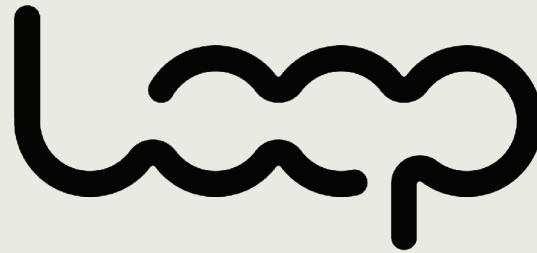
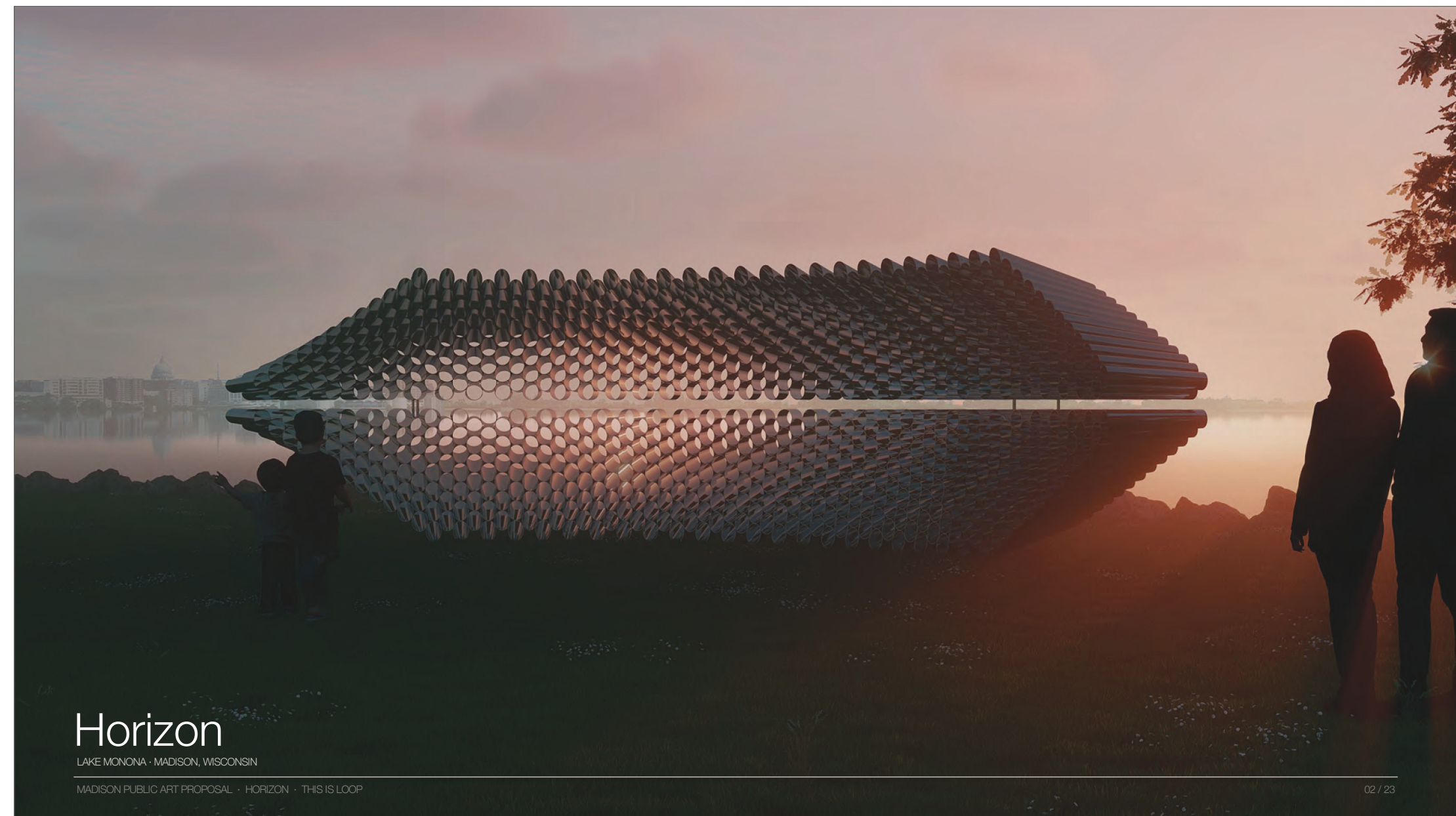


This proposal is a concept and may have modifications made for a site-specific installation and final location. Please note that there will be no installations allowed on the lake.





Horizon

LAKE MONONA • MADISON, WISCONSIN

MADISON PUBLIC ART PROPOSAL • HORIZON • THIS IS LOOP

02 / 23

A Horizon is a Relationship

A horizon offers us a sense of direction, perspective and orientation. It is not simply a line in the distance, but a relationship: a point of connection that exists in the space between two entities.

It shifts as we move, and changes with the landscape, continually reshaping our sense of where we are and what lies beyond us.

HORIZON / 01



A line that is never fixed.

SHIFTING AS WE MOVE

CHANGING WITH THE LANDSCAPE

RESHAPING WHAT LIES BEYOND

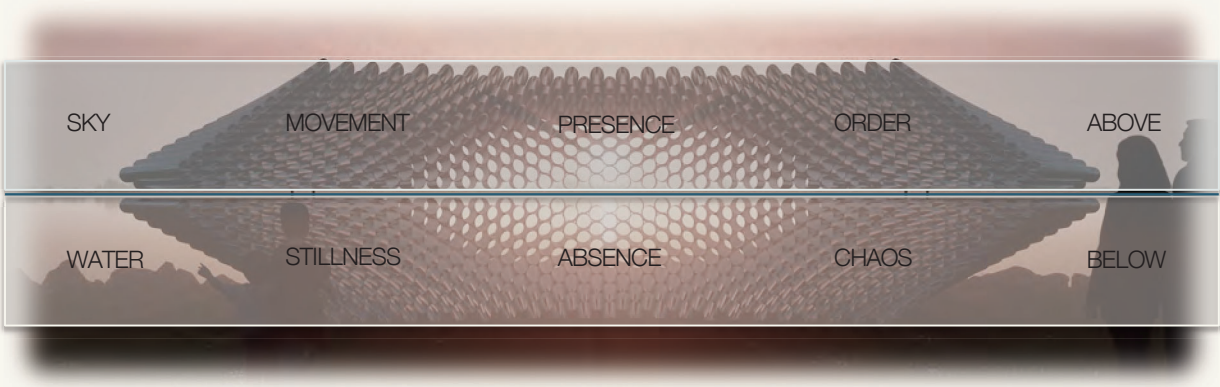
Horizon as a Meeting Point

A HORIZON IS NOT AN EDGE

Located on the edge of Lake Monona, 'Horizon' becomes part of a larger dialogue between land, water, sky, and the people of Madison who move through this landscape.

The sculpture makes this interstice tangible, two opposing elements holding equal presence, creating a sense of duality between tension and balance.

This interest in opposing conditions runs through This Is Loop's practice: movement and stillness, presence and absence, order and chaos, states that are not necessarily in conflict, but exist in relation to and because of one another.



CULTURAL READINGS

COUNTRY

Aboriginal Australian cultures — Country extends beyond the visible.

RENEWAL

Ancient Egypt — disappearance and return of the sun; transformation.

MIST / DISTANCE

Japanese landscapes — earth and sky dissolve through atmosphere.

ĀFĀQ

Islamic traditions — horizons as places through which signs can be perceived.

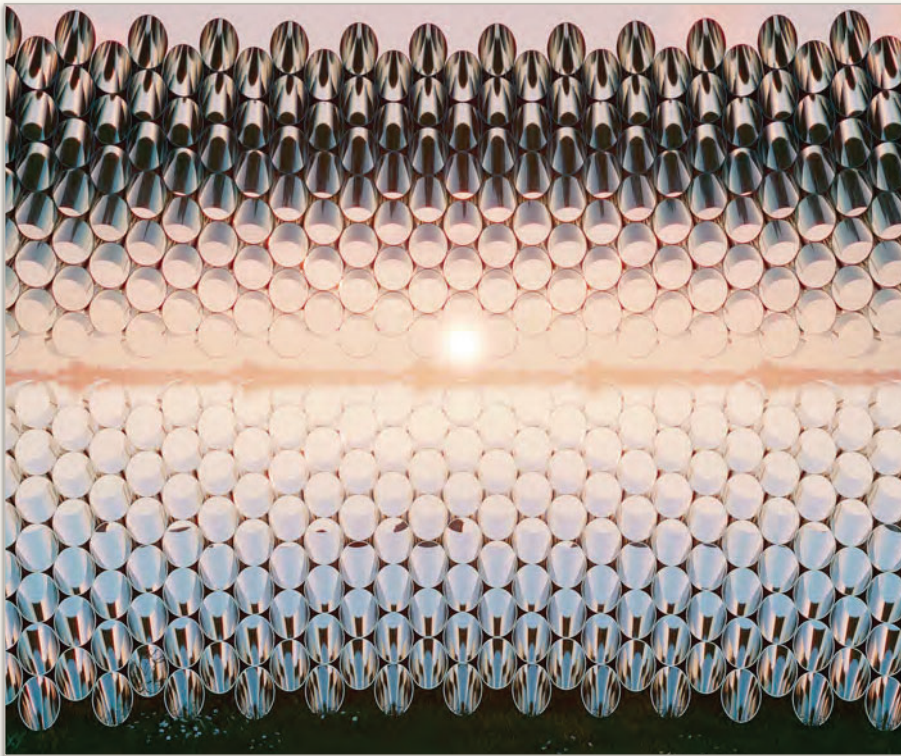
THRESHOLD

Maritime cultures — the horizon between the familiar and the unknown.

SKY / EARTH

Ho-Chunk traditions — Sky and Earth, water, directions and winds brought into balance.

A Shared Landscape



LAKE MONONA

A shared civic space / a vital natural landscape

We see these ideas of connection reflected in Lake Monona itself.

The lake is not simply something to look across, but a body of water that connects people to one another and to the landscape around them.

It connects people to the rhythms of the seasons and provides a place for movement, recreation, reflection, gathering and everyday life. Its horizon will inevitably mean something different to each person who encounters it, shaped by their own experiences and relationship to the lake.

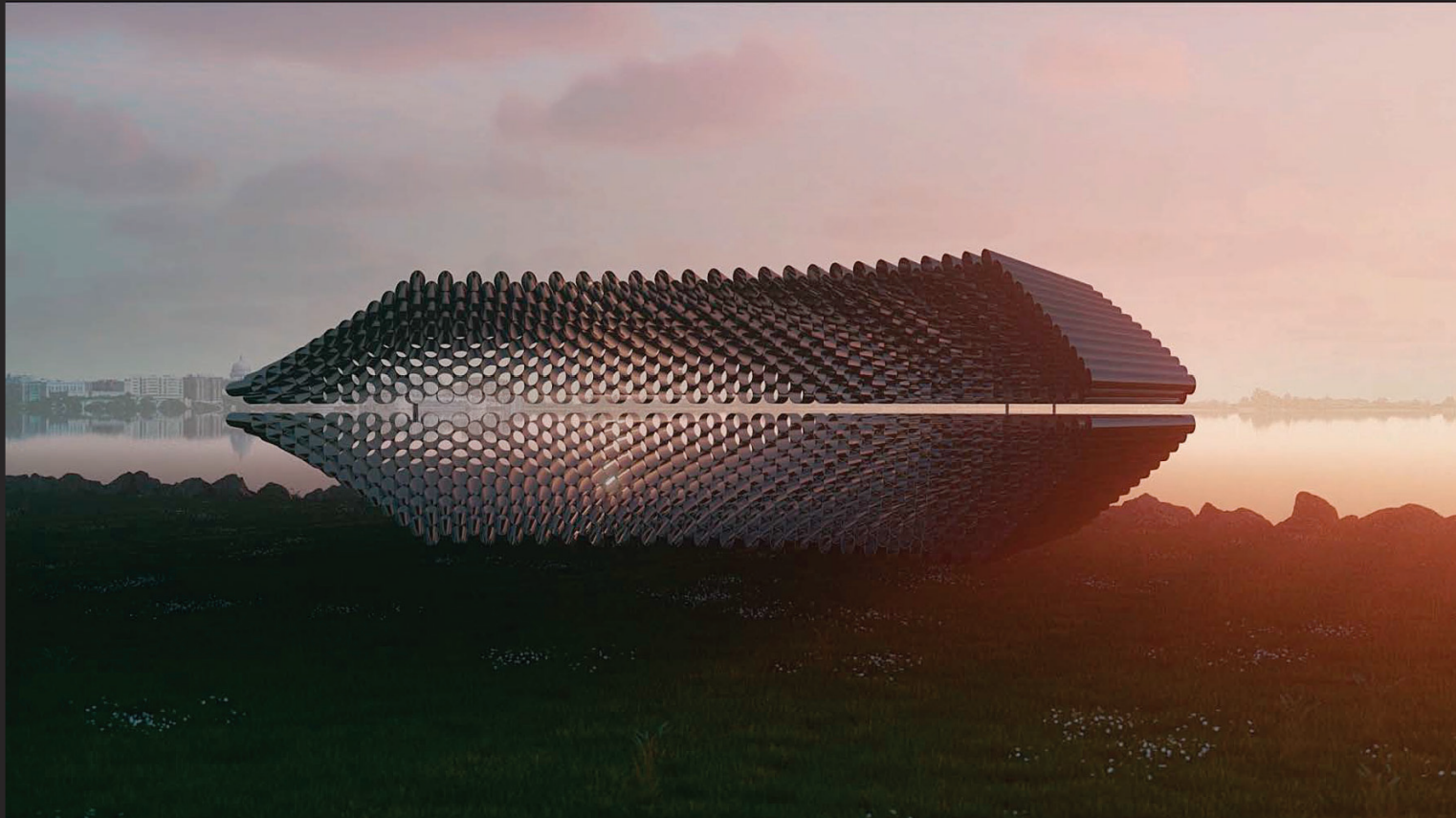
It is both a shared civic space and a vital part of the natural landscape, a place where human and ecological life continually intersect. It is this plurality that Horizon seeks to acknowledge.

Rather than defining what the horizon should mean, the work creates a space for people to bring their own experiences, memories and interpretations to it.

The sculpture becomes a meeting point: between land and water, above and below, the individual and the wider landscape.

The Moiré Effect

Please click the image to play the movie

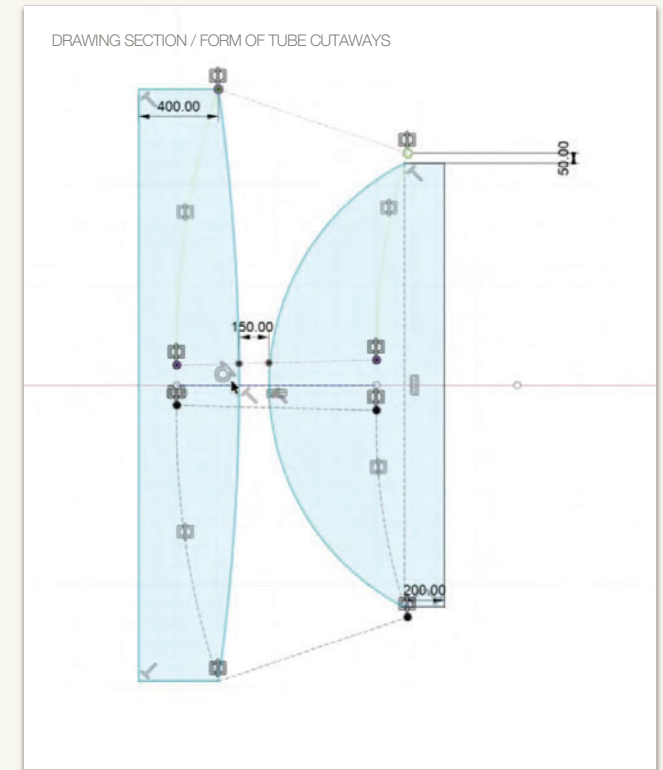
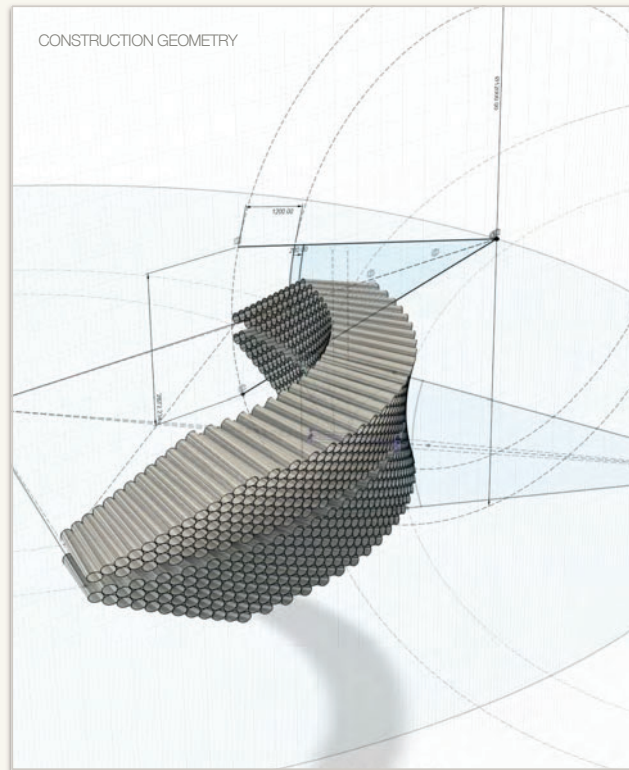
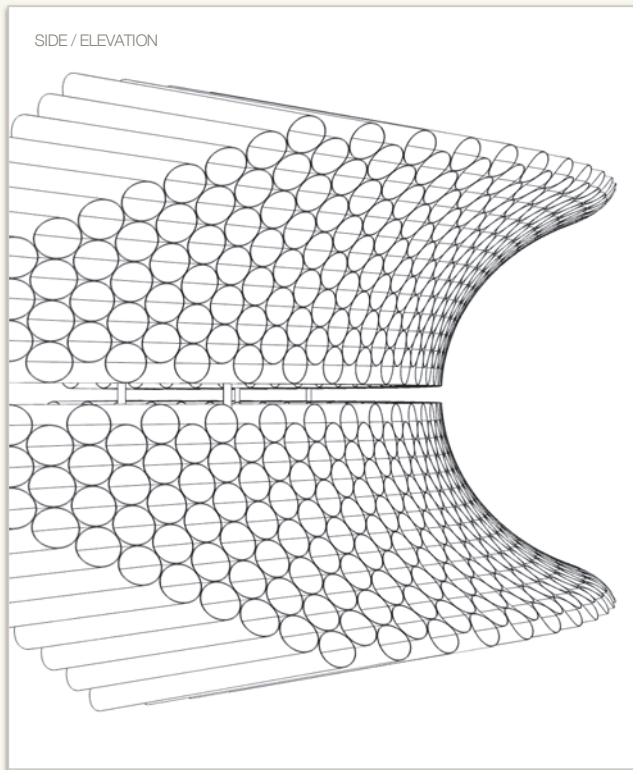


A moving field of lines produces an optical threshold between solidity and disappearance.

ANIMATION 01

Making the Form

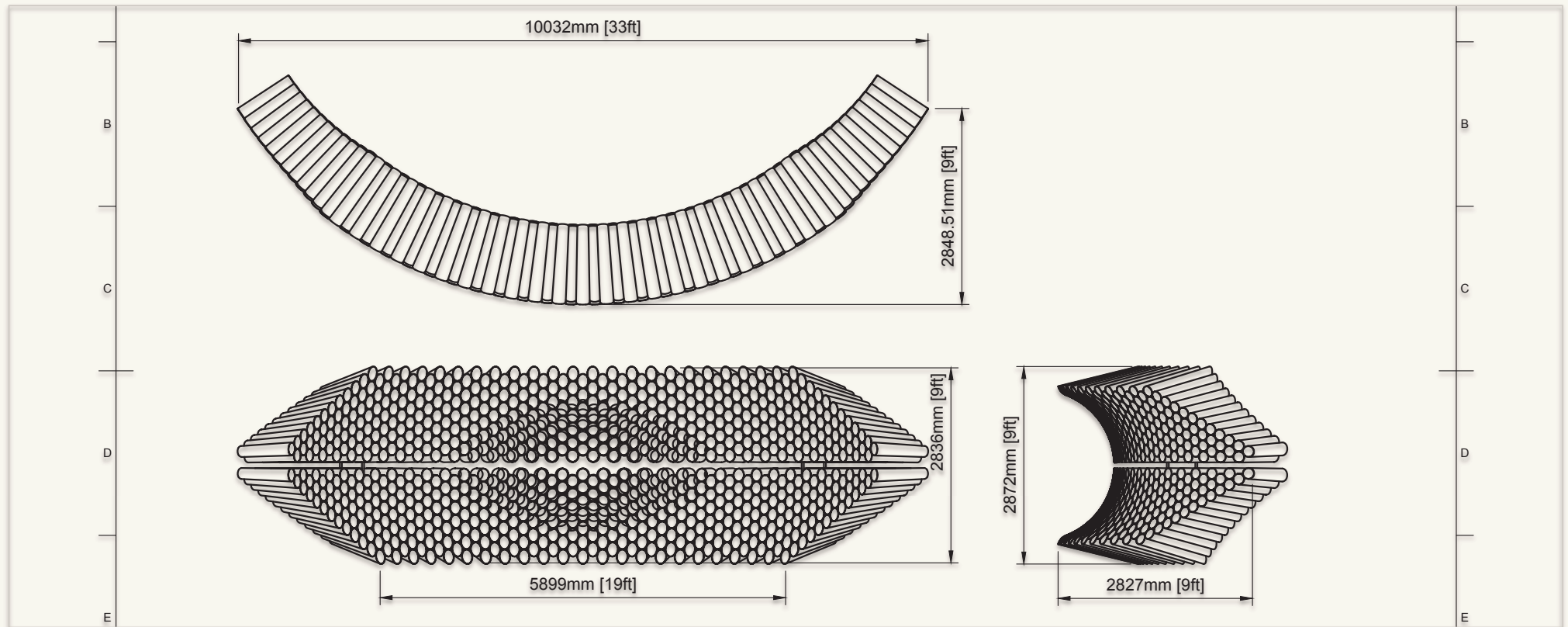
Drawing, section, model and fabrication logic



Horizon has highly complex surface geometry, each angle of the sculpture has been considered and honed to provide continuously changing form and visual intrigue.

Physical Size / Dimensions

Orthographic projection



Horizon has been designed with impactful scale in mind, at 30ft wide and 9ft high it provides an artwork of landmark stature.

Built for Permanence

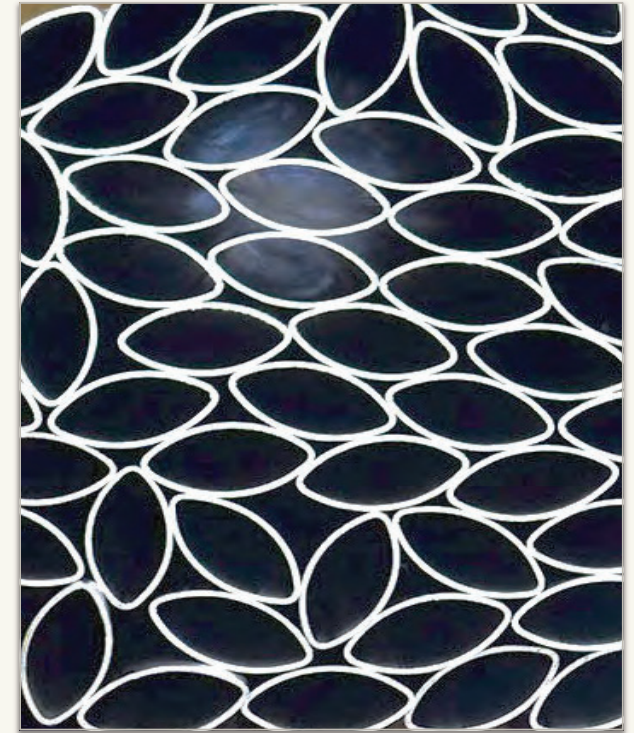
Material decisions are driven by longevity, minimising maintenance and the harsh demands of Madisons civic landscape.



POLISHED / REFLECTIVE



TIG WELDED UNIONS



SPECIALLY FORMED ELLIPTICAL TUBE ENDS

SAE 316 grade Stainless Steel has been selected for its inherent corrosion resistance and ability to hold a bright polished surface for many years with little to no maintenance.

Horizon through the Seasons

The same work, four conditions — designed to remain legible and compelling year-round.



SPRING



SUMMER



AUTUMN / FALL



WINTER

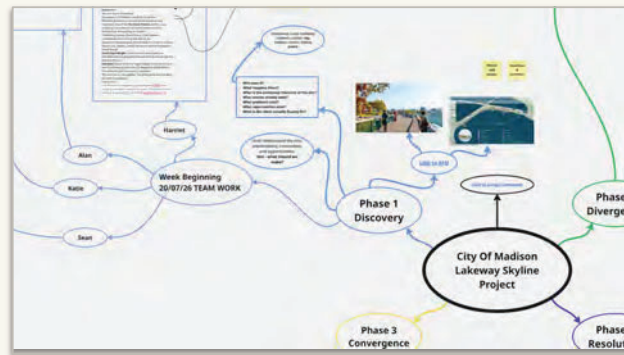
Water movement has been considered inherently to the design choosing to embrace water run off from the upper parts of the piece to encourage ice to form and become part of the year-round evolution of Horizon through the seasons.

From Site to Proposal

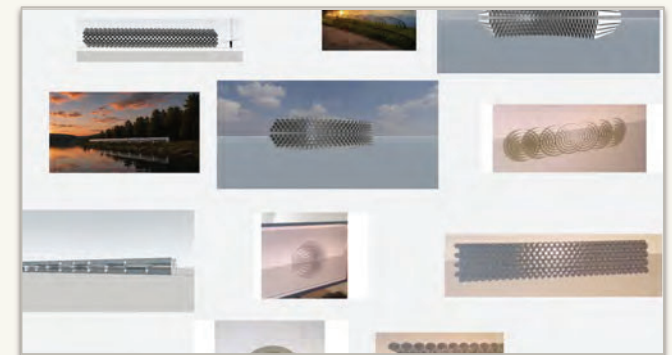
SITE VISIT / OBSERVATION



MIRO / RESEARCH



FORM DEVELOPMENT



SELECTION



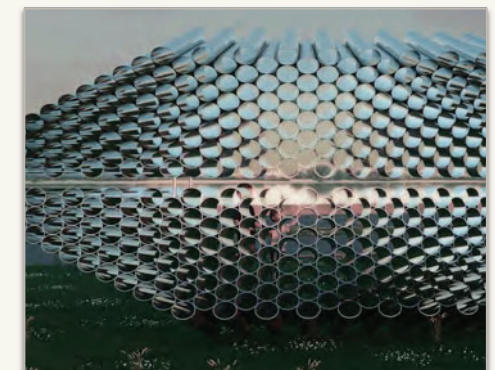
MATERIALS



PEOPLE / MOVEMENT



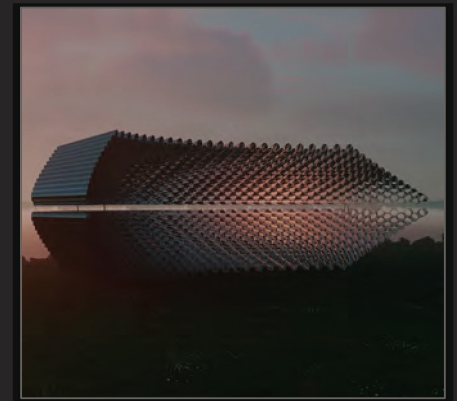
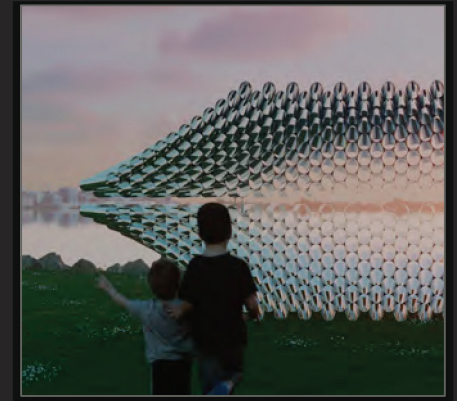
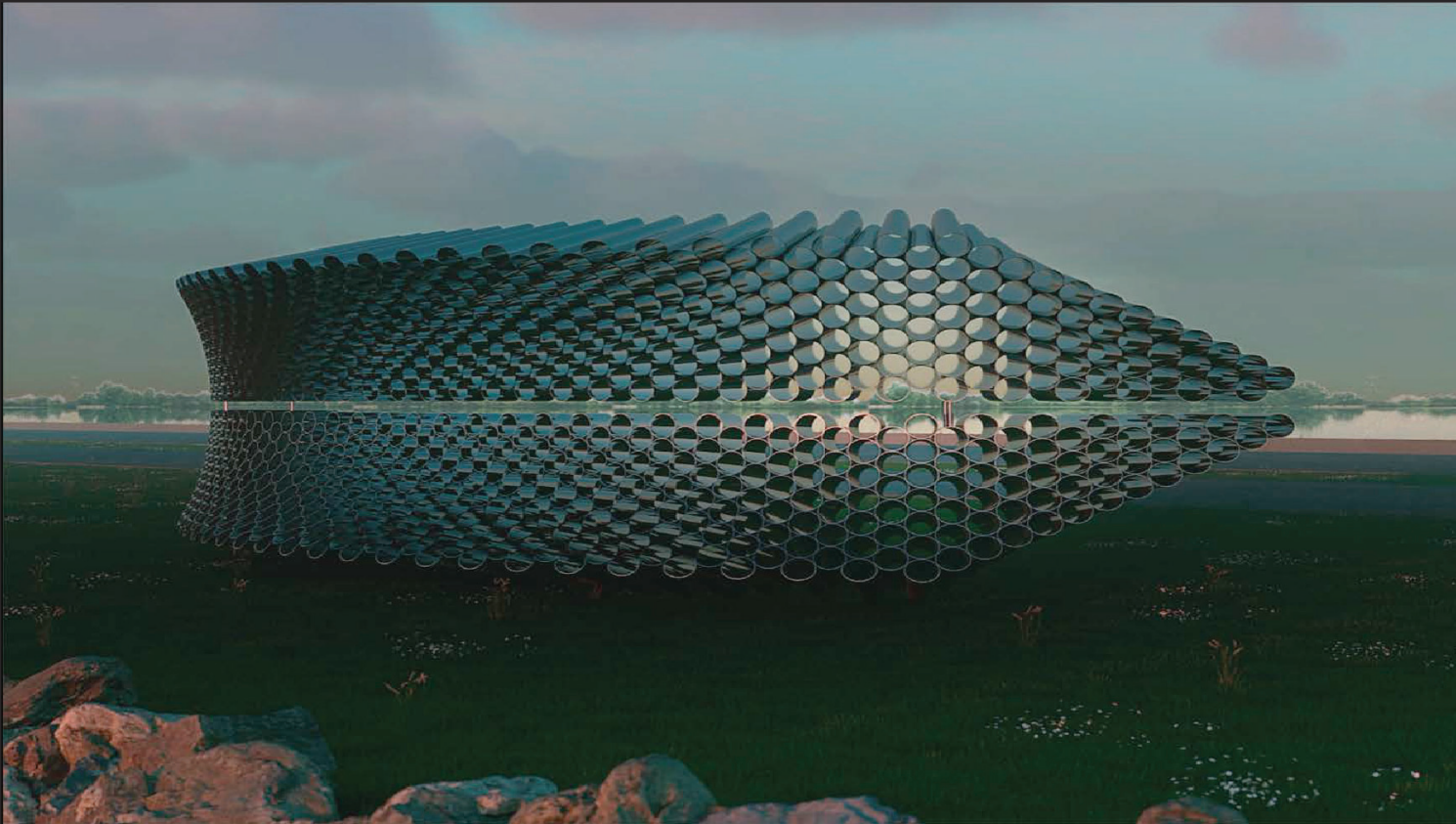
LIGHT



SITE → QUESTIONS → MATERIALS → LIGHT → FORM → EXPERIENCE

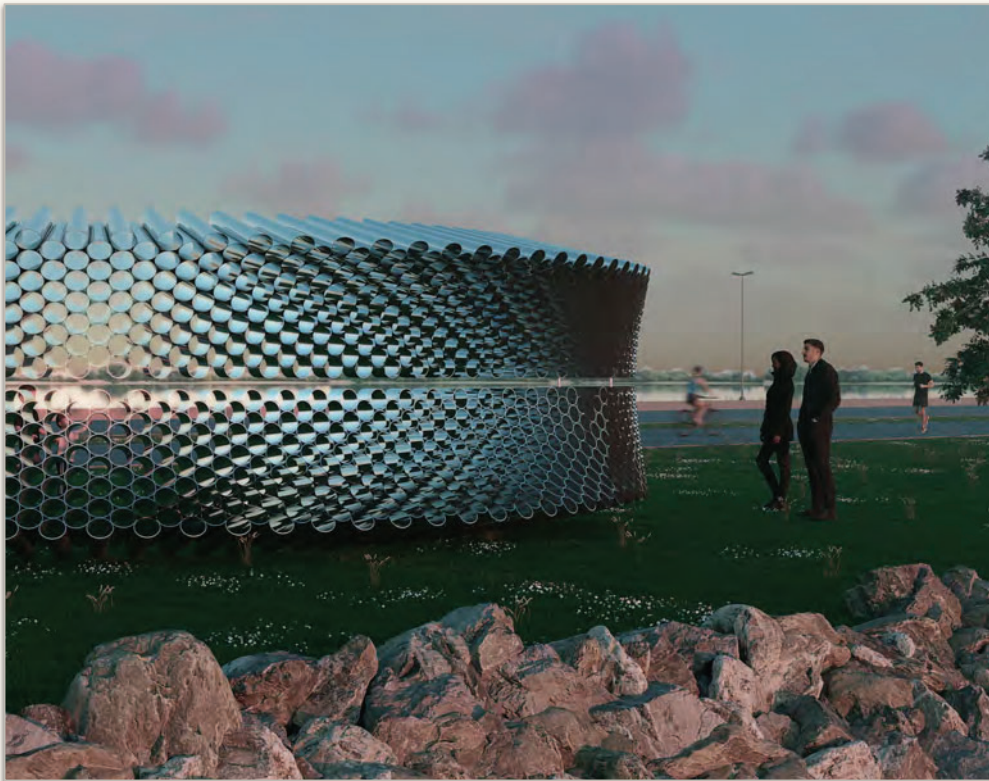
Animated Render

Please click the image to play the movie

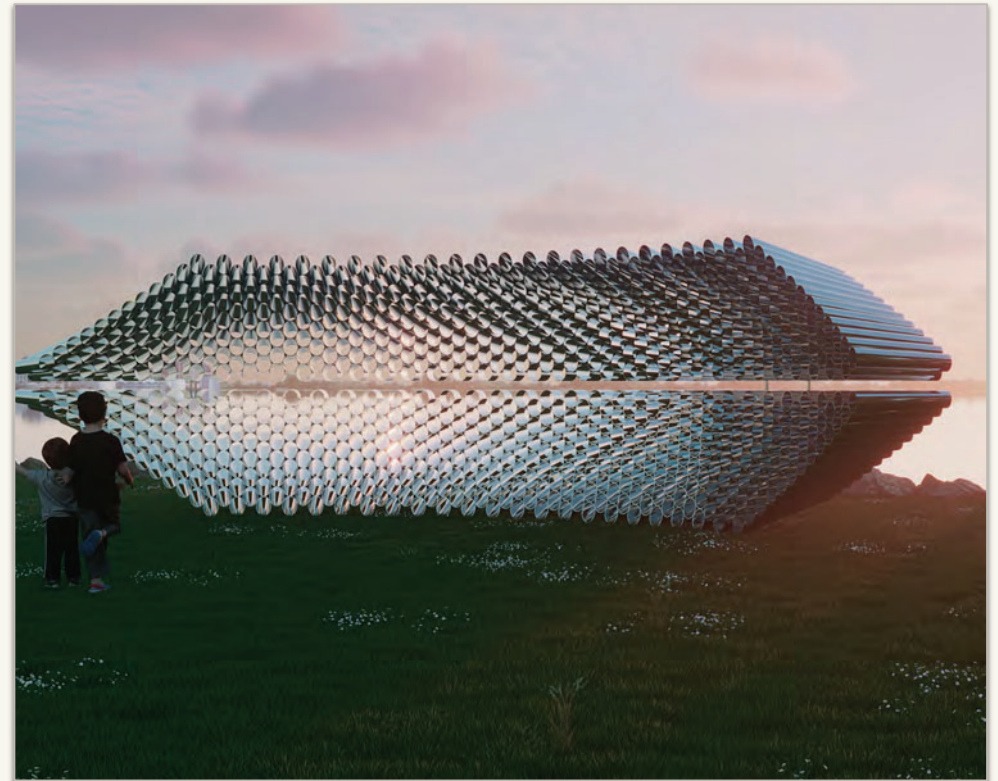


Seen in Transition

Designed for people moving along the path — walking, running and cycling — as well as those who stop. New ways of experiencing the piece are presented for all users of the skyline.



APPROACH



PASS / REFRAME

The work is read through movement — not from a single prescribed viewpoint.

Voices of the Lake

A shared exploration of Horizon · community engagement as a genuine extension of the artwork

Horizon is inherently personal. We all experience the horizon from our own position, as a point of orientation, transition, memory and possibility. We want to explore what the horizon means to the people of Madison, creating an opportunity for local voices to become part of the artwork.

LISTEN	CREATE	RECORD	SHARE
Work with Madison-based poetry, writing and community groups through facilitated conversations, creative writing sessions or an open call. Ask one question: “What does the horizon mean to you?”	Invite poems, stories, reflections or other written responses, seeking a range of Madison communities and perspectives.	Professionally record selected works, preserving not only the words but the individual voices and perspectives of the people who created them.	Create a dedicated digital archive. A QR code on the artwork plaque connects the physical sculpture to the voices of the community.
OUTCOME	A physical horizon. A landscape of voices. A shared space between the artwork, the lake and the people of Madison.		

The Question is Deliberately Simple...

WHAT DOES
THE HORIZON
MEAN TO YOU?



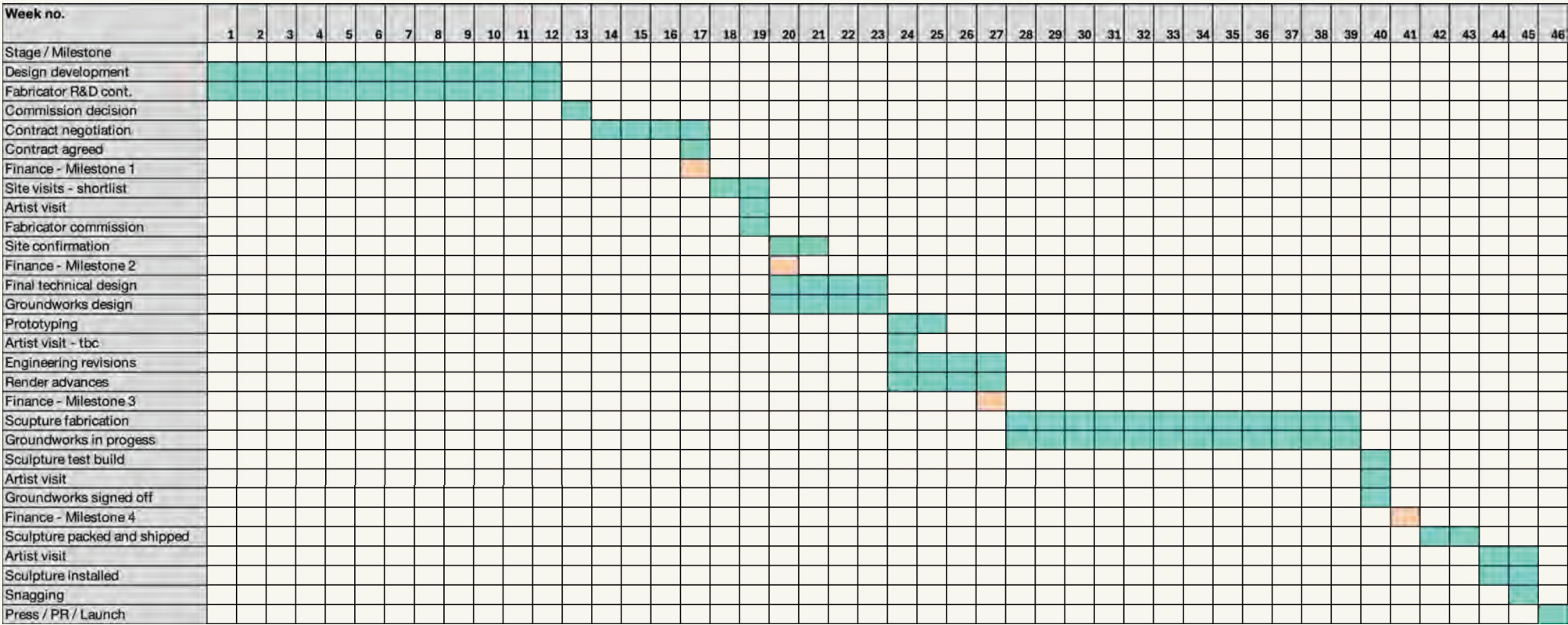
ARTWORK → ARCHIVE

A digital archive can continue to grow, creating an evolving portrait of how people experience and understand their horizons.

childhood · migration · leaving home · anticipation · loss · ambition · relationship · future

Design Development → Fabrication→ Installation

Horizon · Schedule v1.6 · 46-week programme · published / updated 10.09.26



Design development → R&D → decision / contract → technical design → prototyping / engineering → fabrication → test build → shipment → installation → launch

Schedule source: Madison Lakeway Horizon Schedule v1.6 · 46 weeks · all post-selection stages shown in the supplied programme.

This is Loop

Artist-led studio · Somerset, England



Based in Somerset, England, 'This is Loop' have built an international reputation for delivering ambitious, large-scale experiential installations that sit at the intersection of 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, the United States and the rest of the world, 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.

ART × TECHNOLOGY × ARCHITECTURE

The Team

A compact, specialist team supported by engineering, fabrication and creative collaborators.



HARRIET LUMBY – LEAD ARTIST



ALAN HAYES – LEAD ARTIST



KATIE MADDISON – EXEC PRODUCER



SEAN KERR - PRODUCER

Co-founders and lead artists of This is Loop, Harriet and Alan drive both the creative vision and strategic direction of the studio.

Over the past decade, they have built an international reputation for producing large-scale audiovisual light installations, featured at major arts events and leading arts and music festivals. Their work has earned significant recognition, including winning the Interactive Artwork Category at both the LIT Lighting Design Awards, and CODA Awards in 2025.

With backgrounds in stage and set design, and deep expertise in fabrication and technical production, they take a holistic, hands-on approach to every project, managing all aspects in-house, from concept and design to build, installation, and touring.

Before founding This is Loop, Alan worked in time-based media arts, performing as a VJ and creating projection shows for touring music artists. Harriet studied fine art painting and went on to work as a scenic artist in film and television.

Katie Maddison is a highly accomplished Creative Producer with extensive experience delivering large-scale live events.

With a strong foundation in project management, stakeholder communication, and detailed budget control, Katie brings both creative vision and operational expertise to every project.

Sean Kerr brings a rich background in art curation and hands-on fabrication, which has enabled him to take on a wide range of roles.

With his unique combination of curatorial insight, production expertise, and hands-on technical skill, Sean continues to play a key role in bringing complex creative visions to life.



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Thank you

HORIZON · LAKE MONONA · MADISON

THIS IS LOOP