



Urban Theater

THE ART OF ECOLOGY, PLACE, & ACTIVITY

ART APPROACH
Central Park
Madison, Wisconsin

By Lorna Jordan, Artist
June 7, 2011
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CENTRAL PARK ART APPROACH

Urban Theater: the art of ecology, place, and activity

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BACKGROUND

Artist Lorna Jordan was selected through a competitive process to join the design team for Central Park. The City of Madison subsequently applied for and received a grant from the NEA Mayors' Institute on City Design 25th Anniversary Initiative in support of the Artist's design work. Starting in April 2010, the Artist conducted research, developed an art approach for the whole park, prepared master plan sketches for the Brearly Block, and worked with the design team to develop budget allocations for the artworks. The Art Approach includes a conceptual framework and outlines descriptions and locations of artworks to be integrated into Central Park's systems, connections and places. It also provides a framework for the Artist's future work on the project.

RESEARCH/SITE CONTEXT, CONCEPTUAL FRAMEWORK, & GOALS

Research & Site Context

In April and May of 2010, the Artist visited Madison and met with the community, city staff, stakeholders, and design team. She also explored the site and surrounding area. She studied the industrial history of the area and the industries that contributed to the pollution of the Central Park site. Currently, the site is a capped brownfield awaiting development as Central Park. Trains move through the site which prompted the Artist to study Madison's transportation history. She also learned about the economic development goals of the neighborhood and the desire for the park to appeal to green businesses and workers.

Regarding the natural realm, the Artist learned about local landscape typologies, seasonal change, and wildlife. She discovered that the site used to be a marsh. And she became fascinated by the powerful force of glaciers that have sculpted Wisconsin's landscape—creating both earth and water forms. The area's glacial history and remnant landscapes provide a springboard for the creation of a three dimensional landscape that is evocative rather than interpretive.

Conceptual Framework

The environmental art for Central Park provides a prototype for development of public space in the 21st century. It embodies Madison's creative environmentalism and community energy. Calling for dramatic, three dimensional land forms, the Park is activated by an interplay of forms, processes, and experiences. The landscape is inspired by the area's history and phenomena—the forces that have played upon the region over time.

An interactive environment of outdoor gathering places, earthworks, terraces, stairs, pathways, portals, pavilions, native plantings, LED lightworks, green infrastructure, and more provides a platform for a host of creative programs and community activities. Some artworks have functional aspects to them: they treat water, use recycled materials, generate energy, improve habitat, and cool the site. But beyond this, they are expressive. They connect communities to each other and to the systems that sustain them.

Goals

1. Apply a systems esthetic and create sustainable connections between the community and the place.
2. Immerse people in the performative aspect of social and ecological processes and set these processes in motion.
3. Express the power & gigantism of the glaciers that formed the region as well as the drama of their remnant landscapes.
4. Develop a hierarchy of small, medium, & large gathering places nestled into surrounding earthworks.
5. Choreograph flows of pedestrians, bicyclists, trains, water, earth, plants, wildlife, lightworks, and more.
6. Create a sequence of artworks that imply movement—pavilions, portals, pathways, plantings, sculptural gathering places, earthworks, terraces, stairs, & ice/water works.
7. Consider opportunities for discovery and play.
8. Develop green infrastructure strategies including natural stormwater management.
9. Incorporate new media and innovative fabrication techniques.
10. Offer transporting experiences that change from day to night and from season to season.
11. Conceive of the place as a memory theater that triggers internal emotions and narratives.

THE FUTURE: THE ART OF SUSTAINABILITY & COMMUNITY ACTIVITIES

Central Park is conceived as a public space that provides an interactive environment, incorporates sustainable strategies, and provides a platform for community activities.

Art of Sustainability

- Green infrastructure & building
- Stormwater treatment & waterworks
- Plant communities—prairie, oak savannah, & marsh
- Community gardens/farmer's market
- Alternative energy
- Pavilions
- LED lighting
- Earthworks
- Landscape palimpsest reflecting regional phenomena and forces
- Spaces for exhibitions, performance, & gatherings
- Web and new media technologies
- Public educational opportunities & community programs

Community Activities

- Learn about sustainable living
- Experience performances & art exhibitions
- Attend green landscape/building demonstrations
- Engage in cafe-style conversations
- Wander through a farmer's market
- Hear a poetry reading
- Walk, bicycle, and roller skate on pathways
- Watch a film
- Listen to live music
- Observe skateboarders
- Sit within a pavilion
- See a temporary garden exhibit
- Appreciate wildlife and native plant gardens
- Become immersed in a choreography of urban flows

ART APPROACH DIAGRAMS, ARTWORK DESCRIPTIONS AND PROCESS IN FUTURE PHASES, & ARTWORK BUDGET ALLOCATIONS

Art Approach Diagrams

The Art Approach diagrams are found on pages 14 and 15 of this document as part of a series of presentation boards prepared by the Artist. Diagrams include an Activities/Uses Diagram; a Site Organization Diagram: Pathways and Gathering Spaces Diagram; and an Artworks & Locations Diagram. Additional Artworks not yet located within Central Park include LED Lighting, Seep/Ice Feature, Stormwater Treatment Features, & others. Other artworks can be proposed for the Ingersoll and Few Blocks in the future.

Artworks Descriptions & Process for Design of the Brearly Block

The Artist shall develop Schematic Design and Design Development drawings that show the aesthetic intent for the artwork elements within the Brearly Block. Other consultants shall provide technical drawings, design input, and local knowledge during Schematic Design and Design Development. Other consultants shall also provide construction documents that meet the aesthetic intent of the Artist's Schematic Design and Design Development Drawings.

Artwork Elements for Brearly Block

- 1) Amphitheater
 - a) An amphitheater located along S. Brearly Street with terraces, stone walls, stairs, paths, plantings, & earthworks
- 2) Pavilions
 - a) These are located within the Amphitheater, along a strolling path, and along S. Ingersoll Street (restroom pavilion).
- 3) Gathering Spaces
 - a) Cultural Gathering Areas
 - i) These gathering areas can include paving, lighting, plantings, and seating. Programming can consist of acoustic performances,

- book clubs, community conversations, small art exhibitions, poetry gatherings, and quiet retreats
 - b) Natural Gathering Areas and Demonstration Gardens
 - i) These gathering areas can include edible landscapes, wildlife gardens, and stormwater treatment gardens. Programming can consist of outdoor classrooms, demonstrations related to sustainable living, and exhibitions pertaining to nature in the city.
- 4) Eco-Play Spaces
- 5) Other Earthworks
- 6) Other Plantings
- 7) Multi-Use Plaza & Farmer's Market
- 8) Specialty Lighting
- 9) Green Infrastructure/Stormwater Treatment
- 10) Railroad ROW Fence
- 11) Pathways

Artwork Budget Ranges

The Artist worked with the design team to develop budget allocations for the artworks. These budget allocations are integrated into the overall budget provided for the Central Park Master Plan Revision.

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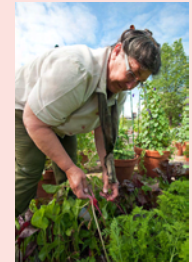
Research & Site Context

Art Approach Presentation Boards
CENTRAL PARK
City of Madison, Wisconsin

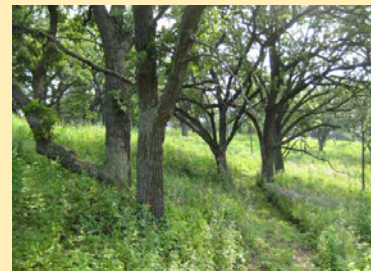
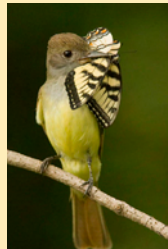
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SITE CONTEXT/ACTIVITIES



NATURAL REALM



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Research & Site Context

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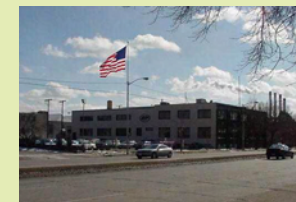
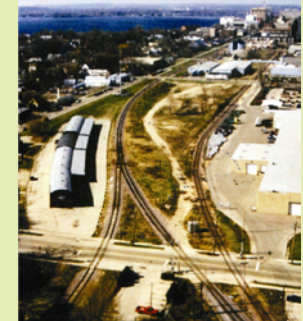
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INDUSTRIAL & TRANSPORTATION HISTORY



SITE—PAST, PRESENT, & FUTURE



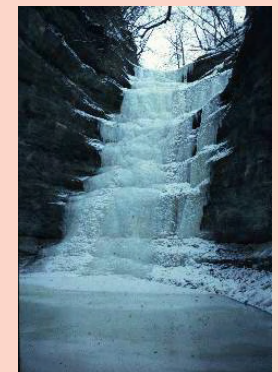
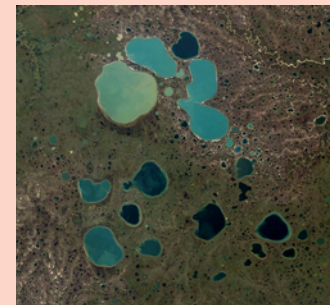
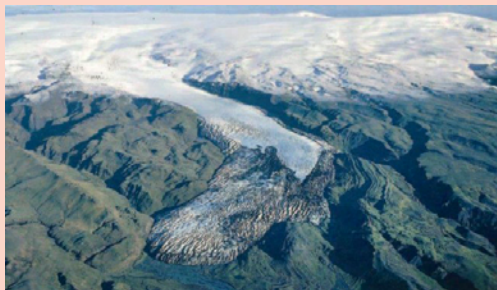
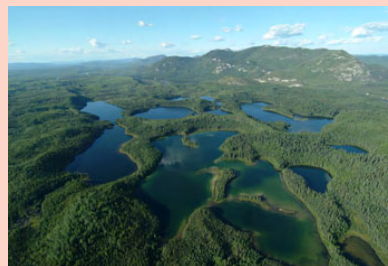
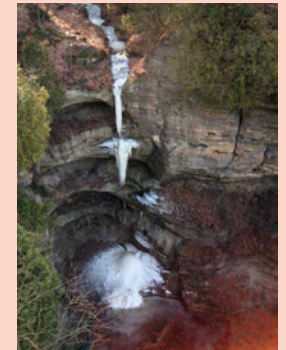
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Inspiration for Land & Water Forms
Glaciers Sculpt the Landscape

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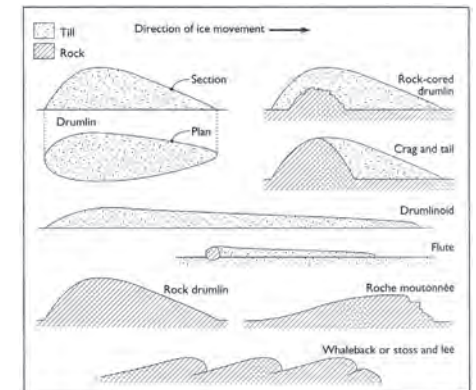
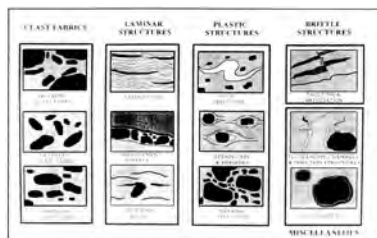
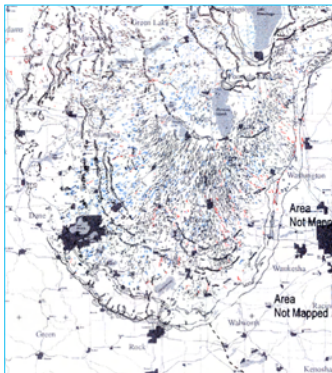
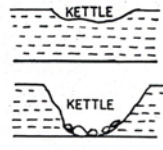
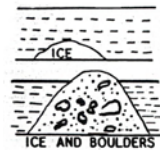
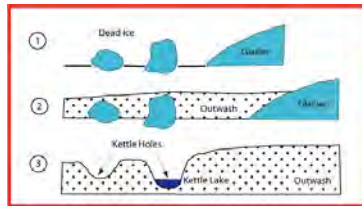
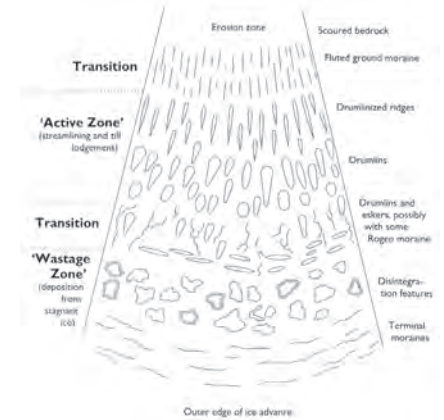
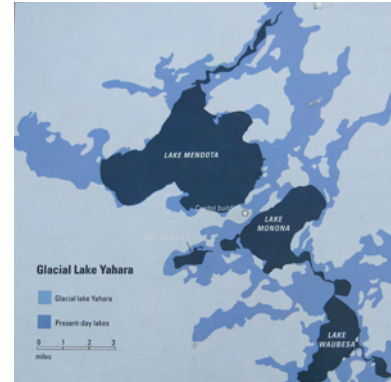
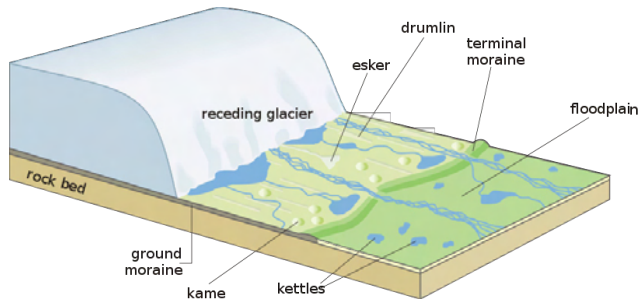
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Inspiration for Land & Water Forms
Glaciers Sculpt the Landscape

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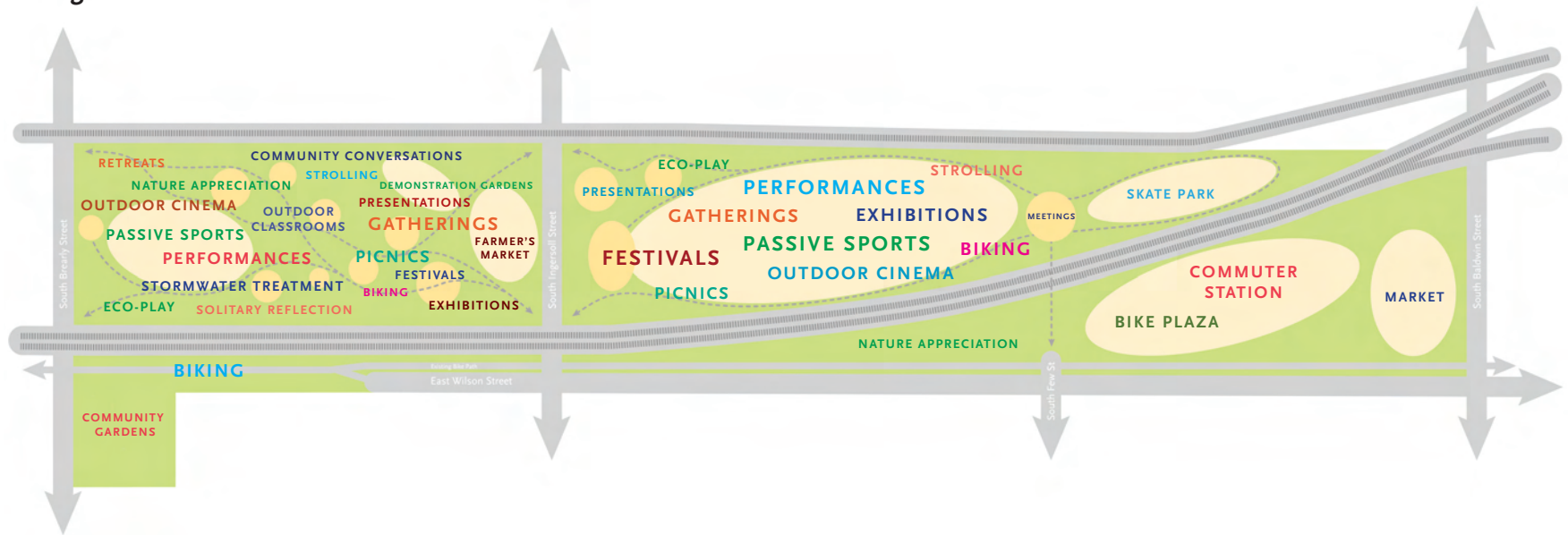
Art Approach & Art Diagrams

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CENTRAL PARK
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Activities/Uses Diagram



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GOALS

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Art Approach & Art Diagrams

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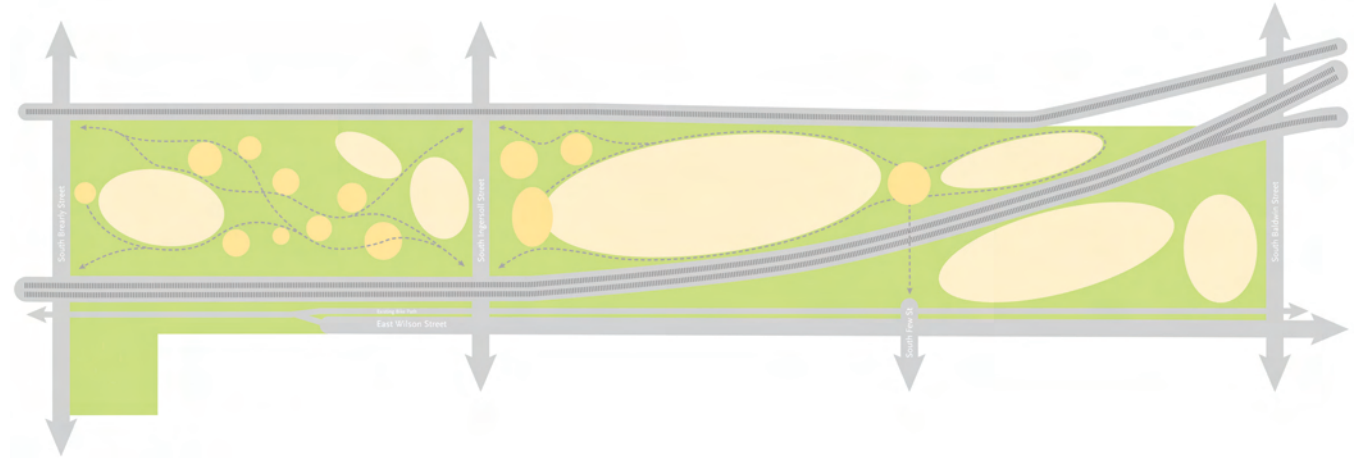
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Site Organization Diagram:

Pathways and Gathering Spaces

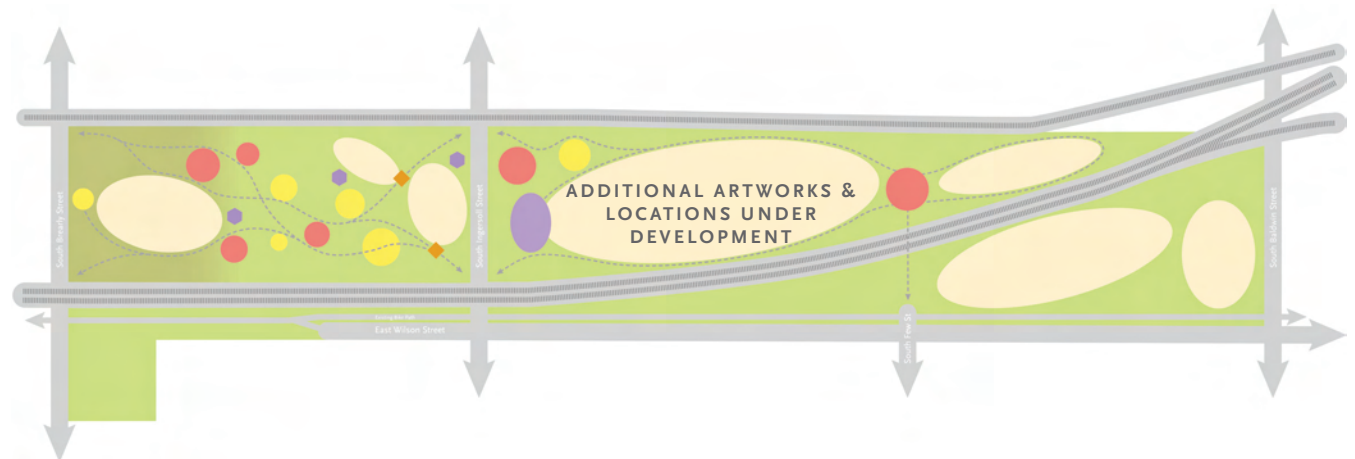
- Larger Scale Gathering Spaces**—Festivals, Exhibitions/Fairs, Large Performances, Farmer's Market, Outdoor Movies, Passive Sports Activities, Rail Station, Bike Center, Skate Park
- Smaller Scale Gathering Spaces & Green Infrastructure**—Meetings, Performances, Conversations, Quiet Retreats, Stormwater Treatment, Demonstration Gardens, Exhibitions/Fairs, Great Lawn Stage
- Earthworks, Plantings, Green Infrastructure**
- Circulation**—primary and secondary pathway network
- Rail Corridor**



Artworks & Locations Diagram

- Terraces, Stairs, ADA Path, & Earthworks (higher elevation)
- Earthworks (lower elevation)
- Cultural Gathering Areas
- Natural Gathering Areas/ Demonstration Gardens
- Large Gathering Areas
- Portals
- Pavilions
- Stage

Artworks not yet located include LED Lighting, Seep/Ice Feature, Stormwater Treatment Features, & others. Additional artworks for the Ingersoll and Few Blocks may be proposed in the future.



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THE ART OF ECOLOGY, PLACE, & ACTIVITY

The Future: The Art of Sustainability & Community Activities

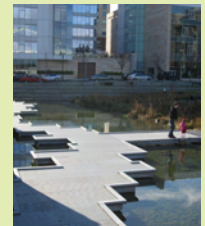
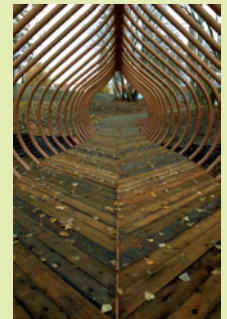
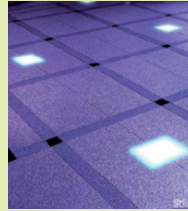
Develop public space that provides an interactive environment, incorporates sustainable strategies, and triggers people's imaginations and memories.

ART OF SUSTAINABILITY

- Green infrastructure & building
- Stormwater treatment & waterworks
- Plant communities—prairie, oak savannah, & marsh
- Community gardens
- Farmer's market
- Alternative energy
- Pavilions
- LED lighting
- Earthworks
- Landscape palimpsest reflecting regional phenomena and forces
- Spaces for exhibitions, performance, gatherings, and solitary reflection
- Web and new media technologies
- Public educational opportunities
- Community programs & activities

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The Future: Community Activities & Sustainable Strategies

COMMUNITY ACTIVITIES

- Learn about sustainable living
- Experience performances & art exhibitions
- Attend green landscape/building demonstrations
- Engage in cafe-style conversations
- Wander through a farmer's market
- Hear a poetry reading
- Walk, bicycle, and roller skate on pathways
- Ski on snow
- Watch a film
- Listen to live music
- Sit within a pavilion
- Experience the railroad's influence
- See a temporary garden exhibit
- Appreciate wildlife gardens and native plant gardens
- Become immersed in a choreography of urban flows

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