

UrbanRock Design

670 Moulton Ave., #7 Los Angeles, CA 90031 • 323.227.0955 • 323.227.0446 • urbanrock@urbanrockdesign.com

LETTER OF INTEREST

Pennsylvania Park Project- City of Madison, WI

UrbanRock Design is an award-winning artist team comprised of Jeanine Centuori, FAIA, and Russell Rock. Both of us are qualified artists with several team artworks completed. We work in an integrated manner creating concepts, images, and production documents. Jeanine is a registered architect and visual artist; Russell is the lead artist with urban design work experience. Our collaboration has spanned twenty years now. The practice is located at the Brewery Arts Complex near downtown Los Angeles.

The studio has a successful track record of urban-sited and integrated public artworks in multiple cities with municipal, non-profit, and private clients. We have strong ability to manage budgets, and the fabrication / installation process in a professional manner. We have successfully participated on design teams with several professionals. Together, we have completed architecturally-integrated public art projects situated in public parks, transit stations, public building facades, and urban plaza spaces.

This project interests us because we value the place-making nature of this program combined with integrated strategies. Our working process is focused and collaborative. Initially, we would research the fabric of Pennsylvania Park searching for opportune moments for artwork possibly to be combined with gathering spaces and other modes of physical engagement. This phase of discovery is decidedly open-ended, as we allow intuition and unexpected ideas to occur.

Alongside of this site study, we would develop themes or ideas for content emerging from the site as well. The local neighborhood would provide a wealth of material to mine for art concepts. Content would be merged with material and site, and be tested with full-scale mock-ups in our studio. We use this method to test perceptual concepts that are readily understood with the presence of form.

Where possible, in our built public art works, we have striven to collectively create a sense of place that dovetails with an urban design agenda. The ideas identified by the neighborhood resonate with us as they represent sound place-making strategies. We are very interested in the agency and power of public art to create a large experiential impact with minimal means. A recent project for the City of West Hollywood demonstrates this notion. Called "Tiny Parks," a series of colored boxes are placed in strategic locations along

sidewalks and public right-of-way spaces in order to provide short term public amenities. They are patterned with various icons and words that offer light-hearted suggestions for their use. These include "chat," "eat," "wait with me," etc. The city has commissioned this pilot project to test the potential to implement this project in several locations throughout public spaces in West Hollywood.

Though our portfolio demonstrates a diversity of approaches, the common denominator is its site-specificity. We work hard to engage the specificity of site, and do this through a variety of means. These include intensive research, field work, discussions with stakeholders, and where possible, workshops with community members. We welcome the suggestion in the RFQ to run workshops with elementary schoolchildren as this would add a strong layer of engagement to the project. We have run many diverse kinds of events such as this, and have worked with children as well as many kinds of community members who have made positive contributions to our projects.

Our range of built projects include "Inside Outside," a facade piece for the Nebraska History Museum which showcases translated views of the collection. "Looking Through the Past" in Tempe, AZ presents a series of artworks stretched along the street and throughout the parking lot. Another proposal, "Picture This" is a series of trail-side folly elements that together form a mediated experience of the natural setting. Our built, proposed, and grants-funded research projects from our portfolio demonstrate our interest in interactive artwork with layered meanings. We are very interested to be a part of the design team for Pennsylvania Park and seek the opportunity to present a proposal for this exciting project to the community of Madison.

323 227-0955 (t)
russell@urbanrockdesign.com (e)
jeanine@urbanrockdesign.com (e)

Russell Rock

MFA, Painting, Wayne State University, 1987
BA, Art & English, Alma College, 1976

Jeanine Centuori

M Arch, Cranbrook Academy of Art, 1991
B Arch, The Cooper Union, 1983

California Architecture License #C-28180
New York Architecture License #024135
LEED Accredited Professional

UrbanRock Design

founded in 2000, is an interdisciplinary practice focusing on public art and environments. The studio has a practice of built projects and theoretical publications and that range from discrete environments to linked installations. The studio is registered as a Disadvantaged Business Enterprise and Woman Owned Business with the State of California.

PUBLIC ART + URBAN PROJECTS

Park Art Kirkland, WA	Commission for public art for three parks: Waverly Beach Park, Juanita Beach Park, and Edith Moulton Park, Kirkland Arts Commission, in progress, 2017
Local Seen Cleveland, OH	Commission for public art for 34 th Street Transit Station, Cleveland, OH, in progress, 2017
Site Lines Santa Monica, CA	Commission for temporary installation at the Third Street Promenade, Santa Monica, Santa Monica Cultural Affairs, in progress, 2017
Pico Park Los Angeles, CA	Park installation for Pico Park Neighborhood Association, collaboration with June Street Architecture, in progress, 2017
Walking Watts Watts, CA	Commission for audio, interactive, and integrated walking tour through the Los Angeles neighborhood of Watts, Watts Labor Community Action Committee, (collaboration with graphic designer Cate Roman), 2017
Tiny Parks West Hollywood, CA	Commission for tactical installations in tight urban spaces, West Hollywood Planning Department, (collaboration with June Street Architecture), 2017
Green Line Public Art Master Plan Alberta, CN	Calgary Green Line Transitway Public Art Master Plan, Phase 2, commission for comprehensive art plan, in progress Calgary Green Line Southeast Transitway Public Art Master Plan, 2016

Inside Outside Lincoln, NE	Commission for public art integrated façade for the Nebraska History Museum, 2016
Design Charrette Greensboro, NC	Greensboro Downtown Master Art Plan, design charrette and community outreach invited conference, 2014
Setting the Tables San Bernardino, CA	Commission for glass and paving public art integrated into Three Transit Stations, 2014
Weaving Public Art Along Grant Road Tucson, AZ	Public Art Master Plan Commission for Grant Road, associated with a five-mile road improvement project, 2011
Across the Market, Below the Sky, Up the River Redding, CA	Downtown Integrated Plaza Art Project and Art Plan with glass art, bench, and lighting, 2010
Looking Through the Past Tempe, AZ	Commission for integrated public art at the Tempe City Museum Public Art, 2010
Conditional Reflections Denver, CO	Commission for integrated public art façade and plaza at the Stapleton Pool Public Art 2008
Gateway to Hollywood Hollywood, CA	Commission for a public art median island design for the Yucca Corridor Coalition, 2015
Noguera Educational Garden Hollywood, CA	Commission for a public art garden serving as an educational facility for Garden schoolchildren and a community garden for residents. The project received funding from the LA Urban Resource Partnership, the Rotary Club, and others, 2005
Finding Public Space in the Margins Hollywood, CA	A grants-funded speculative project about public art in public space. Catalog published by the CCRD, Woodbury University, 2003
Oasis town plan Oasis, CA	Commission for a 40-acre development mater plan in association with Integrated Infrastructures, Inc, 2003
Eco-Stations Angeles, CA	Commission for a series of public art educational stations located throughout Los Coldwater Canyon Park for TreePeople, \$90,000 budget, 2002
Faux Grove Los Angeles, CA	Commission for public space entry installation at Angel's Gate Cultural Center 2001
Formation Los Angeles, CA	Commission for a public art demonstration element in Coldwater Canyon Park for TreePeople, 2000
Scopes Ferndale, MI	Commission for an exterior Billboard installation for Revolution Art Gallery, in 1998
Art Master Plan Cleveland, OH	Commission for Cleveland School of the Arts. Coordinated and oversaw the design and implementation of several public art projects for this Middle School, 1998

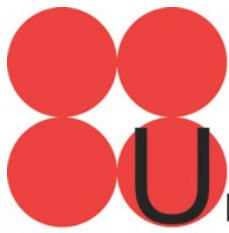


Image Description List

Artists: Russell Rock and Jeanine Centuori

1 - 2

Setting the Tables

This project is for the SBX E Street Corridor Bus Rapid Transit Public Art Program. The visual collection and agglomeration of plates conveys two meanings of surface that are about plates- the tectonic plates which form the invisible structure of the underlying soil; while dinner plates form the tangible experience of our eating rituals in this entertainment zone.

Dimensions:	5 feet x 1 inch x 12 feet high (each of 6 glass panels + ground surfaces)
Media:	Glass, Photographic Enamel Coating, Concrete Pavers
Location:	San Bernardino, CA
Budget:	\$105,000
Completion Date:	2014
Commissioning Agency:	Omnitrans

3 - 4

Inside Outside

The Nebraska History Museum façade is enlivened with twelve art panels that display teasers of its collections. This high impact/low budget approach embeds images into metal scrims by translating them into solid and void dot patterns. This austere building, originally an Elks Lodge, was renovated to become the state's museum. This artwork approach transforms the austere brutalist facade into a set of framed vignettes of the interior collection. Like placing windows on the otherwise blank facade, they offer a shifting and shimmering view of the inside.

Dimensions:	5 feet x 1 inch x 10 feet high (each piece)
Media:	Aluminum
Location:	Lincoln, NE
Budget:	\$52,000
Completion Date:	2016
Commissioning Agency:	Nebraska Arts Council

5

Across the Market, Below the Sky, Up the River

This is a plaza design for a downtown redevelopment that has several components: a river-like bench, flora and fauna emblems, a water element that engages the existing fountain, ground pavers referencing the once and future businesses, and shade structures with images of Redding from the sky. Together, these components comprise a story of the nature and culture of Redding.

Dimensions:	40 feet x 150 feet x 20 feet tall
Media:	Glass, Photographic film, Concrete
Location:	Redding, CA
Budget:	\$85,000
Completion Date:	2010
Commissioning Agency:	Renaissance Redding + Redding Redevelopment Agency

6 The Angle of Repose

This design/build project with Woodbury University architecture students, under the direction of Jeanine Centuori, invigorates an empty parcel in Los Angeles owned by CA State Parks. This series of interactive benches provides a dynamic resting area along the edge of the Los Angeles River.

Dimensions:	16 ft x 2 ft x 7 ft high
Media:	Lumber, Steel
Location:	The Bowtie Project, Los Angeles, CA
Budget:	\$25,000
Completion Date:	2016
Commissioning Agency:	CA State Parks + Clockshop

7 Tunnel Vision

This design/build project with Woodbury University architecture students, under the direction of Jeanine Centuori, invigorates an empty parcel in Los Angeles owned by CA State Parks. This piece is made from metal and wood triangles that form a spiral-shaped pavilion.

Dimensions:	10 ft x 8 ft x 8 ft high
Media:	Steel, lumber
Location:	The Bowtie Project, Los Angeles, CA
Budget:	\$20,000
Completion Date:	2016
Commissioning Agency:	CA State Parks + Clockshop

8 Picture This

This proposal was to be sited along a trail system. It presents framed views of natural features within a reliquary framework of custom wire mesh cages holding stone, clay, wood, and other site specific materials. These six sculptural forms were to be located along the trails and provide short-term furniture amenities.

Dimensions:	6 ft x 8 ft x 9 ft high
Media:	Stainless steel mesh, rock, clay, wood, aluminum
Location:	N/A (unbuilt proposal)
Budget:	N/A (unbuilt proposal)
Completion Date:	2017
Commissioning Agency:	N/A (unbuilt proposal)

9 Local Seen

This in progress proposal is for a Transit Station in Cleveland, OH. It proposes a series of view-cones with vignettes depicting the site's former industrial past, and an educational future.

Dimensions:	3 ft x 3 ft x 8 ft high (each piece)
Media:	powdercoated metal
Project Location:	Cleveland, OH
Budget:	\$70,000
Completion Date:	in progress
Commissioning Agency:	Cleveland Rapid Transit Authority

10 Angle of Repose

This proposal for artwork seating fills a plaza with interactive forms. These elements evoke a mountainous landscape with a striation pattern evoking tectonic plates and earth forms.

Dimensions:	16 ft x 10 ft x 4 ft high
Media:	Trex and steel
Location:	N/A (unbuilt proposal)
Budget:	N/A (unbuilt proposal)
Completion Date:	2017
Commissioning Agency:	N/A (unbuilt proposal)



Setting the Tables



Setting the Tables



Inside Outside



Inside Outside, detail



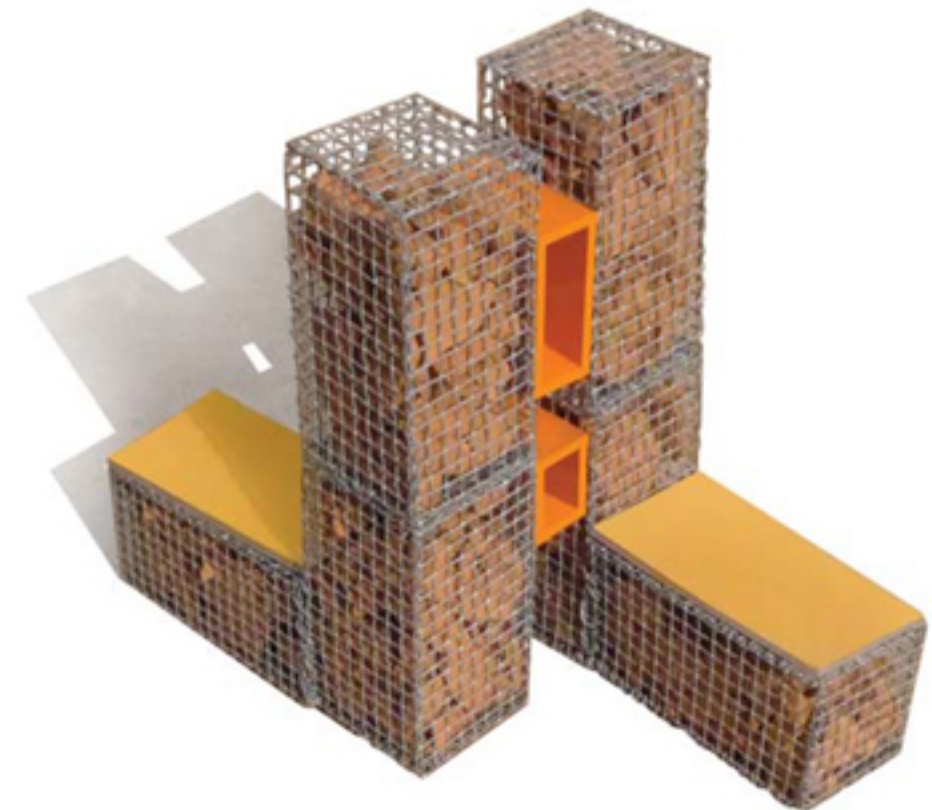
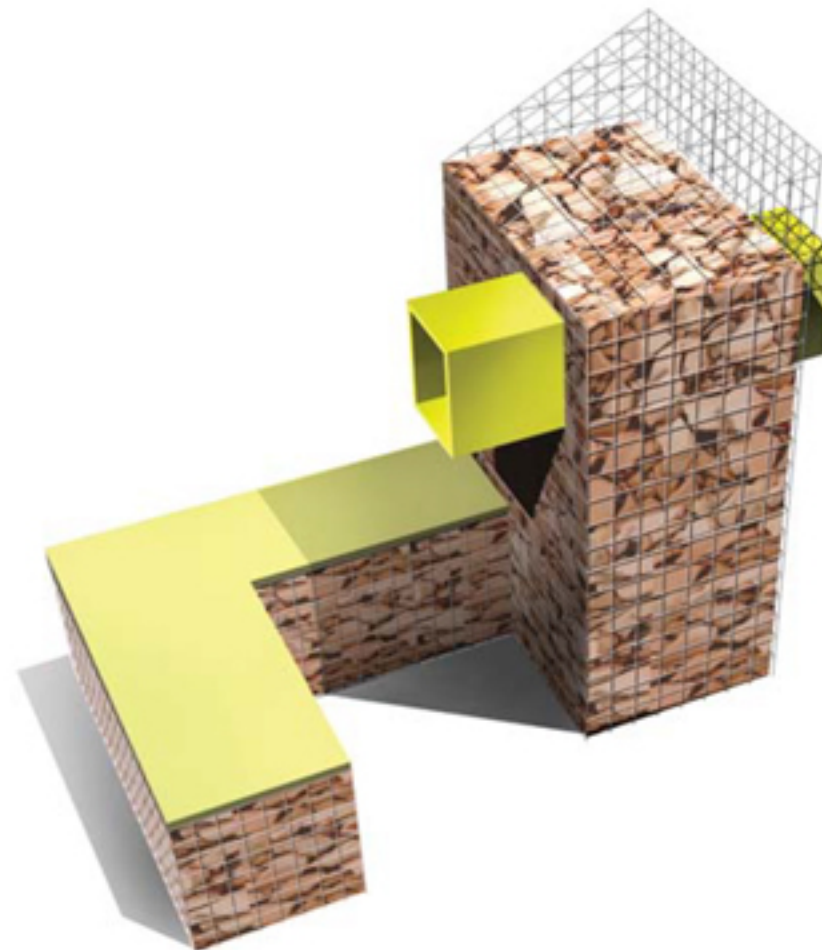
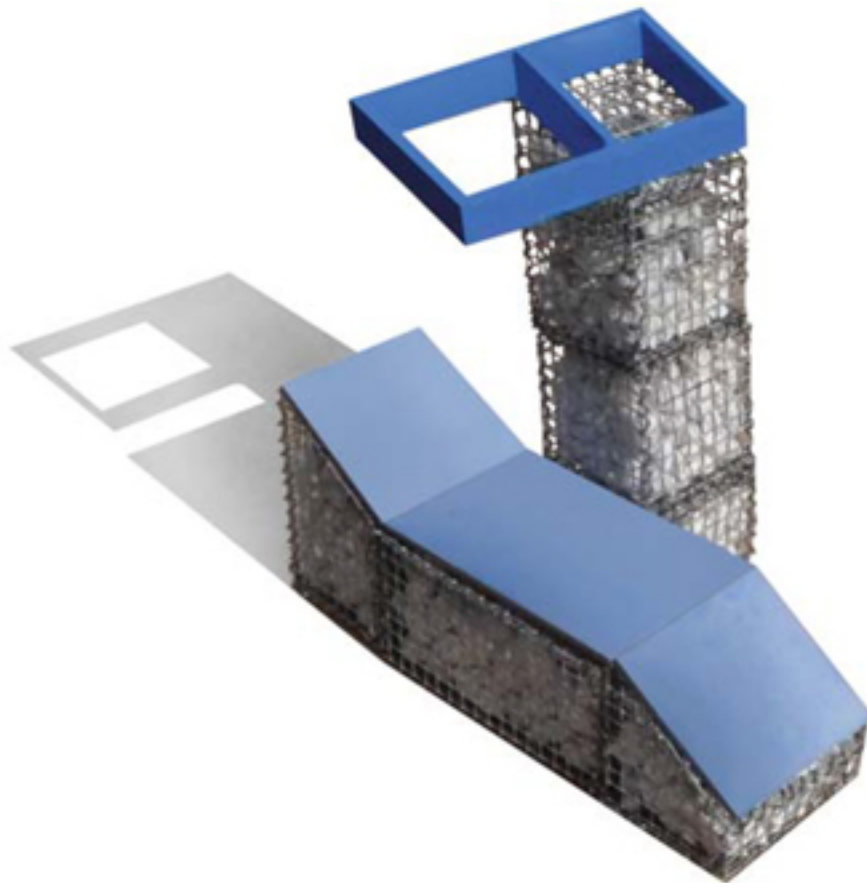
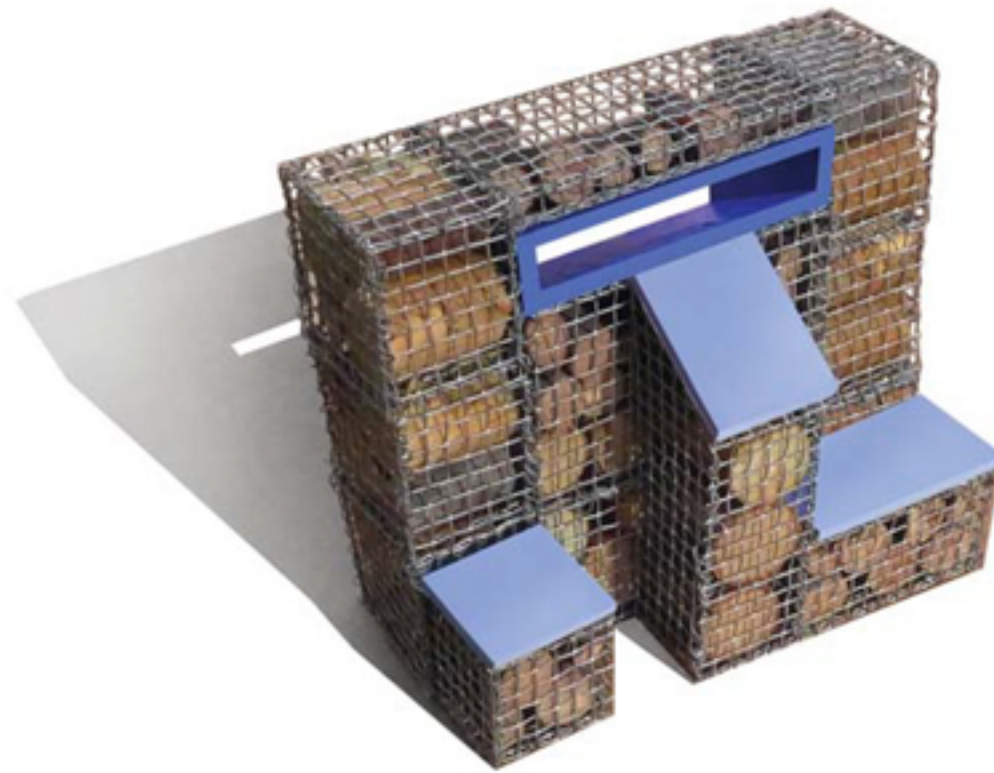
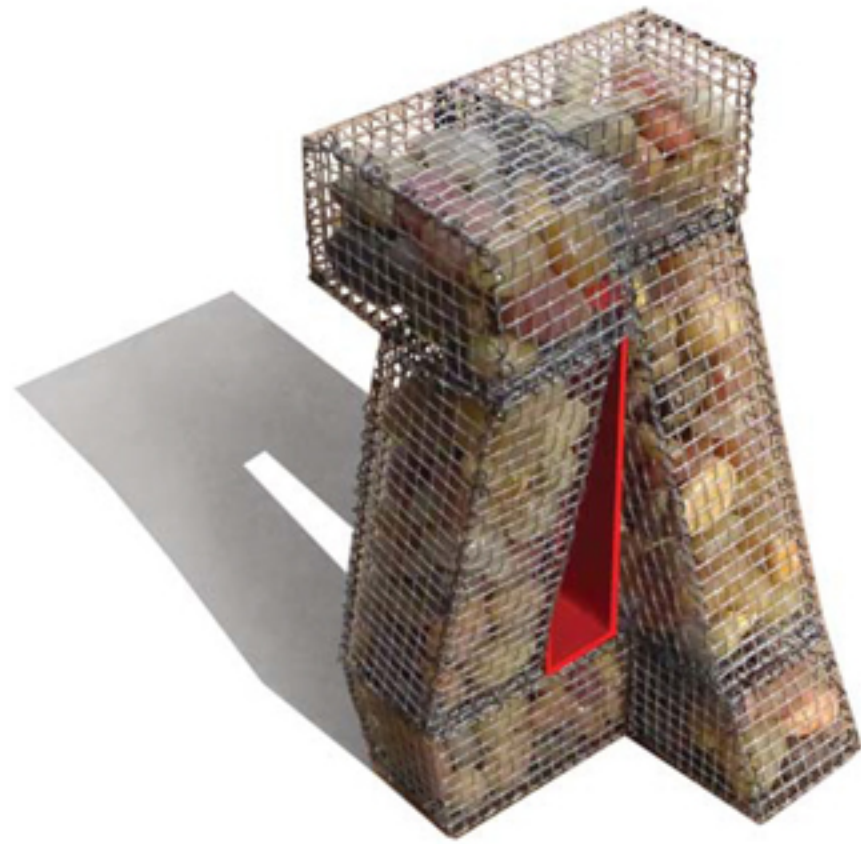
Across the Market, Below the Sky, Up the River



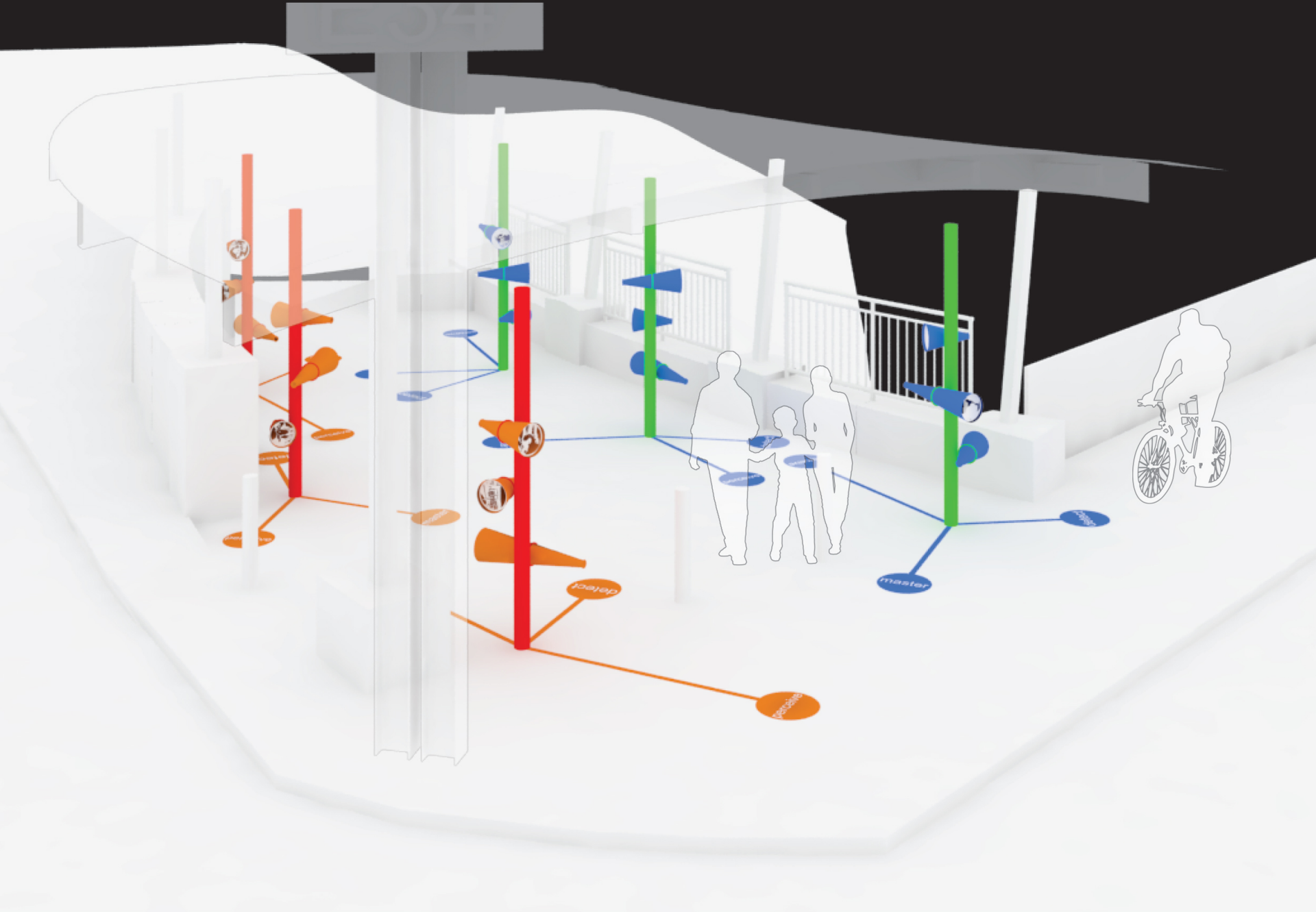
Tunnel Vision



Tunnel Vision



Picture This



Local Seen



Angle of Repose