

Project #3 Brainstorming II

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Project #3 *FAKE IS HERE - Site Specific Activation at Washington Square Park*

With your assigned group of 3-4, you will research and choose a specific site within the proximity of Washington Square Park. You will consider your chosen site's specificity, history, and functionality. As a group, you will activate that site that would elevate the site's history, functionality, aesthetics, etc. through sound, text, performance, or installation that has an element of fake story.

- **Identify your audience.**

Our classmates.

Strangers in the park.

The people unaware of the Minetta Creek.

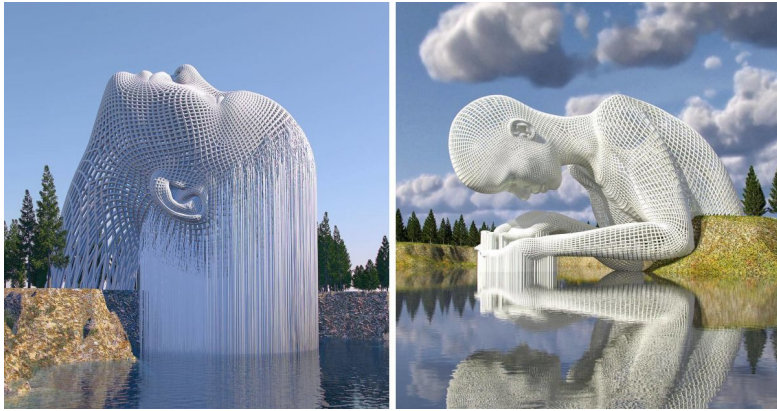
- **Identify the history and functionality of the site you are activating.**

The Minetta Creek runs underneath a section of Washington Square Park. We were fascinated with this relationship between water and cement. This concept of covering up nature. One source of water, the Minetta Creek has been covered up, in the center of Washington Square Park a beautiful fountain has been built. Nature has been replaced with a man made creation. Society seems to appreciate their own creations over the Earth's.

- **What inspires you, what influences you (all group members). Any artists, designers, architects, musicians, writers, etc. you are inspired by for this specific project. List a few pieces and reasons why selected works inspired you for the project. Collect 15-20 digital images and create a mood board.**

In class, we watched a performance piece of a man pushing around a block of melting ice. That video, as well as the concept of performance art, influenced our project ideas heavily. Christo and Jeanne Claude’s artistic vision also inspired our brainstorming process. The works they created were larger than life and made a statement. Although the materials and fabrics they chose to use appeared simplistic, they created a truly grand “visual happening.” Kuweight, an artist that we discovered through research, also created very lovely artworks that had a specific and individualistic “water-like” quality.







- Choose the strongest idea presented from your group. Come up with 9 different designs/strategies to activate the site.

<p>A clay formation in the shape of the Minetta Creek channels, have water run through the figure.</p>	<p>A Minetta Creek channel figure to be placed in the park.</p>	<p>A funnel that takes the fountain water and disperses it elsewhere.</p>
<p>To use different size bowls and create a performance piece which takes the water from the fountain.</p>	<p>To gather up blue fabric and recreate the rivers path in the park.</p>	<p>To create a performance art piece that shows the Minetta Creek and the transfer of water to the center fountain.</p>

<p>To build a well in the park.</p>	<p>To create a photoshopped image of the park’s cement mixed with water and place it directly on the park to create a camouflage effect.</p>	<p>To create a performance art piece that shows a visual image of water falling on the pavement, where the Minetta Creek runs under.</p>
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- **Identify materials. List places/websites where you can purchase materials, units, and estimated cost.**

Materials	Places/website	Unit	Estimated Cost
Bowls	Any hardware store	3-4	\$20 (depends on the quality)
Clay/Casting Plaster	The Wet shop	NA	Minimum \$50, it would depend on the size/scale
Fabric/Paper	Blick/ any fabric store	Full sized roll	Minimum \$50, it would depend on the size/scale

- List 2 Site-Testings for today. Identify the following: design feature, key experience, materials, what works, what does not work.

Design Feature	Key Experience for the Audience	Site Condition	What Works	What Doesn't Work
Milk Jugs or cans which carry water. The water will be stained blue to create a strong visual effect.	To make a connection between the water and the park. To question "Why?"	It was a windy and cold day, the sun was shining. Any condition except for rain will function alongside our installation.	The section of the park we chose creates a nice dynamic.	We are struggling with balancing the length of our piece and the amount of water we have available.

