

Attachment A

Sierra Madre Villa Pedestrian Public Art Project



www.shingraystudio.com

4213 DON ARELLANES DR, LOS ANGELES, CA 90008 : Tel 323.719.3222 : SHINGRAYSTUDIO@GMAIL.COM

prepared 093013

PROJECT NARRATIVE

Pasadena Sierra Madre Villa Corridor Improvement Project

Artist: Kyungmi Shin/ Shin Gray Studio

The purpose of this public art project is to improve the experience of the pedestrians walking in the underpass area between the Metro station on the north side and the freeway entrance on the south side. To that end, we created a two-part artwork design, a ceiling mural design to create a more pleasant overall environment and transit related metal sculptural banners to be attached to the new light poles.

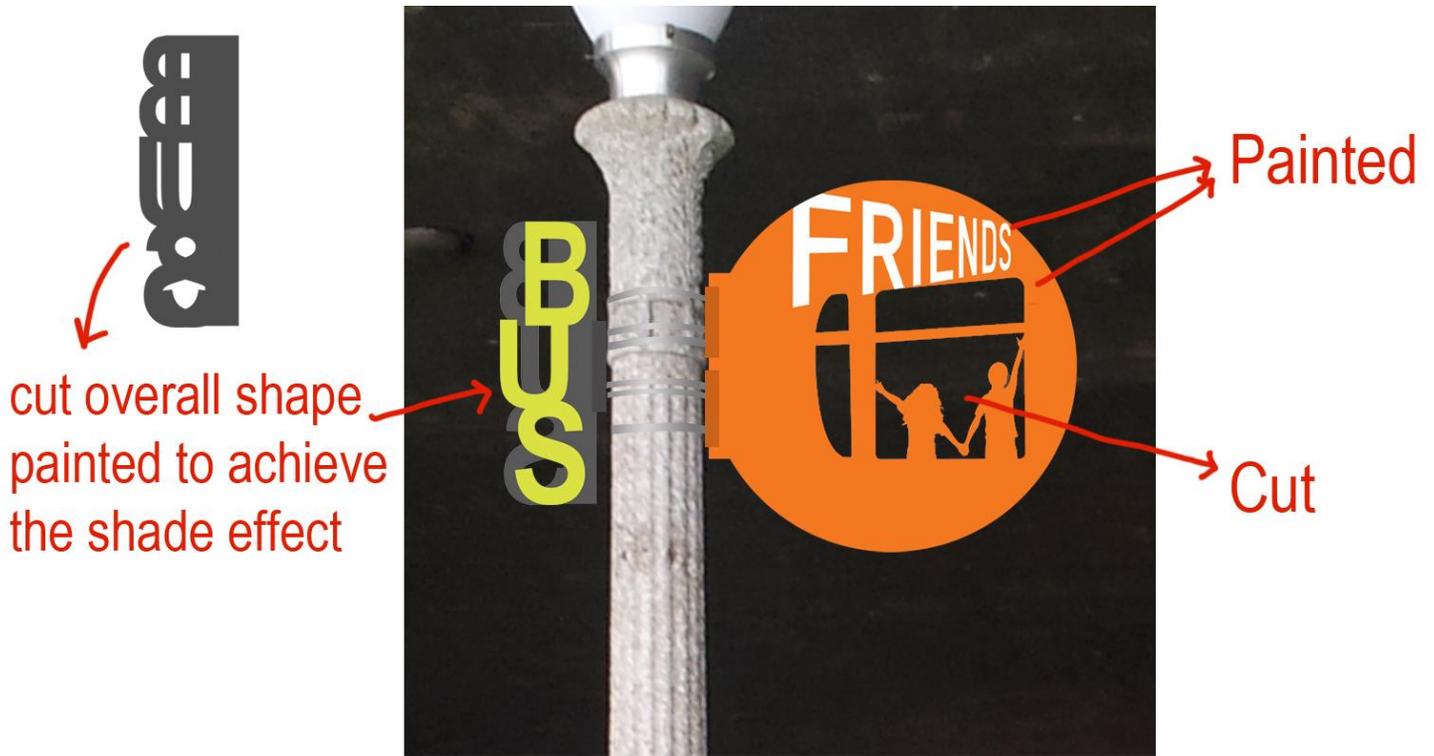
The circles of the ceiling artwork design was inspired by the wheels of various transportation modalities as well as various fruits such as citrus fruit and grapes cultivated in the farms in the early agricultural settlement in the East Pasadena area. To minimize distraction to the drivers per Public Works request, we've simplified the design into a composition of circles of various sizes, and the colors of these circles are inspired by grapes, oranges and other citrus fruit as well as the sun. The sizes of these circles vary from 8 feet to 30 feet in diameter. The overall effect of these colorful additions on the ceiling will uplift the visual experience of the pedestrians.

The five metal sculptural banner designs for each of the new light poles are inspired by the idea of promoting the use of public transportation, bicycling, walking and running. Each banner is composed of two parts, a word sculpture describing a different transportation mode, and a circular form describing each of those modes in a poetic combination of word and image. The text combinations used are Train/ Journey, Bus/ Friends, Walk/ Sky, Run/ Breathe, Bike/Wind. We wanted to pair a descriptive poetic word that evokes a positive experience associated with each of these transportation modes. Some of these words are slightly obscured by the cutout images to introduce an element of discovery where the pedestrians will discover these words over repeated viewing if not at the first viewing.

Both the "word sculpture" and the "circular sculpture" will be legible when approached from the front or the back, and the images in the following pages will illustrate this more clearly.

The recent addition of new light poles, new pavers, and landscaping has already improved the location. Our artwork design of colorful ceiling artwork and poetic metal banners will transform the Sierra Madre Villa underpass corridor into an even more pleasant environment and improve the pedestrian experience tremendously.





1. Material: cut aluminum 1/4" inch thickness

2. Top Coat: Tnemec Fluoronar paint system

{Epoxy primer and light fast paint colors with high gloss retention over 20 years)
Specific colors and MSDS are attached. (Attachment A)

Cut shape of the "BUS" will be painted so it is legible from both sides.

The images on the circular panel will be cut, and the letters will be painted, so they will be legible from both sides.

* The only exception to this is the BIKE banner where all design elements will be painted due to the complexity of the Bike pattern which was not sustainable structurally as a cut element.

(See the examples in the following two pages.)

3. Attachment detail:

- Letters: 9 inch K-bracket by TAPCO
- Circular Disks: Two 6 inch K bracket by TAPCO
(brackets will be painted to match the banners)
(Engineering attached – Attachment B)



FRONT



BACK

EXAMPLE OF FRONT AND BACK OF THE SCULPTURE BANNER

