

# TRANSIT CITY TOWER 3

PUBLIC ART PROGRAM  
MARCH 5, 2019

Prepared for the **Design Review Panel** by:



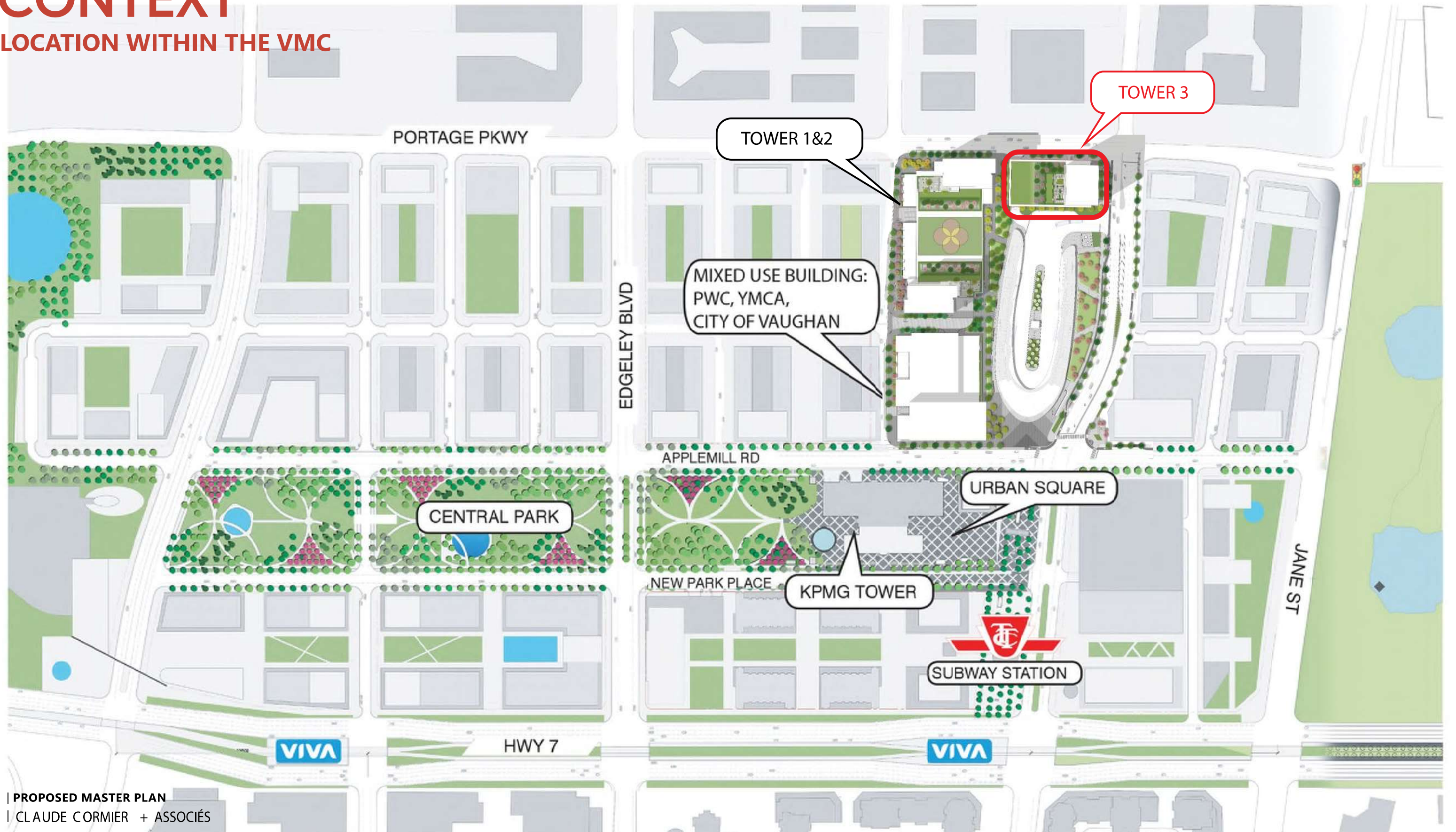
**Diamond Schmitt Architects**





# CONTEXT

LOCATION WITHIN THE VMC







Tower 1 & 2

Tower 3

Portage Pkwy



KPMG

Mill Rd



VIVA

Hwy 7



# SITE SELECTION

## ACCESSIBILITY/ VISIBILITY

176'-10" wide by 56'-7" tall the massive artwork will be visible from a great distance.

Good sightlines from the mews, Millway Avenue and beyond.

There is a captive audience of commuters waiting at the bus station.

## SITE CAPACITY

SmartCentres will retain ownership of the Light Wall and oversee regular maintenance.

New artworks will be reviewed by a Curatorial Collaborative Panel.

The work is suspended in the air over 2 storeys high placing it out of physical reach by the public.

## COMPATIBILITY/ENHANCEMENT

Multiple artworks to be commissioned.

Infrastructure can be used to exhibit a collection of digital artworks to be commissioned in the future.

Rotating exhibition with each collection of artwork on display for a few months.

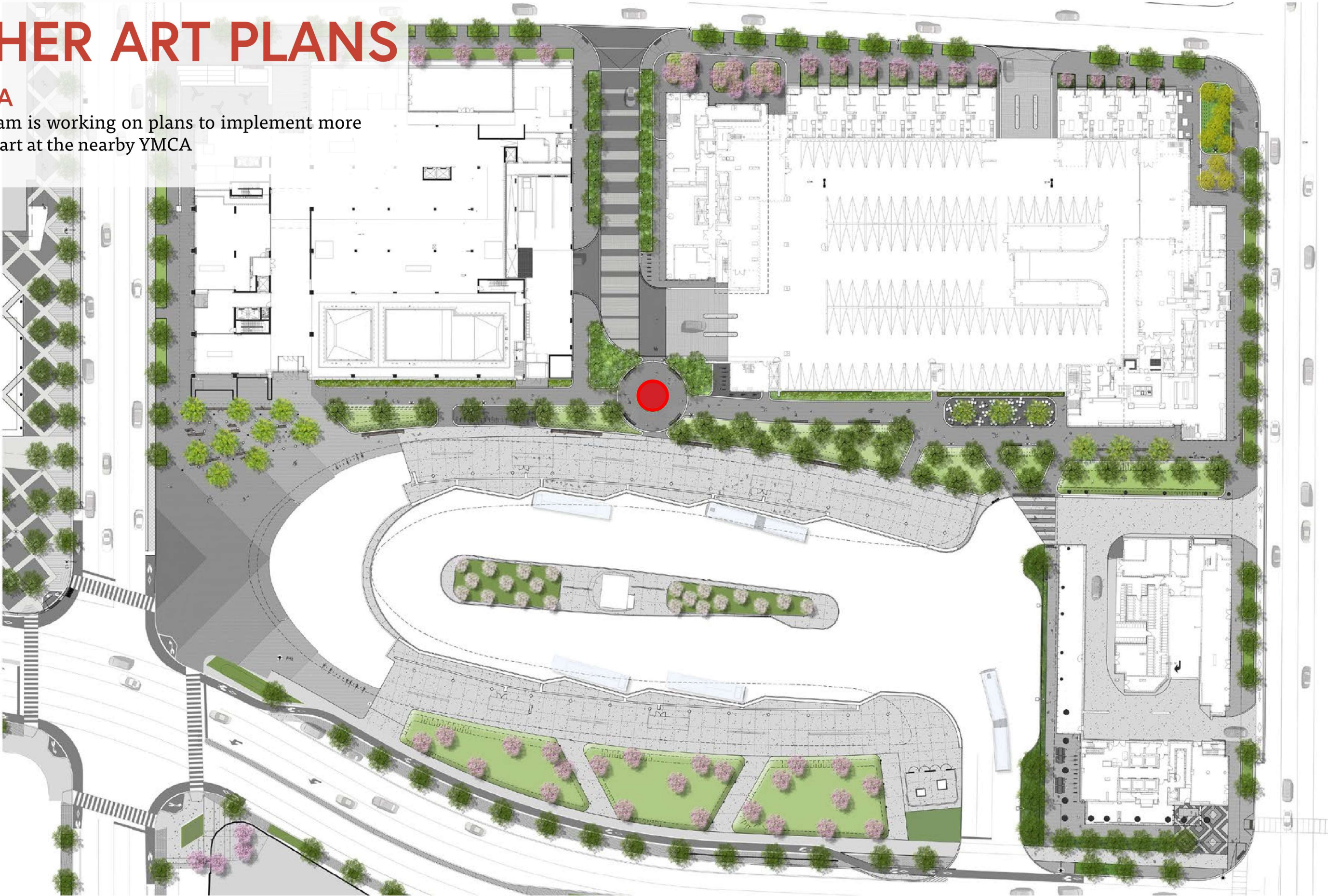




# OTHER ART PLANS

## YMCA

The team is working on plans to implement more public art at the nearby YMCA



1:750



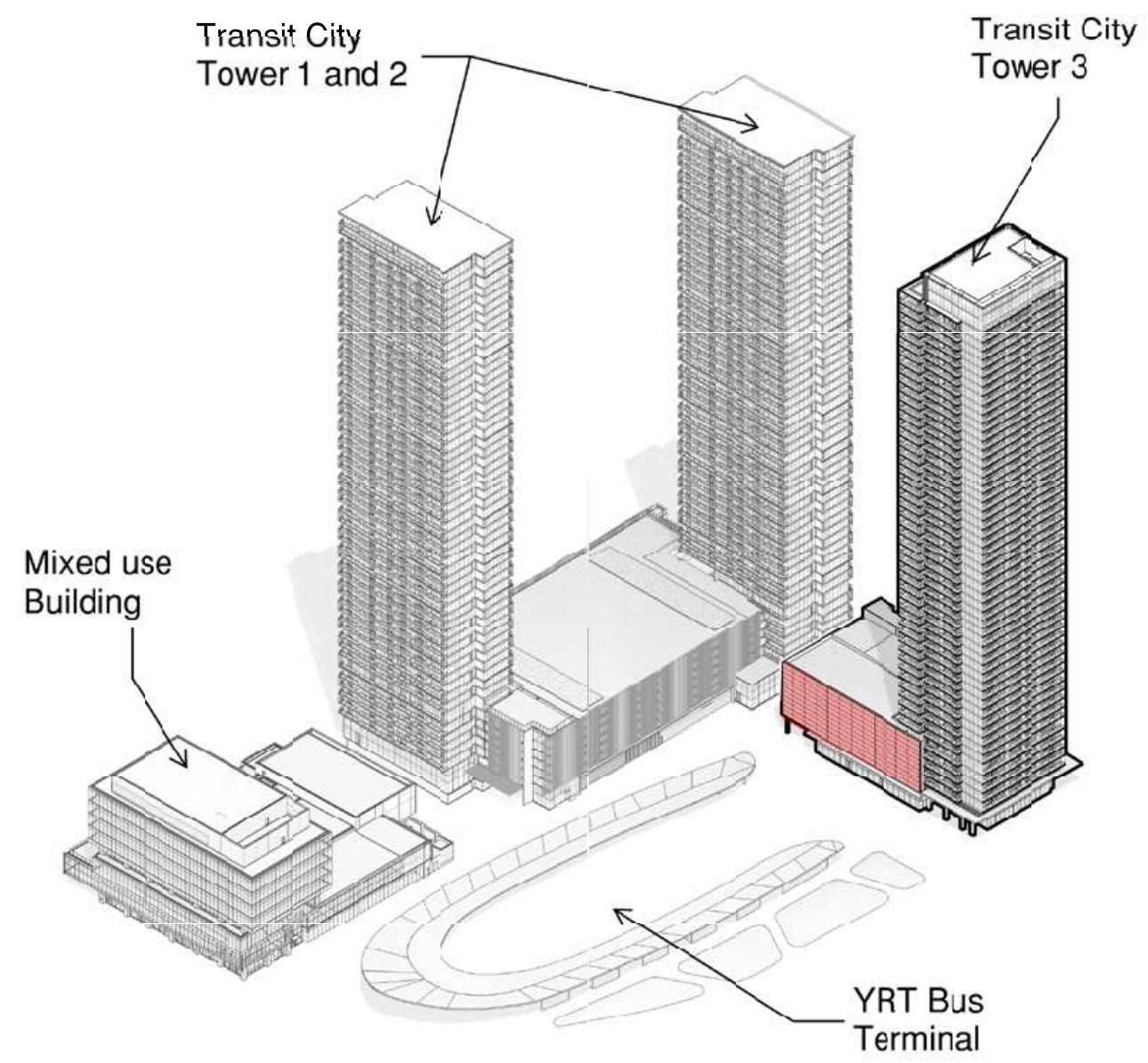
# SITE SELECTION



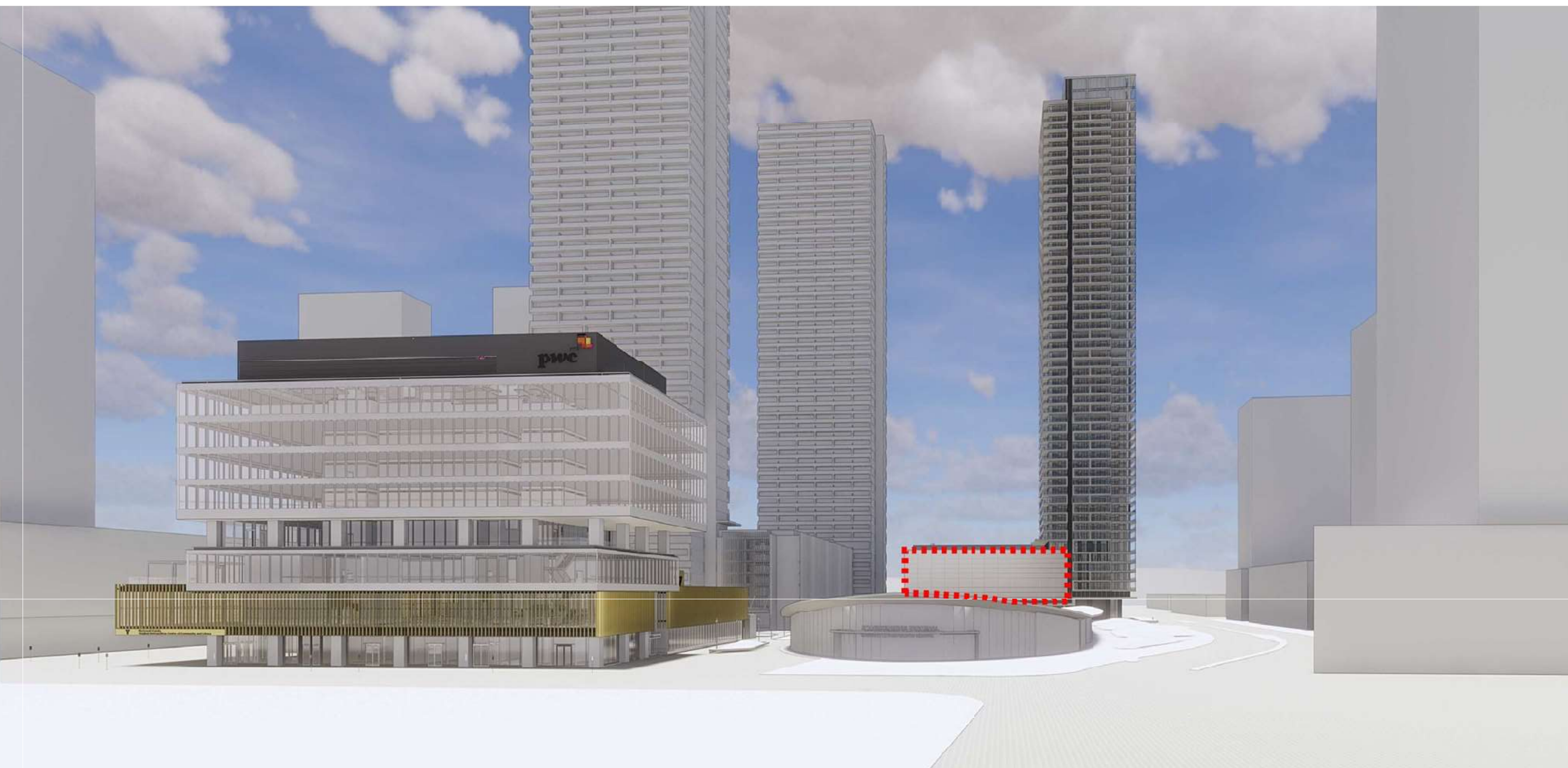


# SITE SELECTION

LOCATION OF LIGHT WALL AND MAIN VIEWS OF LIGHT WALL

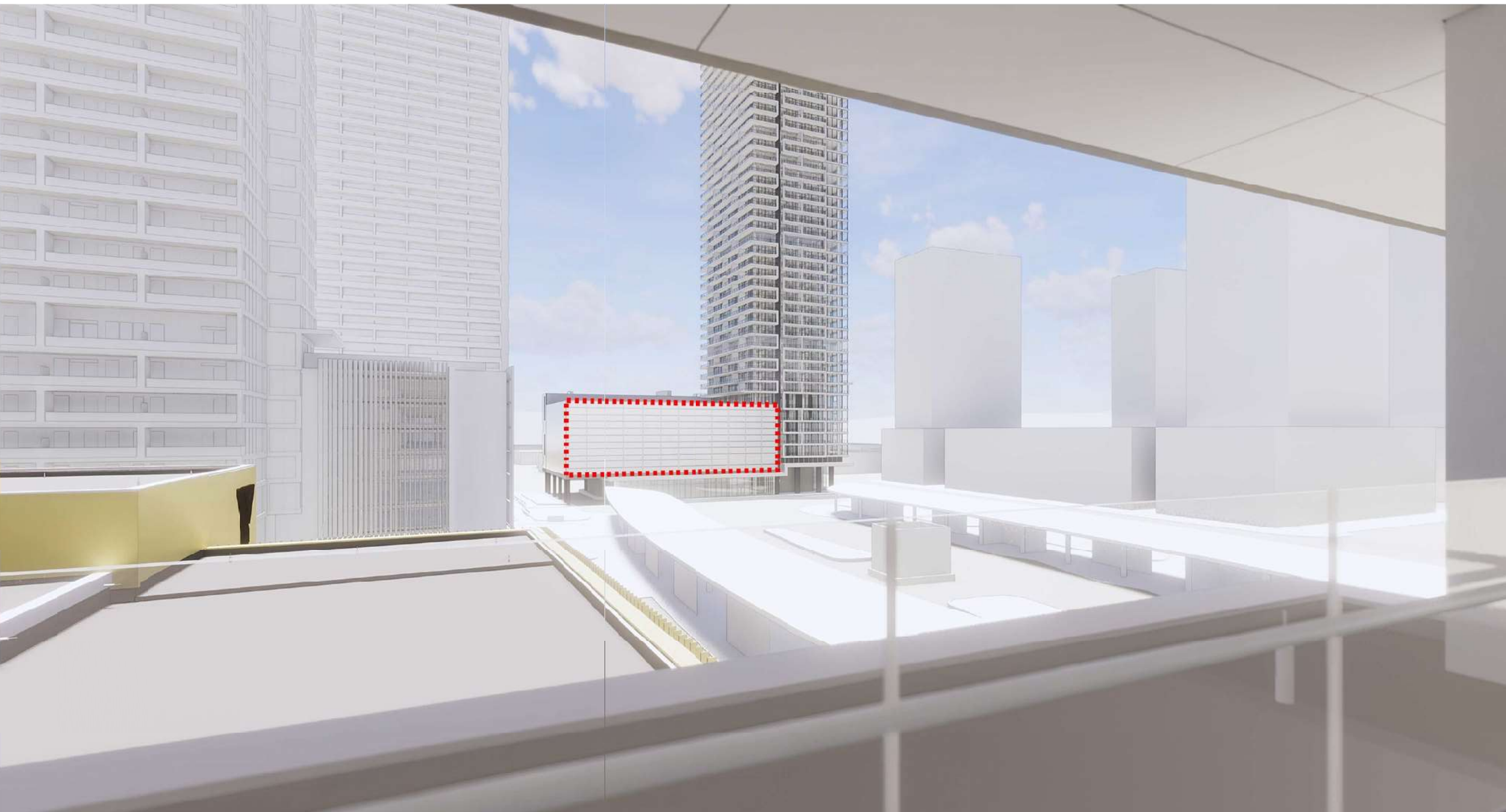






**PERSPECTIVE VIEW FROM HIGHWAY 7**





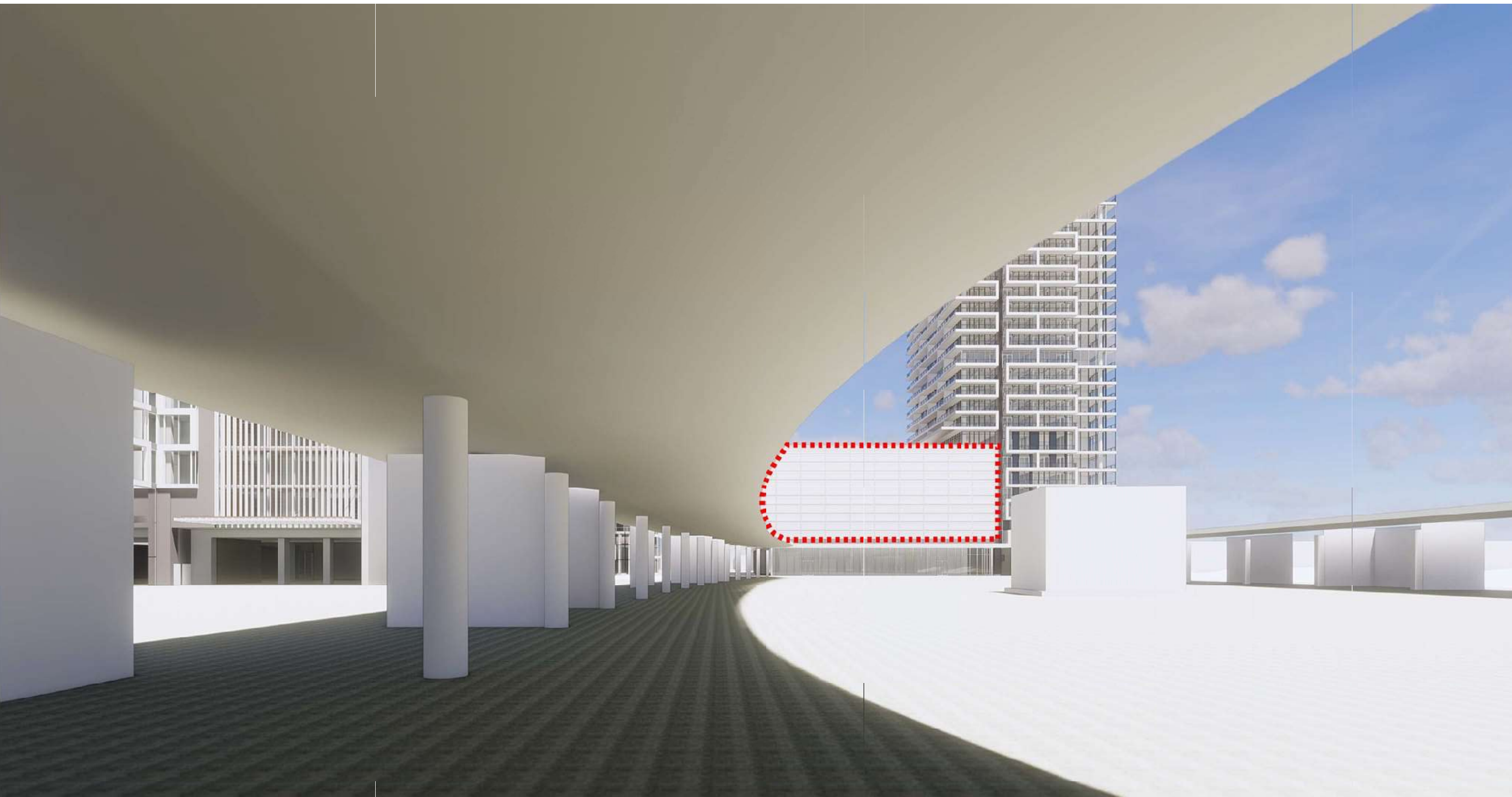
**PERSPECTIVE VIEW FROM PWC BUILDING**





**PERSPECTIVE VIEW FROM MILLWAY ROAD**





**PERSPECTIVE VIEW FROM YRT BUS TERMINAL**





**PERSPECTIVE VIEW FROM BUCA RESTAURANT PATIO**



# PRECEDENTS



*James Turrell*



*Julian Opie*



*Dereck Revington*



*Ivan Toth Depea*



*Jim Campbell*



*Michael Hayden*



*United Visul Artists*



*Katharine Harvey*



# SCALE OF LIGHT WALL

Proposed Light Wall, 930 m<sup>2</sup>



Sistine Chapel Ceiling, 560 m<sup>2</sup>



Picasso's Guernica, 27 m<sup>2</sup>





DAY

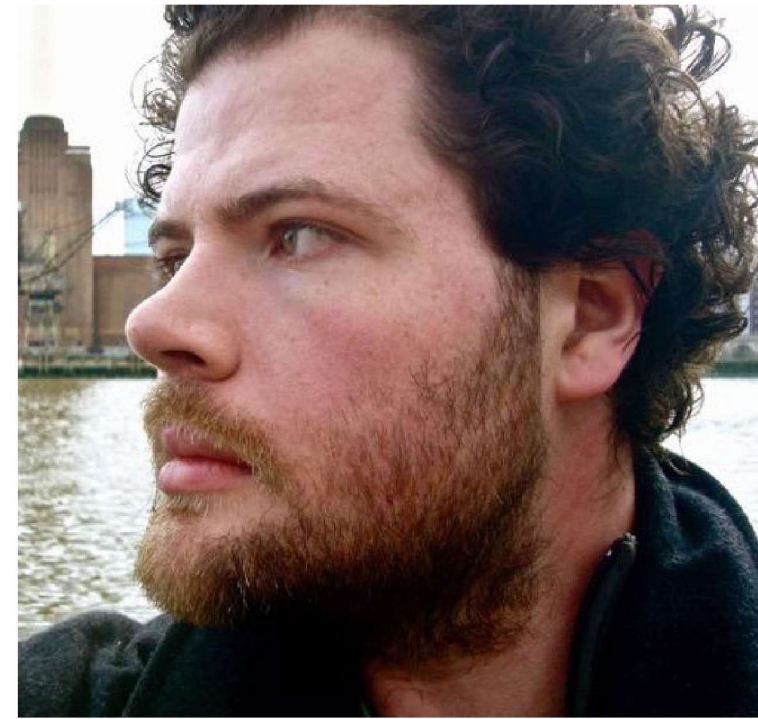
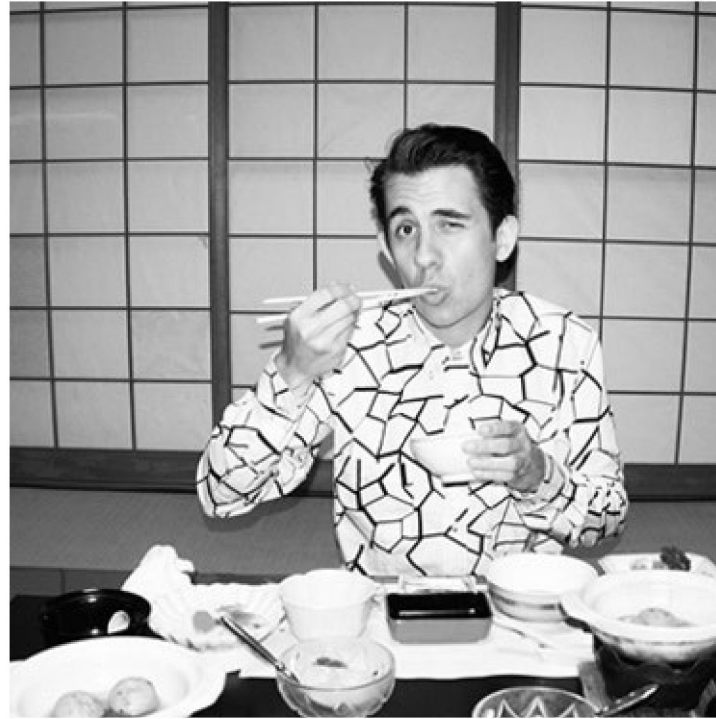


NIGHT





# ARTIST SELECTION PROCESS



## A SEARCH FOR INTERNATIONAL ARTISTS

Low Res Video Artists

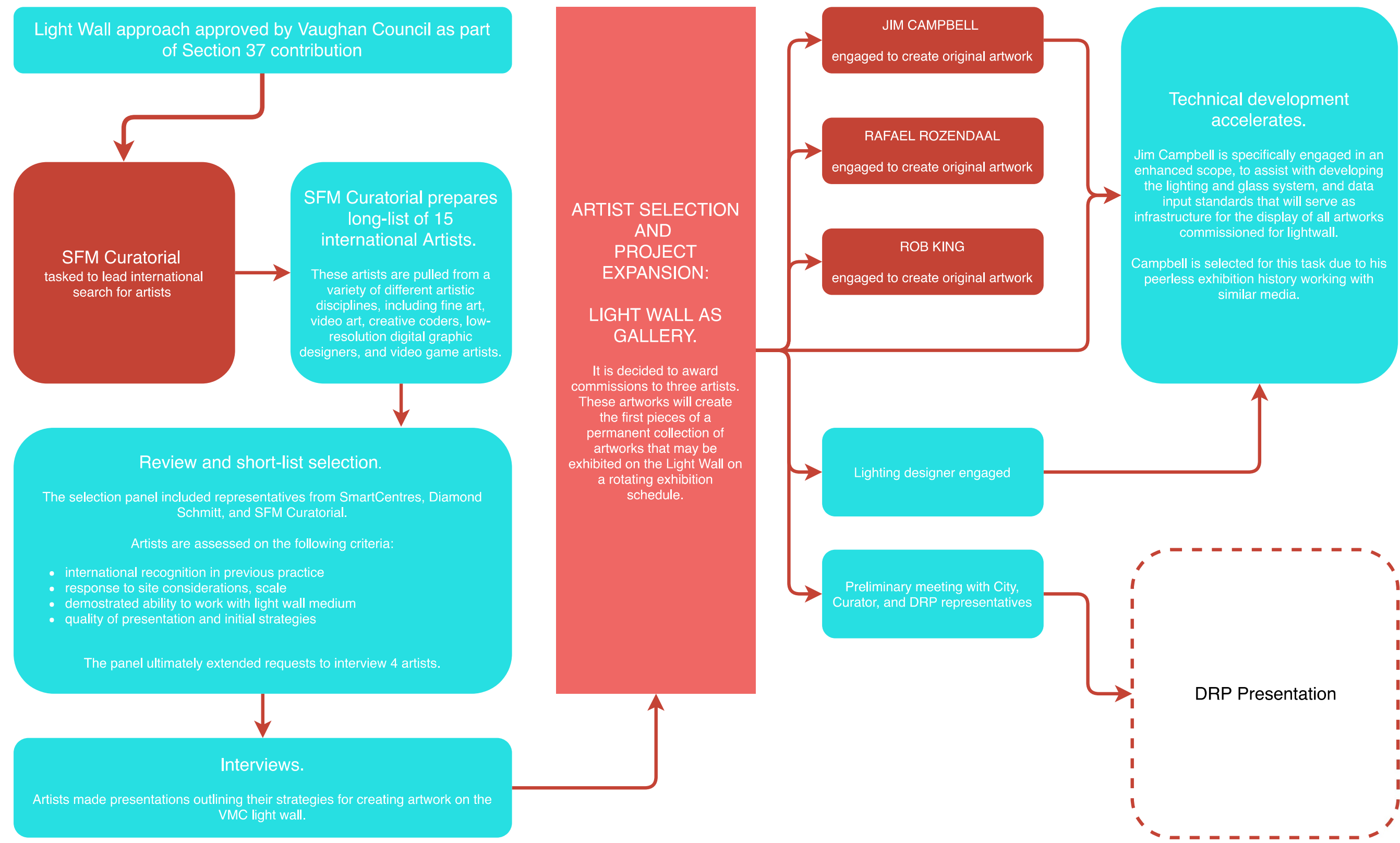
Artists/Designers from the Video Gaming  
Community

Legendary Low Res Pioneers

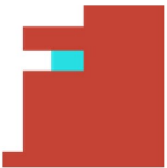
Programing Artists



# ARTIST SELECTION PROCESS



\*new artworks will be reviewed by a Curatorial Collaborative Panel





# JIM CAMPBELL



## CAREER HIGHLIGHTS

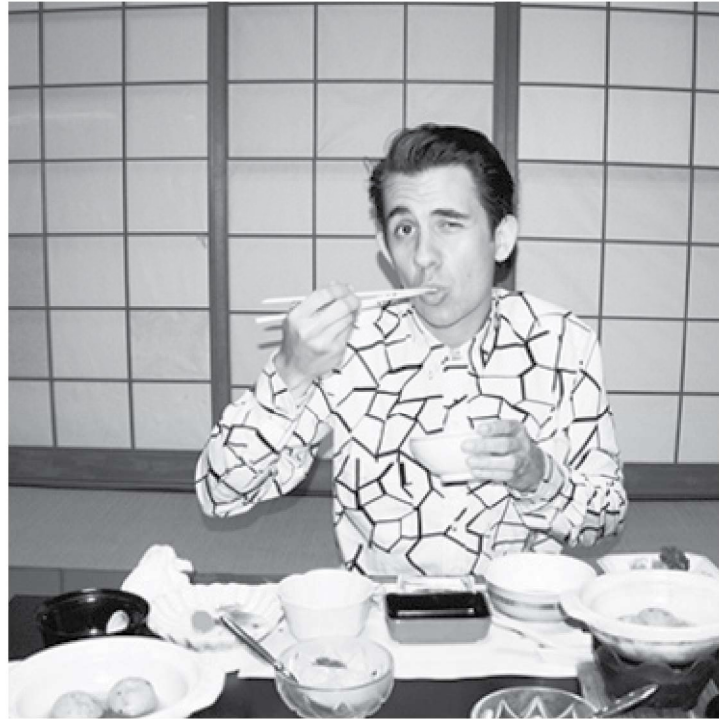
Whitney Biennial, 2002

Public Collections in: Metropolitan Museum of Art, NY; The Museum of Modern Art, NY; Smithsonian American Art Museum, Washington DC; The Whitney Museum of American Art, NY; The San Francisco Museum of Modern Art





# RAFAEL ROZENDAAL



## CARRER HIGHLIGHTS

Seen to the right “Much Better Than This” was a series of low resolution videos tht illuminated Times Square each night in February 2015.



*Much Better Than This - 2015*





# ROB KING



## CARRER HIGHLIGHTS

Working ith the team that created “Tentacles” a MOMA exhibit and as been shown worldwide in Germany, Brazil, the UK, India, Canada and the USA



*FLUXe - nuit blanche 2011*



# JIM CAMPBELL - SKETCH 1



*\* this is a sketch and does not reflect the artists final vision for thier artwork*



# JIM CAMPBELL - SKETCH 2



*\* this is a sketch and does not reflect the artists final vision for thier artwork*



# RAFAEL ROZENDAAL - SKETCH 1





# RAFAEL ROZENDAAL - SKETCH 2



*\* this is a sketch and does not reflect the artists final vision for thier artwork*



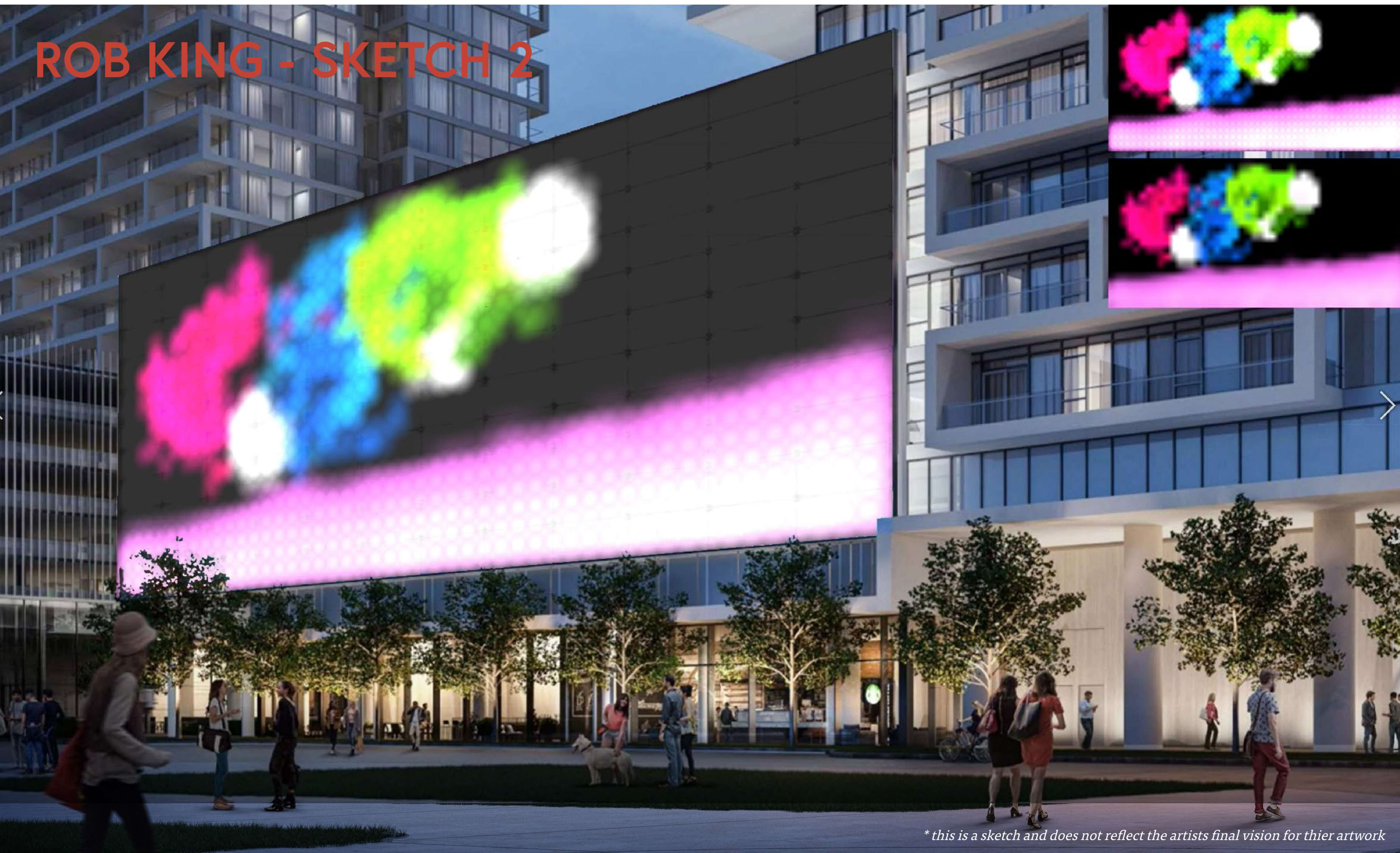
# ROB KING - SKETCH 1



*\* this is a sketch and does not reflect the artists final vision for thier artwork*



# ROB KING - SKETCH 2



*\* this is a sketch and does not reflect the artists final vision for thier artwork*



# LIGHT WALL AS A GALLERY

## AS A GALLERY

This media wall should not be exclusive to a single artist.

**It was decided that the light wall should be a dedicated gallery featuring a digital art collection on a rotating basis**

These artworks can be tied to seasons, festivals, special events, etc.

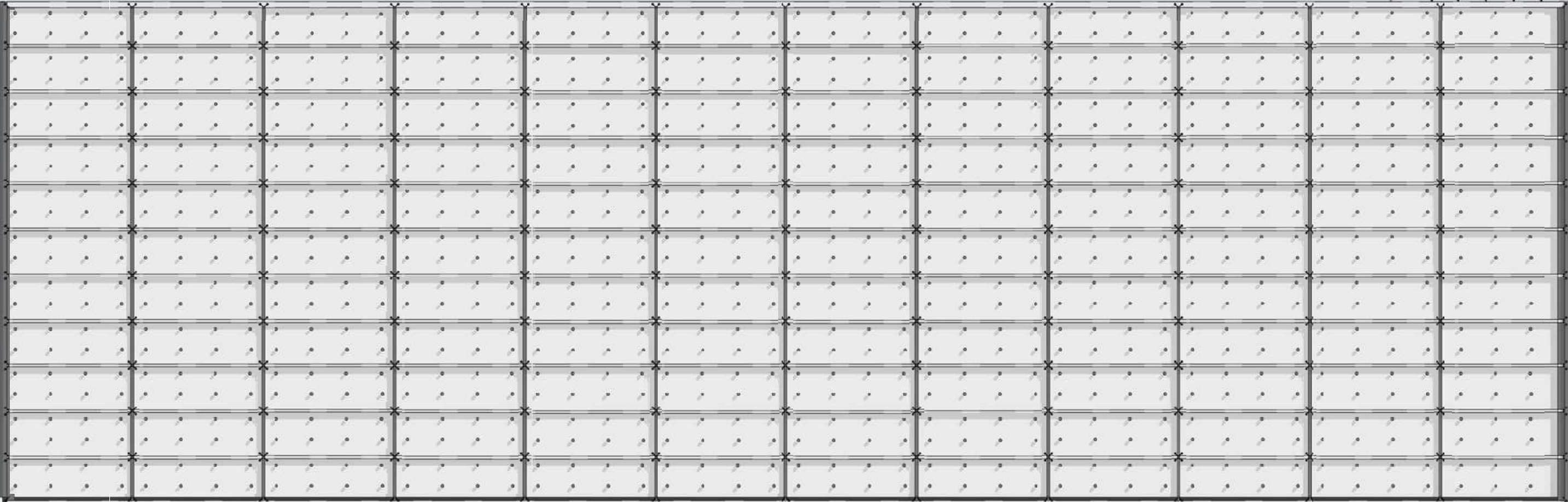
## JIM CAMPBELL TO SERVE AS CONSULTANT

Jim Campbell will act as a consultant to shape the Light Wall into a flexible low-res screen that all artists can use.



# LIGHT WALL DESIGN

## GLASS SUPPORTING SYSTEM SCHEMATICS



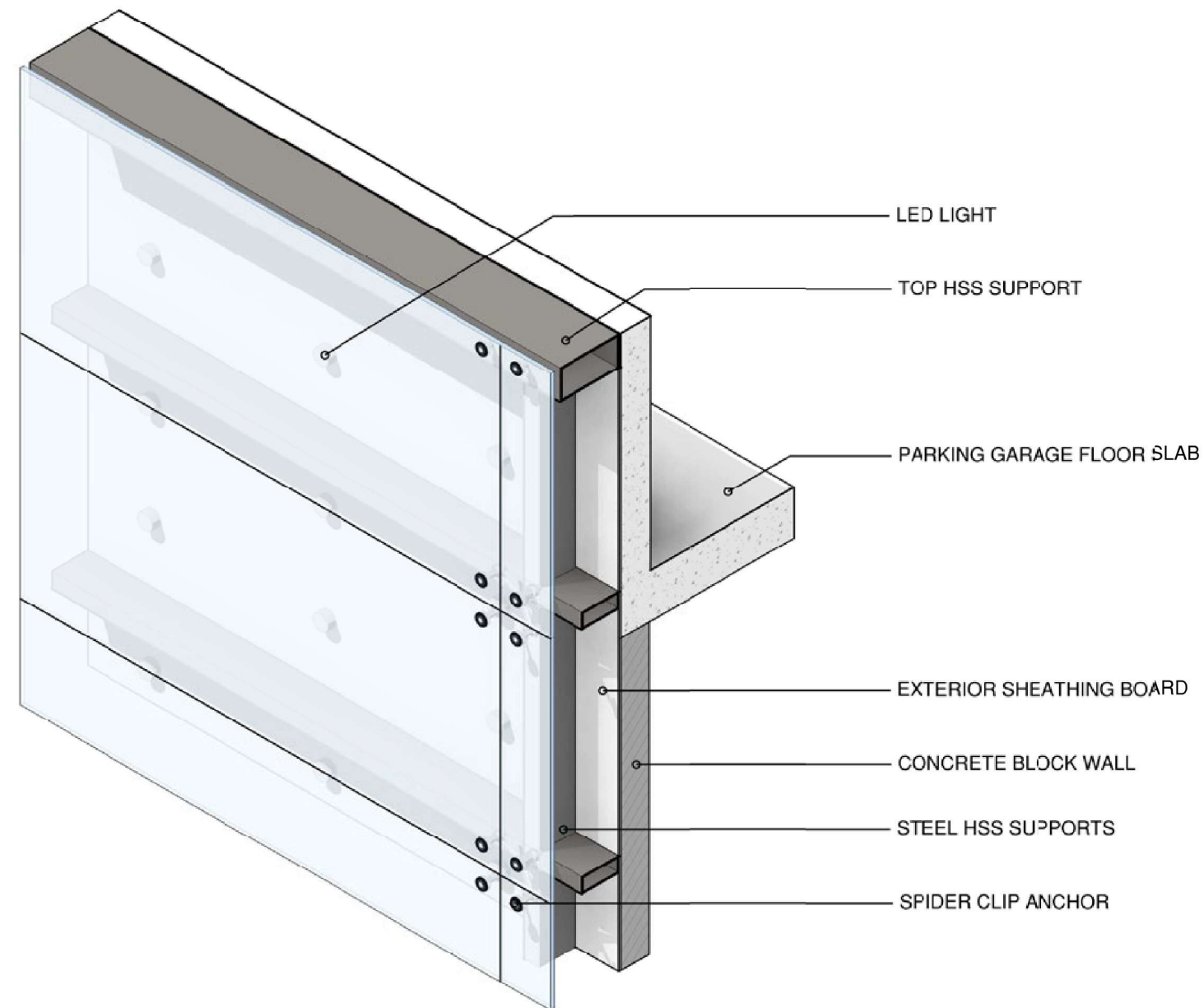
BUS LANE

Independently controlled L.E.D. fixtures mounted behind glass to create coloured pixels.



# LIGHT WALL DESIGN

## MOUNTING SCHEMATICS

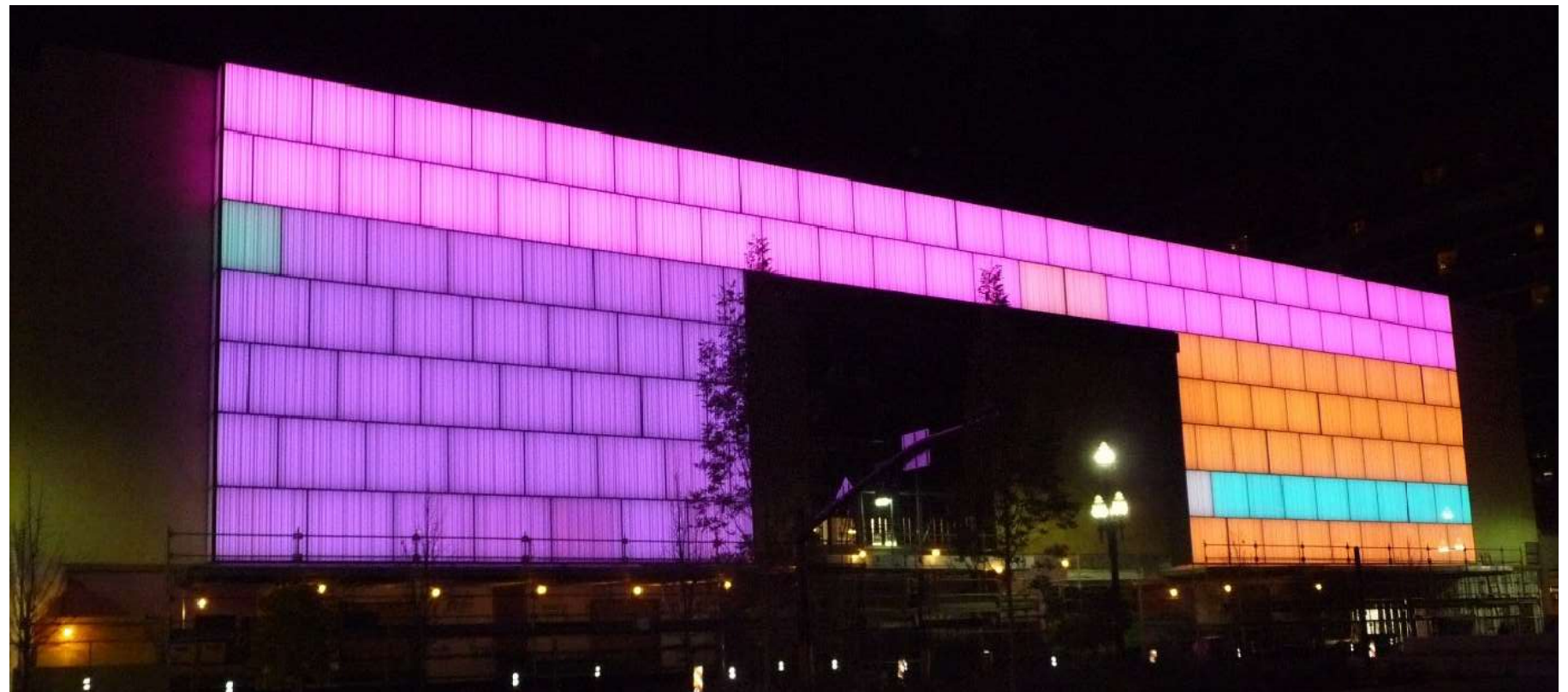
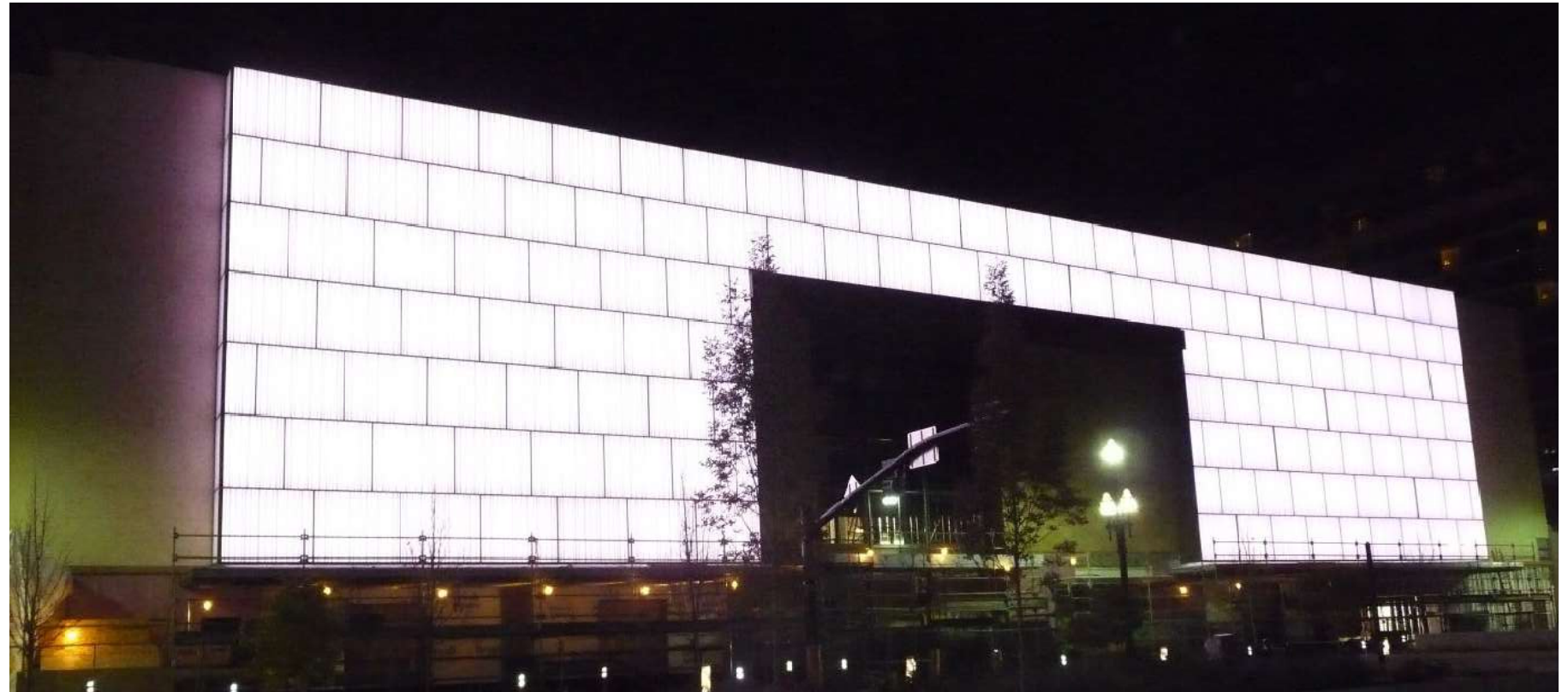




# DESIGN ASSIST PARTNERSHIP

## NOVUM

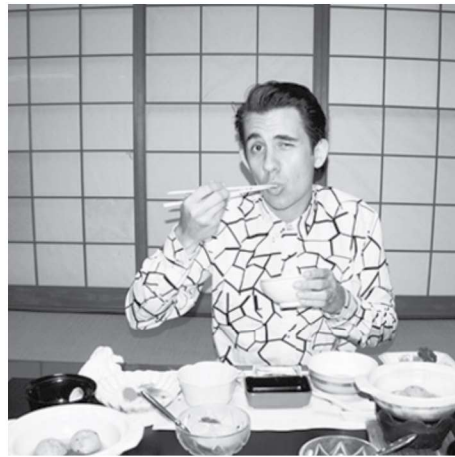
An experience fabricator of structural glazing systems





# NEXT STEPS

- Curating site specific pieces
- Timing





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