## PROJECT ADDRESS: 2915 E. Colorado Blvd, Pasadena, CA

#### **DEVELOPER:** RUSNAK/Porsche

#### **PUBLIC ART CONSULTANT:**

James Meraz studiomeraz@gmail.com

ARTIST: Jason Pilarski jason@machinehistories.com

DATE: March 12, 2025

#### ATTACHMENT D

## **CONCEPT ART PLAN**

#### "IN MOTION"

#### **PUBLIC ART SCULPTURE**





## **PUBLIC ART SCULPTURE**



## **CONCEPT ART PLAN**

#### Art Center Sculpture: In Motion

In June of 2023 Rusnak reached out to Art Center College of Design to create a unique art piece for the Porsche site on East Colorado Boulevard. Rusnak chose to partner with Art Center because of their prominence in the field of automotive design, but also to incorporate an important local arts institution and support student art programs.

Art Center responded enthusiastically with a workshop during which 15 students, broken into teams of three and guided by faculty members, worked for three days to develop five concepts for the site. The challenge put forth was to create a public art piece that would connect with the automotive history of Route 66, celebrating 100 years in 2026.

### **INTRO: Project Background**



#### **PROJECT NARRATIVE:**

Following the selection of the form, Artist Jason Pilarski

(also an alum and faculty member of ArtCenter) Was selected as the Lead Artist.

Was selected as the Lead Artist. The art is based on the principles of biomimicry, a practice that learns from strategies found in nature to solve design challenges. This premise arose from a study of the iconic Porsche 911 which features organic curves rather than angular edges – a unique perspective on performance sports car design. Yet while the 911 and other Porsches highlight organic design, they marry it with state-of-the-art technology and ultra-high performance. From this marriage of nature and technology grew the idea for a sculpture both organic in shape and exemplifying motion and technology.

## **INTRO: Project Narrative**



## "IN MOTION"

#### "We can't outsmart nature"

A Sculpture of Harmony Between Nature's Intelligence, Behavior, and Movement. At the intersection of form, flow, movement and the innate wisdom of nature, "In Motion " seeks to evoke the quiet yet powerful dialogue between living systems — from the smallest cellular processes to the grand, sweeping patterns of the natural world. Inspired by the fluid intelligence and dynamic behaviors found in nature, and performative movement and speed, this sculpture is an exploration of the interconnectedness that binds all living things, and the intricate rhythms through a kinesthetic, tactility and visual experience. This sculpture will invite the viewer to experience the intersection of performance, intelligence and behavioral systems found in nature.

Jason Polarski Artist

#### **INTRO: Project Narrative**



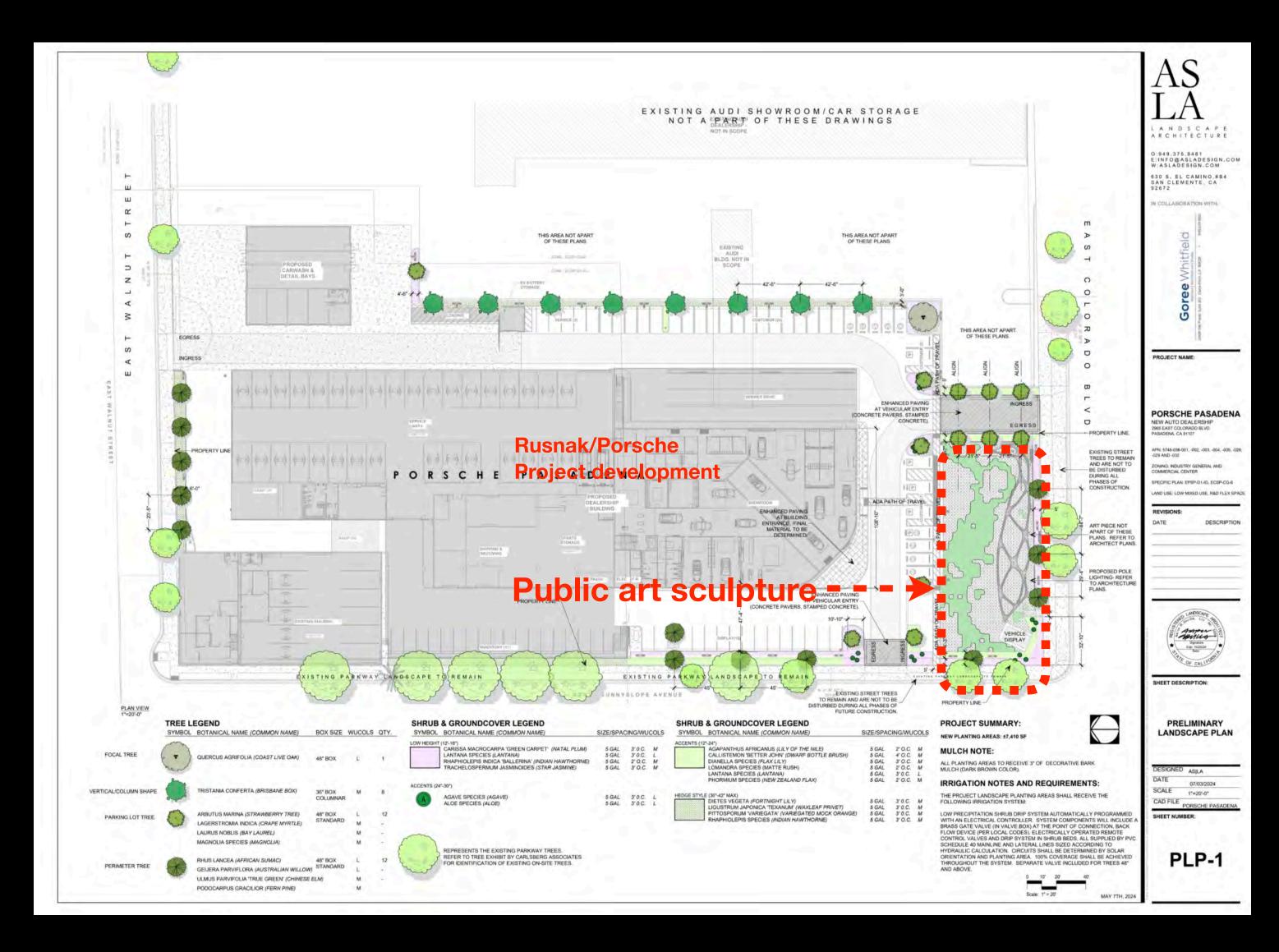
#### Public art sculpture location:

2915 E. Colorado Blvd, Pasadena, CA



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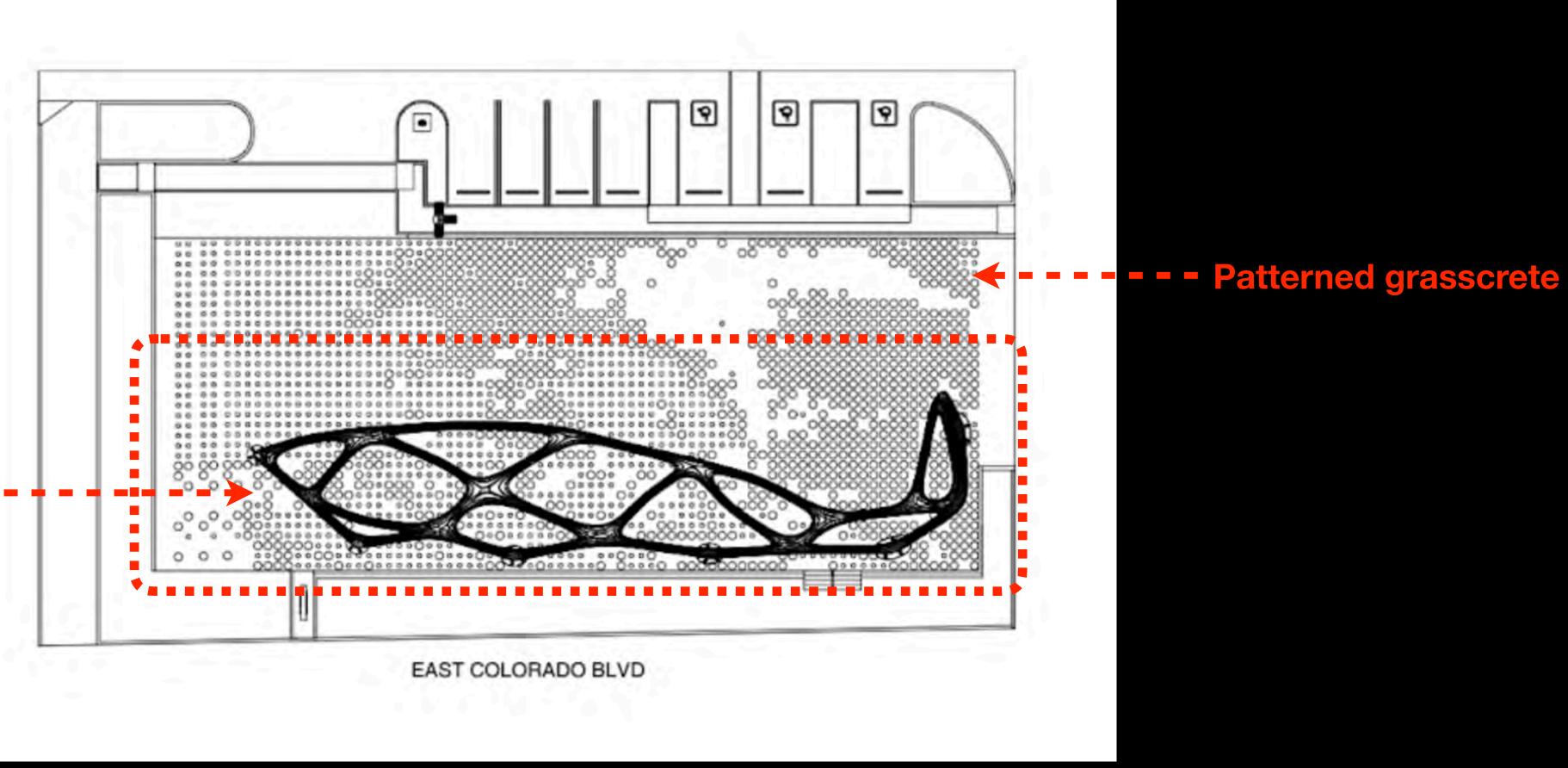
2915 E. Colorado Blvd, Pasadena, CA

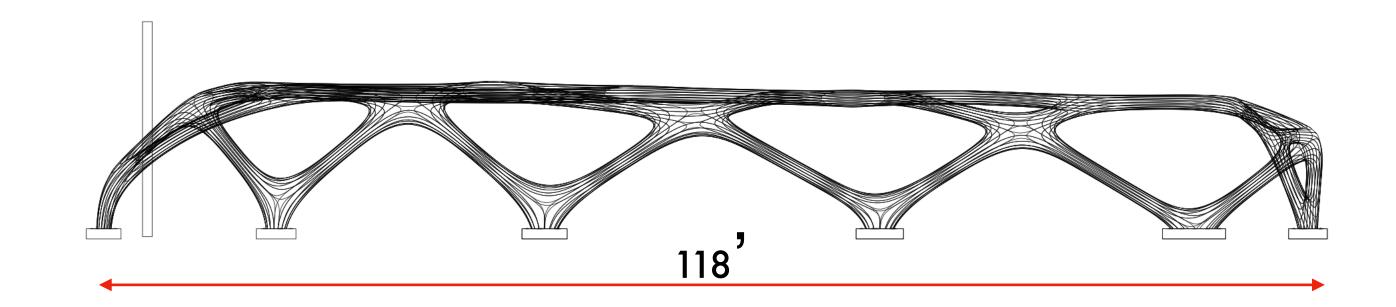


#### Public art sculpture

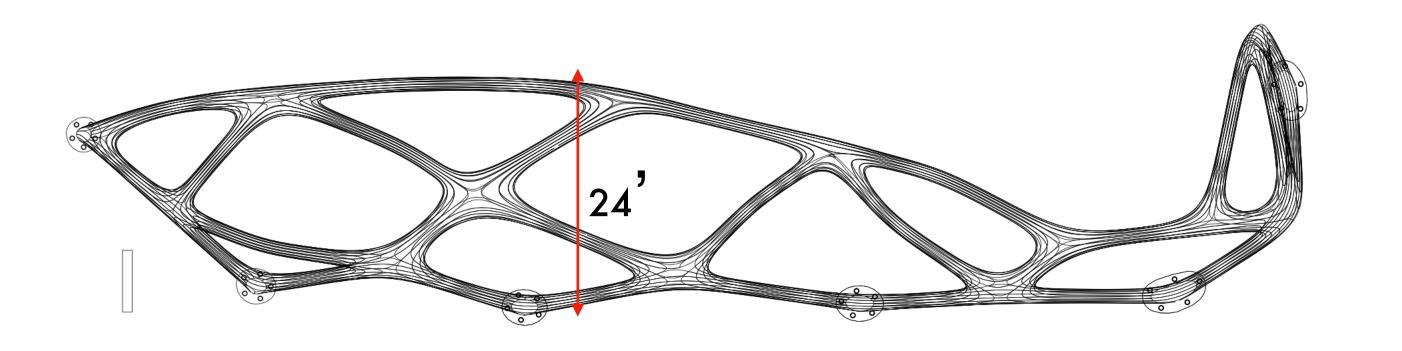
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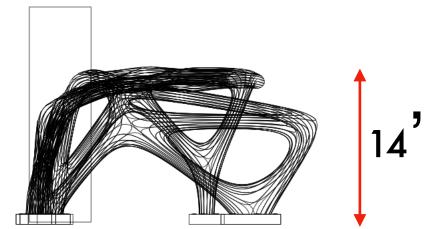


side elevation



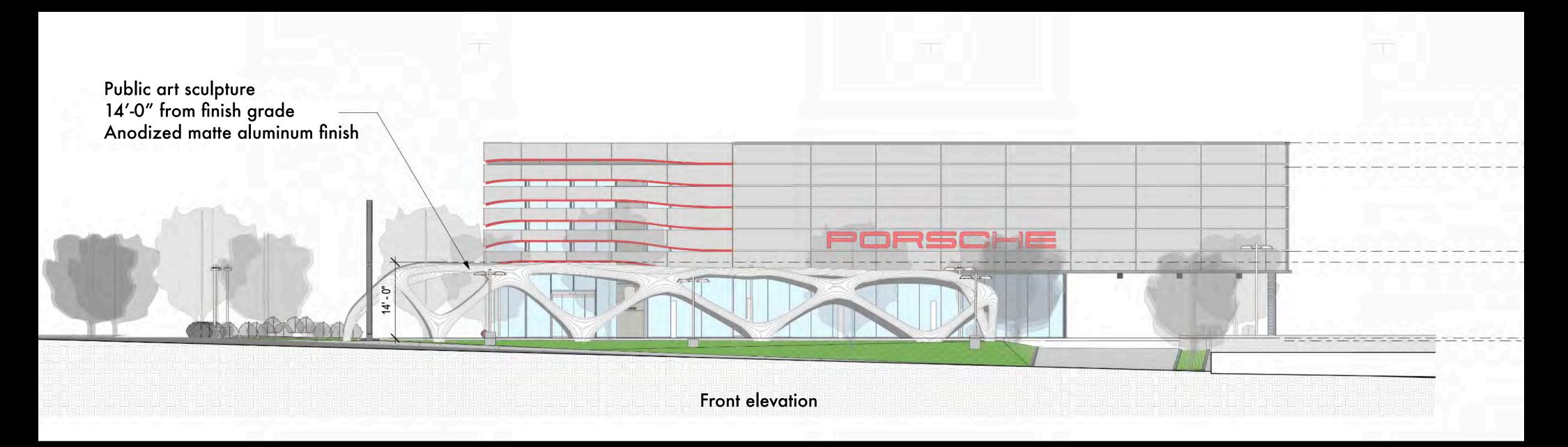
top view





cross section

## orthographic drawing



The sculpture, In Motion, seamlessly integrates with the development site by embodying the themes of natural intelligence, behavior, and movement within the landscape. Positioned strategically, it becomes a visual and kinetic focal point that activates the dynamic patterns of the surrounding environment. Its fluid design encourages an interaction with both the space and the viewer, promoting a deeper understanding of the interconnectedness of natural systems. The sculpture's emphasis on movement and rhythm enhances the site's atmosphere, inviting reflection on the subtle yet powerful interactions present in the natural world, while fostering a connection between motion, nature, and human perception.

## Public Art integration into the development site

# "IN MOTION"



The tactile elements of the sculpture may encourage closer engagement, with certain areas inviting touch or allowing for the exploration of its textures. Its movement-inspired design could also interact with the natural elements, such as wind or light, further enhancing its kinesthetic appeal. In this way, the sculpture becomes a part of the pedestrian's journey, encouraging reflection on nature's rhythms while fostering a deeper connection with the environment.

**ART LOCATION: Site rendering** Activated by community arts event

The sculpture In Motion is designed to engage pedestrians, visitors and vehicles driving along Colorado blvd through both visual and physical interaction. Its dynamic, flowing form will draw the attention of passersby, inviting them to pause and explore details from different angles. As pedestrians move around the sculpture, the shifting perspectives and the play of light and shadow will highlight its fluidity, evoking a sense of change and motion.

**ART LOCATION: Site rendering** Activated by community arts event

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#### ART LOCATION: Site rendering day - night



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## **ART LOCATION: Site rendering**



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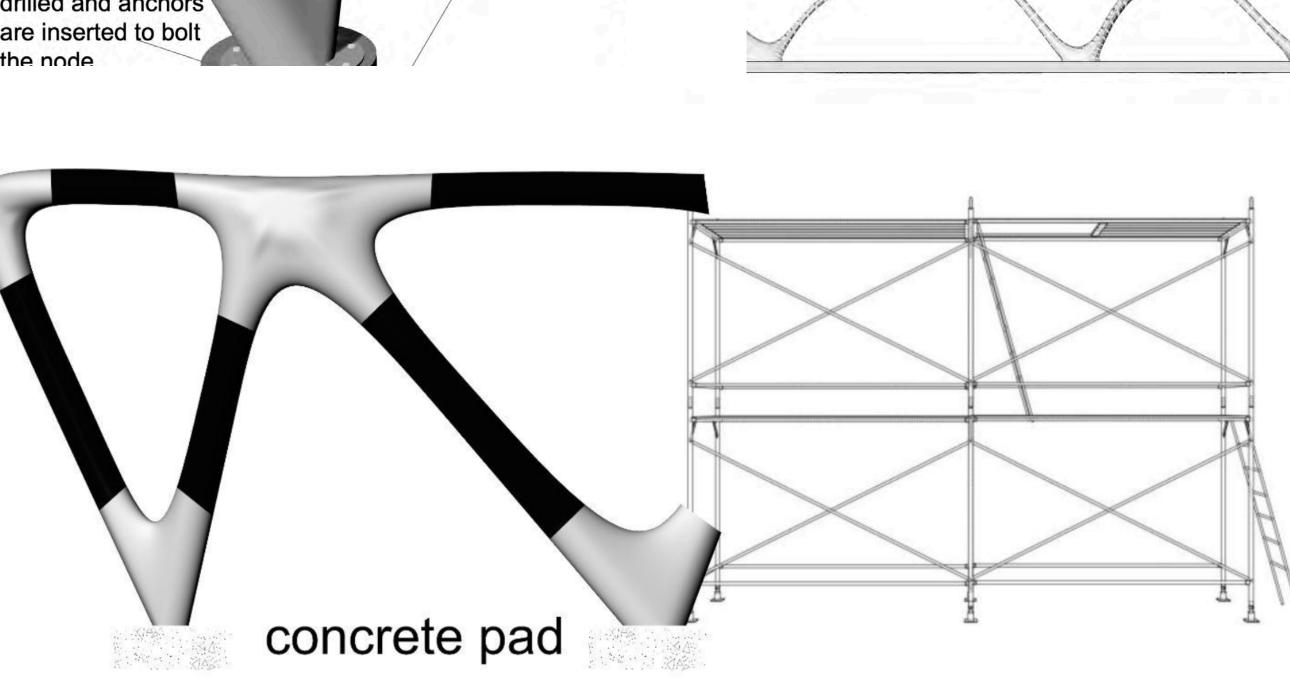
#### ART LOCATION: Site rendering Sidewalk access at Colorado blvd

#### Artist methodology

Construction of the piece utilizes an innovative parametric technique to convert 3-dimensional form into unique 2-dimensional parts. The parts are all highly optimized and nested into sheets which are laser cut to fit perfectly together. With this unique method both force and form are in perfect concert. This Method aligns with the efficiencies found in biomimicry







The pads will be drilled and anchors are inserted to bolt the node

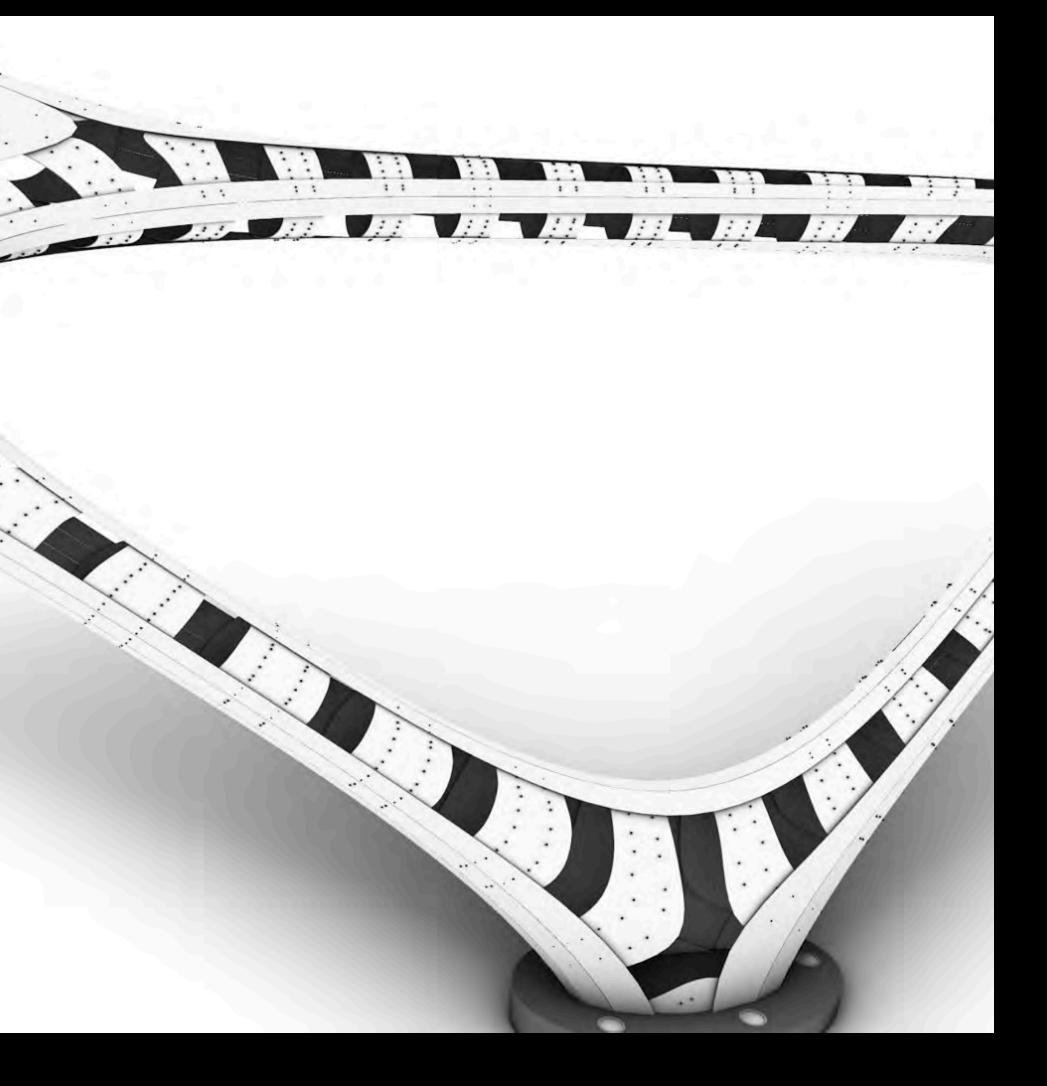
Concrete pad 36" diameter

It is likely that portions of the assembly will need to be staged and then lifted into place. However keep in mind the parts are lightweight and can be handled without heavy machinery.

> Large portions of the sculpture can be assembled on the ground and then rigged into position. Some temporary scaffolding may be required until additional structure is attached and the sculpture gets completed.

#### Material/Fabrication:

As this is a parametric design that can take advantage of material efficiencies Illustrated here is the internal thin gauge aluminum collars as well as the thin gauge exterior aluminum strip system



#### Material/Fabrication:

As this is a parametric design that can take advantage of material efficiencies The thin gauge satin anodized aluminum panels can be riveted to create overall structural integrity



#### Jason Pilarski

Is an artist interested in exploring the affordances of technology. Typically these tools are digital in nature but with an analog component. I am looking for ways to be expressive using digital practices in order to discover strategies and manage computational complexity.

The investigation of machine processes is one of the main drivers. I look to transform these means in the pursuit of novelty, ingenuity, and response. This methodology is applied to a collection of tools, software, and building techniques that celebrates the production process. At the heart of it all, I make things and solve problems. Some projects are programmed, some are electronic, some are wood, some are machined, but all are crafted.



## The Artist

#### Jason Pilarski // resume



#### TEACHING

Instructor Art Center College of Design 2001-present

Created curriculum for multiple departments which speaks versatility and understanding of design

Integrated emergent technologies into the classroom

Provide a template to the students by being an owner an operator of a creative business

Developed course curriculum for Environmental Design F serving as full time and part time faculty

Developed course curriculum for the New Media Program serving as adjunct faculty

#### **PROFESSIONAL EXPERIENCE**

Owner and Operator of Machine Histories 2007-present range of

Built a state of the art facility capable of manufacturing we metal, plastic, concrete, and fiberglass Operating only by of mouth our solutions continue to be highly in demand Our unique design/build firm is continuously challenged to imagine and realize one off outcomes We solve problems ranging from concept to electronics to manufacturing to design to fabrication While we mainly work on spatial projects we pride oursely working on a variety of scales with a wide clients

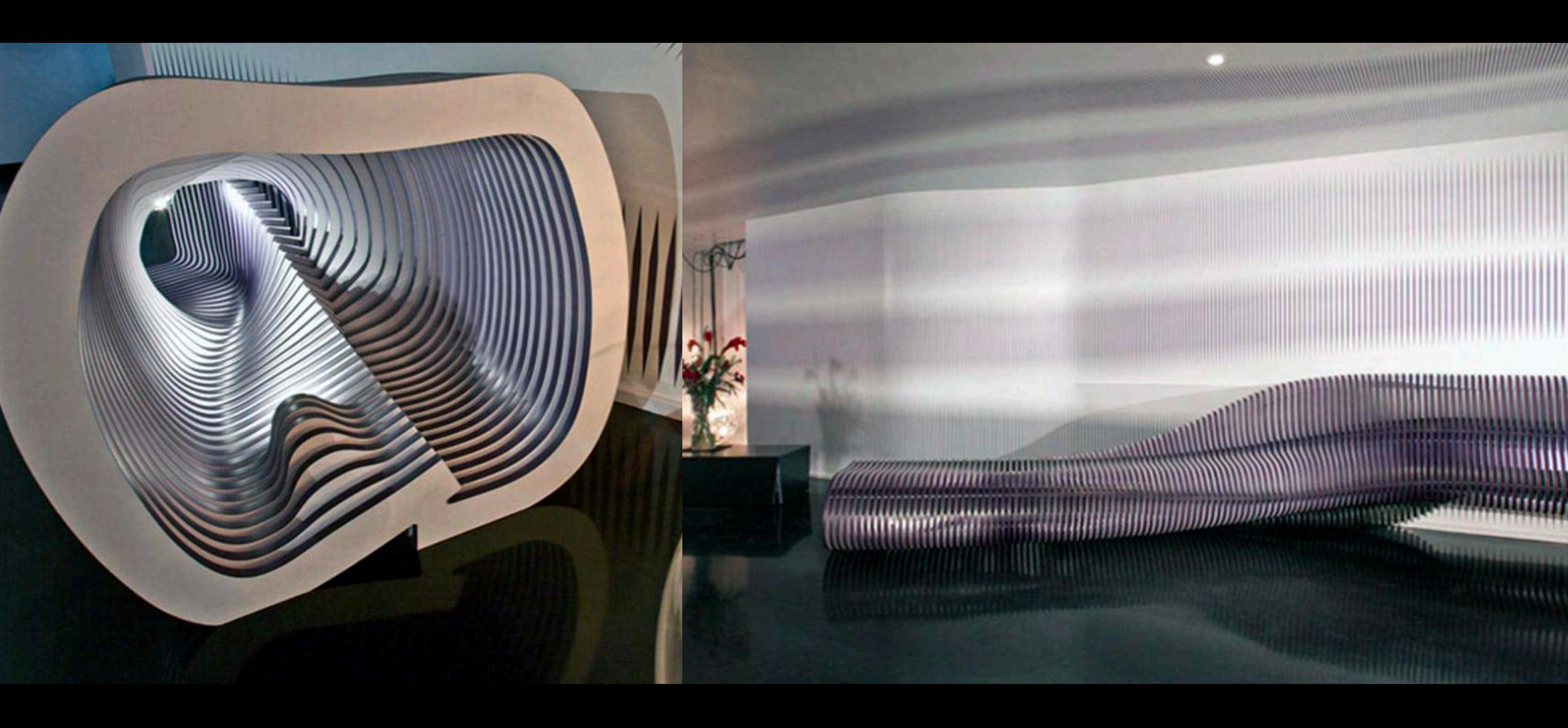
Jorge Pardo Sculpture 2004 - 2007 Art Center College of Design - 2000 - present (developed and managed the 3dlab from 2000 -2004) Carlson and Company 99-2002

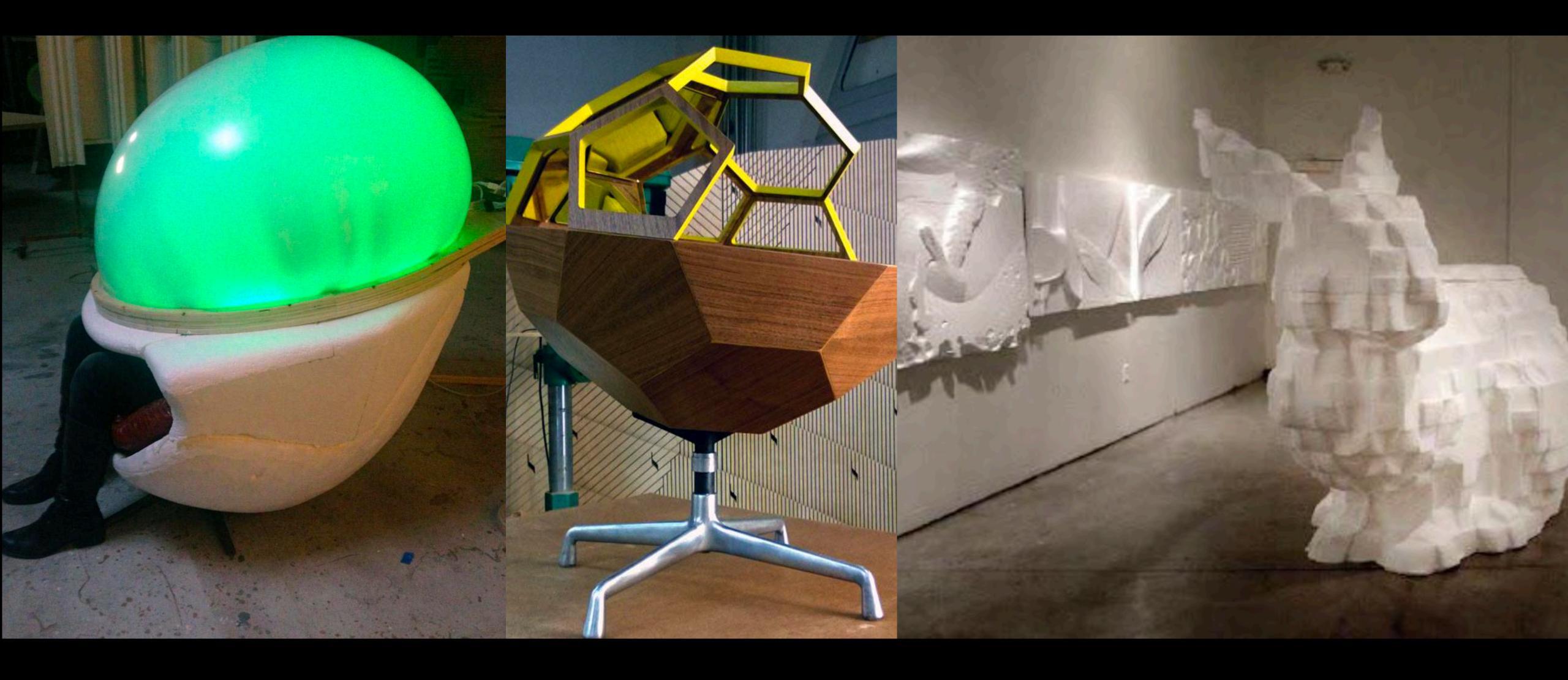
	Cyber F/X - 3-d Modeler, 2/97 - 2000 Mt. San Antonio College - Instructor (Anim 45 & 46), 8/98 - 2000
cs to my	Wentz Co. Foundry - Stone Sculptor, 6/95 - 12/95 X-Art Foundation BLAST - Editor, 1/94 - 11/95
nd	EXHIBITIONS Have exhibited work at numerous galleries both in LA and in
	New York
Program	including Shoshona Wayne, Sandhra Gehring, TZ'art&co., Pat Hearn, Moca, Art Center, Woodbury, Site Santa Fe, Santa
m while	Barbara Museum of Art
wood, y word	CLIENTS too many to list literally hundreds artists (Jorge Pardo, Doug Aitken, Liz Larner, Claes Oldenburg, Peter Alexander, Refik Anadol) architecture firms (Rios, Bini Shells, Cloud 9, Michael Maltzan, Warren Techintin, Ball and Nogues) design firms (Pentagram, Frog, Hush, Arnell Group)
to	PUBLICATIONS
0	ArtBox, Log, NY Times, New York Magazine, Los Angeles Magazine, LA Times, Architectural Digest, Art in America,
elves on	ArtForum, ID, Trend, Print, Vogue Living, Maison and Objet, Megayachts, Metropolis











#### PRELIMINARY BUDGET

As a new construction, commercial development project greater than 25,000 square feet, outside of the downtown and Old Pasadena redevelopment area, the project located at 2915 E. Colorado blvd, Pasadena will meet the Public art requirement thresholds, as outlined in the City's Private Development Public Art Guidelines

Below is the budget framework required by the city ordinance:

Permit Value:	25,000,000
1% for Public Art Obligation:	250,000
20% Required Public Art Fee:	50,000
Remaining On-site Art Budget:	200,000



#### PRELIMINARY BUDGET



#### PUBLIC ART CONSULTANT JAMES MERAZ

James Meraz is a distinguished artist/designer and educator with a career spanning over two decades, marked by his contributions to product design, architecture, spatial and experiential design. Following his graduation from the Southern California Institute of Architecture and his experiences in studying abroad, Meraz has cultivated a diverse portfolio including highprofile projects including showroom design, architectural and interior design for residential and commercial spaces, and large-scale public art installations including sculptures for Horton Plaza in San Diego and Universal City Walk, Las Vegas, Nevada and Miami, Florida, Barcelona, Spain

In addition to his professional achievements, Meraz has played a significant role in design education. He is a full-time professor at the Art Center College of Design in the Environmental Design, Product Design, and Industrial Design Foundation departments. Over the years, Meraz has led numerous academic initiatives and workshops, both locally and internationally, including collaborations with institutions such as Tama Art University in Tokyo and the British Columbia Creative Center. His commitment to sustainability is evident in his leadership of the Art Center Eco Research Lab, focusing on sustainable design solutions, which has garnered recognition and awards for his students.

Meraz's influence extends beyond the classroom through his involvement in significant exhibitions, conferences and workshops, including the Dwell on Design Conference and WantedDesign during New York Design Week. His His work and his students' projects have been featured in prominent publications and have received numerous awards, reflecting his dedication to fostering innovation and ecological responsibility in design. STUDIO OF JAMES MERAZ 3703 EDENHURST AVE LOS ANGELES, CA 90039 PH: 213 709 0534 STUDIOMERAZ@GMAIL.COM



