



ROSETTA

**CITY OF LOVELAND ART IN PUBLIC PLACES RFP:
SCULPTURE FOR I-25 AND US HWY. 34 INTERCHANGE**

PROPOSAL

For the subject of this important gateway sculpture, I have chosen to address three key elements of Loveland's identity:

First: Gateway to the Rocky Mountain National Park;

Second: Sweetheart City;

Third: Center of the nation's bronze sculpture production.

The first element is conveyed by some of the wildlife that makes its home in the Park: Eagle, Heron, Elk and Cougar, also seen and enjoyed in and around Loveland. I have chosen these four animals because of the great excitement and pleasure that their presence gives to so many of our residents (me included!) I believe that our rich natural heritage is intrinsically identified with our beautiful area of the world, for residents and visitors alike.

The second, Sweetheart City element is represented by the negative space heart shape in the center of the sculpture. Given the popularity of the painted heart sculptures around town and the Valentine mailing program, I feel that the heart will always be part of Loveland's identity, as even the new branding of "Loveland: Everything you Love" includes the concept. I have purposely kept the heart shape as a subtle second reading so that it won't dominate over the other images I want to present.

The third element of Loveland's legendary bronze casting community is, of course, represented by the sculpture itself and its medium, cast bronze. Though Loveland's considerable reputation as an Art community encompasses all of the arts and the junction of art and science, it is our unparalleled bronze sculpture community and our widespread reputation as such, that makes us unique among "art towns." It seems only fitting that Loveland's entryway sculpture should be cast bronze.

The design I am proposing takes into consideration the unique character of the sculpture's location. As stated in the prospectus, the sculpture must have "an immediate visual impact that doesn't require an up close and personal inspection." Therefore, I have paid particular attention to the silhouette, which is what many drivers will see first and is all that would be seen by traffic traveling south on I-25. Those sightings would be at a great distance and back-lit (since that side faces North and would always be in shadow) but the animal and heart shapes are strong enough to be recognized even then.

My intention is to treat the front of the sculpture, facing those vehicles exiting north-bound I-25, in a stylized 3-D sculpted approach, with the symmetrical design bent into a shallow “V” shape, revealing more of the sculpted surface to traffic going both directions on Hwy. 34. The back side of the animals would be flat for the North facing silhouette effect, thus making the overall sculpture somewhat like a free-standing, “V” shaped deep relief.

The cast bronze sculpture would be sixteen feet tall with the two legs of the “V” each being eight feet long. The sculpture would be situated atop an eight-foot tall base consisting of a reinforced concrete core and a natural stone veneer. The shape of the top surface of the base would follow the “V” shape in front and be straight across the back, tapering out slightly from the top to the ground. This would serve the dual purpose of elevating the sculpture to the optimum height for viewing from automobiles and providing ample room for bracing and anchoring of the bronze.

I would plan on creating half of the sculpture at four feet tall and have it digitally scanned, mirror imaged and put together, then enlarged to sixteen feet tall in clay-coated foam for me to refine and finish for molding and casting in bronze. The back (north) side of the sculpture would be fabricated with sheet bronze. The stainless steel bracing inside the casting will be engineered by KL&A, Inc. for maximum stability.

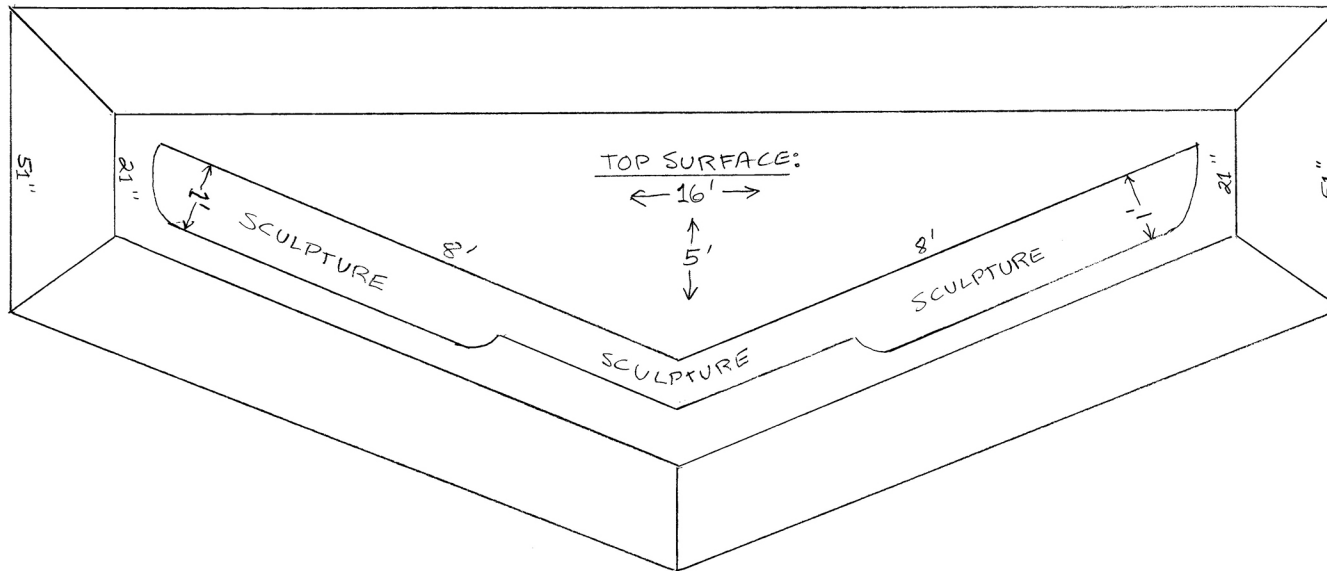
If selected as the “iconic identity “ for Loveland, this design would afford many opportunities for applications ranging from flat graphics and jewelry (using the full flat silhouette rather than the “V”-ed version) to small free-standing or wall-hung sculptures of many different sizes and materials. Once scanned, the design can be reproduced in any size desired. The near universal fondness for our Rocky Mountain wildlife should make this design appealing to visitors and residents alike, while representing the “Sweetheart City” wherever it appears.

In closing, a word about my philosophy concerning Public Art: I believe that it should inspire by presenting a different perspective on familiar themes, but it should also be reflective of the character of the community where it resides, to be enjoyed by the locals who live with it every day and to give visitors some insight into the character of the community they are visiting. That’s why I’m so excited about the opportunity to submit this proposal for my home town.

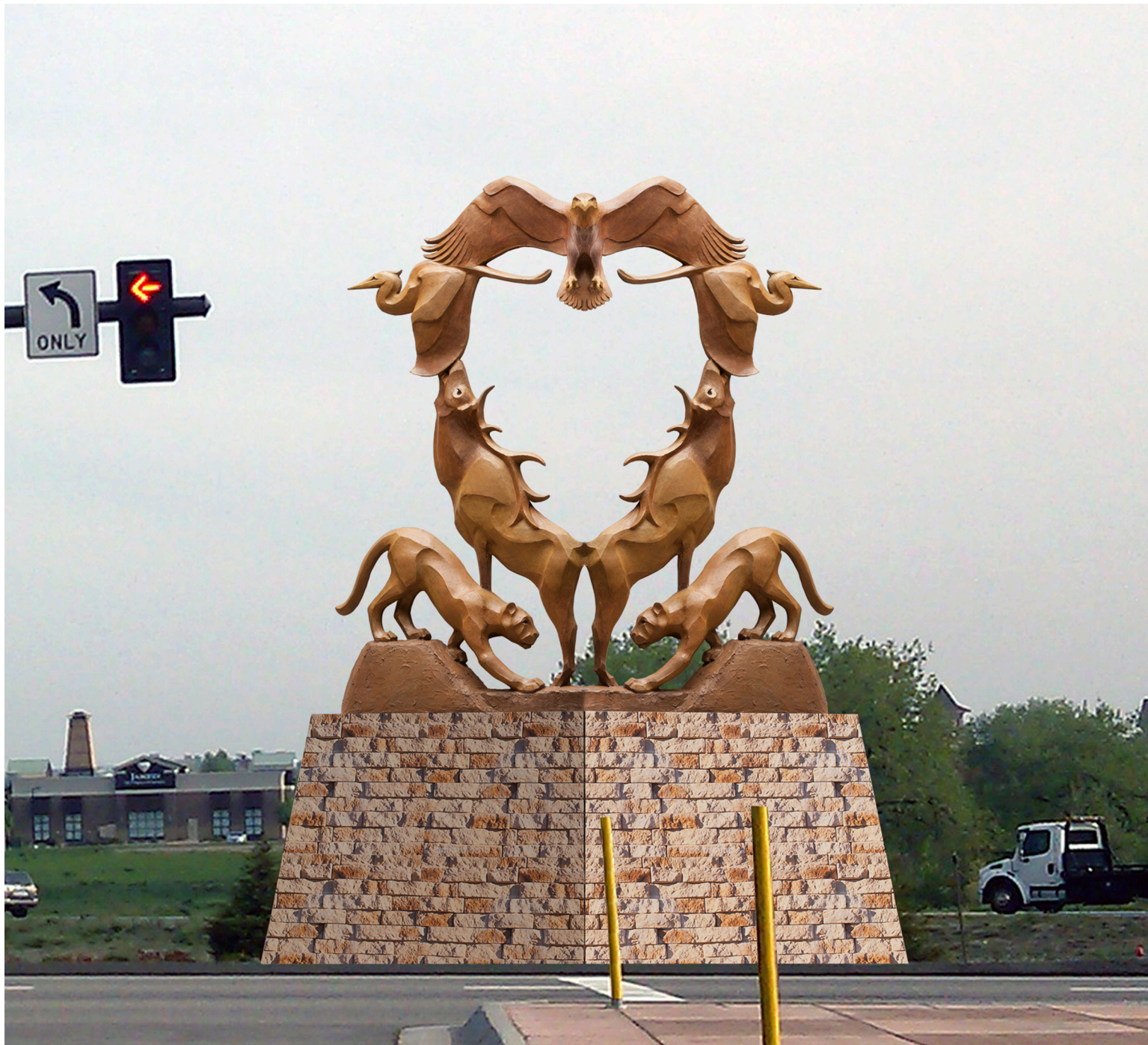
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PLAN VIEW

FOOTPRINT:
← 19' →
8' ↑



Base Drawing



Close Up of Installation Site









