide opportunities for community engagement through social media promotion, allowing the idea of invasive hope to come to life for all members of our community.

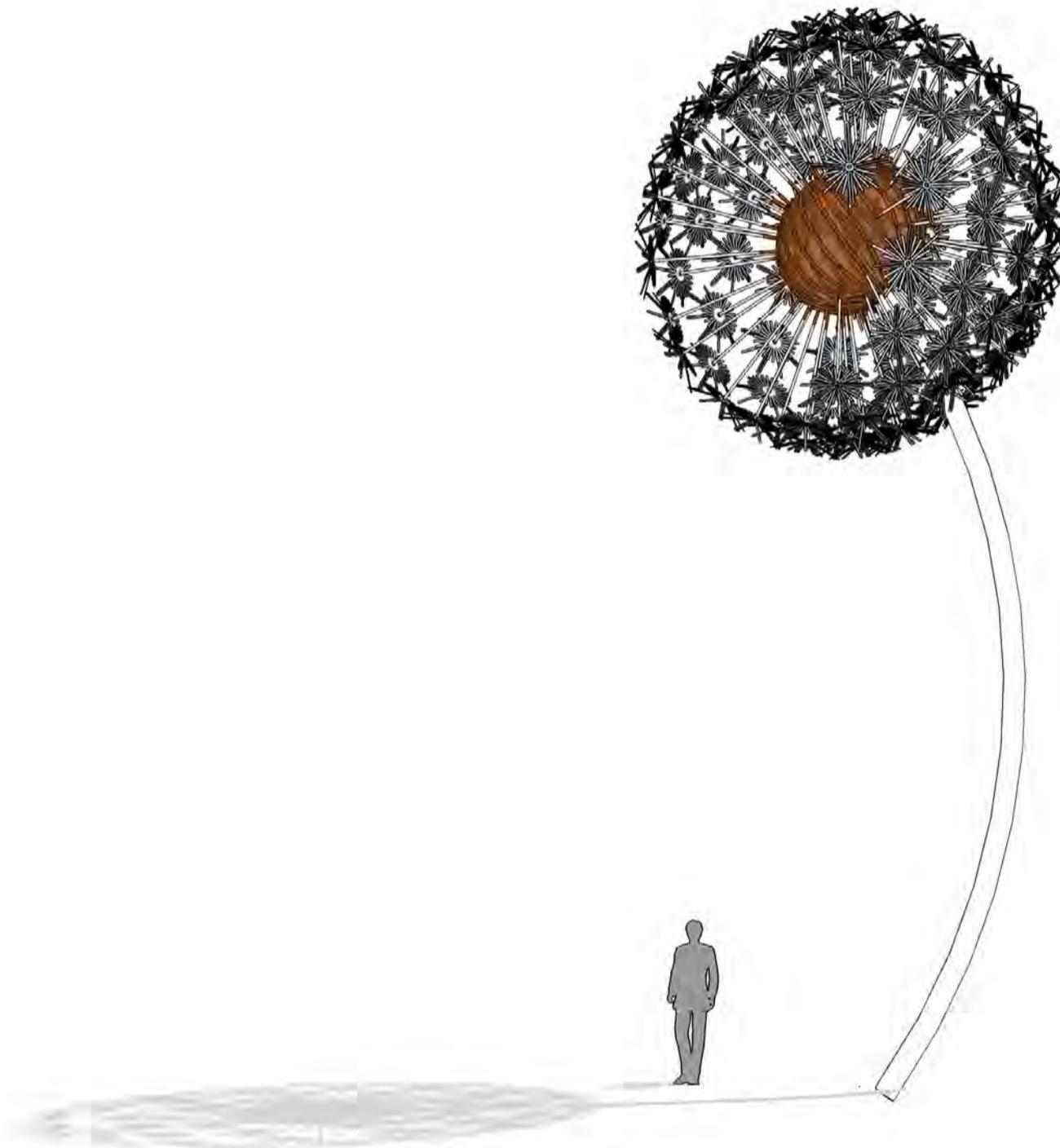


PETERS CREEK PARKWAY

Our concept envisions a 40' tall dandelion, constructed of brushed aluminum and stainless steel that will be visible from both directions of traffic moving on Salem Parkway. Both its size and use of materials will captivate both young and old alike. This abstract form leaves enough room for the imagination to wander, while also replicating a profile that is readily understood.



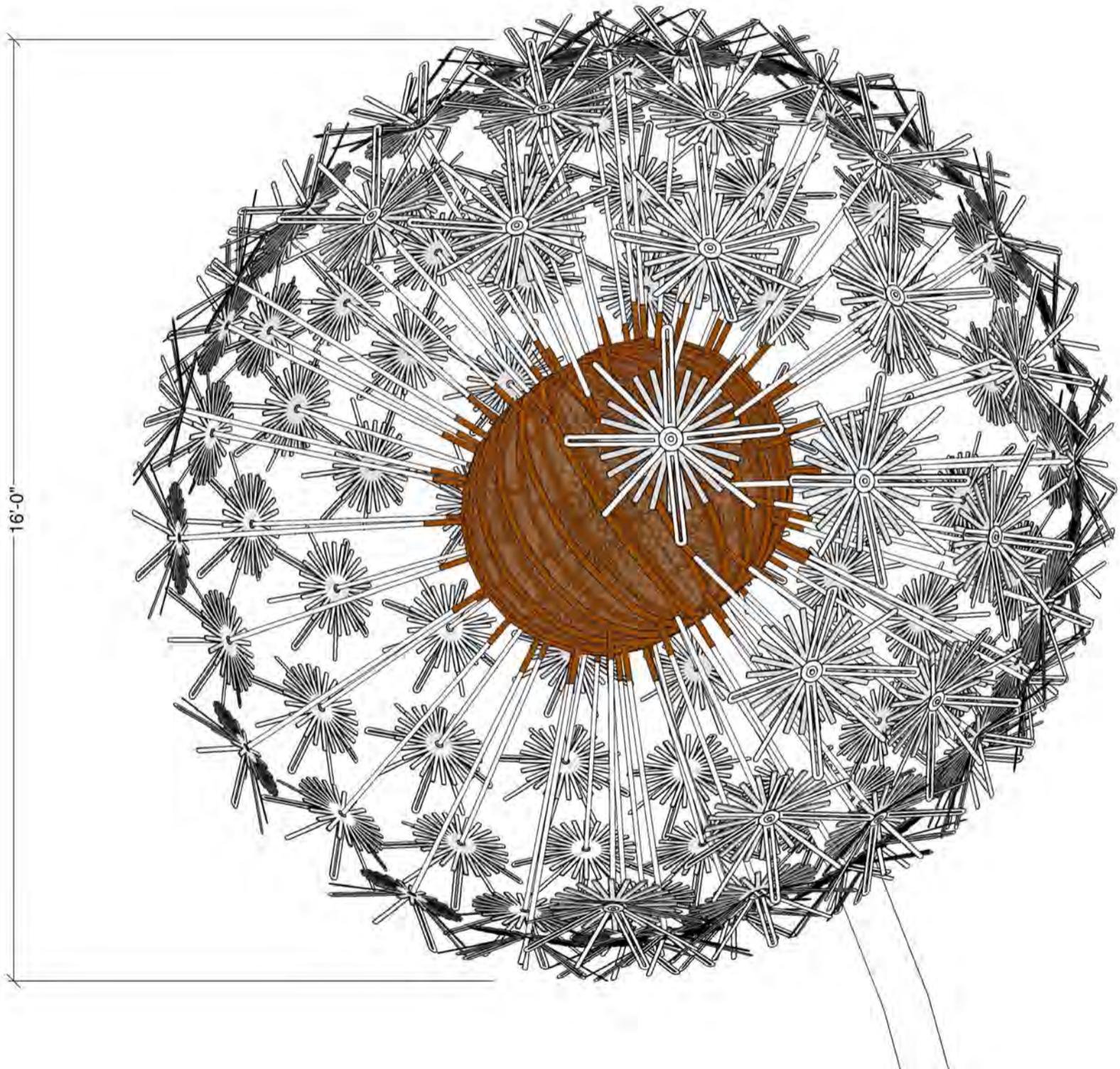
PETERS CREEK PARKWAY



The sphere itself is 16' in diameter with over 120 laser cut aluminum seeds that will capture the sunlight during the day and illuminate at night. The Easter egg in the concept are the missing seeds that have been blown away, landing on areas of the Peters Creek Parkway interchange, thus allowing new flowers to grow as a gesture to our idea of **invasive hope**.

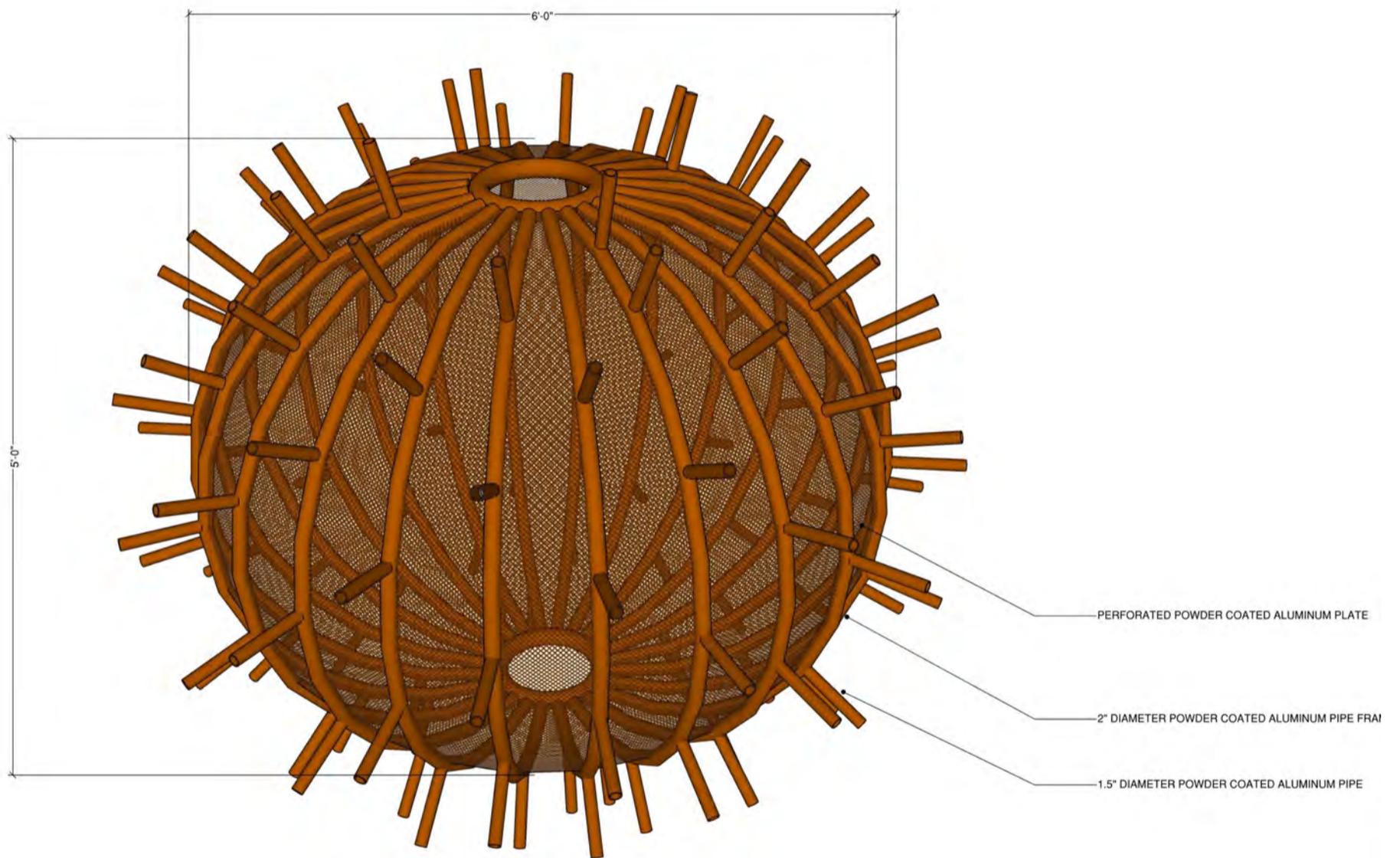
PETERS CREEK PARKWAY

Mechanical Schematic



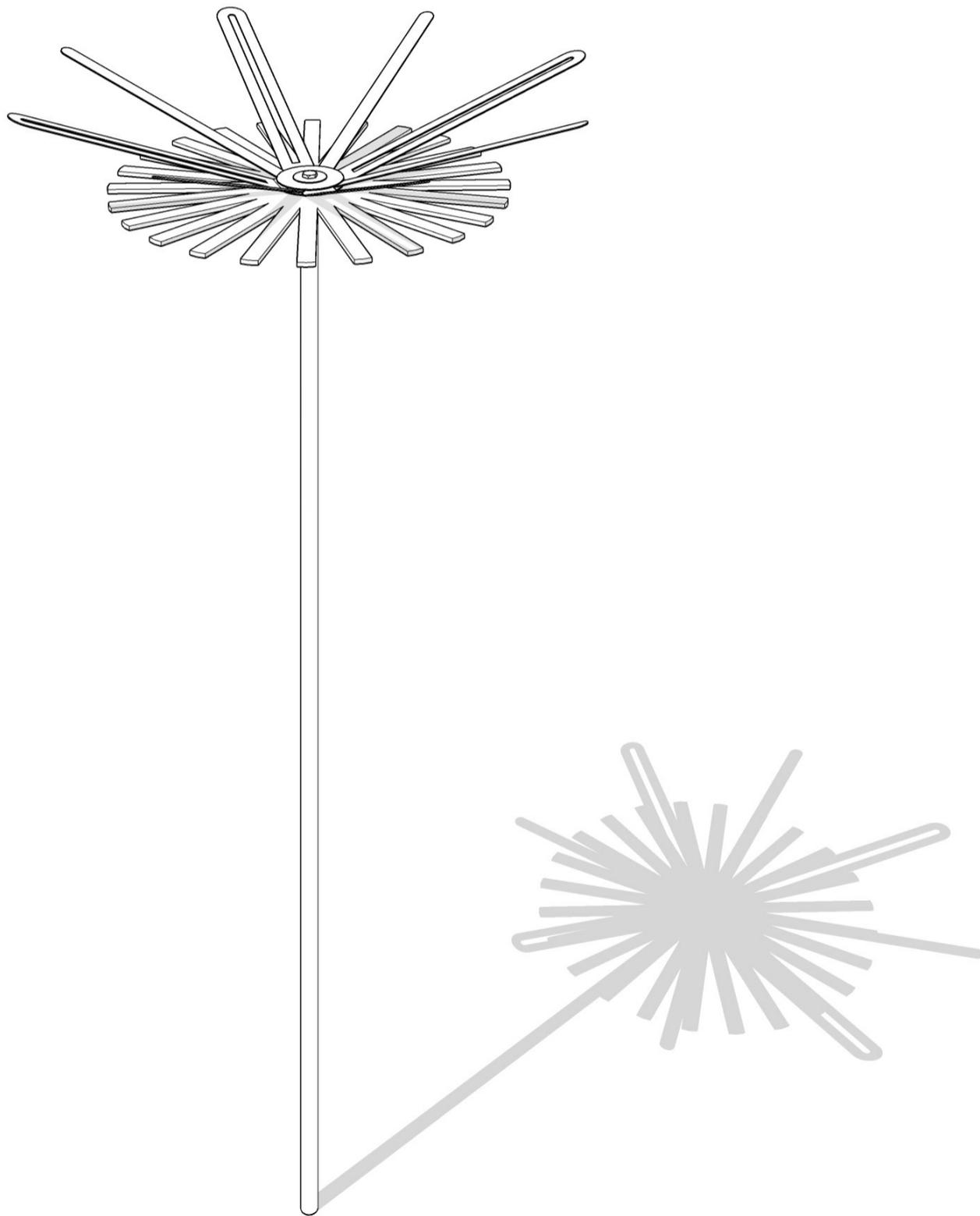
PETERS CREEK PARKWAY

Mechanical Schematic



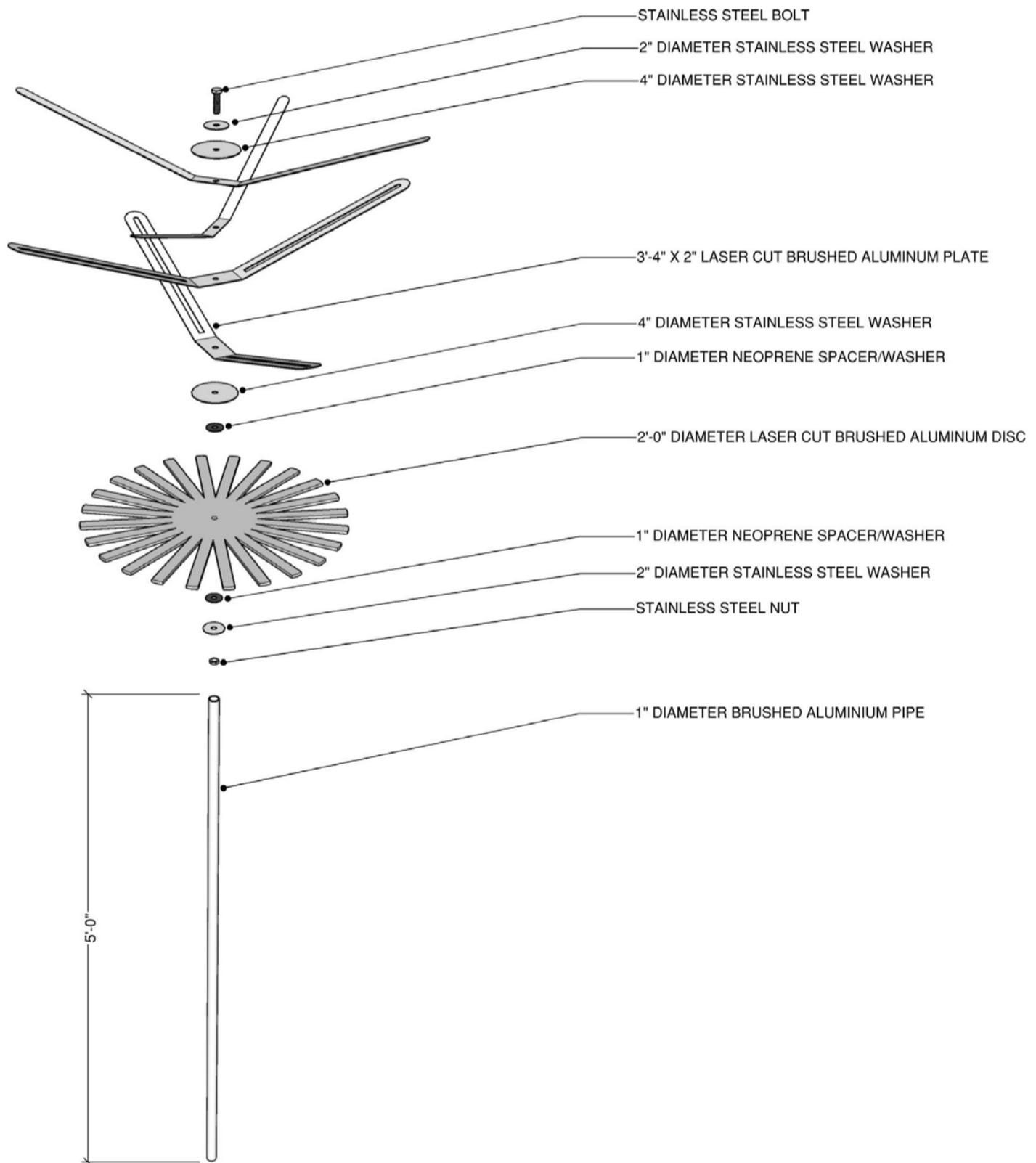
PETERS CREEK PARKWAY

Mechanical Schematic



PETERS CREEK PARKWAY

Mechanical Schematic



PETERS CREEK PARKWAY

Site Plan



- 30' NO-BUILD
- EXISTING SITE CONSTRAINTS
- PRIMARY SCULPTURE SITE
- SECONDARY (SEEDS, FLOWER)

This site plan is our recommendation for how to strategically place the art installations at the Peters Creek exchange. While we have considered the right-of-way and other existing site constraints, we welcome collaboration with the City and the DOT to determine the best location in order to create the best design experiences for Eastbound and Westbound traffic, on-ramps, etc.

CHURCH STREET BRIDGE



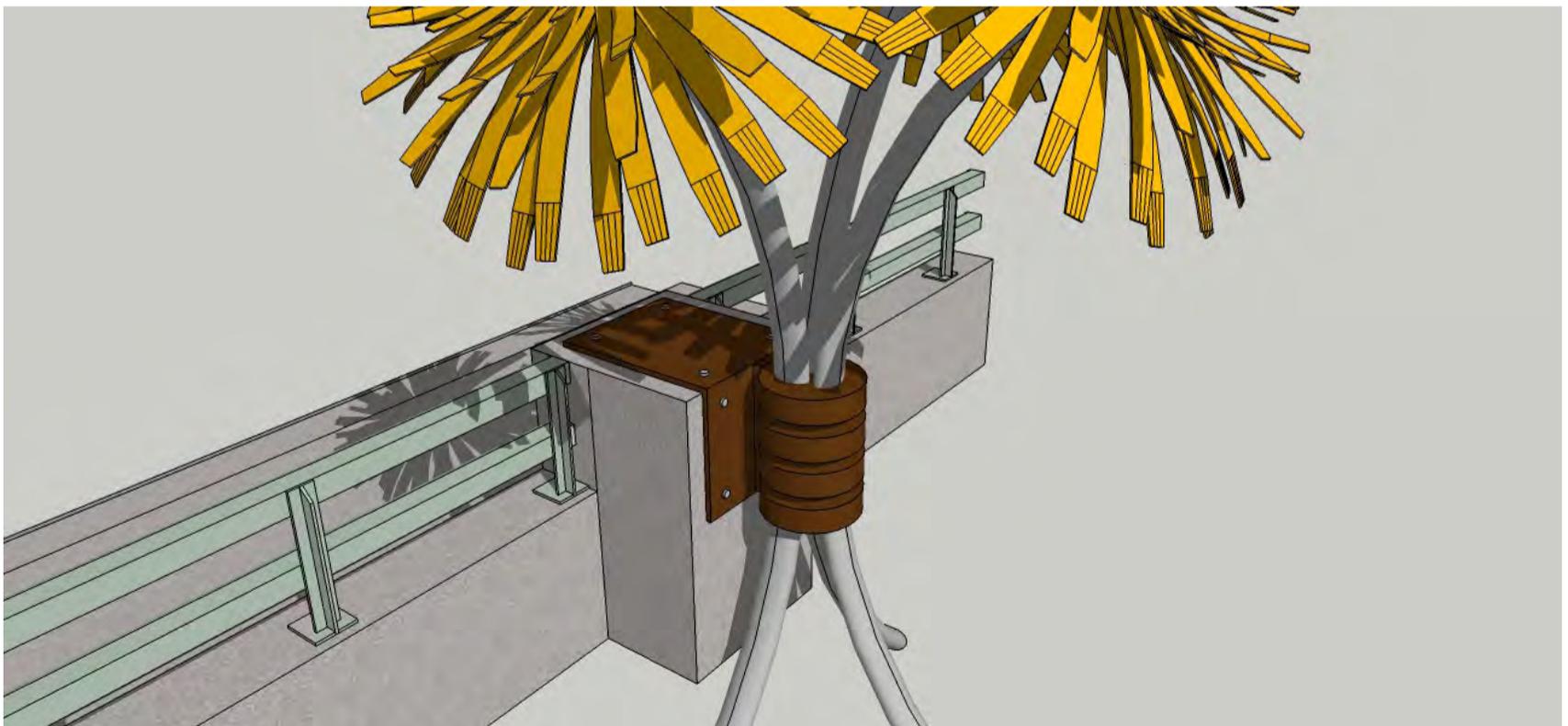
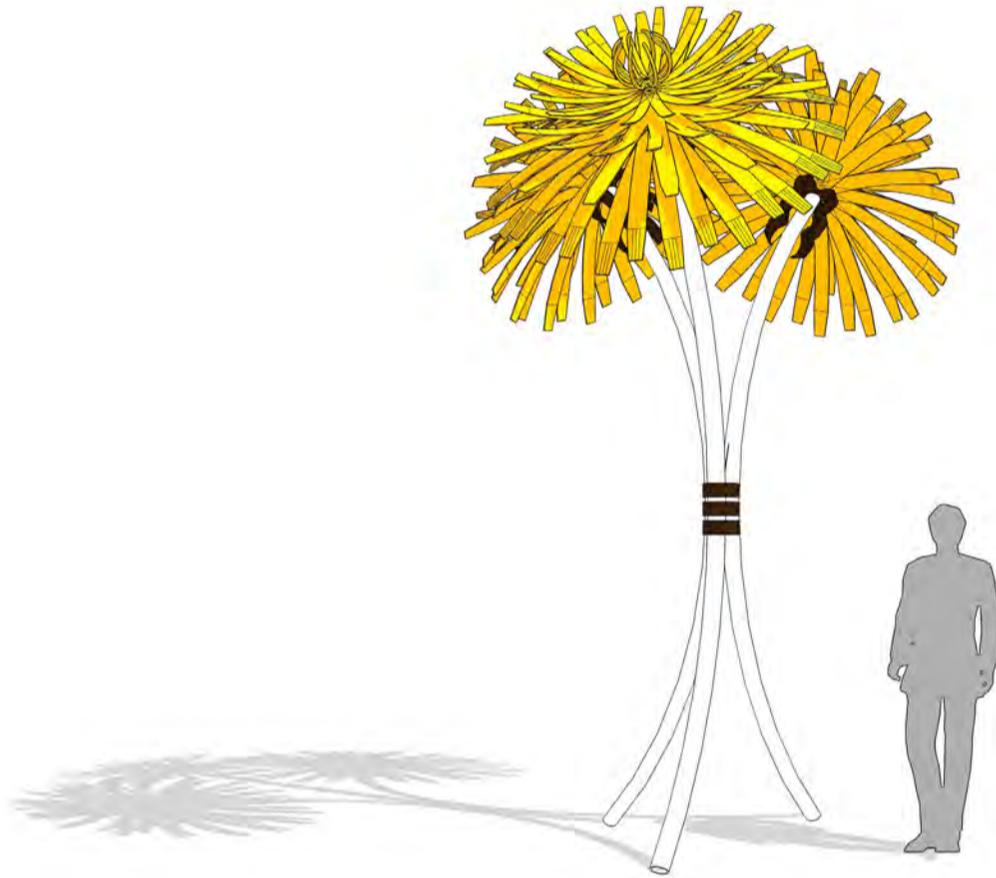
A bouquet of three 12' tall flowers made with brushed aluminum stems will be topped out with six layers of powder coated pedals, each one hand bent. The bouquets will be located on both sides of the Church Street Bridge. These bouquet clusters represent unity in the essentials, diversity in the non-essentials and in all things love. It is critically important to visually tie Church Street to Peters Creek, as this concept gains momentum and power the further it spreads.

CHURCH STREET BRIDGE

Lights will illuminate the bouquets at night while the sun will allow them to shimmer and radiate during the day. Maintenance will be via Mother Nature and occasionally a simple rinse from a hose. Consider now these youthful sprouts beginning to appear throughout the city, thus tying back to this original suggested depiction of **invasive hope**.

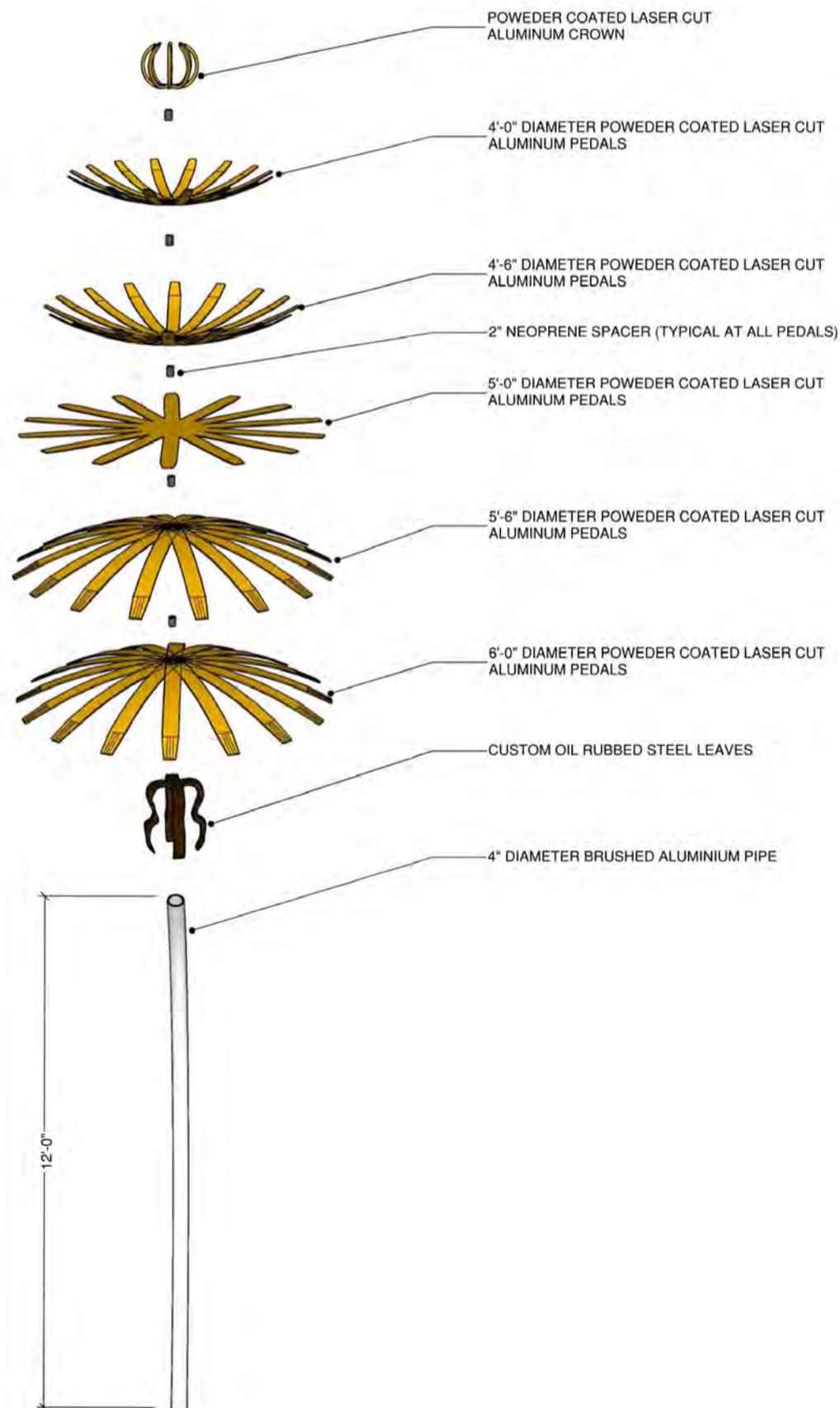


CHURCH STREET BRIDGE



CHURCH STREET BRIDGE

Mechanical Schematic



PROJECT APPROACH

It is our hope that, because of our combined experience, we have identified the many considerations that should be made concerning the following:

PROBABILITY

We have thought through the many ways of seeing these sculptures come to life and have actionable plans to get us to the beautiful installment, from conception to ribbon cutting.

ENGINEERING & SAFETY

We have designed with engineering and safety in mind by having an engineer selected in our team's network with whom we work with on a daily basis. We have considered snow and wind loads, light reflection for drivers and proximity to the road.

SUSTAINABILITY & MAINTENANCE

We have chosen material like stainless steel tube stems, Corten/weathering steel landscape borders, stainless hardware, powder-coated aluminium seedling heads. These items are durable, require no to low maintenance and are readily available. We also have members of the community lined up to donate selected relics to lay the foundation at the base of the main dandelion.

Lawn care contractors will be able to mow and trim to the pods and the edge guard around the base of the main flower. For cleaning, a light low-pressure wash as needed will do.

BUDGET

We have analyzed the costs of this concept and feel confident, based on our extensive construction and fabrication experience, that we can deliver a concept like this. Our conceptual budget is based on current market numbers applied to this concept, and we feel very good about its feasibility and overall execution.

We have included both design and construction contingencies in our budget, and have also taken into consideration potential road closures and site logistics.

PROJECT BUDGET

Peters Creek Parkway

\$ 750,000

Included in this budget estimate: One 40' Dandelion with 140 seeds. Removed seeds to be strategically scattered on North and South sides of Peter's Creek Parkway, in clusters, with Corten Steel landscape borders through a gravel base or synthetic grass. It also includes one singular yellow dandelion on south side of highway. *Our estimate for the breakdown of the budget:*

- 19% Collective Art Percentage
- 5% Contractor and Artist Coordination
- 9% Third Party Services
 - Stainless Tube Rolling and Polishing
 - Powder Coating
 - Road Closures if necessary
 - Waterjet Services
- 46% Contractor: Material, Labor
- 8% Install
- 5% Rentals, Storage, and Transportation
- 3% Marketing (billboards, Website, social media)
- 5% Contingencies

Church Street Bridge

\$ 300,000

Included in this budget estimate: Two, full scale, bouquets of three flowers* each on both sides of Church Street with two placards. Also, five bouquets of ¾ scale (8-10ft) to be installed on footers provided by others throughout Winston-Salem. (Locations to be determined by Public Art Commission.)

Our estimate for the breakdown of the budget:

- 19% Collective Art Percentage
- 5% Contractor and Artist Coordination
- 9% Third Party Services
 - Aluminum Tube Rolling
 - Powder Coating
 - Road Closures if necessary
 - Waterjet Services
- 50% Contractor: Material, Labor
- 4% Install
- 5% Rentals, Storage, and Transportation
- 3% Marketing (billboards, Website, social media)
- 5% Contingencies

* Additional bouquets (three flowers) can be purchased at \$12,000 for additional locations.

TOTAL PROJECTED BUDGET

\$1,050,000