

“On 3”

A Proposal for Rotary Centennial Plaza
and the Children’s Museum
Madison, WI

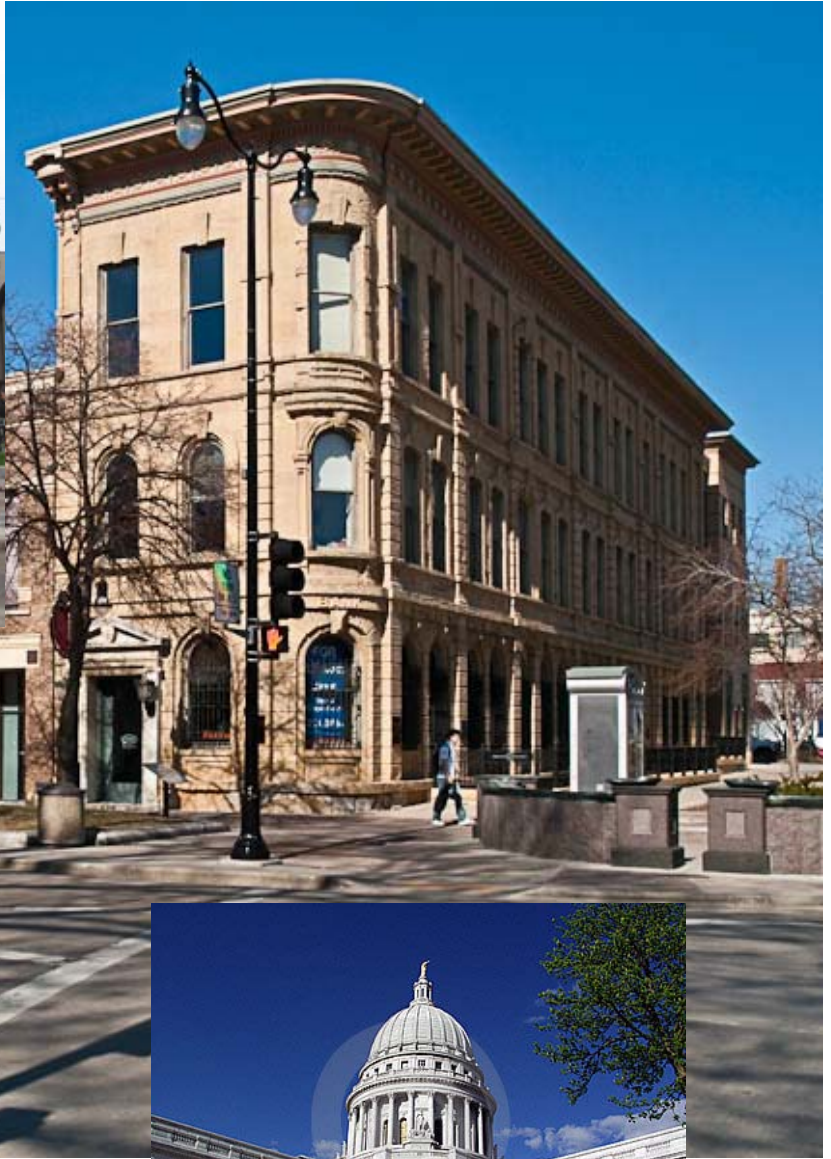
From Gail Simpson & Aristotle Georgiades
(Actual Size Artworks)

Goals

- To create a memorable destination point, for both day & night audience
- To establish a lively identity for the site
- To be compatible with Rotary Club mission, Children's Museum, downtown Madison
- Sustainability
(promote reuse & energy efficiency)
- To create an artistically successful sculpture in its own right

Poles removed by City

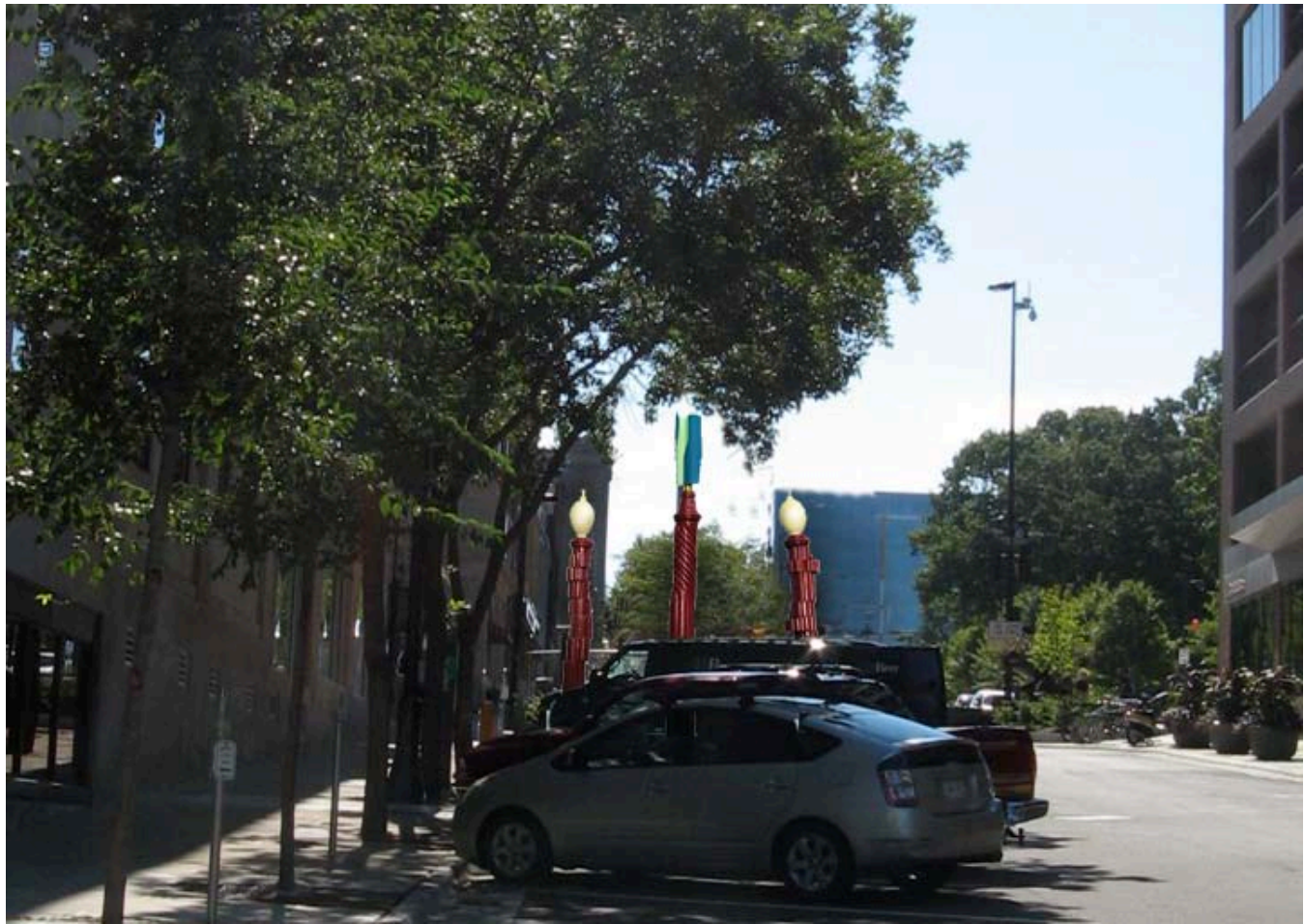




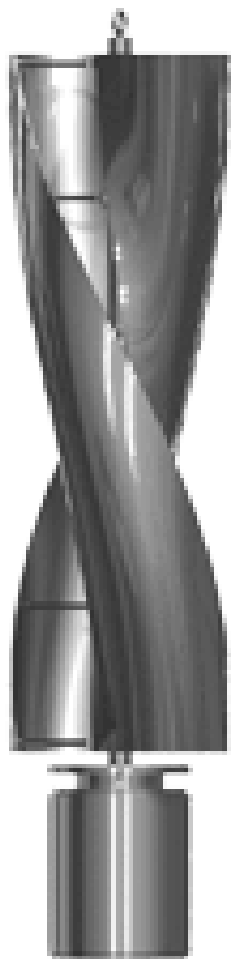
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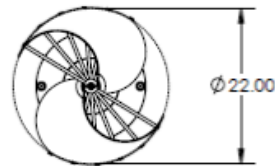
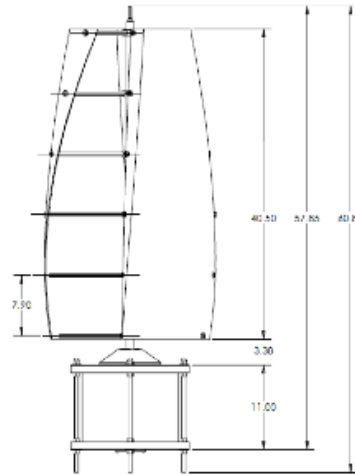








Gale T1-R15 Vertical Axis Wind Turbine Specifications



Model	Gale™ T1-R15
Annual Power Output	975 kWh/yr (average wind speed of 7 m/s or 15.6 MPH)
Cut-in Speed	4.25
Swept Area	6.2 ft ² (2.42m ²)
Rotor Construction	High quality aircraft aluminum
Rotor Dimensions	40.5" h x 22" w
Overall Height	60.85"
Type	Vertical Axis – Savonius
Generator	1 kW Permanent Magnet
Braking	Electronic
Weight	118 lbs
Design Life	30 years
Sound Emission	58 dB @ 20'
Inverter	Aurora PVI 3000

Thank you



Our project for Rotary Plaza is titled **"On 3"**. It consists of a cluster of repurposed light poles that are cut apart and reassembled to suggest movement, energy, and vitality. They engage the wind and the weather, light and shadow, and create a dynamic space for performing, dancing, making speeches, or just sitting and talking.

Our goals for this project were to create a memorable destination point at this downtown corner; to help establish a lively identity for the site, compatible with both the Children's Museum and the Rotary; and to create a sculpture that will be an artistically successful addition to Madison's collection of public art. In our research for this project we were delighted to discover the old cast iron light poles that are being taken down from Langdon Street. In keeping with the Children's Museum's emphasis on sustainability, we decided to reuse the poles. Two of the poles will have the city's historic acorn-style lights at the top, illuminating the stage area. The central pole will have a vertical wind turbine mounted to the top, which will act as a whirligig as it spins in the breeze and generates the current needed to power the lights.

All of the poles are arranged in a dynamic composition, and each one is unique. One looks as though it is shimmying, one like it is shaking, and the central pole looks as though it is being twisted by the turbine perched on top. The old light columns relate to Madison's historic architecture but the overall sculptural language is contemporary. The idea that objects from the past can be reinvigorated through art and speak to us today is central to our conceptual framework. The color palette of is chosen to stand out against the surroundings and present a strong and recognizable silhouette in all weather conditions. The sculpture will be compelling from a distance, but the lines and textures will offer a level of detail that rewards closer inspection. In this way the sculpture will encourage multiple visits, and stand the test of time. An explanation on site of the role of the wind turbine would add an educational component that relates to the Museum and the Rotary's longtime commitment to community service in Madison.

We chose the stage area for our site, because it seemed the best opportunity to engage the different audiences for this important downtown site: the children and families who visit the museum, and the adults who work in the area by day and socialize by night. We thought that the best way to honor the Rotary Club is to allow its own memorial to fully occupy the site across the street. The small stage area has already been carved out of this visually dense and busy environment and occupies a pleasing niche of its own. The sculpture we designed sets it off against the streetscape and creates a gathering space that will engage adults and children alike. It will prompt the phrase "Meet me at the dancing columns" and become a place marker and photo opportunity for residents and visitors alike.