

Executive Summary: Interactive Design Workshop 4

Interactive Design Workshop 4 brought together 40 participants and 13 facilitators on August 25, 2009 to work on design issues and ideas for two focus areas: *The Rochester Museum and Science Center* and *Overall: Tying Together All of ARTWalk*.

Context & Goals: The Fourth IDW focused on one geographical area (RMSC) and one major issue (overall plans and continuity) previously identified for attention within ARTWalk Phase 2. Teams sought to raise the issues and opportunities offered in each instance, as well as arrive at recommendations and suggestions for ARTWalk and the City of Rochester going forward.

Process:

Participants were introduced to the Context and Goals of the workshop. Process and schedule were established. Twelve professionally trained design facilitators from the Rochester area professional community and one facilitator from Studio William Cochran facilitated the teams. Each participant chose a focus area and then was randomly assigned to one of three teams for that area. Teams worked for 100 minutes, using maps, summaries from the three previous design workshops, and site visits, as well as participants' knowledge of the community and of public art to inform their discussion as they produced written notes and drawings for their sites. At the RSMC site, teams were given an open choice of what to do with no palette of options. Teams tasked with the overall tying together of ARTWalk worked extensively from previous workshop findings.

In detailed drawings and written notes, the teams produced a list of general concerns, desires, priorities and recommendations and particular suggestions for the specific focus areas and the needs and opportunities they presented. There were many findings and suggestions, including divergences from directions started in earlier workshops, which emerged. These collaborative findings were reported back to the whole group for comments and questions.

Recommendations and Proposals of Interactive Design Workshop 4 Participants follow:

The Rochester Museum and Science Center.....p. 3-5

Overall: Tying Together All of ARTWalkp. 6-7

IDW4 Executive summary: Rochester Museum and Science Center

I. Overall Goals, Opportunities, Concerns & Issues

1. Increase visibility of Museum as approached, especially from N/W.
2. Entrance to Museum needs to be made more welcoming to drivers / pedestrians.
3. Museum contemplates moving main entrance close to Planetarium, adding driveway east of Planetarium, loop drop-off configuration there for easier entrance.
4. Opportunities for new features and pedestrian paths.
5. “Green” ideas in art, design, and technology.
6. Encourage multi-seasonal use.
7. Corner has been accident-prone. A school zone without provision for slowing.
8. Sound, light, texture and water desired as design features.
9. Maintain existing historic fence along Goodman.

II. Possible Themes Suggested

1. Interactive, fun exploration of science and history recur as themes. Install artwork that reveals what is happening with play, interactivity, science, history and exploration inside, reflects museum / exhibits.
2. Time and progression:
 - a. Science timeline: ancient wisdom to modern technology.
 - b. Natural history timeline: fossils, etc.
 - c. Human history, native Americans, prominent citizens.
3. Solar system.
4. Sustainability of Earth / Green design.
5. Chinese five elements: ancient wisdom to modern technology.
6. Science Concepts and Art—Possible art/science themes include: Patterns in Nature, Genesee River, Time, Solar System and Planets, Energy from Nature (solar, wind, water) Geocaching.

III. Landform & Plantings Recommendations and Ideas:

1. Trim or thin to lift tree canopy to increase view of building, cut bushes (and ash trees?) down to increase view of RMSC building from North and West. Keep oak tree. Cut back bushes to left of museum blocking view of planetarium.
2. Remove berms at west parking lot to increase visibility of museum.
3. Grade the plain of the front area for a walkway of differing elevations.
4. Pattern design at SE corner of intersection. Planters, overhead structures.
5. Install a “Living Wall” (Wall of plantings; vertical garden).

IV. Pavement (Street, Driveway, Parking Lot) Recommendations and Ideas:

1. Sustainable, attractive porous pavement at Goodman and East.
2. Design paving and walks to open museum block to Planetarium.
3. As prelude to connecting museum and planetarium entrances, new drive on other side of Planetarium to create new loop road.
4. Circular plaza at drive entrance. Fun, meandering driveway.
5. Tiles that cars drive over power parking lot lighting.
6. Reconfigure parking; smoother edges, more curves, keep quiet space near museum.
7. Hide parking lot with artistic solar energy collector structures.

V. Sidewalk Recommendations and Ideas:

1. Begin ARTWalk at planetarium wall at East Ave.
2. Sidewalk imprints, stamped icons, inlays (of fossils, animal tracks, timeline, da Vinci sketches, equations, Native American art).
3. Raised pavement pedestrian crossing at entrance drive.
4. Double sidewalk: straight regular public sidewalk; curved, undulating, serpentine, wiggled loop into RMSC, with multiple access, elevation changes. Second level: LED or fiber optic sidewalk? Sea serpent wall along walk which creates interest to follow?
5. Sidewalk system to draw into museum experience through timelines in or along walk: fossils, science, history or other museum interpretation.
6. Widen all sidewalk corners at intersection; double size sidewalk toward building.
7. Sidewalk guides you to artwork (geometry encourages viewing ahead to next one).

VI. Lighting/Utilities Recommendations and Ideas:

1. Eliminate or move electrical and signal light box.
2. Luminary flow fountain.
3. Modern lighting, lasers, LEDs.
4. Bring light to back and sides of building.

VII. Building Frontage Usage Recommendations and Ideas:

1. Create major gathering spot at RMSC, art plaza with stage in front of Bausch building façade, amphitheatre seating at front steps for outdoor presentations.
2. Flat screen video board at entrance, taking up the large space over steps.
3. Relate exterior plaza space to building with wall art (2D or 3D).

VIII. Signage & Way-finding Recommendations and Ideas:

1. Vertical walls as way-finding devices to connect to rest of ARTWalk system; visual connection relating to ribbon wall at University Ave.
2. Redesign/recycle RMSC sign. Suggestions: Holographic. LED announcement board. Large animated water sign. Large sundial sculpture/sign.
3. Banner at drive entrance, new road to the east. Banners backlit with frame on lawn.
4. Two colorful lit signs, one at intersection, one at the center.
5. Dinosaur footprints in brickwork to lead people.
6. Bouncing lasers to draw attention.

IX. Suggested Water features

1. Waterfall/channels over steps; start from roof.
2. Rain Garden out front.
3. Reflective pool in center/front of Bausch building.
4. Jumping water at circular plaza.

X. Suggested Green Demonstrations

1. Interactive green energy demo area in front, energy made visible through art.
 - a. Solar: new artistic collectors to hide parking; “Solar trees” (photovoltaic leaves).
 - b. Wind: wind turbine art (mechanical and electrical power).
 - c. Water: power from the water falling from roof.
2. Parking lot lit by energy from piezoelectric tiles cars drive over.
3. Side-by-side stationery bikes to generate power.
4. Water conservation: permeable paving in new parking lot: rain gardens in front collecting roof run off; demonstration of water treatment.

XI. Other Educational, Interactive or Aesthetic Elements suggested

1. Changeable art at Goodman and East Ave corner, relate to exhibits inside.
2. Solar System & Planets: Solar calendar; Scale model of solar system with Planetarium as sun (or sun at planetarium), uses ARTWalk to pace off distance.
3. Ancient wisdom to modern day technology at circular plaza.
Use the Five Chinese elements: earth, water, fire, wood, metal,
Use the five visible planets related to Chinese elements (Planetarium).
4. Large kinetic sculptures in front: “with a Rube Goldberg feel”; Optical, light, movement, wind, rain, water. Large feature to mark time or distance .
5. Musical steps activated by movement. Music notes activated by “eye.”
6. Some form of geocaching or scavenger hunt.
7. Echo the artistic curves of the Planetarium.
8. Capitalize on sound dishes idea. Light waves?
9. Huge prehistoric sea animal diving under front walk and up wall; with water feature.
10. Link dead space with front via patterning, representing cell structures, wood, exoskeleton on building.

IDW4 Overall: Tying Together All of ARTWalk

- I. Themes:** Connection; Art as an Unfolding Sequence; The ARTWalk Experience.
- II. Overall Goals, Opportunities, Concerns & Issues:**
 - A. ARTWalk Phase 2 projects need to be built as a unified part of ARTWalk. Intersections and corridors should be unique yet connected to the unified whole through unified themes, colors, designs, materials, and/or lighting.
 - B. Wayfinding emphasized; through traditional means or by the use of art itself .
 - C. Desire for durability through innovative and sustainable technology (“50 years” of life, “timelessness”), sustainability as a practical goal and an inspirational/ educational theme.
 - D. Provision for and encouragement of change of art work. (Though this may seem to contradict durability, the idea is to build in refreshing the content in sustainable manner.)
 - E. Participatory elements, co-created art, and interactivity in the art. Appeal to children, encouragement of return visits.
 - F. Rich histories should be elements integrated as art and story.
 - G. Inspirational messages, humor should be communicated.
 - H. Good attention in placement and materials of artwork in relation to context: landscape, other artwork, built environment, pedestrian ways.
 - I. Artwork needs to have impact for passing cars (a “far experience”) and offer a rich “close-up” experience encouraging pedestrian exploration.
 - J. ARTWalk to have both daylight and nighttime presence and four season use.
 - K. Major transition area at MAG and Towers Plaza.
 - L. Concerns about connectivity and look of area between University and East along Goodman, how to attract visitors to walk between MAG and RMSC.
 - M. Encourage multifunctional, multipurpose, use of art and technology, throughout. Encourage imaginative connections among art forms and technologies (visual/sculptural/architectural/landscape/musical/dance/poetic/storytelling/electronic media).
 - N. Recognize the role of the overall budget and who makes spending decisions.
 - O. The physical artwork should tie into area events and live performances, provide outdoor spaces for live entertainment.
- III. Specific Ideas and Designs Suggested**
 - A. Overall Configuration & Way-finding**

Intersections important for both drivers and pedestrians. Create “gateway” arches (double arches crossed in center) (with static and kinetic design elements) at major and minor intersections. Place the largest “entrance” at Goodman and University.

Attract visitors to walk between MAG and RMSC. Install new light poles with applied art: Streamers, banners, mosaics, fiberglass collars?

Way-finding signage/function at East and Goodman, enhanced front of RMSC.

MAG as hub. Traditional visitor center (at MAG Plaza) with brass map, plaque?

Touch screen way-finding and events announcement units to replace kiosks.

Design ARTWalk stamp as unifying element to connect walkways.

Art work should appear on both sides of University.

Continue ARTWalk to Siskind Gallery. Add sidewalk to University entrance, identify both entrances to Visual Studies with enhanced crosswalks.

Create major crosswalks leading into Village Gate.

B. Change/Interactivity/Kinesthetic Art

Geocaching: updated over time as educational, promotional technology, historical stories (MAG, VSW, RMSC, GEH).

Involve University students with changing exhibitions and to curate ribbon wall.

Projection based-art suggested at Village Gate, tied to summer music series; onto the side of SOTA's modern wing.

Interactive art with light and sound: solar sculpture; wind-powered movement; music as art through wind, water, technology; child-friendly maze ("ribbon wall" area.)

C. Plantings

1. Do not remove existing trees. Add urban plantings and shrubs.
2. Plant flowering, fruiting trees throughout for color, west on University.
3. Correct landscape material for location, (avoiding trees that don't root).

D. Sidewalks

1. Add illuminated safety bollards along walkways, particularly on South Goodman.
2. Geothermal sidewalks throughout for heating against snow removal.
3. Resin LED lighting embedded in walks (with existing ARTWalk stamp design).

E. Lighting & Light Poles

Avoid light pollution. Low level pedestrian scale lighting, generous at crossings.

Light pole with two different lights: 1. Illumination 2. Colored LED symbolizing ARTWalk.

Different color banner, mosaic, and/or artistic gobo light on each.

Fiberglass collars to fit over existing light poles on Goodman between University and East Ave. with science theme.

Sculptural light pole frames.

Lighting through sidewalk: LED's, geothermal glowing resin sidewalks.

F. Urban Furnishings

Add artist designed bus shelters at other locations: RMSC, University Towers, VSW. At VSW, combine bus shelter, performance and projection.

Artistic trash receptacles, bike racks. Artistic treatment of utility boxes, planters.

G. New Large Art Elements Suggested:

1. Artistic fountains (mist, fog, noise, music) Water at University and Goodman.
2. Media or LED sculpture at VSW corner.
3. Terminus of vista at University and Strathallan should be visually powerful.
4. Mural on outer wall of SOTA.
5. Major sculptural works as extension of the MAG.