

# ARTWalk 2

## Interactive Design Workshop No. 4

8/25/2009 6-9 pm RMSC Eisenhart Auditorium  
 IDW4 planning committee: Douglas Rice, Roger Brown, Al Pardi, Craig Jensen



University Ave. Improvements & **ArtWalk2** Enhancements Project

Two more great opportunities for interactive design participation!!!!

**PUBLIC INTERACTIVE DESIGN WORKSHOP**

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| <p><b>Tuesday August 18, 2009</b><br/>         6:00-7:00 pm at Visual Studies Hallway, 31 Prince Street</p> <p><b>Workshop Topics:</b></p> <ol style="list-style-type: none"> <li>1. Intersection of University &amp; Prince Street</li> <li>2. Pocket Park at University Towers Apartments</li> <li>3. Wilson area: located along North Goodman Street</li> </ol> | <p><b>Tuesday August 25, 2009</b><br/>         6:00-7:00 pm at Rochester Museum and Science Center<br/>         Eisenhart Auditorium, 657 East Avenue</p> <p><b>Workshop Topics:</b></p> <ol style="list-style-type: none"> <li>1. Welcome Plaza of Rochester Museum and Science Center</li> <li>2. "Tying It All Together" - Review of all of ARTWalk 2 areas</li> </ol> |
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RSVP to rochesterARTwalk@gmail.com or call 585-475-5767

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# **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 ARTWalk .....p. 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.

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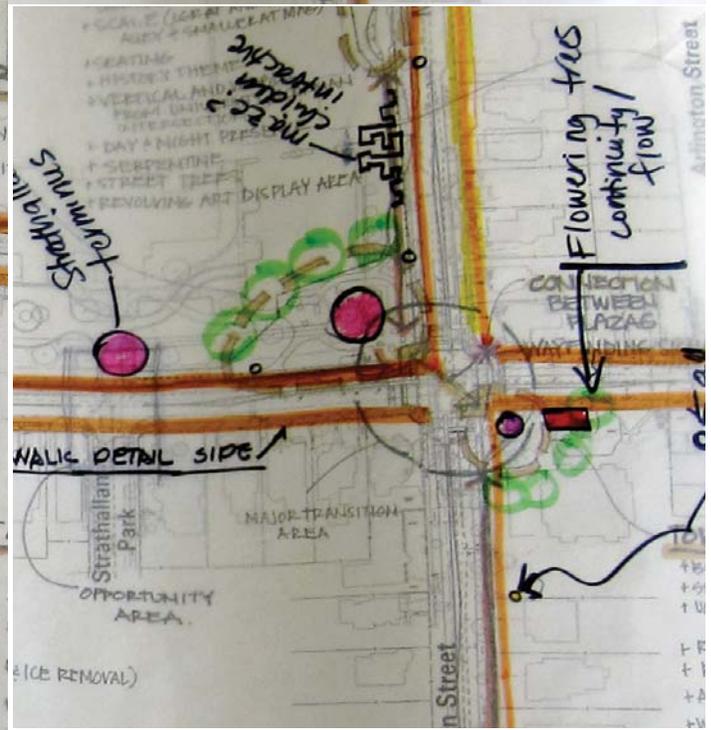
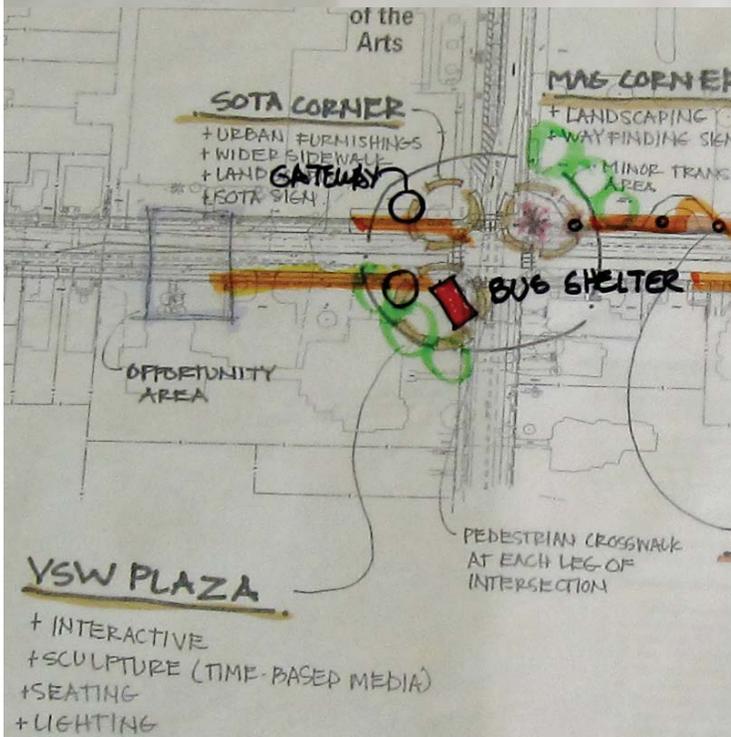
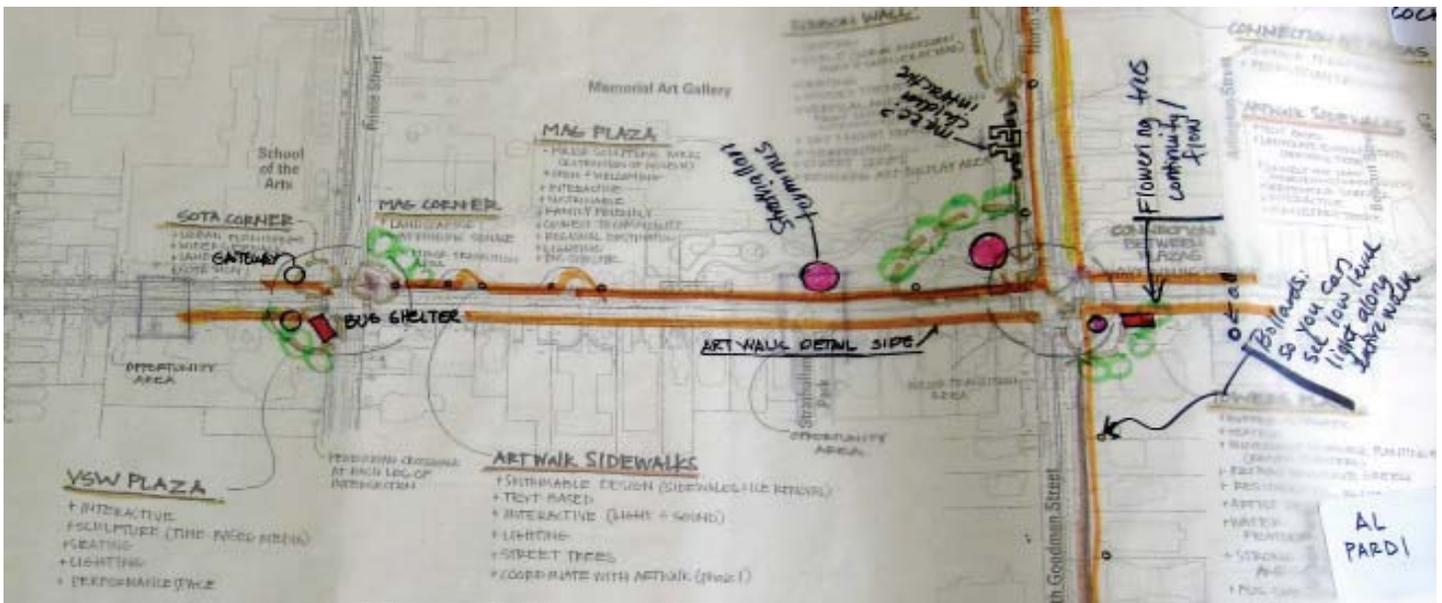
## Group #1 Focus Area: Overall Group I

### Participants:

Barbara Fox  
Eric Kunsman  
Judy Levy  
Jane Notides-Benzing  
Teresa Cochran

### Facilitators:

Teresa Cochran  
Al Pardi  
Paul Tankel



# Group #1 Focus Area:

## Overall Group I

### I. Outcomes from Text:

#### A. Issues, Concerns, Goals, Misc.

1. University students involved with exhibition and curate ribbon wall
2. Participating art throughout to connect with children
3. Unification between ARTWalk1 and ARTWalk2
4. Change as visual component of design, refreshing the content and increasing return visits
5. Placement of artwork in relation to context of landscape, houses and other artwork
6. Artwork visible to passing cars, near and far experience
7. Daylight and nighttime presence

#### B. Specific ideas and designs

1. Planting flower trees throughout for spring color, west on University
2. Do not remove existing trees
3. Urban plantings and shrubs
4. VSW- LED sculpture
5. More bus shelters (VSW, Goodman RMSC, ACC, MAG) to unify with ARTWalk1 (3 stickers)
6. Low level pedestrian scale lighting (5 stickers)
7. Bollards along East Goodman from RMSC to University (5 stickers)
8. Ribbon wall, enroll help of local universities for exhibition, and to curate
9. Interactive art as connective theme, on MAG campus, focused on children
10. Trash Receptacles
11. Artistic bike racks
12. LED's or hanging letters, must be durable (3 stickers)
13. Colored walls, patterned (pink) (1 sticker)
14. Wrapped trees with colored fabric (1 sticker)
15. Poles of street signs, shape, color, sculptural frames.
16. Projection based art at Village Gate, tie to summer music
17. VSW, combine bus shelter, performance and projection
18. Solar sculpture: generating power with movement

### II. Outcomes from Graphics:

#### A. Specific ideas and designs

1. Bollards (light bollards), low, along entire walk
2. Art bus shelter at RMSC, Tower, Visual Studies
3. Gateway feature at University and Prince
4. Artwalk on both sides of University
5. Flowering trees throughout
6. Terminus at University and Strathallan (art)
7. Maze – Children interactive, N. Goodman near ribbon wall
8. Geothermal sidewalks
9. Themes - History, Technology, Innovation
10. Interactive, touch screen Signage
11. Artistic Trash cans
12. Fountains
13. Inspirational messages, humor
14. Fruit trees

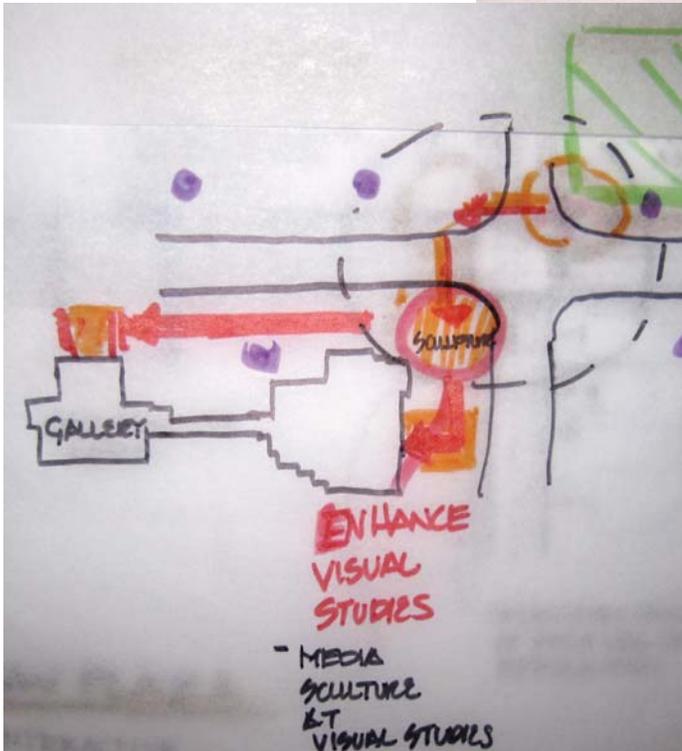
# Group #2 Focus Area: Overall Group II

## Participants:

- Debora Hernandez
- Marlene Seidman
- Tim Raymond
- Domnika Ruggeri
- Tom Kroon
- Marianne Kroon

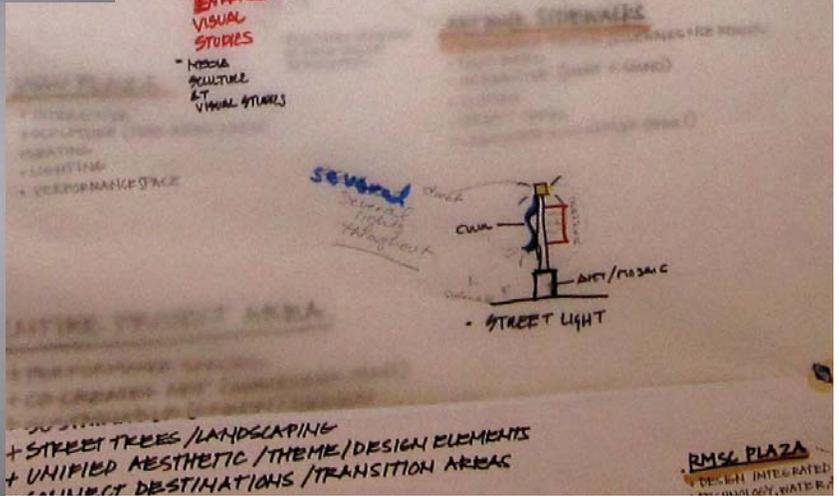
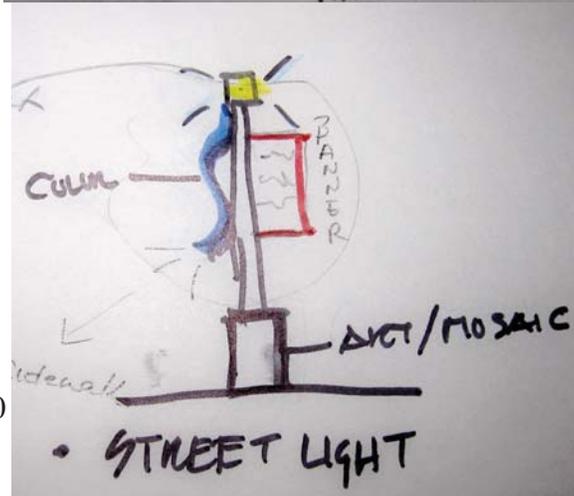
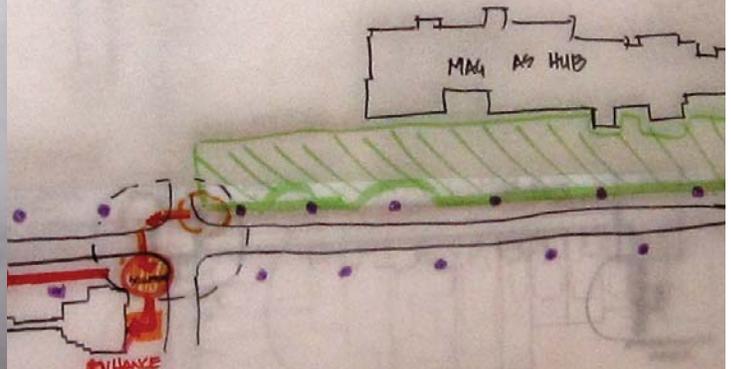
## Facilitators:

- Mark Bayer
- Tim Raymond



### TOP 5 Design Elements

- ① Unique lighting throughout 4 season identity
- ② Design stamp in each plaza = A UNIFYING ELEMENT IN WALKWAYS PROVIDE CONTIN
- ③ Art as way finding rather than kiosk or sign
- ④ Visitor Center piece (place of orientation)
- ⑤ Durability/Timelessness (50 years)



## **Group #2 Focus Area:**

### **Overall Group II**

#### **I. Outcomes from Text:**

##### **A. Issues, Concerns, Goals, Misc.**

1. Art as way-finding rather than signs or kiosks
2. Durability and timelessness (50 years)
  3. Unifying elements
4. Historical elements
5. Concerns about draw and look of area between University and East on Goodman
6. Major transition area at MAG and Towers Plaza
7. Is digital feasible?
8. Need for “loop” for visitors and space to park that directs to other areas of interest
9. How to attract visitors to walk from MAG to RMSC
  - a. Mosaic poles, new light poles
  - b. Streamers

##### **B. Specific ideas and designs**

1. Visitor center (MAG Plaza) for direction, brass map, plaque, traditional way-finding
2. Stamp at each plaza (unifying element)
3. Unique lighting throughout
  - a. Four season presence, enhance winter months
  - b. Projects down
  - c. Different color
  - d. Banner or mosaic
  - e. To add cohesiveness a “thread of continuity”
4. Light pole with two different lights, one for illumination the other colored LED symbolizing ARTWalk
5. Geocaching: updated overtime as educational, promotional technology, historical stories (MAG, VSW)
6. Kiosks, current are out of date
7. Decorative electrical boxes and planters
8. Banners on poles, heavy duty
9. Tie in of events, live performances, spaces for spoken word, entertainment
10. Design ARTWalk stamp to unify element to connect walkway
11. Fiberglass collars to fit over existing light poles on Goodman between University and East Ave. with science theme
12. Continue ARTWalk2 to Visual Studies open gallery
13. Add sidewalk to University entrance if financially feasible

**continued....**

## **Group #2 Focus Area:**

### **Overall Group II**

#### **II. Outcomes from Graphics:**

##### A. Specific ideas and designs

1. Enhance corner at Visual Studies (media sculpture)
2. Identify entrance to Visual Studies (both) enhanced crosswalks
3. Enhance area in front of RMSC- important to have way finding signage at East and Goodman
4. Generous pedestrian lighting- University and Goodman
5. Major crosswalks leading into village gate (with an “x” way finding element)
6. Hide parking at North Goodman
7. MAG as the hub
8. Pronounced queen in front of MAG and all along University from Goodman and Prince
9. Unique lighting
10. Art as way finding
11. Design stamp in each plaza
12. Visitors center
13. Durability and Timeless art
14. Light poles with applied art and banners

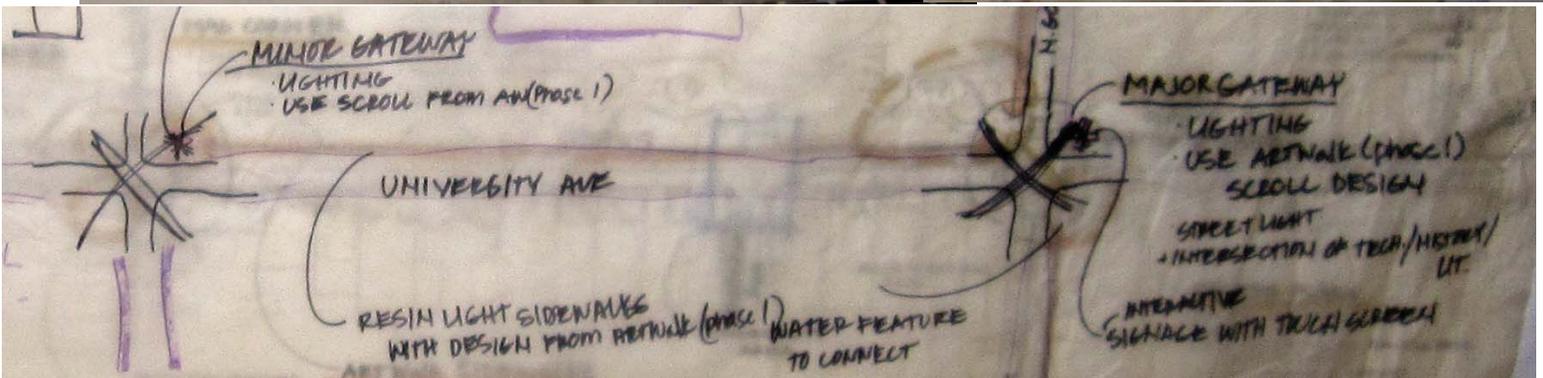
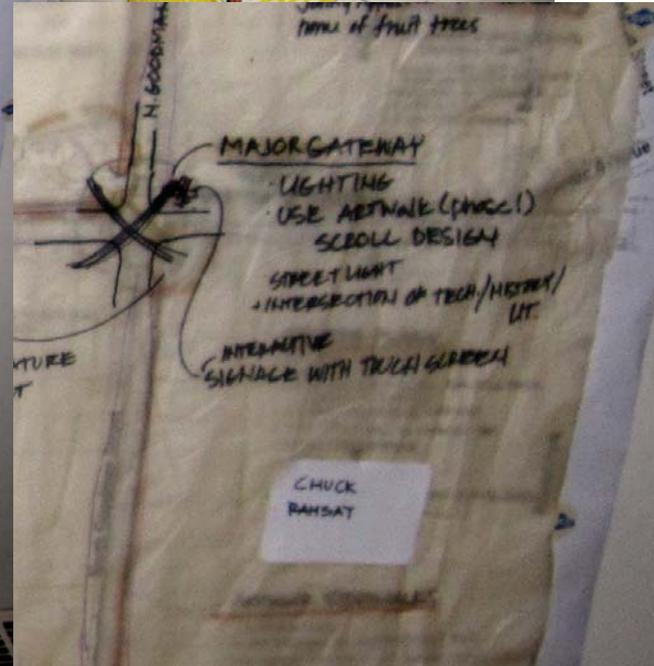
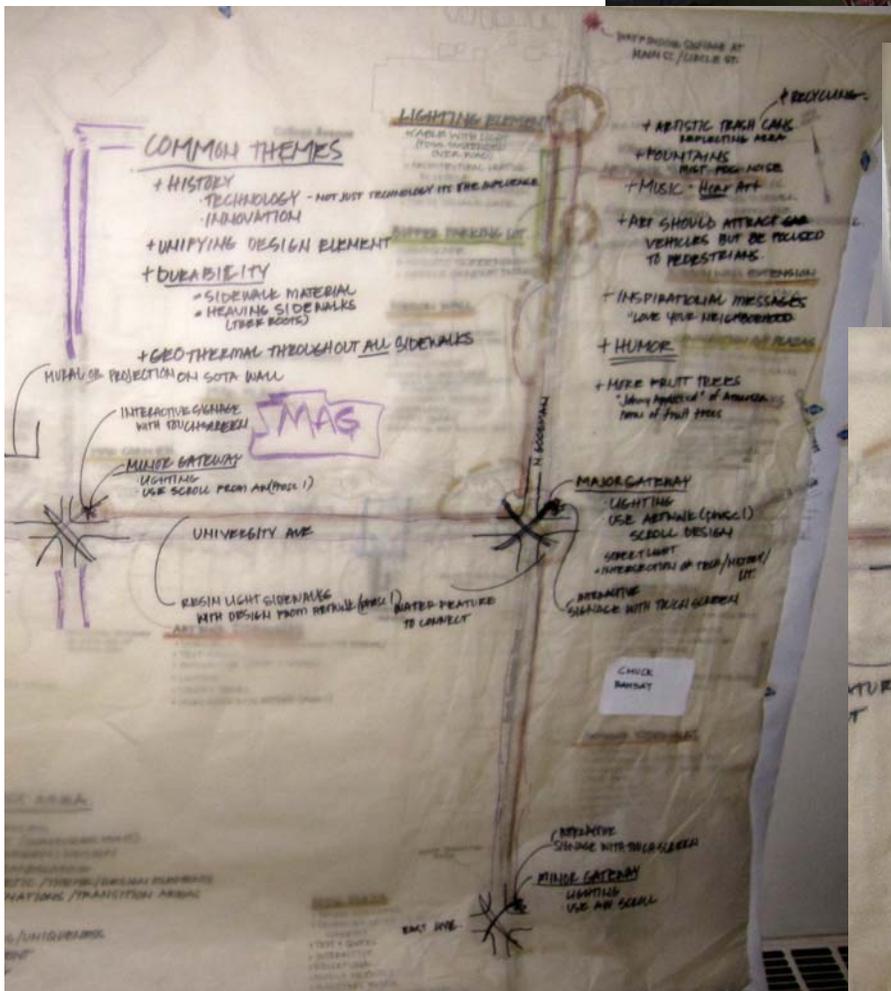
# Group #3 Focus Area: Overall Group III

## Participants:

- Neal Rudin
- Scott Evans
- Patricia Rozzo
- Wayne Hermanson
- Jason Longo
- Stan Marshall
- Bernie Bowie

## Facilitators:

- Sue Steele



# **Group #3 Focus Area:**

## **Overall Group III**

### **I. Outcomes from Text:**

#### **A. Issues, Concerns, Goals, Misc.**

1. Rich historical (innovation and technological) elements integrated as art and story
2. Inspiring others to create history
3. Inspirational messages
4. Music as art through wind, water, technology
5. Durability of material through innovative and sustainable technology
6. Unify design and reflect themes: color, material, lighting (LED colors)
7. Overall multifunctional, multipurpose use of art, technology, sustainability throughout
8. Art that serves as sound that's powered by wind
9. Each intersection unique but also connected

#### **B. Specific ideas and designs**

1. Intersection gateways
  - a. Arch with static and kinetic design elements
  - b. Major and minor
  - c. Light, wind, water to create unique entrances
  - d. Largest entrance at Goodman and University
  - e. Design elements to follow their surroundings, with like materials
  - f. Colors unique with common themes
2. Glowing resin geothermal sidewalks
  - a. LED Resin, innovative material
  - b. Provide safety lighting
  - c. Require no maintenance, i.e. salt or plowing
3. Water at University and Goodman
4. Correct landscape material for location, trees that don't root
5. Touch screens for information on area
6. Paint fence at MAG, make it part of the art

continued.....

## **Group #3 Focus Area:**

### **Overall Group III**

#### **II. Outcomes from Graphics:**

##### **A. Specific ideas and designs**

1. Resin light sidewalk with design from ARTWalk1
2. Prince and University use scroll from ARTWalk1- also at other intersection
3. Interactive touch screen signage at Prince and University and other intersection
4. Interactive art with light and sound
5. Mural or projection on SOTA wall
6. Geothermal at all sidewalks
7. Artistic trash cans, fountains (mist, fog, noise, music)
8. Art focused on pedestrians
9. Inspirational messages, humor
10. More fruit and flowering trees
11. Double artistic arches over major and minor nodes of street intersections
12. Low lighting including bollard lighting
13. Change as a component of ARTwalk
14. Performance spaces
15. Co-created Art
16. Artworks as an unfolding sequence
17. Sustainable design
18. Major sculptural works as extension of the MAG
19. Open and welcoming
20. Pedestrian crossings
21. Way finding signage
22. Bus shelters as art

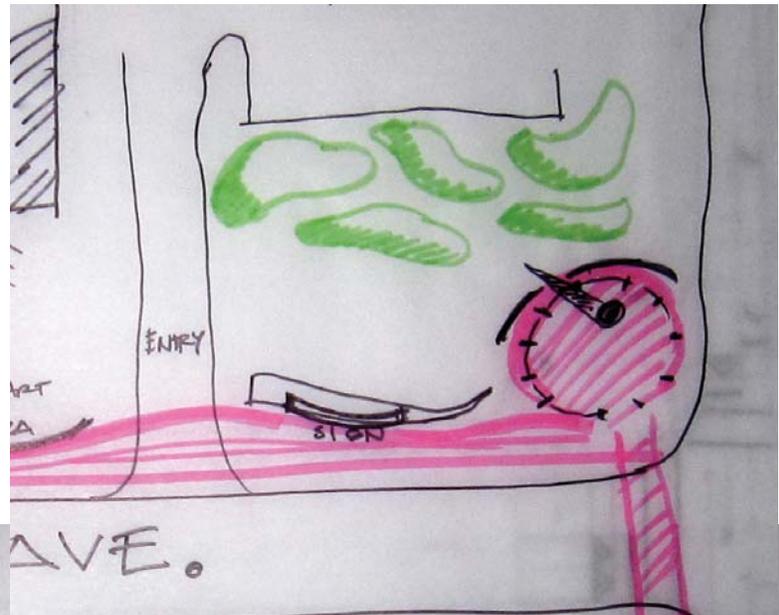
# Focus Area 4: Rochester Museum and Science Center Group I

## Participants:

Rosemarie Cook-Manley  
Chris Thompson  
Joe Graves  
Ryan Cummings  
Rochelle Smith  
Jim Locke  
Eddie Swayze

## Facilitators:

Scott Fiske  
Craig Jensen  
Rob Simonetti



## Focus Area 4:

# Rochester Museum and Science Center Group I

### I. Outcomes from Text:

#### A. Issues, Concerns, Goals, Misc.

1. Open visibility of museum grounds and buildings to cars and pedestrians
2. Expose museum
3. Interactive areas
4. Green energy demos
5. Use change in grade plain
6. Multi-seasonal
7. Texture, fun, repetition of curves
8. Planetarium building is art

#### B. Specific ideas and designs

1. Open visibility of museum grounds and buildings to cars and pedestrians (Goodman East Ave “node”)
  - a. Sidewalk timeline
  - b. Fast lane in sidewalk, straight
  - c. Slow lane, curved, wiggled
  - d. Loop into RMSC
  - e. Connection from ribbon wall at University Ave.
2. Double sidewalk with multiple access , elevation changes and interpretation
3. Use sidewalk imprints, dual sidewalks
4. Kinetic sculpture focal point: motion, sound, lighting,
5. Second level of L.E.D. sidewalk (undulating fiber optic): timeline, fossils, science, history
6. Major gathering spot at RMSC, stage in front of Bausch building façade
7. Changeable art at Goodman and East Ave corner, related to exhibits inside
8. Energy art: solar, water, wind, snow
9. Interactive area, green energy demo at sidewalk in front of RMSC, how energy is made visible
10. Main sign: interactive, holographic
11. Solar calendar
12. Save only the oak tree
13. Planetarium as sun
  - a. Scavenger hunt to find planets
  - b. Scale model on site
14. Energy
  - a. Wind power
  - b. Capitalize on existing solar panel on building
  - c. Water power: also re-use; rain gardens in front use roof run off
  - d. Permeable paving in new parking lot
15. Use sidewalk system to draw into museum experience through timeline in walk
16. Vertical walls as way-finding devices to connect to rest of ARTWalk system
17. Use front steps as theatre seating for outdoor presentations

## **Focus Area 4:**

# **Rochester Museum and Science Center Group I**

### **II. Outcomes from Graphics:**

#### A. Specific ideas and designs

1. Begin ARTWalk at planetarium wall at East Ave.
2. Sidewalk science timeline
3. Wind turbine art
4. Art plaza with in front of RMSC
5. Solar collector to hide parking lot
6. Open up corner so RMSC becomes a major view from East and Goodman
7. Amphitheatre at steps to Bausch Hall
8. Secondary meandering sidewalk along side existing public walk
9. Redesign RMSC sign

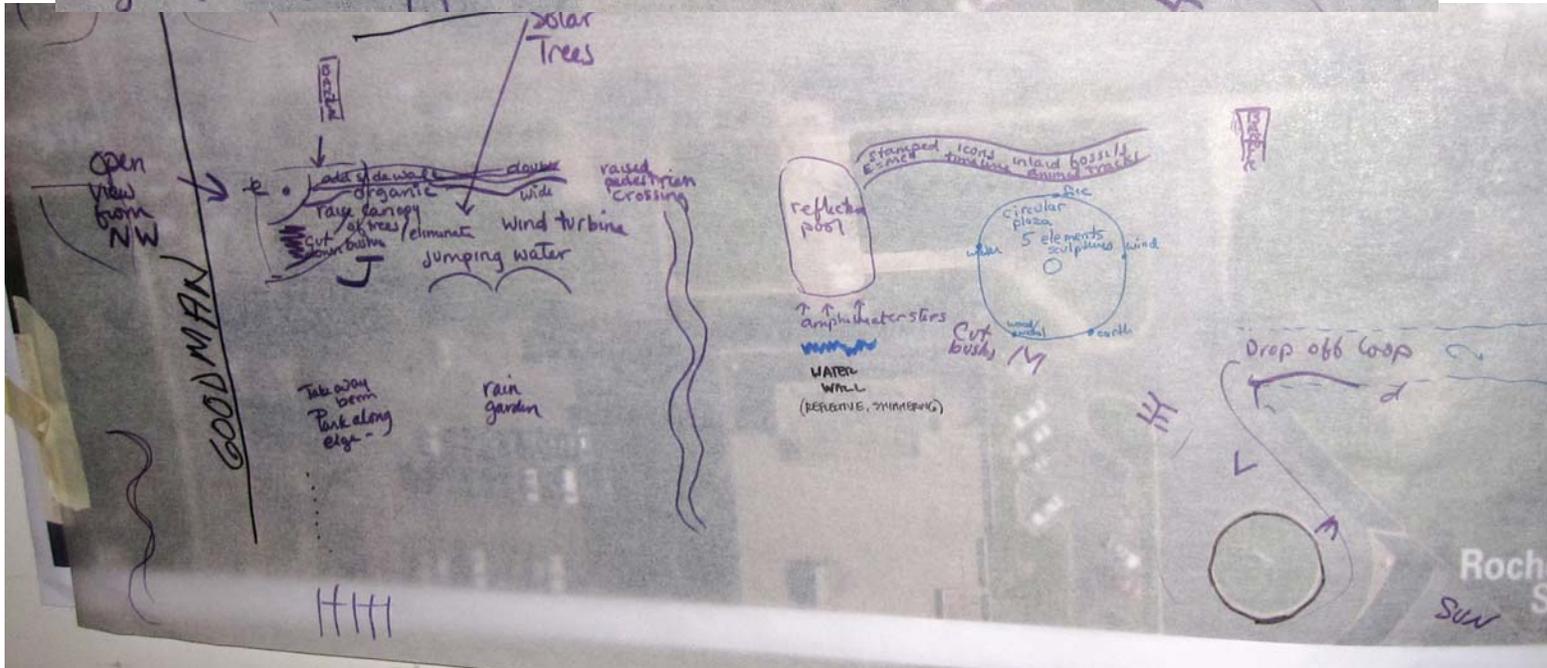
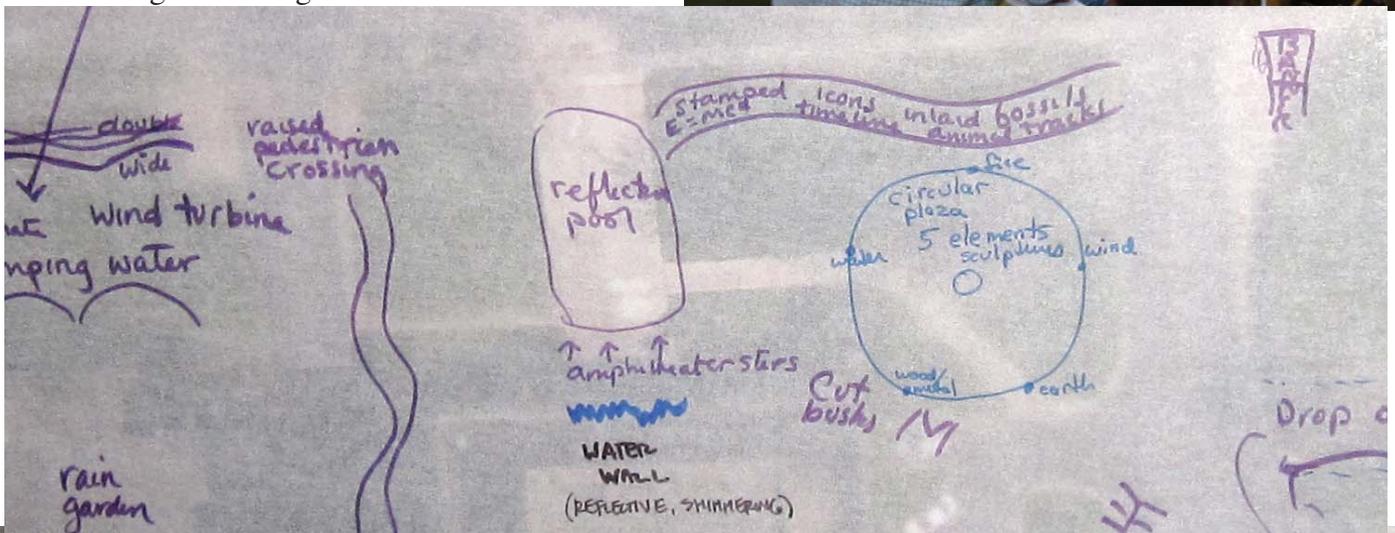
# Focus Area 5: Rochester Museum and Science Center Group II

## Participants:

- Jim Meyer
- Nancy O'Mara
- John Bruning
- Kate Bennett
- Jane Way
- Paul Kramer
- Deb Jacobson
- Phylis Brault
- Ellen McCoy
- William Cochran

## Facilitators:

- Mark Johns
- Dwight Harrienger



## Focus Area 5:

### Rochester Museum and Science Center Group II

#### I. Outcomes from Text:

##### A. Issues, Concerns, Goals, Misc.

1. Welcoming once in, colder outside
2. Campus in back friendly
3. Accidents on corner: more lanes, speed change, blind spots
4. Noisy “soundscape”
5. Highly visible spot once trees or hedges are removed
6. Solar system theme
7. Develop continuity into main entrances at planetarium and Wilson Hall

##### B. Specific ideas and designs

1. Ancient wisdom to modern day technology \*
  - a. Circular plaza
  - b. Five Chinese elements: earth, water, fire, wood, metal, air
  - c. Put the visitor at the center, in balance/out of balance
  - d. How are these used today?
  - e. How do they relate to all?
2. Wider sidewalk at corner of Goodman and East Ave \*
3. Eliminate or move electrical box and signal light box\*
4. Cut down corner bushes\*
5. Serpentine sidewalk into grounds\*
6. Stamped icons, inlaid fossils, da Vinci sketches, equations, Indian art\*
7. Luminary flow fountain\*
8. Five planets, wind energy\*
  - a. Several colorful tulip garden windmills
  - b. Faster the wind brighter they are
9. Power leap, energy creation, piezo electric\*
10. Solar tree (leaves) organic\*
11. Soften corner of Goodman and East Ave, museum not visible\*
12. All four corners sidewalk widened at intersection\*
13. Open view from northwest \*
14. Waterfall over steps
  - a. Start high over window
  - b. Reflective with sun
15. LED announcement board:
  - a. Clear in summer
  - b. Colored at night and in winter
16. Banners backlit with frame on lawn
17. Double size of sidewalk toward building
18. Raise tree canopy for view
19. Raised pedestrian crossing
20. Front steps as amphitheater

## **Rochester Museum and Science Center Group II continued...**

21. Large kinetic sculptures in front
  - a. Optical, light, move, wind, rain, water
  - b. Rube Goldberg feel
22. Porous pavement at Goodman and East, sustainable more attractive
23. Circular plaza
24. Reflective pool in center front of Bausch building
25. Two colorful lit signs, one at intersection, one at the center
26. Jumping water at circular plaza with five elements
27. LED large animated water sign
28. Sidewalk guides you to artwork (geometry viewing ahead to next one)
29. Side-by-side bikes family interactive (generate power)
30. Goodman and East Ave open view from NW, remove bushes and ash trees
31. New drive on other side of planetarium, prelude to connecting museum and planetarium, new loop road
32. Cut noise, when bushes are removed, it may be louder
33. Remove berms to increase visibility of museum
34. Power parking lot with tiles cars drive over
35. Check parking lot reconfiguration, smoother edges, more curves
36. More parking closer to Goodman, quiet space closer to museum
37. Maintain existing historic fence along Goodman
38. Cut back bushes to left of museum blocking view of planetarium
39. Possible new road on side of Planetarium with drop off loop, fire exit
40. Rain garden from roof, Meso-American, channeling water
41. Catapult

### **II. Outcomes from Graphics:**

1. Circular plaza at drive entrance (fire, wind, earth, wood/metal, water)
2. Cut bushes down at corner at RMSC
3. Water wall
4. Banner at drive entrance, maybe new road to the east
5. Solar trees
6. Open up view of RMSC from East/Goodman
7. Reflecting pool
8. Amphitheatre at steps to Bausch Hall
9. Sidewalk inlay of fossils, animal tracks, timeline
10. Raised pedestrian crossing at entrance drive
11. Wind turbine
12. Rain garden
13. Remove parking berm
14. Remove tree canopy at East and Goodman corner

# Focus Area 6: Rochester Museum and Science Center Group III

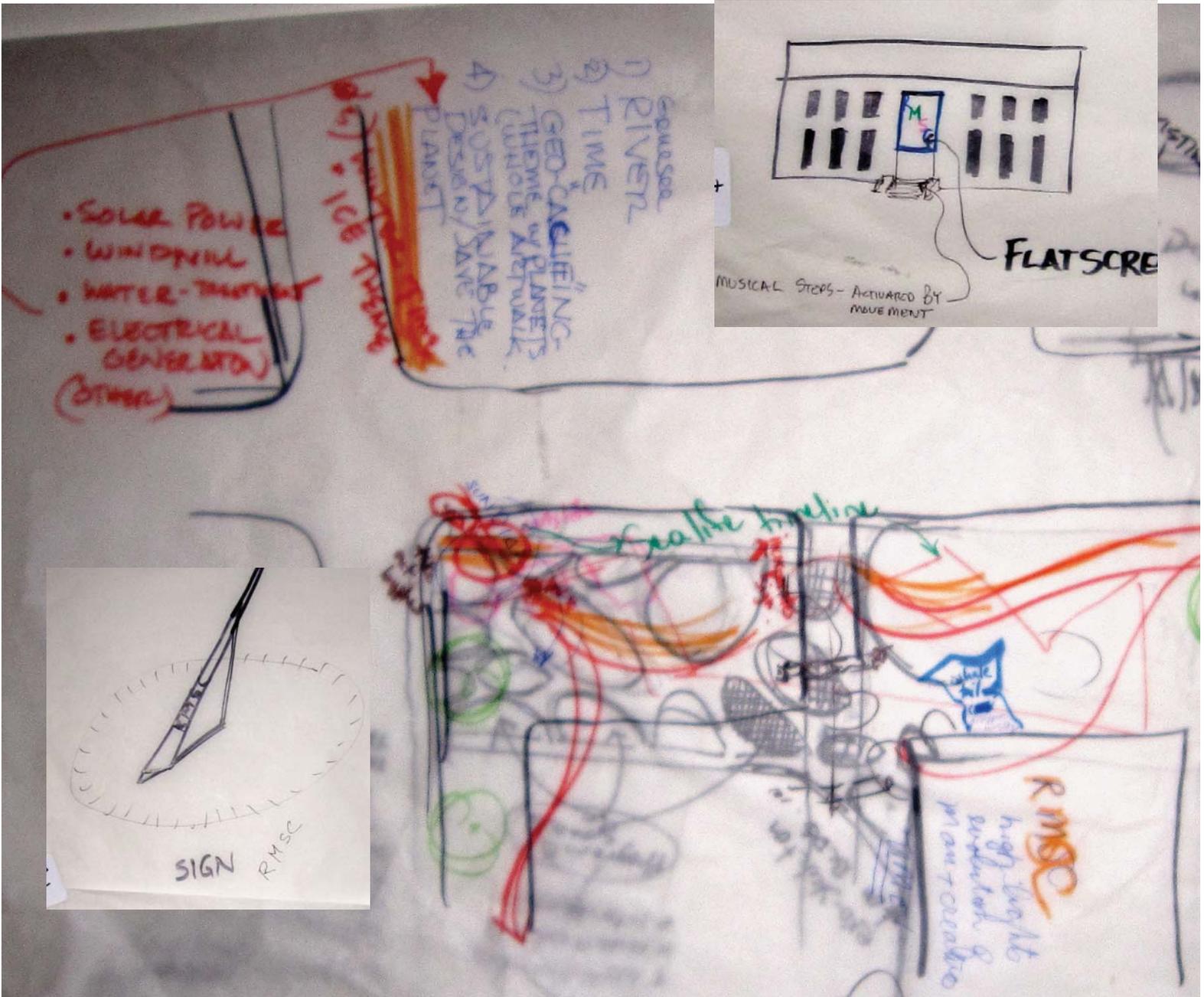
## Participants:

Janet Collinge  
Leah Ruekberg  
Steven Lee-Davis  
Zakery D Steele  
Shannon Hillman  
Rob Wolfe  
Steve Fentress



## Facilitators:

Anne Ver Hague  
Andrew Hintenach



## **Focus Area 6:**

### **Rochester Museum and Science Center Group III**

#### **I. Outcomes from Text:**

##### **A. Issues, Concerns, Goals, Misc.**

1. Possible themes
  - a. Genesee River
  - b. Time
  - c. Geocaching - theme with planets, whole ARTWalk
  - d. Sustainable- design save the planet
    - i. Solar power
    - ii. Windmill
    - iii. Water treatment
    - iv. Electrical generation
2. Front near sign too dense, just a lawn
3. Visual cue needed for driveway draw attention to museum
4. Big federalist building, CIA like, uninviting, soften and make interesting
5. Sound, light and texture as features of design
6. Scientific concepts
  - a. Patterns in nature
  - b. Proximity to Genesee River
  - c. Importance of water
  - d. Rich history
  - e. Progression, fossils

continued....

## Focus Area:

# Rochester Museum and Science Center Group III continued...

## B. Specific ideas and designs

1. Trim and thin trees if policy permits, less foliage
2. Capitalize on sound dishes such as light waves (another sense)
3. Bring light to back and sides of building
4. Artwork that reveals what is happening with play and exploration inside, reflects museum, exhibit its
5. Water element
6. Echo ribbon wall at far end of Goodman
7. Meandering walk, wall like a sea serpent, creates interest to follow
8. Fun, meandering driveway
9. Design of paving and walks at corner could go up and open museum block to planetarium
10. Interactive games center/pods can be turned into RMSC for small science prizes or soda pop
11. Link dead space with front via patterning, representing cell structures, wood, exoskeleton on building via lighting
12. Prehistoric sea animal diving under front walk and up wall
13. Modern lighting, lasers, LEDs
14. Use planetarium curves to design advantage
15. Scale model of planets with planetarium as sun, use walk to pace off
16. Some large feature to mark time or distance
17. Bouncing lasers at night to draw attention
18. Dinosaur footprints in brickwork leading people in
29. Vertical mark to enter obelisk
20. From a distance it looks the same, but the close up reads differently
21. Pattern on ground, scientific method, plant structure, muscle fiber, geology
22. Mesh exterior space to building (aluminum exoskeleton)
23. Make it one space
24. Interactive exhibit, music notes activated by "eye"
25. Keep oak trees

## II. Outcomes from Graphics:

### A. Specific ideas and designs

1. Flat screen video board at entrance
2. Sea serpent (huge) coming in and out of ground
3. Science patterns (cell structure, muscle, plant fiber, geology, develop a pattern that ties bldg to the site)
4. Exoskeleton on west wall of building
5. Pattern design at south east corner. Planters, overhead structures, museum exhibits, interactive
6. Re-cycle existing sign, sundial as RMSC sign
7. Possible art/science themes include Genesee River, Time, Planets, Solar power, Wind Power, Water Power
8. Electrical Generation Art
9. Living Wall
10. Musical steps activated by movement

# Appendix A: meeting handouts

## ARTWalk 2

### Interactive Design Workshop No. 4

8/25/2009 6-9 pm Rochester Museum & Science Center

What is ARTWalk?

Taken from rochesterARTWalk.org:

Conceived by local Rochester New York residents, ARTWalk is a permanent urban art trail, connecting the arts centers and public spaces within the Neighborhood Of The Arts (NOTA). ARTWalk is an interactive outdoor museum, located on University Avenue between the Memorial Art Gallery and the George Eastman House. Along ARTWalk you can find various pieces of public art, be it visual works, or practical things such as park benches or bus stops which are artfully designed. Art is even imprinted into the sidewalk!

ARTWalks' Mission Statement:

“ARTWalk is a unique outdoor museum. Our Mission is to strengthen, connect and unify the community through increased engagement with and support of the arts.”

What is ARTWalk phase 2?

Taken from ciyofrochester.gov

ARTWalk 2: Continuing the Tradition

Building on both the momentum created by ARTWalk's proven success and an existing need to reconstruct a portion of University Avenue past the ARTWalk border, the City submitted a plan to replace aging streets and sidewalks with a continuation of the innovative urban art trail. The plan was the top rated project reviewed by the New York State Department of Transportation and received funding through the Transportation Enhancement Program. In addition, since the project had already progressed through much of the design phase, it was considered a “shovel ready” site and was the recipient of more than \$3.84 million in federal stimulus funding through the American Recovery and Reinvestment Act.

**ARTWalk 2**  
**Interactive Design Workshop No. 4**  
**8/25/2009 6-9 pm Eisenhart Auditorium, RMSC**

AGENDA

- 6:00 pm (5 min) Welcome & Introductions : Paul Way & Thomas Warfield
- 6:05 pm (5 min) what is ARTWalk? Thomas Warfield reads from Richard Rosen, founding chair. ARTWalk
- 6:10 pm (5 min) What is ARTWalk Phase 2? : Tom Lichtenthal
- 6:15 pm (10 min) What are we doing today?: Craig Jensen/ Tom Lichtenthal
- 6:20 pm (5 min) Review relevant input from previous meetings: Bergmann
- 6:25 pm (5 min) Logistics: Doug Rice/ Craig Jensen
- 6:30 pm (30 min) Meet with your group facilitator, then Walk the Focus Area
- 7:00 pm (70 min) Thinking Session

Ideas must work close up (for pedestrian users etc), far away (for auto users and all users), facilitate random activities, encourage use of public realm, be consistent with ARTWalks' mission

- 8:10 pm (30 min) Group Reports (5 min each)
- 8:40 pm Group discussion, find common points, build consensus
- 8:50 pm (10 min) Wrap-up and Next Steps

Thank You's

- 9:00 pm FIN

NOTE: We can foresee that discussion may become passionate, and attendees may by consensus be permitted to stay until 9:15 if they feel it will create more effective outcomes

# Appendix B sign in sheet



## UNIVERSITY AVENUE IMPROVEMENTS AND ARTWALK 2 ENHANCEMENTS PROJECT INTERACTIVE DESIGN WORKSHOP SIGN-IN SHEET



Project: University Avenue Improvements and ARTWalk2 Enhancements Project  
 Date: August 25, 2009 Time: 6:00 pm  
 Subject: Public Design Workshop No 4  
 Location: Rochester Museum & Science Center - Eisenhart Auditorium

|    | NAME                | ADDRESS/REPRESENTING  | EMAIL/PHONE                 |
|----|---------------------|-----------------------|-----------------------------|
| 1  | Marlene Seidman     | USNI                  | info@usni.org               |
| 2  | Dwight Harringer    | RECDC / STRUTZ        | dwight.harringer@strutz.com |
| 3  | Deb Jacobsa         | PMS/Steering Co.      | deb.jacobsa@pmsny.org       |
| 4  | Rebecca Smith       | FLEC Chandler         | smithr@flec.edu             |
| 5  | Steve Beauvais      | NPSPOT                | sbeauvais@dot.state.ny.gov  |
| 6  | Leah Buckley        | Christ Church Unity   | leah@restory.net            |
| 7  | STAN MURPHY         | " "                   | amarsbase@rocketmail.com    |
| 8  | Nancy O'Mara        | Ruse. Women's Council | blomara@cof.com             |
| 9  | Stacy Surges        | " "                   | collynet@perrywillow.com    |
| 10 | Rosemary Bob-Masley | PMS board             | rosmasley@northrail.com     |
| 11 | Eric Kunsman        | Booksmart Studio      | eric@booksmartstudio.com    |
| 12 | Mark Baya           | Bayer Assoc.          | mhb@bayeraassociates.com    |

|    |                         |                             |                              |
|----|-------------------------|-----------------------------|------------------------------|
| 13 | Ellen McCoy             | 22 Buttrick Ln<br>Wilburton | ellen44@gmail.com / 914-8039 |
| 14 | Debera McDell-Hernandez | MAG                         | dmcde11@mag.rochester.edu    |
| 15 | Gault R. R. W. R.       |                             |                              |
| 16 | Patricia Basso          |                             |                              |
| 17 | Jim Meyer               |                             |                              |
| 18 | Patricia Giordano       | MAG                         |                              |
| 19 | Thomas Lanfield         | ARTclub                     |                              |
| 20 | Joe Graves              | RWSC                        |                              |
| 21 | Kate Bennett            | RWSC                        |                              |
| 22 | Debra Fentress          |                             |                              |
| 23 | Steve Fentress          | RWSC                        | stove-fentress@rwsc.org      |
| 24 | Andrea Schuck           | Wagner                      | aschuck@patrosterne.org      |
| 25 | Scott Evans             |                             | scott@varstochester.com      |
| 26 | Ann Bresniewicz         | EDGE                        | yahoo                        |
| 27 | Shannon Hillman         | GCCS                        | shillman@gccschad.org        |
| 28 | Jane Wray               | city resident               | janey1                       |
| 29 | JIM LOCKE               |                             |                              |
| 30 | Zack Steele             |                             |                              |
| 31 | Steven Lee-Davis        | GCCS                        |                              |
| 32 | John Colling            | 50 Merriman St. Apt 5       | JohnColling@aol.com          |
| 33 | Chris Thompson          | 139 Anderson Ave. #1        | thompson9358@yahoo.com       |

|    | NAME                | EMAIL                    |  |
|----|---------------------|--------------------------|--|
| 34 | BARBARA FOX         | barbaraf@rockwell.com    |  |
| 35 | Beth Brown          |                          |  |
| 36 | Lyn Parsons         | lyn.parsons@yahoo.       |  |
| 37 | CHUCK PARUSAKY      |                          |  |
| 38 | Ryan Cummings       |                          |  |
| 39 | Mr & Mrs B. Bergman | mtberkbergm@rockwell.com |  |
| 40 | Rob Wolfe           | Rob@WOLFERGHTERT.COM.    |  |
| 41 | TOM KERRY           |                          |  |
| 42 | Taddy Kerry         | tkerry@rit.edu           |  |
| 43 | Jenny Cos           | jencos@firstier.net      |  |
| 44 | Benjamin Davis      | BM3715@AOL.COM           |  |
| 45 | Jason Light         | design@jlighters.com     |  |
| 46 | Neal Kurlin         | ZegoZana@iahor.com       |  |
| 47 | Fanella Keene Smith | psmith@pattsbury.org     |  |
| 48 | Domnika Raggio      | domnika@msn.com          |  |
| 49 |                     |                          |  |
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