



This is Loop is the collaborative partnership of artists Harriet Lumby and Alan Hayes.

Based in Somerset, England, This is Loop have built an international reputation for delivering ambitious, large-scale experiential installations that merge art, technology, and architecture. With over three decades of combined practice, the studio specialises in harnessing reflection, illusion, immersive technologies and engaging in scientific narratives to transform public spaces into captivating environments.

Their work has been commissioned for landmark projects in the UK, across Europe, and the United States, contributing to cultural destinations and civic spaces with their playful, mind-opening and visually monumental sculptures.

By weaving together, a love of architectural design, an enduring fascination with science and discovery, the marriage of complex materials and cutting-edge technology, the studio's signature style creates a powerful sense of wonder while engaging audiences in new ways of perceiving and navigating their surroundings and the future.

Collaboration is central to their practice. Frequent partnerships with leading sound artists, musicians, engineers and designers have expanded the sensory depth of their installations, enabling audiences to be enveloped in choreographed audiovisual journeys that resonate emotionally and intellectually.

This cross-disciplinary approach has established their work as both iconic in scale and intimate in impact, strengthening connections between communities, visitors, and the built environment.



Meet The Team



Harriet Lumby

Lead Artist and Director



Alan Hayes

Lead Artist and Director



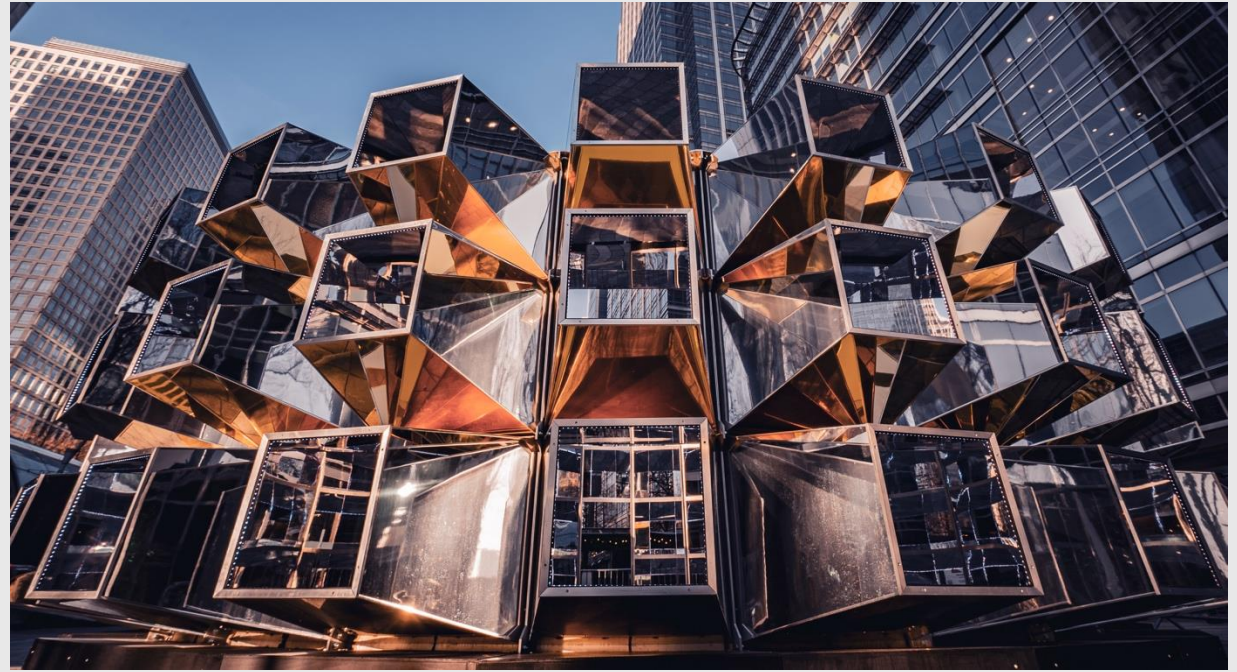
Katie Maddison

Executive Producer



Sean Kerr

Producer



"We see public art as an opportunity to create moments of wonder in places people already inhabit, rather than asking them to come to a gallery."

EMERGENCE

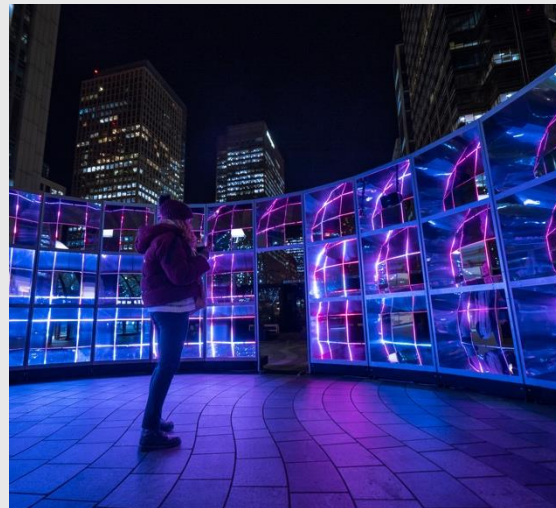
Emergence is a place for contemplation. A sanctum within which to consider the dynamic interplay between order and chaos and the momentous role this plays in systems, life, the self and the entire universe.

Initially conceived and fabricated for Winter Lights Festival, Canary Wharf, London. In 2024.

The piece has gone on to tour across the UK, USA, Canada and Australia.

We collaborated with the award-winning NYX; electronic drone choir to produce the audio soundscape for the piece.

The choir joined us in Stratford, Ontario for a showcase and series of workshops at the piece, using the public's voice to drive the light programming.



PULSE

Pulse is an exploration of the intimate relationship between sound and light—a union where perception transcends boundaries. intertwined, inseparable, creating a visceral, living composition.

PULSE demonstrates our interest in how art can shape movement through a landscape. At 140ft in length, the installation creates a visual thread through a location.

Drawing people towards it and encouraging exploration along its full extent, visitors are invited to walk through, around, and within the structure, discovering constantly changing perspectives.

Operating simultaneously as a sculptural landmark and a placemaking device, the work helps connect different areas of a site while encouraging people to gather, linger, and interact.

These ideas of journey, discovery, and shared experience are central to our approach to public realm projects.



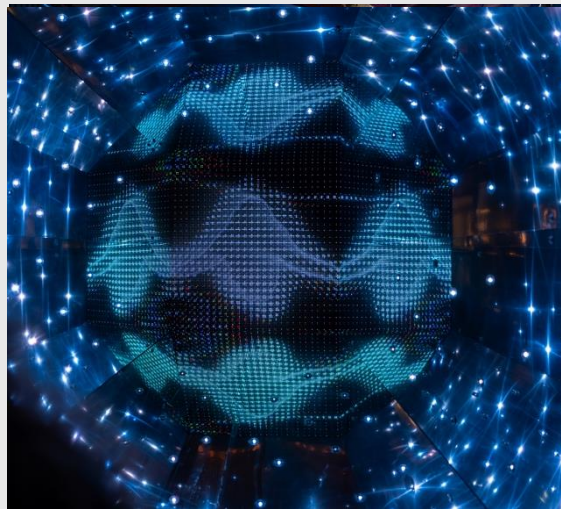
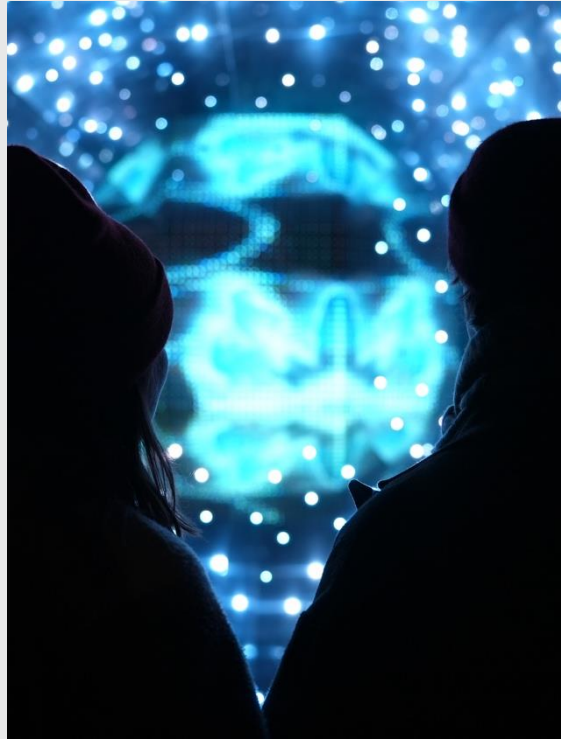
GEIST

Geist transforms real neutrino interaction data into light and sound.

Developed with the Science and Technology Facilities Council (STFC) and Oxford University Physics Department, the artwork draws on data from the T2K experiment from the Super-Kamiokande Neutrino Detector in Japan.

Creative coder Owen McAteer translated the data into dynamic lighting behaviours, while Dan Bibby created a responsive soundscape influenced by both the detector data and audience interaction.

A multidisciplinary collaboration connecting science, technology, sound, and public participation.



Our Approach To Public Art

Community Voice

- We believe successful public artworks emerge from an understanding of the people who live, work, and move through a place.
- Working closely with local authorities, community organisations, curators, and on-the-ground partners helps us understand how a site is used and experienced.
- The stories, observations, and experiences of local communities can become an important part of the design process.
- Early conversations help build a sense of ownership, ensuring artworks feel connected to their location and the people who encounter them every day.
- Our aim is to create accessible, inclusive works that foster curiosity, connection, and shared experiences in the public realm.

Our Approach To Public Art

Collaboration

- Collaboration is fundamental to our practice and often begins long before the artwork itself.
- We regularly work with scientists, engineers, fabricators, curators, and local partners to realise ambitious projects.
- Recent collaborations include the STFC and Oxford University Physics Department, translating real scientific data into the system architecture for a public artwork.
- We value long-term creative relationships and enjoy helping specialist collaborators grow alongside our projects.
- By bringing together diverse expertise, we create works that are both technically robust and artistically ambitious.

Our Approach To Public Art

Longevity

- Designing for long-term public use is fundamental to our practice.
- Durability, weather resistance, safety, and maintenance are considered from the earliest stages of development.
- We work closely with engineers and fabricators to ensure ambitious ideas can perform reliably in challenging environments.
- We work closely with trusted material and technical specialists to ensure that every component is fit for purpose, durable, and appropriate for its environment.
- Our goal is to create artworks that remain engaging, resilient, and relevant for years to come.



"As artists working regularly in public space, we understand that ambition has to be matched by practicality. Long-term durability is an intrinsic part of the creative process."

Why Madison Lakeway?

Journey

- The Causeway is a place of transition, connection, and movement.
- Cyclists, walkers, anglers, commuters, and visitors will each experience the site differently.
- We are drawn to artworks that reveal themselves gradually through movement and changing perspectives.
- The journey itself can become part of the experience, encouraging moments of curiosity, discovery and connection with the surrounding landscape.
- This relationship between movement, place, and experience is central to our practice.



Why Madison Lakeway?

The Lake As A Collaborator

- We are drawn to sites where environmental conditions can actively shape the experience of an artwork.
- Lake Monona presents a constantly changing canvas of light, reflections, weather, and movement.
- Wind, water conditions, seasonal change, and shifting daylight create an environment that is never static
- These qualities closely align with our practice, which often explores reflection, perception, and the interaction between natural phenomena and human experience.
- We are excited by the possibility of creating work that responds to and celebrates these ever-changing conditions, allowing the lake and it's surroundings to become an active collaborator in the experience.



Why Madison Lakeway?

Voices Of The Lake

- We are particularly drawn to the project's focus on the many stories, histories, ecologies, and communities connected to Lake Monona.
- The relationship between Indigenous heritage, environmental systems, and contemporary civic life presents a rich framework for a site-responsive artwork.
- We are interested in how human experiences, and natural processes can coexist within a shared narrative of place.
- Understanding the site's history, ecology, and community perspectives would be a fundamental part of our research and development process.
- Rather than arriving with a predetermined solution, we are excited by the opportunity to listen, learn, and develop a response that grows from the site and its surroundings.



“The Madison Lakeway project sits at a unique intersection of ecology, infrastructure, and civic life. We see enormous potential to create a landmark public artwork that belongs specifically to this place, responds to its changing environment, and creates moments of connection for everyone who experiences it.”



Thank you

