



Susan Zoccola  
Artwork Concept Proposal  
City of Ashland - Gateway Island  
May 2016



## Concept

This artwork was, first, inspired by my visits to Ashland, which I find to be very beautiful, warm and inviting. I have been moved by the vitality of the City, the natural beauty found everywhere, the richness of the performing and visual arts communities, and the way people I met felt really committed and connected to their city. Ideas for this sculpture also came from thinking about the site as a gateway, and how the sculpture would be seen approached by car and explored on foot, with views that would change in all directions. Visually, intuitively, I was thinking about the community of Ashland, connections between people, welcoming gateways, the swirl of falling leaves from trees of Lithia Park, water flowing over rocks in the river. That the site is surrounded by main arterial streets and is so close to the main library and fire station offer really exciting visual contexts. I believe this sculpture would enhance the experience of entering the downtown core, and help to create an iconic piece that would excite and engage the resident community, while also be welcoming and memorable to tourists, sharing the uniqueness of Ashland as well as it's connection to the larger world community with a contemporary sculpture.

## Form

This freestanding sculptural gateway would be made using painted metal poles as the vertical elements, with an assemblage of interconnected spirals made with steel tubes, and steel wire rope connecting them horizontally. The 4 steel poles of varying heights would be embedded in concrete footings inside the Gateway Island's bricked circle. I see the swirls of organic curves creating an arch, attached to the 4 poles and cascading down from 20 ft. to approximately 10 feet. The artwork would hold the space and create an iconic anchor to this entrance to town. I would work with an engineer to help me design the fabrication in order to keep it's lightness and openness, while being very strong, and able to withstand all weather and winds. The curves and swirls of the design and softness of the cables would allow the piece to be big and still have an inviting permeability. The sculpture would change it's appearance from different locations, maintaining a freshness and element of discovery. The finishes on the piece will be very important so that it is appealing both close and far away. At this stage of the proposal process, I've chosen a balance of warm and cool colors – coppers and silvers. There will be attention paid too to the connections of the metal parts, whether it's welded or mechanical, as I would like for the piece to have interest and warmth close up too. I would use epoxy based metallic finishes for durability, and include a graffiti coat on the poles to 10 feet for ease of maintenance.



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Concept 2, Form and Concept



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Concept 2, view from Fire Station roof



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Concept 2, day view



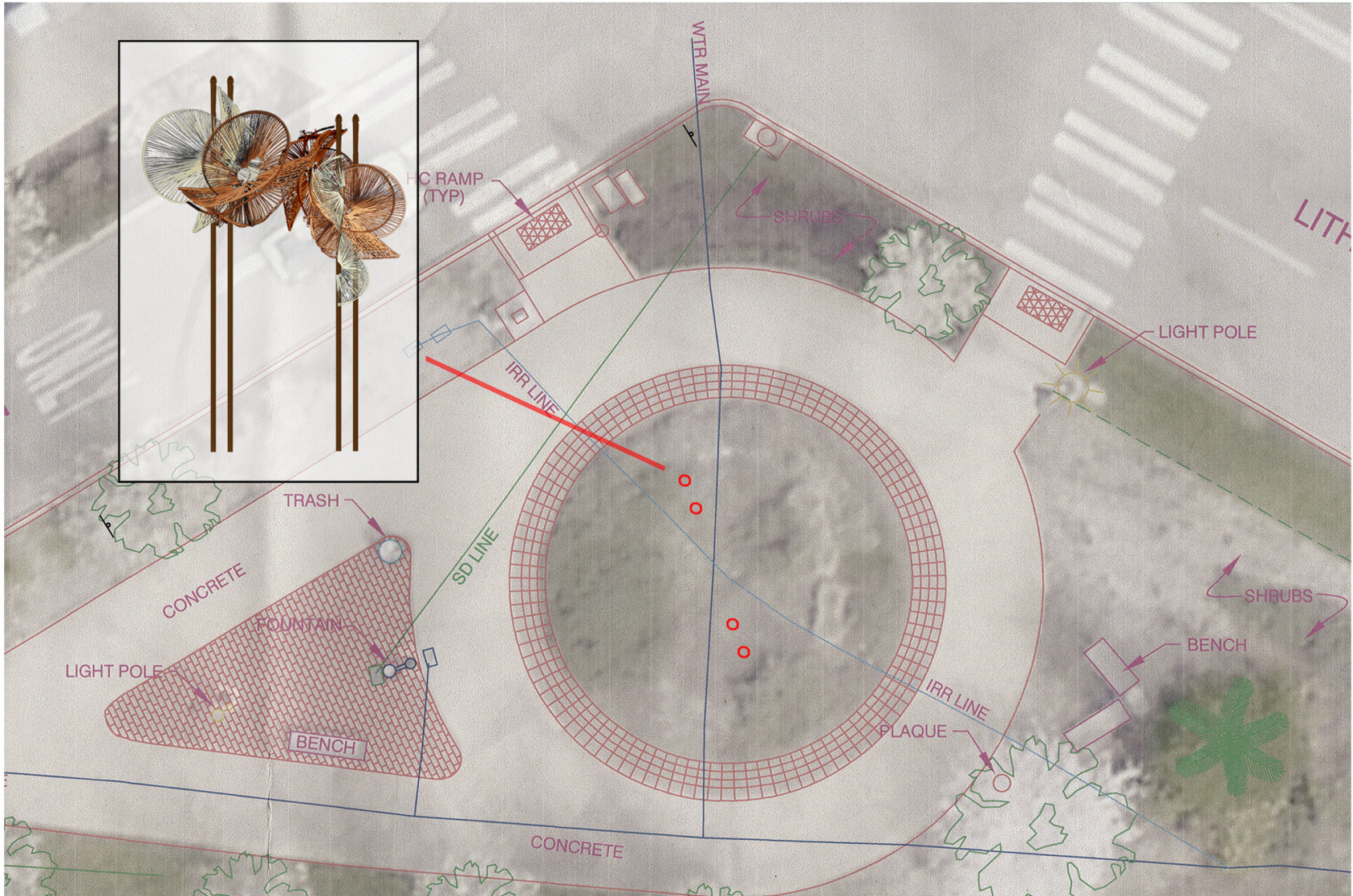
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Concept 2, night view



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Concept 2, view from intersection



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Concept 2, artwork location

MATERIALS:



Epoxy paint or powder coat

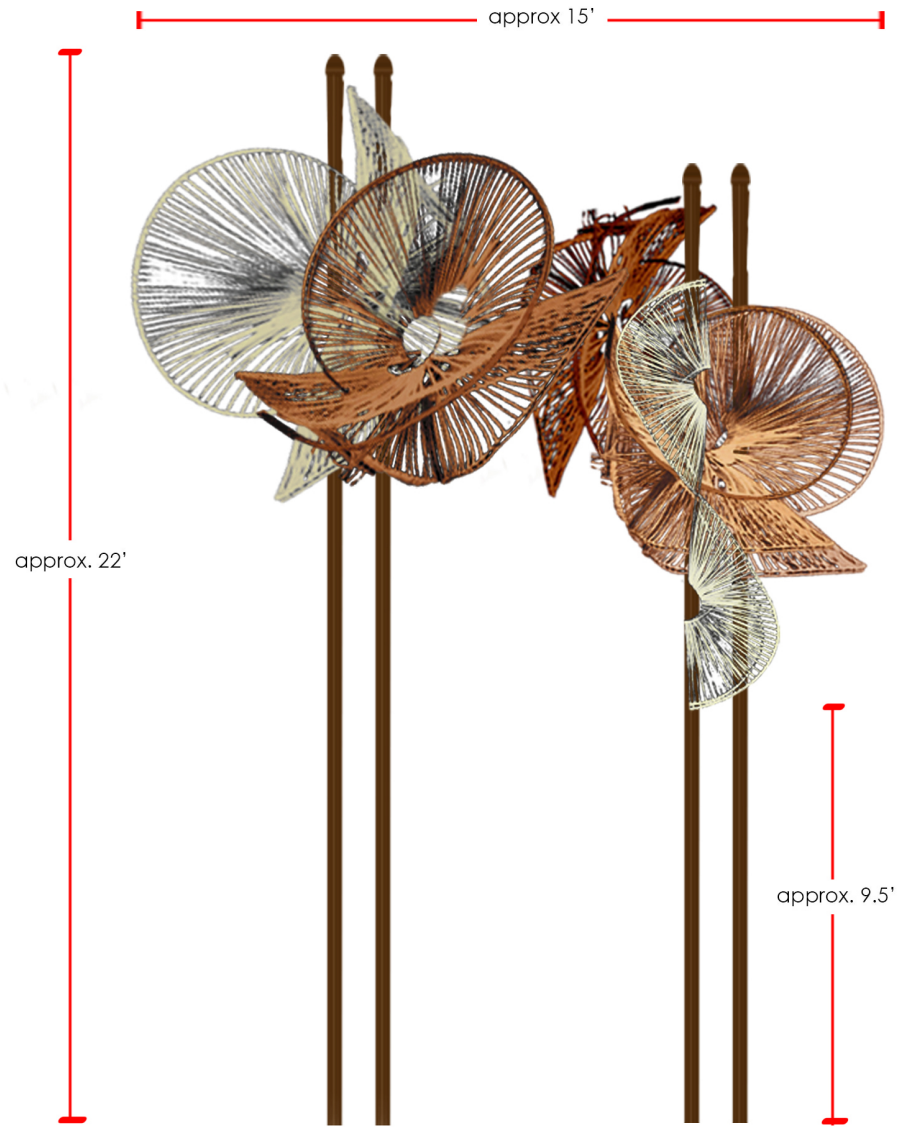


Steel round pipe



Steel cable

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Concept 2, Materials and Scale



**PRELIMINARY BUDGET**

•Final Design Development & documentation for construction \$ 5,000

**PROJECT EXPENSES**

FABRICATION:

•Metal Fabrication \$ 60,000.

•Engineering & Consultants \$ 5,000.

•Transportation \$ 7,000.

•Installation – concrete pad, excavation, crane etc. \$ 13,000.

•Contingency \$ 10,000.

**TOTAL BUDGET \$100,000.**