



Artistic Lightscape Discussion



CAMBRIDGE
REDEVELOPMENT
AUTHORITY

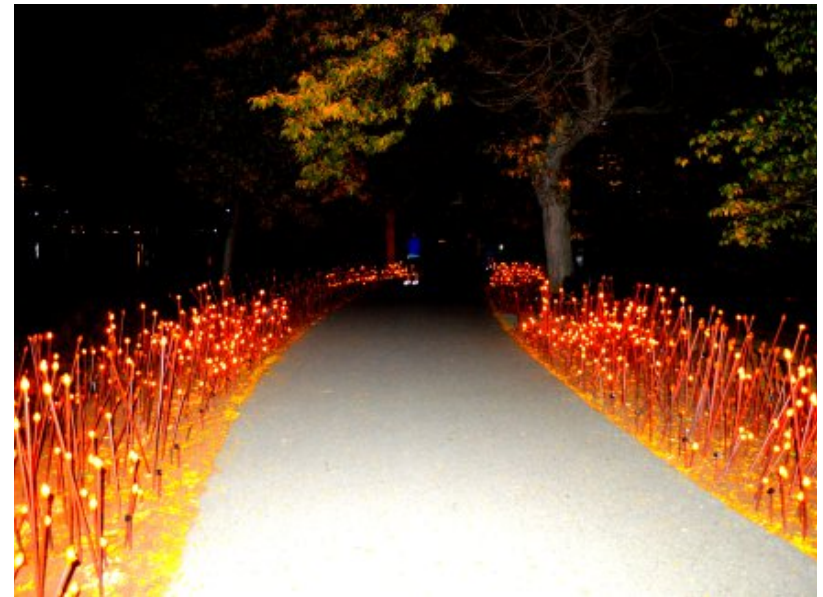
WHAT IS IT?

- The Lucy Light Forest was “an interactive light and sound experience created to celebrate movement.”
- The installation consists of 10,000 solar powered LED lights.
- Amber hues of light and complementary tones of sounds are activated by movement as people pass through the installation.
- Originally installed along the Esplanade path in Boston for 10 days in October 2013.
- Created by Paul Streitz of [PixZel Effects LLC](#) in Sauk Centre, MN
- [Vimeo video link 1](#) (“case study”)
- [Vimeo video link 2](#) (promo)
- <http://www.lucylightforest.com> (archived site from 2013)



HISTORY OF LUCY LIGHTS

- Installation was originally an ad campaign for Lucy Women's Activewear.
- It was used only once, and then stored by the original creator in Minnesota.
- Lucy Activewear was acquired in February and will be folded into the North Face brand. All stores and the website will be closing by the end of the year.
- The opportunity to accept the installation was brought to the CRA Staff's attention by CRA Board Member Conrad Crawford.



LIGHTSCAPE COST TO ACQUIRE

- **Original cost to develop & build in 2013 = \$345,000**
- **No-Cost Items: Lightscape accepted as-is**
 - All electronic components including 10,000 lights, poles, connectors, as well as the motion sensors, controllers, etc. = \$0
- **CRA's estimated initial acquisition costs = \$50,000**
 - Two Solar Trailers with new batteries (for storage, power & transporting)
 - Transportation (delivery from Minnesota to Cambridge)
 - Reprogramming controllers with a variety of pre-set programs
 - First installation by original creator (travel costs and labor time)
 - Training local technicians to setup and take down in the future
 - Additional supplies for repairs to connectors and wires as necessary
 - Additional controller, photo cell and time clock (to enable a split installation)
- **CRA's estimated annual maintenance expenses = \$20,000**
 - Installation by local team trained for installation
 - Breakdown by local team trained for take down
 - Technical maintenance & repairs as necessary



POTENTIAL LOCATIONS

- Grand Junction Park & Path
- Galaxy Park Lawn
- Sixth Street Walkway
- 3rd & Binney
- Roof Garden
- City Wide? (City Hall, Cambridge Common, Lechmere Canal Park, River, etc.)
- Consider sponsorships and partnerships for each installation season
- Signage, website, social media, opening event each season
- Seasonal installation:
 - Late summer and fall sunset time more favorable
 - Spring is too muddy
 - Wires, connectors are rain compatible, not snow and ice compatible, needs to be stored for winter
- Capable of being plugged in without solar trailers, typical 120v outlet(s)
- Once poles and connectors are installed, wood chips are scattered around installation to hide wires, no trenches necessary
- Irrigation would need to be turned off, nature of installation could have impacts on grass.



SOLAR TRAILERS



- Specs (each trailer):
 - 21' long, 7' wide, 9' tall
 - 9, 265 watt solar PV modules = 2,385 watts = 13.5 kWh harvest/day
 - 30kWh battery
 - Inverter (7-12k watt)
120/240VAC 60Hz output
 - AC Input cable (to charge batteries on grid if necessary)
 - 5 - 25 year warranties on each component listed above
- Re-plate / register MA RMV
- Insurance
- Storage site options / cost
- Install/takedown contractors would tow to/from storage



QUESTIONS

CRA Staff is continuing discussions with the artist to have the following questions addressed:

- How will the installation be impacted by extreme weather, or one early fall snow storm?
- Details on power requirements if plugged in to shore power?
- Details on motion sensors and sound?
- How far away can the solar trailers be placed from the installation? Degree to which it is impacted by successive cloudy days?
- Security of solar trailers?
- Could one trailer be sufficient to power and/or to store the entire installation?
- What is the condition of the lights, poles, connector after four years in storage?
- When will Lucy stop paying for storage in Minnesota?
- Litigation regarding naming impact the CRA from acquiring/operating the installation?
- Procurement of the takedown/setup contractor?



WHY PURSUE THIS?

The case for CRA's acquisition of the lightscape...

- CRA Vision Statement:
 - “In five years...CRA will be creating **landmark places** that represent enduring urban design, with **vibrant civic spaces**...it's projects will contribute to the community fabric of the city...the CRA will implement projects that cannot be achieved by others...projects will include **small-scale investments** related to the mission.”
- CRA Mission Statement:
 - “The CRA is committed to implementing **imaginative, creative** development that achieves social equity and environmental responsibility.”
- CRA Strategic Plan, page 14:
 - “A number of critical issues are facing the city and Kendall Square in particular...the following topics will continue to be of interest to the CRA:... **public space and park programming; public art.**”
- KSA District Identity and Place Brand, March 2015 by Minelli Associates
 - Create a unique sense of place in Kendall through landmarks and public art
 - Street level experiences would offer magic, mystery, beauty and fun
 - It will visually look the way it feels inside: vitality of innovation needs to be matched with vitality of life
 - Create spontaneous discovery
 - Landmark: prominent physical features of such distinction that it can be used as a reference point for all
 - Experiential: installations or frameworks that engage the visitor and support planned or spontaneous activities
 - Recommendations/Strategies: Develop public art landmarks; Foster interaction; Organize a district-wide signature event.
- K2 Plan :
 - Goal 1: Nurture Kendall's innovation culture: Support a vibrant environment for creative interaction.
 - Goal 2: Create Great Places: ; Create lively, walkable streets; Engage buildings and streets to create lively public areas
- There is a widespread sense that Kendall needs public art that is....
 - Interactive and engaging (not static)
 - Fun and playful
 - Expresses Kendall's innovation ethos through use of technology / electronics / computing power / lighting
 - Activates Kendall outside 9-5 hours
 - Creates an iconic destination to attract people specifically for the installation, residents and visitors alike
 - A temporary, repeating/annual, signature “event” that changes with each iteration



NEXT STEPS

- Board interest in CRA Staff continuing to invest time into pursuing the offer to acquire the lightscape
- Additional due diligence with the original creator in Minnesota, as well as the local Boston installer from 2013 ([High Output](#), Inc.)
- Investigate opportunities for sponsorships and partners
- Finalize details of acquisition and schedule of first installation, potentially bring back to CRA Board for spending authorization





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