



## **We Are This Living Moment Project Background**

“We are this Living Moment” is an art installation in partnership with the Herberger Theater Center.

Each of the Herberger Theater’s bronze sculptures created by artist John Waddell, located in a public spaced near the theater’s entrance, will be adorned with paper art designed by local artist Katherine Leigh Simpson, and enhanced through a 3D light experience produced by Mark Hughes and Justin Winters.

This experience that will take place at the outdoor pavilion at the main entrance of Herberger Theatre, January 7-9 from 7 p.m. to 10 p.m. Through the use of projectors, fabric, paper, and music we will create an immersive art installation environment that will touch people and imbue them with a sense of feeling alive again.

This interactive art project is free for the public to enjoy. Each day will bring a new experience to the public.

Eight breath taking sculptures by John Waddell will be adorned with paper created by Simpson. 3D projection mapping will create an immersive, living kaleidoscope. Fabric will be sewn and constructed to create the surface for the projection as well as heighten the sensory environment. Musician Jimmy LaValle of Album Leaf will perform, creating the sound scape interactive environment.

### **Community Value**

This project is the first of its kind in Downtown Phoenix, creating a new sense of citizen engagement in this public space. The decorated sculptures coupled with 3D projected light not only complements public art, but creates a unique community platform where people can truly connect and have a pivotal shared experience. Too often people forget that they are alive, that we *are* this living moment. This installation is a reflection of who we are not only as individuals but as a community.

“We are this Living Moment” is focused on the community ties that bring us together. The Phrase “Without you~ We Could Never Be” exemplifies the idea and purpose of this project. Imagery of the Flower of Life and our ever expanding universe are the theme. The T-shirt is an example of the community that this project wishes to create. On the front displays a Flower of Life while the back will display every individual that contributed to the creation and completion of the project. The grand vision is to see a multitude of individuals wearing their shirt with their name credited on the back, proud of their individuality and proud of their contribution of one to a family of many.

We are this Living Moment activates an unused public space. It gives rise to the possibilities that exist in the world around us and sparks the imagination of what truly can be possible in the simplest of locations.

## **Community Crowdfunding**

Underwrite this unique and interactive installation. The public is invited to contribute to reach a \$10,000 installation budget goal.

## **Three-Day Synopsis**

We Are This Living Moment will feature three distinct environments over the course of three nights. The first night, "Existence", will feature white costumes, lighting and video imagery to symbolize the fabric of our being. The second night, "Growth", will feature green and blue imagery symbolizing the living universe and the organic expansion of growth. The third night, "Bloom", will feature a multi-colored celebration of the highest arc of the natural world and human existence.

## **Fabrication Details**

Fabrication of the costumes and tulle curtain environment began in December. Adornments for the Sculptures will be fabricated onsite. Performance Costumes will be fabricated at the Brown Building on the Bentley Projects Property, along with the tulle curtains.

The moving energy costumes will be made of Mylar, a semi-transparent plastic. Layers of Blue and Green will be hand inked. In addition, LED Lights will be incorporated into the costumes as glowing flowers.

Flowers of Crate Paper and Mylar will be fabricated and strung from fishing line between the grandfather and family over the gathering field.

Tulle curtains will be textured and layered into a projectable surface. They will be hung in a series to create a 360 degree projection environment that the public can walk through.

Music will be composed original for the experience and sent via electronic drive for the first two evenings. On the third day Jimmy will be flown in and perform live for the grand finale.

## **Community Outreach**

Awareness will be made via a strategic marketing plan, community partnerships, social media, and media outreach throughout the entire fabrication process. Direct support will be set out from established community organizations such as ArtLink, Roosevelt Row and Downtown Phoenix Partnership. Local Businesses that have a shared investment in community such as APS, Chase, Wells Fargo, Phoenix Office of Arts & Culture, Arizona Art Commission, Arizona Humanities, and Phoenix Convention and Visitors Bureau, Phoenix Convention Center and ASU Downtown Campus to name a few will be solicited for engagement, attendance and sponsorships.

A Sneak Peek Launch will be created with special invites to media and local leaders in business, the arts, non-profit and public sectors. This evening will be an elegant evening exposing the magnitude of the project and its impact on Downtown Phoenix During the National Football Championship. It will have a micro environment created as a preview for "We Are This Living Moment," alongside highlighting the work of Mark Hughes, Justin Winters, Jimmy LaValle, and Katharine Leigh Simpson

All project activities will be tracked on the blog at [wearethislivingmoment.blogspot.com](http://wearethislivingmoment.blogspot.com).