

October 21, 2013

Rotary Art: Roads Diverge Project Update

Introduction:

Since October of 2011, the City of Madison Arts Commission, The Rotary Club of Madison, and the Madison Children's Museum have been working together to commission a site specific public art piece for the North Pinckney Street Plaza, also known as Rotary Centennial Plaza, or at the corner of North Pinckney Street and North Hamilton Street, the stage area in front of the Madison Children's Museum, and across from Wisconsin's State Capitol Square.

In the fall of 2012, Aaron Stephens was selected as the leading artist who would work with City Staff, the Rotary and the Children's Museum to design an art piece to finish the stage area of the Rotary Centennial Plaza.

Aaron's vision, *Roads Diverge*, is a playful take on street signs and is composed of the same common street signs that mark most intersections throughout the world. The signs themselves display dualities that reference iconic poems, lyrics, or sayings, with sources as diverse as Bob Dylan, T.S. Eliot, and Robert Frost.

Fifty signs will be mounted on five 14 foot high aluminum poles. The aluminum signs will be screen printed shades of green and blue. Their size and orientation vary to create a dynamic visual effect. The overall design of *Roads Diverge* takes into consideration multiple viewpoints throughout Capital Square.

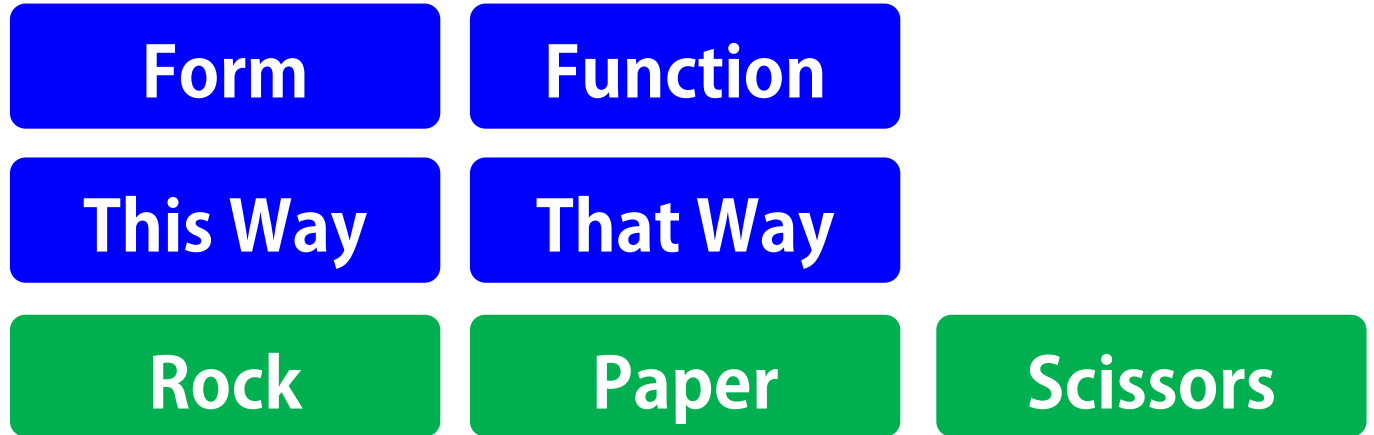
Scope:

- Project will utilize existing poles, railings and lights. Poles will be repainted to closely match the Capitol Square bus shelters.
- Sign mounting hardware are to be sourced from standard fixtures through City of Madison Traffic Engineering Division, and reimbursed through the art project funds.
- Sign design and manufacturing will also be sourced through the City Traffic Engineering Division, and reimbursed through art project funds.
- Project design and installation: approximately 9-11 signs will be installed per pole, at a minimum height of 9'6", with sign variation on height, location and orientation for each pole.

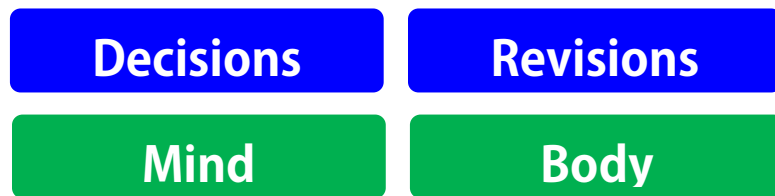
Pole 1:

9" signs

These graphics are for illustrative purposes only, sign colors; font and type size will utilize our standard City street sign templates.

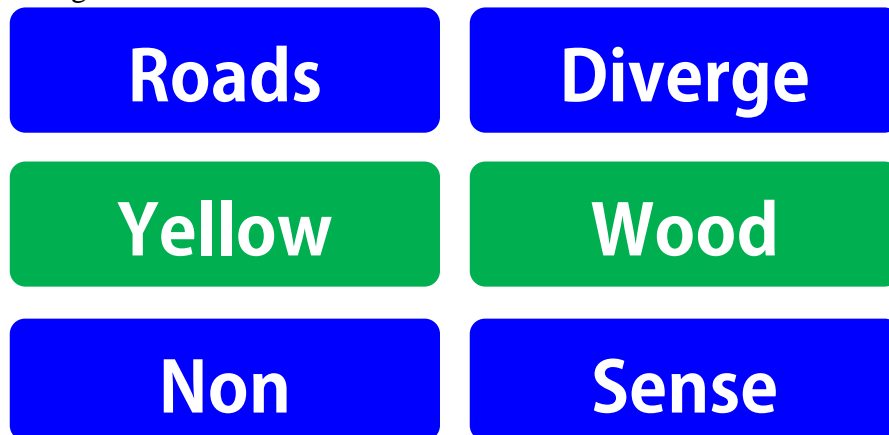


6" signs

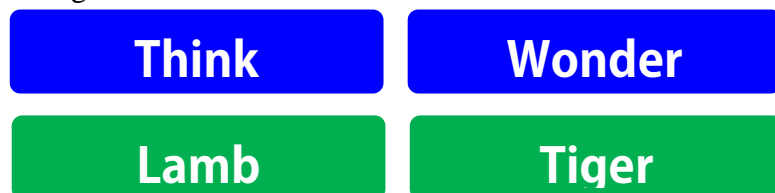


Pole #2

9" signs



6" signs



Pole #3

9" signs

Bending

Stopping

Pausing

Gazing

All for One

One for All

6" signs

Duck

Duck

Goose

Anything

Everything

Pole #4

9" signs

The Fields

The Grass

Where The

Sidewalk Ends

To Be

Or Not to Be

6" signs

Don't

Think

Twice

Pole #5

9" signs

By Land

By Sea

Sound

Silence

Bee

Clover

Reverie

6" signs

Begin

Change