Public Art Project:
Installation Art: arts 360
Prof. Claudia Esslinger

For this project you will design and create an installation that engages the community, inviting them to interact with it. The presence of the elements you design will intervene in the daily life of those who come in contact with it rather than just being "Observed".

Community in this case means the Kenyon/ Gambier community, partly because it is logistically possible. Your main audience will be students, faculty and employees of Kenyon as well as local residents, so consider how each of them will react. This doesn't necessarily mean making them "feel good" or "bad"…*but posing questions that might make them consider something they wouldn't have otherwise.*

As a *art* project, the piece will be well designed both formally and conceptually. Consider the difference between an art installation and a children's or science museum interactive feature or a sociological or psychological experiment. The target audience is both a gallery going adult public and a broader community.

Current *trends* in installation art in public places include using electronic sensors to control elements in the piece, an awareness of social concerns that lead to social action, use of local data (site specific history, geology, meterology, etc) and for some artists, huge costs and production times (we won't be doing that last one!)

Process

*Identify your connection to the community: (*how does *your* data connect to *this* area?) You can use a larger group than those that will actually interact with the piece…(Ohio, Mid-West, colleges, rural towns, farms, etc) What is the character of your audience? (age/ethnic/class/particular experiences.) What is the culture of the place you are working in? Are there events that the culture shares that you could "comment" on? Are there elements that you could play with that would develop curiosity/ thought/ concern/ expression in the audience? Are there particular elements of this culture that strike you as odd/ humorous/ appropriate?

Gather Data: Use all available means to find out more about the community and the elements that you want to raise questions about. (college archives, maps of area, courses that address issues you are interested in) What are the physical characteristics of a space that you could work in/ on? (Indoor/ outdoor/ What else is it used for?/ Electricity/ Wall structure/ Safety/ Care

Artists: How have other artists approach issues like this? What are the issues they have encountered? `

Plan: Use sketches, brainstorming, mind maps, photos to develop a plan. Present this plan at our critique. Refine the plan and make a drawing or maquette to explain the work to the class.

Propose: Work up your proposal including answering the questions on the Public Art Committee Approval Form. Get approval from Claudia, maintenance, people in charge of the location you want to use, etc.

Make it! Gather materials, follow the schedule and install.