

A few thoughts about how I might help the City of Madison craft site specific public art for the Pennsylvania Park that engages and supports the community while garnering international distinction. The fusion of sustainable art and development is the way of the future. Instead of art being an afterthought, or a job for the designer or landscape architect, it should be an integral part of the development process. A piece of art, while important for its obvious aesthetic appeal, can also have profound symbolic value. I envision this project in several phases, each with a specific deliverable. Madison's public art initiative invites people to engage with sustainable initiatives in a way that's fun, educational, accessible, and thought-provoking.

### **Phase One: Research in Understanding the Design Site - History, Natural Energies and the Community Context**

Laying the groundwork for buy-in from diverse community stakeholders is critically important. Morrison conducts extensive research on issues including neighborhood histories, economic and environment conditions of the surrounding communities, schools, and businesses, local biodiversity and the geographic character and anomalies of the area. The result is in-depth understanding of the scope of the project and written narrative outlining this understanding. The narrative communicates the purpose and goals a public art project and directs all community outreach projects by that artist that include working with local schools on renewable energy projects, interviewing regional biologists, and local environmentalist groups.

### **Phase Two: Community Engagement - Advancing Community Awareness with Sustainable Public Artwork**

Public art in an urban environment can have a powerful social function, renewing citizenship through a sense of place and civic engagement activities. The City of Madison's has issued a compelling public art call with opportunities to engage the surrounding neighborhoods and community in an integrated on-site renewable energy project encouraging other sustainability engagement programs. My previous experience with seven other solar powered public art projects lends a unique understanding of how to engage and activate communities. My interest in the Pennsylvania Park project is to help facilitate a renewable energy public art platform incorporating innovative urban design with art patterns that showcase the rich biodiversity of the state of Wisconsin - which has over 1,800 species of native plants and 657 species of native vertebrates. The artwork has the potential to create a positive energy footprint, engage the community and increase the livability of the community. I believe that if we can individually have a unique experience with understanding an experiencing nature - we are more likely to fight to preserve it.

### **Phase Three: Design and Fabrication**

After thorough research, the in-depth knowledge of the regions rich biodiversity will inspire and direct the art patterns that are then laser cut into metal and fabricated to make the solar powered public art sculpture. The laser cut patterns light up at night with choreographed LED light shows. The shape of the animals, birds, pollinators, flowers, trees and plants that are highly visible during the day with vibrant color, pattern and detail. At night, the sculpture comes alive with added dimension as the choreographed LED light, interact in a cacophony of light - all powered with a renewable energy. By creatively demonstrating the power of innovation, LED light sculptures enrich the experience of public art and encourage participation and curiosity about environmental stewardship and energy solutions.

For Alabama Power's Powell Ave. Steam Plant redevelopment, I worked with regional biologist to catalog endemic, native, protected and endangered species of the Cahaba Rive Watershed. Three seventeen foot tall towers were inspired by the shape of historical porcelain insulators.

The towers were laser cut with the art patterns developed from the species list. The oversized LED light towers engagingly tell the story of energy's past, present and future. Community engagement included solar art projects with schools, coloring books created from the art pattern to identify regional plant and animal species.

## **Methodology**

Deedee Morrison is a nationally known public artist working on the forefront of designing solar powered and LED sculptures to communicate public priorities and vision. Morrison's work combines traditional sculpture construction methods with cutting-edge digital design and fabrication technology. As a sculptor and installation artist, Morrison's work has been heavily influenced by her interest in industrial forms and light. As a result, a unique style has evolved that reflects an understanding of the natural world by incorporating industrial materials, computer numeric control cutting methods (CNC), and organically inspired designs to create solar powered LED light sculptures. By combining green consciousness with forward thinking and sustainable designs, these light sculptures pay tribute to nature's beautiful efficiency.

Deedee Morrison has been working as a professional studio and public artist for over 14 years and during that period, she has had the privilege of working with libraries, schools, parks, cities and municipalities all over the country to envision public art that embodies the cultural expression, the character and purpose of the project. Morrison's past experiences have facilitated an integrated approach to art planning which emphasizes active collaborations and partnerships with design teams, landscape architects, architects, engineers and the community as a whole.

Morrison has installed every project according to deadline dates and within budget, working with local companies as available and contributing back to the community. Morrison works closely with the architects, designers, city planners and community to understand the unique characteristics of the neighborhoods around Madison, WI. Research, innovative thought and industrial design will shape the vision for a unique art statement; bridging the fields of history, biogeography and art. A good public art story considers all these significant elements and weaves them together into sculptural form. Final design includes fabrication documents, stamped drawings, detailed narrative descriptions of the art concept, a listing of materials and fabrication technique, a detailed budget and long term maintenance manual.

**UPCOMING EXHIBITIONS/INSTALLATIONS:**

Holocaust Memorial Garden  
Downtown Birmingham, Alabama  
Corten Steel and Marble  
Budget - \$125,000 - December 2017

Biltmore Tennis Center  
Office of Raleigh Arts - City of Raleigh, NC  
Budget - \$38,000 - February 2018

**PAST EXHIBITIONS/INSTALLATIONS:**

Forsyth Community Library  
Winston Salem Public Art Program - Winston- Salem NC  
Corten, Stainless Steel with LED Lighting  
Budget - \$65,000 - July 2017

*SEED POD II*

Xavier University - New Orleans, Louisiana  
Powder Coated Aluminum with Solar Powered LED Lighting  
Budget - \$80,000 - February 2015

*CHARM - Metairie City Park, Metairie Louisiana*

Limestone with Powder Coated Aluminum and LED Lighting  
Budget \$25,000 - March 2015

*PARALLEL FRAMES OF REFERENCE*

Lawrence Transit Station - Chicago, Illinois  
Chicago Transit Authority - Public Art Program  
Budget - \$85,000 - December 2014

*CHARM - Owensboro Museum of Art - May 2014*

Limestone with Powder Coated Aluminum and LED Lighting - Series of three

*BOUNDLESS KNOWLEDGE*

Sterling Library - Baytown, Texas  
Corten Steel with Solar Powered LED Lighting  
Budget - \$50,000 - October 2013

*CHARM I*

Grand Rapids Museum - Grand Rapids, Michigan  
Limestone Boulders, Powder Coated Aluminum with Solar Powered LED Lighting  
September 2013

*PROVERB CORD*

Art and Sol Renewable Energy Fall Festival - Bay City, Michigan  
Limestone Boulders, Powder Coated Aluminum with Solar Powered LED Lighting  
September 2013

*GLOBAL CONVERGENCE*

See Art Orlando - Orlando Public Art Commission - Orlando History Center  
Powder Coated Aluminum Solar Powered LED Lighting  
Budget: \$1.5 million (artist one of seven) - August 2013

*MAGENTA CHARM*

Delta State University  
August 2013

*FIREFLY LANTERNS*

Boynton Beach Public Art Project  
Boynton Beach, Florida - January 2013

*LANTERNS*

Miami Art Basel - Guthrie Contemporary Gallery - Miami, Florida - December 2012

*SUN TOTEM* - El Paso Invitational Palm Desert, California  
October 2012

*UNDONE* - Main Street Public Art Project - Colorado Springs, Colorado  
June 2012

*APRIL CHARM* - City of Lafayette Public Art - Lafayette, Colorado  
Budget - \$75,000 - June 2012

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*SAFE HARBOR*

RiverWalk Park - Shreveport Regional Arts Commission - Shreveport, Louisiana  
Budget- \$80,000 - April 2012

*BORROWED LIGHT*

Oklahoma City Southwest Library - Oklahoma Public Art Program - Oklahoma City, Oklahoma  
Powder Coated Aluminum with Interior LED Lighting  
Budget - \$55,000 - May 2012

*CHARM* Series - Walnut Gallery & Public Art Installation in Downtown Gadsden  
Recycled Aluminum with Solar Powered LED Lighting  
May 2012

*CHARM* - Guthrie Contemporary Gallery - New Orleans, Louisiana  
Recycled Aluminum with Interior LED Lighting  
January 2012

*MATTER OF FICTION* - Fairhope Public Library - Friends of the Library Public Art Project - Fairhope, Alabama  
Corten Steel with Interior LED Lighting  
Budget - \$80,000 - February 2012

*SEED POD* - Renaissance Park - Bi-Annual Public Art Installation - Chattanooga, Tennessee  
Recycled Aluminum with Interior Solar Powered LED Lighting

*BLUE CHARM* - IMA Sculpture Park - Roche Harbor - San Juan Islands, Washington - Limestone and Aluminum - December 2011

*SUN-CATCHER* - Sculpture 360 - Clearwater Florida Recycled Aluminum with Interior Solar Powered LED Lighting -December 2011

*SAFE HARBOR* - Ekaterinburg Art Foundation - Family Expo - Ekaterinburg, Russia - July 2011

*CAGED CONTENT* - Summit County ArtScape - Coalville, Utah - May 2011

*LANDSCAPE WITH PERSPECTIVE* - Stevens Point Sculpture Park - Stevens Point Public Art Program, Wisconsin - June 2011

*MAY CHARMS* - Midwest Sculpture Initiative - Canton, Michigan - May 2011

*APRIL CHARMS* - Art on the Corner - Grand Junction, Colorado - April 2011

*UNDONE* - North Georgia College and State University - Dahlonega, Georgia - March 2011

*LIGHTHOUSE* - Orange Beach Arts Center - Orange Beach, Alabama - January, 2011

*LUMINOSITY* - Daphne Public Library - Friends of the Library Public Art Program - Daphne, Alabama - September 2010

*CHARM* - Sculpture for New Orleans Project - New Orleans, Louisiana - May 2010

**FINALIST:**

Cary Fire Department - Cary Public Art, Cary, NC March 2015  
Brookland Middle School Entry Plaza and Outdoor Classroom Public Art Project 2014 - Washington, DC  
Westlake and Boone Park Public Art Project 2013 - Atlanta, Georgia  
Bellevue Library Public Art Project 2013 - Nashville, Tennessee  
Chapel Hill Library Public Art Project 2013 - Chapel Hill, North Carolina  
The Arts Commission - CODA Award Finalist 2013  
Shortlist City of Fresno - Art Services Bus Rapid Transit (BRT) Project 2013 - Fresno, California  
University of Alabama in Birmingham Visual Art Center Sculpture 2013 Birmingham, Alabama  
Rotary Centennial Trail 2013 - Birmingham, Alabama  
Sound Transit's Art Program, STart Artist Roster serving the Greater Seattle area public art projects 2013 - Seattle, Washington  
Fashion Bid NY - Broadway Plaza Arts Project 2013 - New York City, New York  
Pasadena Tram Rail Public Art Project - 1st. Alternative 2013 - Pasadena, California  
Permanent Collection of the City of Charlottesville - Winner of the Great Eastern Management Prize for Best in Show

**AWARDS:**

Iowa Art in State Buildings Program Artist Roster - 2014  
REV Birmingham - Wayfinding Masterplan Concept/Coordinator - NEA grant recipient - 2014  
President of the Student Chapter of the American Welder's Association  
Academic Scholarship to Bessemer Technical College Welding Program

**BOARDS:**

Board Member - International Sculpture Center - 2011 - 2015  
Birmingham Museum of Art - Collector's Circle 2010

**LECTURES:**

Pubic Art and Economic Development - Xavier University - New Orleans, LA - December 2013  
Women and Public Art - Delta State University - Greenville, MS - November 2013  
Incorporating Public Art as Economic Development - Rotary Birmingham - Birmingham, AL - November 2013  
Children's Workshop - Public Art and Technology Baytown, TX - October 2013  
Art, Science & Renewable Energy Technology - Art and Sol Fall - Bay City MI - October 2013  
TV24 PBS Gadsden - Renewable Technologies and Public Art - May 2012

**PUBLIC ART CONSULTANT:**

Public Art Masterplan - Alabama Power - Birmingham, AL - 2014  
Public Art Initiative - Cotesworth Plantation, Carrollton, MS - 2013

J. Steve Cotney, L.C.  
Principal

Professional Experience

PO Box 380667  
Birmingham, AL 35238  
205-981-9920  
cotney@bellsouth.net

DESIGN TEAM MEMBERS: LIGHTING ENGINEER

Mr. Cotney has over thirty years of experience in the lighting and lighting control industry. He has been involved in the design, installation, implementation and analysis of projects throughout the Southeastern region of the U.S.

Mr. Cotney has experience in a variety of projects for public and private organizations. Projects that included large corporate clients like Protective Life Insurance, government agencies such as the National Air and Space Administration (NASA), Fort Whiting National Guard Armory and AMSA (Armed Forces Reserve Center).

Mr. Cotney has provided complete lighting and lighting analysis for a variety of clients. These analyses included detailed lighting design with energy usage and long term operational cost. These analyses included a designed lighting control system or recommended replacement lighting system with ROI (return on investment), annual operation cost and long term maintenance cost.

Mr. Cotney designs complete system analysis for lighting recommendations and implementation. These analyses can include point-by-point lighting design, watts per square foot, single line riser details for control systems and end user training for maintaining and long term operation of system. In some cases, 3D simulation with full fly-thru animation and "real world" view of spaces once projects had been implemented.

## DESIGN TEAM MEMBERS: GRAPHIC ARTIST

*Laura Nikiel*

I'm a graphic designer, illustrator and art director with over 20 years experience in corporate marketing, graphic design and illustration. I've been working as a freelance illustrator and designer for 12 years. My projects range from creating illustrations and designs for software products, educational publishing and pattern design.

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### *Work History*

Art Director and Illustrator

Simon Property Group

Indianapolis IN

Graphic Designer

Rich Food Products Magazine

Buffalo NY

Art Director and Illustrator

Fisher-Price

Buffalo NY

Senior Graphic Designer

OpenNetwork Technologies and FairWarning Inc.

St. Petersburg FL

Laura Nikiel Art

Illustration and Graphic Design

*recent clients:*

United Methodist Publishing

Lakota Language Consortium

i see me

Deedee Morrison Sculpture



**CITY OF MADISON  
REQUEST FOR QUALIFICATIONS  
RFQ No. 8676-0-2017-BP**

**Pennsylvania Park Project  
City of Madison- Public Park Project**

**IMAGE LIST**

Deedee Morrison Morrison Studios  
Artist Name

Deedee Morrison@gmail.com  
Email Address

Image file #	Artist	Title of Work/ Client	Budget	Year Completed	Approx. Dimensions	Medium
C1	D. Morrison	TIMETERS Pump	70,000	2017	9' x 11'	Corten STAINLESS STEEL
C2	D.M.	CLOSAR CONVERGENCE	70,000	2013	12' x 10'	POWDER COATED ALUMINUM LED LIGHT
C3	D.M.	CITY OF CHICAGO	70,500	2013	12' x 10'	CHROME GRAPHTON
C4	D.M.	ROBROWER LIGHT	40,500	2012	8.5' x 5'	ALUMINUM - KINETIC LED LIGHTS
C5	D.M.	CITY OF OKLAHOMA	40,000	2012	8.5' x 5'	CHROME GRAPHTON
C6	D.M.	SEED POD KANSAS UNIV.	80,000	2015	8' x 12'	ALUMINUM - SOLID CHROME GRAPHTON
C7	D.M.	NEW ORLEANS	80,000	2015	8' x 12'	LED LIGHTS
C8	D.M.	FINEBY LANTERN ROYALTY BEACH FL	35,000	2015	15' x 4'	ALUMINUM LED LIGHTS
C9	D.M.	FINEBY LANTERN ARIZONA FL	20,000	2013	36" x 60"	
C10	D.M.	ORANGE LANTERN CHICAGO	70,000	2015	30' x 30'	POWDER COATED ALUMINUM



## Annotated Image Listing

### 01) *Timeless Purpose*

Forsyth Community Library

Winston Salem Public Art Program - Winston- Salem NC

Corten, Stainless Steel with LED Lighting

9'h x 1'w

Budget - \$70,000 - July 2017



The Timeless Purpose is located in the new reading garden and unveiled on the day the new library opens to the public. It serves as a focal point of the library and will be tied visually and physically to the surrounding environment and downtown community. Timeless Purpose is be highly visible to library patrons, passing pedestrians, and motorists; and is visible from inside the library auditorium and from its third story balcony. Timeless Purpose celebrates and enhances the positive impact the library has on the community. Morrison worked with the stakeholders to craft the message that for the laser cut pattern onto the pages. Winston-Salem is a community oriented library that serves patrons from all walks of life and nationalities. It was determined through workshops with students, patrons and staff that the word "Library" translated into over one hundred languages, would best express it's "welcome for all" policy. LED lights were installed behind the pages and choreographed lighting effects cast word patterns on to the lawn from dusk to dawn.

### 02-03) *Global Convergence*

Heritage Square - Orlando History Center

SeeArt Orlando Public Art Program

Solar Powered LED Light Sculpture

12' x 10

August 2013 - \$70,000



When crafting the theme of the art design for the SeeArt Orlando's public art project, Morrison reflected on the continued and accelerating effects of our global interconnectedness, as a result technology, infrastructure and lifestyle. The Global Convergence sculpture celebrates our rich diversity as a planet. A 12' globe was created with laser cut-out patterns with industrial grade powder coated aluminum. The patterns in the aluminum allow the colored panels to vividly showcase the school of Shoal Bass swimming in a blue hue on the interior of the globe. At night the sculpture comes alive with added dimension, interacting in a cacophony of light. The LED's are programmed to display 12 nightly light shows in rich colors varying from turquoise to deep blue. Morrison worked with local biologist to select the Shoal Bass, which is one of 31 freshwater fish species that are either rare, threatened, or endangered in Florida's rivers and streams. The Shoal Bass float inside the Global Convergence sculpture in a LED lighting system programmed to simulate the fresh water systems throughout the four seasons in the region.

### 04-05) *Borrowed Light*

Oklahoma Southwest Public Library

Oklahoma City, Oklahoma

Aluminum with LED Lighting - Kinetic

8' 5' x 5'

May 2012 - Budget \$40,000



The City of Oklahoma Percent for the Arts Program asked for a sculpture that would reflect the design principles of the newly constructed Southwest Library. Borrowed Light is 8 1/2 feet high and has five cylindrical columns that create a cloverleaf design. The kinetic sculpture is made from 12 sheets of industrial grade aluminum that are laser cut and welded over an internal armature for stability and support. At night, LED lighting inside the sculpture causes it to glow and gives the work an added dimension.

### 06-07) *Seed Pod*

Xavier University

New Orleans, LA

Aluminum with Solar Powered LED Lighting

8' x 12' x 12' (Sculpture) & 18ft. Solar Tower

February 2015 - Budget \$80,000



Eighty-four aluminum panels were laser cut and re-fabricated to create the intriguing Seed-Pod solar sculpture. Renaissance Park is a green park and the City of Chattanooga wanted a sculpture that would integrate the message of the park. The sculpture imitates design principles found in nature to create a sustainable work of art. The solar-powered sculpture resides near the wetlands in Renaissance Park and artistically demonstrates how solar power works by illuminating laser-cut sheets of metal designed to replicate a seed pod coming out of a dormant state to form new life.



## Annotated Image Listing – 2

### 08) *Sun-Catcher*

SCRAP Gallery

Indio, CA

Recycled Aluminum and Interior Solar Powered Light

15' x 4' x 4'

December 2015 - Budget \$35,000



Recycled aluminum and solar panels were used to fabricate this powerful 15 ft. tall Sun-Catcher sculpture. The color scheme of the Sun-Catcher mirrors the vibrant yellow hues of the sun. A solar panel is installed on the top panel of the sun totem - capturing the energy of the sun during the day and emitting its dramatic stored light at night, giving the sculpture an added dimension. Sun-Catcher is a visual display of the power and energy that's available every day from a single solar panel's relationship with the sun.

### 10) *Firefly Lantern*

Boynton Beach, FL

Powder Coated Aluminum with LED Lighting

Lanterns vary in height 36" - 60'

January 2013 - Budget \$20,000



The local architecture and colors of the area were the inspiration for the Firefly lanterns 1, 2 & 3. The lanterns connect to the branding statement of "Breeze into Boynton Beach, Americas Gateway to the Gulf-stream" as they gently sway in the gently breeze and welcome the onlooker into the area. The panes of the lanterns are reminiscent of the design style of Conrad Pickel who worked as a stained glass artist for many buildings in the Boynton Beach area.

### 09) *Parallel Frames of Reference*

Lawrence Transit Station - Chicago, IL

Chicago Transit Station

Laser Cut - Powder Coated Aluminum Panels

December 2014 - Budget \$70,000



The drama of the Parallel Frames of Reference three dimensional sculptural reliefs begins when the passenger approaches the Lawrence Transit Station. The audience will visually engage with the essence of Moorish and Mediterranean sixteenth and seventeenth century architectural designs; reinterpreted, synthesized and with an updated aesthetic principle. The industrial screens are designed to evoke dimension and detail by stacking CNC cut panels one-on-top of the other to create a 3D relief with perspective. Layered into the patterns are significant contemporary design elements from the many cultural influences that revitalized the area. The motif and patterns were designed after extensive research on the history of the Uptown Theater District and neighborhood crowd sourcing initiatives. The panels are created out of sheets of powder coated aluminum and finished in colors ranging from silver, pewter, champagne and copper to enhance the theatrical effect of the patterns and give it a patina of elegance and age.

































# Form E: References

RFQ #: 8676-0-2017-BP Pennsylvania Park

This form must be returned with your response.

REFERENCE #1 - CLIENT INFORMATION			
COMPANY NAME CITY OF WINSTON SALEM/FORSYTH CITY		CONTACT NAME DANON PRATT SANDERS	
ADDRESS 201 N. CHESTNUT ST		CITY WINSTON SALEM	STATE NC
TELEPHONE NUMBER 336.703.2020		ZIP 27101	
FAX NUMBER			
EMAIL SANDER			
CONTRACT PERIOD 8/2016 - 8/2017		YEAR COMPLETED 2017	TOTAL COST 70,000
DESCRIPTION OF THE PERFORMED WORK DESIGNED AND EDUCATED TIMELESS PURPOSE SCULPTURE COMMUNITY / LIBRARY WORKSHOPS			

REFERENCE #2 - CLIENT INFORMATION			
COMPANY NAME CITY OF ORLANDO		CONTACT NAME FRANK BILLINGSLEY	
ADDRESS 400 S. ORANGE AVE		CITY ORLANDO	STATE FL
TELEPHONE NUMBER 407.246.2709		ZIP 32801	
FAX NUMBER			
EMAIL FRANK.BILLINGSLEY@CITYOFORLANDO.NET			
CONTRACT PERIOD 1 year		YEAR COMPLETED 2013	TOTAL COST 70,000
DESCRIPTION OF THE PERFORMED WORK DESIGNED AND EDUCATED GLOBAL CONVERGENCE SCULPTURE COMMUNITY AND CORPORATE INVOLVEMENT			

REFERENCE #3 - CLIENT INFORMATION			
COMPANY NAME SCULPTURE FOR NEW ORLEANS		CONTACT NAME MICHAEL MANJARRIS	
ADDRESS P.O. BOX 212		CITY NEW ORLEANS	STATE LA
TELEPHONE NUMBER 361.441.6527		ZIP 78340	
FAX NUMBER			
EMAIL MANJARRIS@GOL.COM			
CONTRACT PERIOD SIX MONTHS		YEAR COMPLETED 2012	TOTAL COST -
DESCRIPTION OF THE PERFORMED WORK CHRON SCULPTURE FOR CITY OF NEW ORLEANS SCULPTURE FOR NEW ORLEANS PUBLIC ART			

Deedee Morris Morris Studios  
COMPANY NAME



DeedeeMorrison@gmail.com 10 Hidden Hills Drive Greenville SC 29605 (205)516-9976 DeedeeMorrisonSculpture.com

Damon Sanders-Pratt,  
Deputy Forsyth County Manager  
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Winston-Salem, North Carolina 27101  
(336) 703-2020  
sandersdl@forsyth.cc  
Sculpture - *Timeless Purpose*

Frank Billingsley  
Chief of Staff to Mayor Buddy Dyer  
City of Orlando - See Art Orlando  
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407-246-2709  
frank.billingsley@cityoforlando.net  
Sculpture - *Global Convergence*

Lee Kelly  
Project Coordinator / Strategic Planning  
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567 W. Lake Street  
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Ekelley2@transitchicago.com  
Sculpture - *Parallel Frames of Reference*

Michael Manjarris - Curator  
Sculpture for New Orleans  
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361.441.6527  
Sculpture - *Charm*

Tamara Dean - Director  
Fairhope Public Library  
501 Fairhope Avenue  
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251.928.7483  
Sculpture - *A Matter of Fiction*