



NIGHT RENDERING
Artist rendering of proposed LED light sculpture

SHIFT

ABSTRACT

“Shift” serves as an experiential gateway between Regent Neighborhood and UW-Madison. The accordion style lenticular walls emphasize the energy and movement of Highland Avenue through interaction with two shifting images. Each person’s individual pace and curiosity determines a unique experience, creating a dynamic, people-activated corridor with every step, tire revolution or shifted position.

A SHIFTING LIGHT MURAL

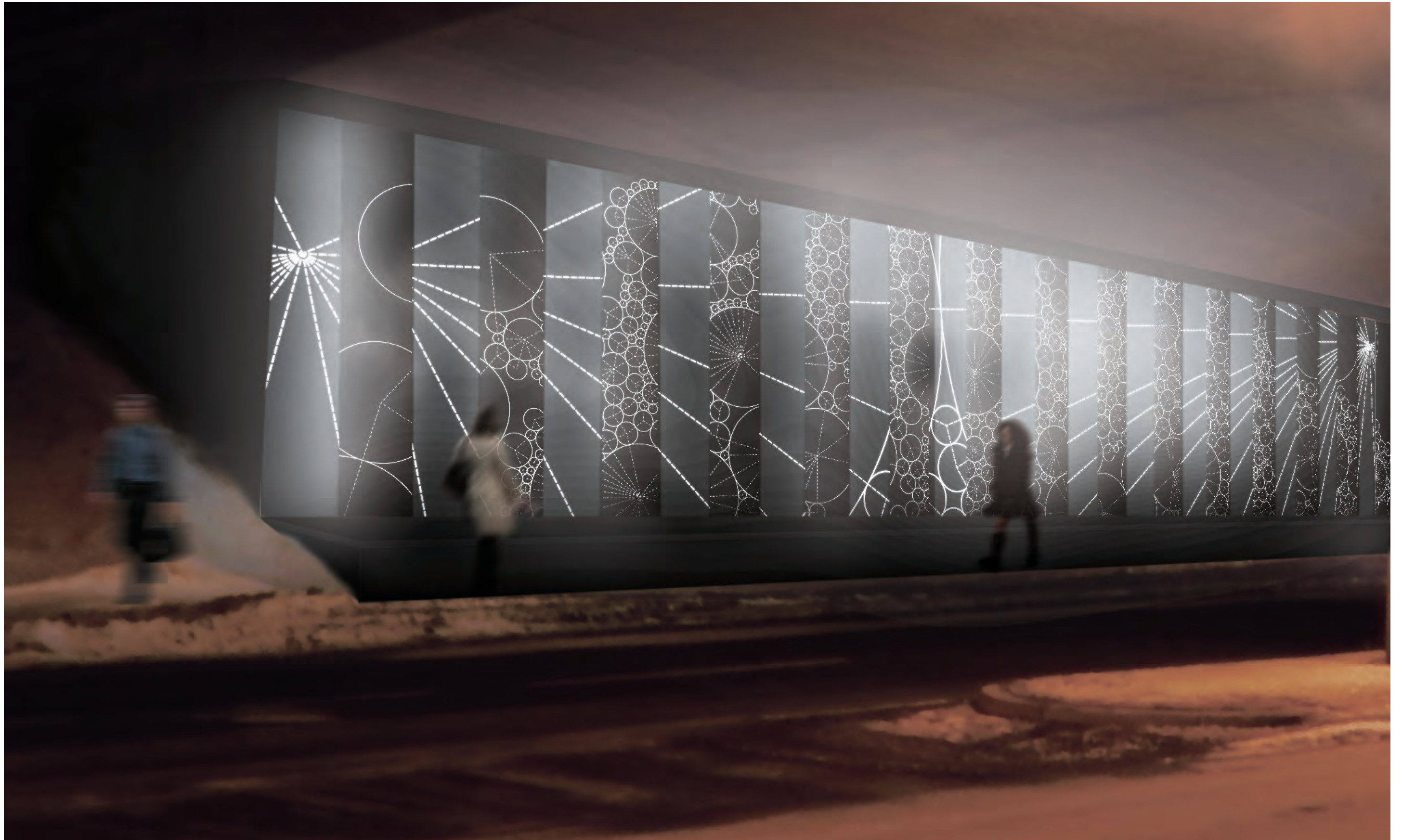
Two light sculptures will span approximately 70 feet on both sides of the underpass. The eight foot tall walls address aspects of aesthetics and safety for the gateway experience between the Regent Neighborhood Association and UW-Madison. LED lights provide a dramatic, welcoming nighttime experience that illuminate patterns created with circle packing algorithms. This choice of generative imagery walks the line between science and natural experience, choice and chance.

FABRICATION & INSTALLATION

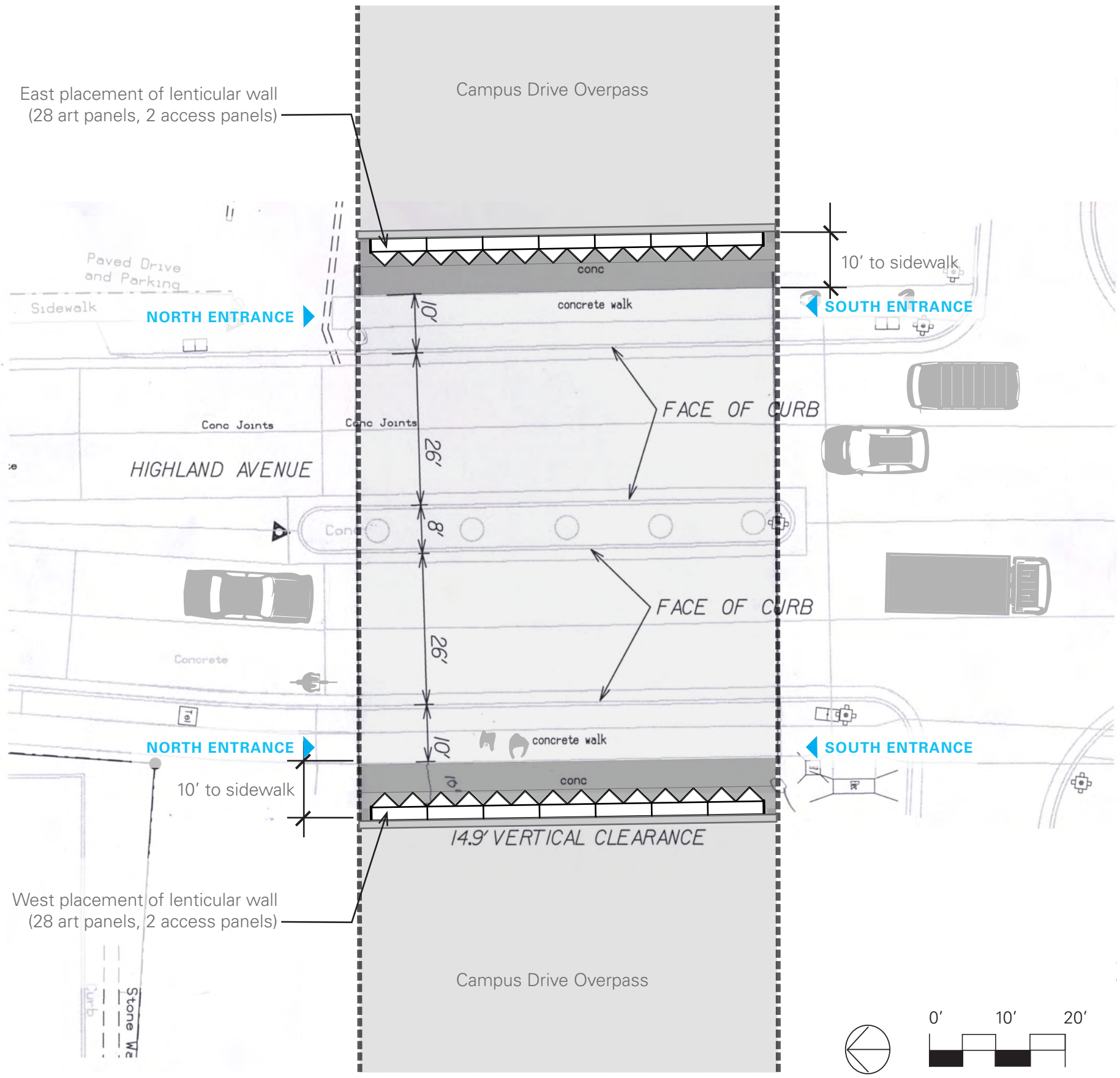
Fabrication, lighting consultation and installation will be sourced locally from the Milwaukee-Madison area. Engineering, construction document consultation and electrical services will be provided by the City of Madison. The artist requests use of city storage facilities for panels, frames, and lighting fixtures between fabrication and installation to defray costs.



CONTEXT MAP
Gateway location between Regent Neighborhood and UW-Madison Campus



EAST WALL NIGHT RENDERING



EXISTING CONDITIONS (EAST WALL)



EXISTING CONDITIONS (WEST WALL)

LENTICULAR WALL LOCATIONS