The Spirit in St. Louis Exhibition

FOREST PARK ST. LOUIS, MO LOUFEST SEPTEMBER 9TH - 10TH

TECHARTISTA COWORKING CENTER

2017 Program Catalog

Program Overview

LouFest and TechArtista are partnering to debut a nano-architecture exhibition “Spirit” that will produce large structures for the festival and beyond. Using a unique design of an equilateral triangle, all developed structures may be dis-assembled, and re-assembled thereafter in our partner program.

Local businesses and organizations are cornerstones in St. Louis and this program is designed for them to get in front of the over 50,000 consumers expected at LouFest. Sponsors are able to select from the structure options below and will receive the following for their participation:

1. Ownership of fabricated and designed triangles.
2. Optional donation of fabricated triangles to Spirit partner or partner of choice.
3. Digital cataloguing of fabrication, installation and interaction.
4. Digital storytelling of partner donation.

TOTEM	WALL	SHADE	EXPERIENTIAL
$7,500 for full $2,500 for part	$10,000 for full $2,000 for part	$30,000 for full $10,00 for part	$15,000 for full

TOTEM

Totem poles are monumental sculptures that have traditionally served as creative place-making anchors.

We have designed totem poles that will stop people in their tracks as they move around the festival and will be placed in the mail plaza. Twisting triangles and eye-popping artwork will make these totems prime photo-opportunities and stop visitors in their tracks.

Totems will be developed with a set of 20 triangles. Starting with a sturdy base of 4 cement-filled triangles, the remaining 16 triangles will twist up the center axis. Each triangle will be 4 feet in length on each side, and constructed using 2” x 10” ground treated pine boards. All totems will have a participant plaque clearly visible.

As a sponsoring organization, you may decide whether to keep the skin —or develop a new one— for your post festival activation.

The Spirit committee has selected local artists Edo Rosenblith and Daniel Burnett to apply their designs to the totem. Rosenblith and Burnett will develop an image that will be printed on vinyl and applied to the triangles at a scale of 1 inch to 1 foot.

The pieces will live on a weatherproof vinyl material fabric and fasten to the triangles.

Large totems will guide visitors through the festival grounds

WALL or SHADE BASE

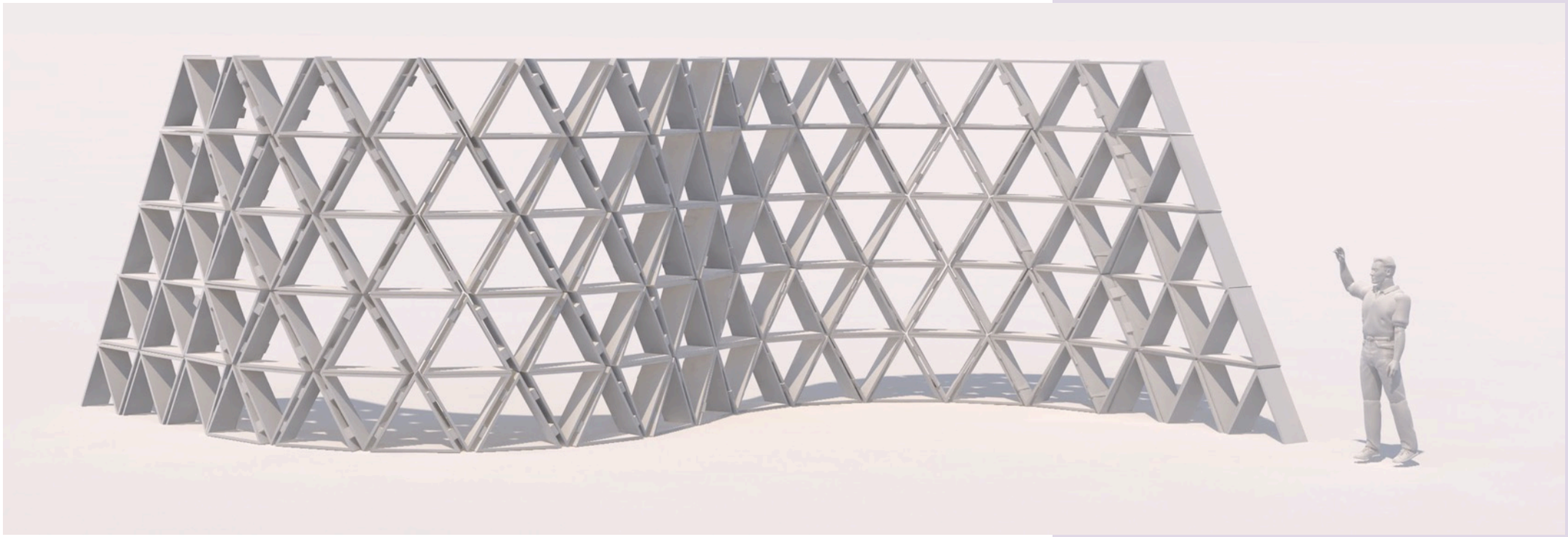
Curved walls will guide visitor imagination to explore each angle and artistic component. They will live as independent walls or be connected in a series of walls for a complete shade structure.

They may become product or retail display for single businesses or networks of businesses.

Shade bases will be developed with a set of 160 triangles. The triangles will be stacked to create a sturdy curved wall. Each triangle will be 3 feet in length on each side, and constructed using 2” x 10” ground treated pine boards. Solar powered phone charging stations and a prominently positioned participant plaque will also be included.

These structures will serve as a reprieve from the hot summer sun by providing festival goers with lounging space, seating, phone charging stations, and, most importantly, lots of shade. We’ve designed the structure to be a series of interlocking triangles that congregate to create a curved wall.

Spirit has selected local artists Edo Rosenblith and Daniel Burnett to apply their designs using a vinyl fastening process.



A single wall or shade base may serve as strong showcasing opportunity

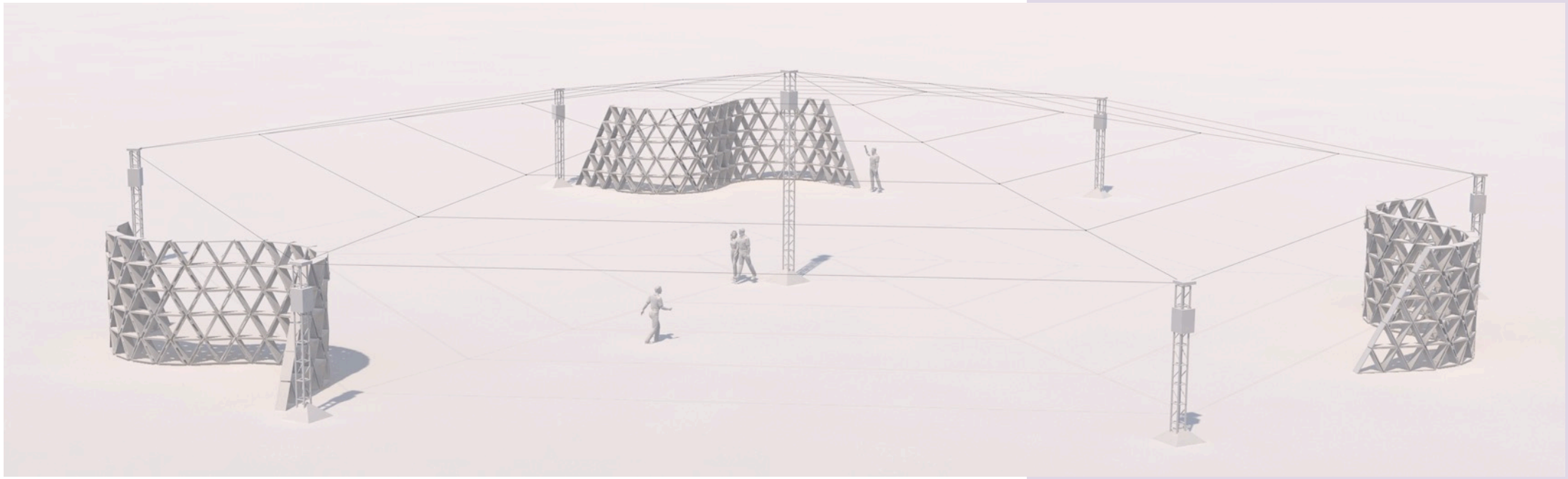
SHADE STRUCTURE

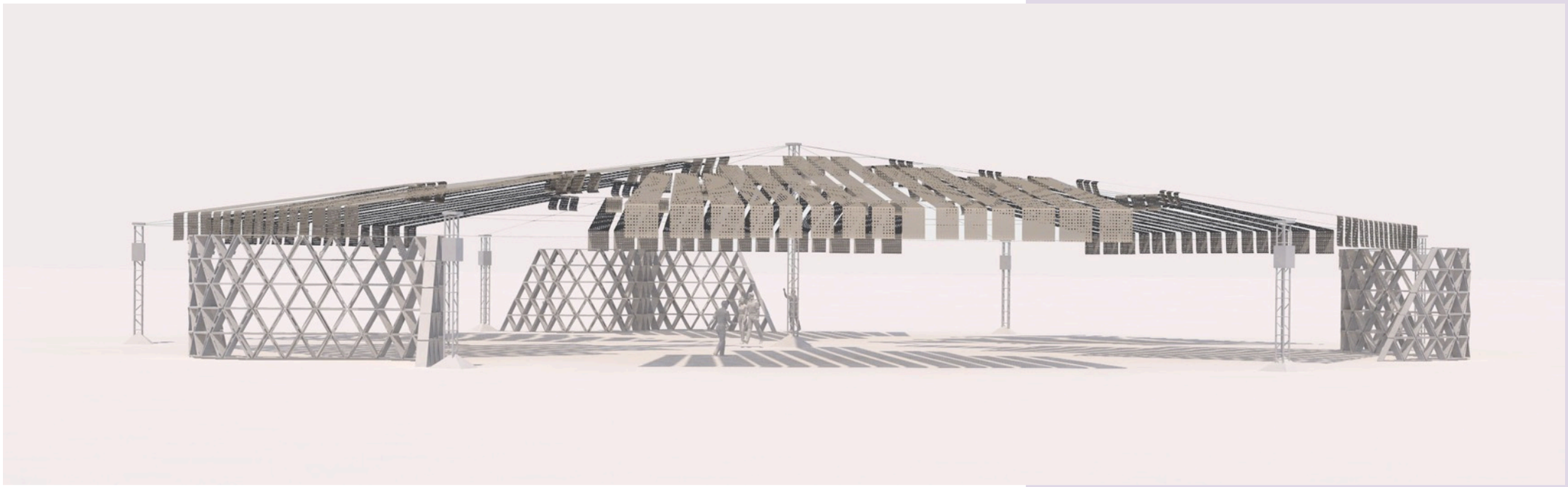
Large white tents have been the standard for providing festival goers sun coverage, yet these tents lack character. Our take on the shade structure is multifaceted, providing visitors with space to meet with friends, enjoy food from local vendors or relax and lounge.

Positioned close to major traffic points including the Nosh Pit and Market Square, these structures will attract a steady flow of festival goers, and when positioned together, create a meeting place that is open and free flowing.

Walls and shade bases will be developed with a set of 160 triangles. The triangles will be stacked to create a sturdy curved wall. Each triangle will be 3 feet in length on each side, and constructed using 2” x 10” ground treated pine boards. Solar powered phone charging stations and a prominently positioned participant plaque will also be included.

Spirit has partnered with St. Louis’s premier coffee chain, Kaldi’s Coffee, to create a canopy from 300 burlap coffee bags. Three shade bases will be positioned equal distance apart, providing a large space in the middle for visitors to interact with the space. The canopy will be created by sewing together these 2 feet by 4 feet coffee bags. We will then stringing them on wire and attach them to the shade bases. At the center of the structure will be a large pole that will be adorned with student designed triangles.





Three shade bases and a canopy make up the large shade structure

EXPERIENTIAL

TechArtista and LouFest are working together to highlight the vibrant community that makes the city of St. Louis a great place to live and work.

LouFest U, a free pre-festival event held on September 8th, will present local university students with guest speakers and opportunities for students to engage with regional employers and entrepreneurial organizations.

The event is a strong appeal to students and millennials to encourage them to build their careers in St. Louis.

To engage students with the Spirit exhibition, we are launching a program with LouFest U where students will design their own triangles on site, which will be assembled as the centerpiece of a Shade Structure on Saturday and Sunday.

For this activation, we will deploy be 750 triangles made from 2 feet x 8 feet ground treated pine. Students will be provided with paint to create their individual designs that embody what they believe is the “Spirit” in St. Louis.

Sponsors will receive naming rights to the Centerpiece, along with the additional physical and digital cataloguing.

An example of student triangle designs mounted to a wall at TechArtista

“Our goal is for the LouFest program to continue growing the St. Louis story into our communities.”

Mike VanHee
LouFest

► Post Festival - Physical

Focusing on adaptability and collaboration, the “Spirit” exhibition will bring art to the festival and beyond by partnering with local organizations to reuse the triangles. This project will give communities the tools to produce small scale, hugely imaginative structures using accessible design, technology and sustainability practices.

Habitat for Humanity

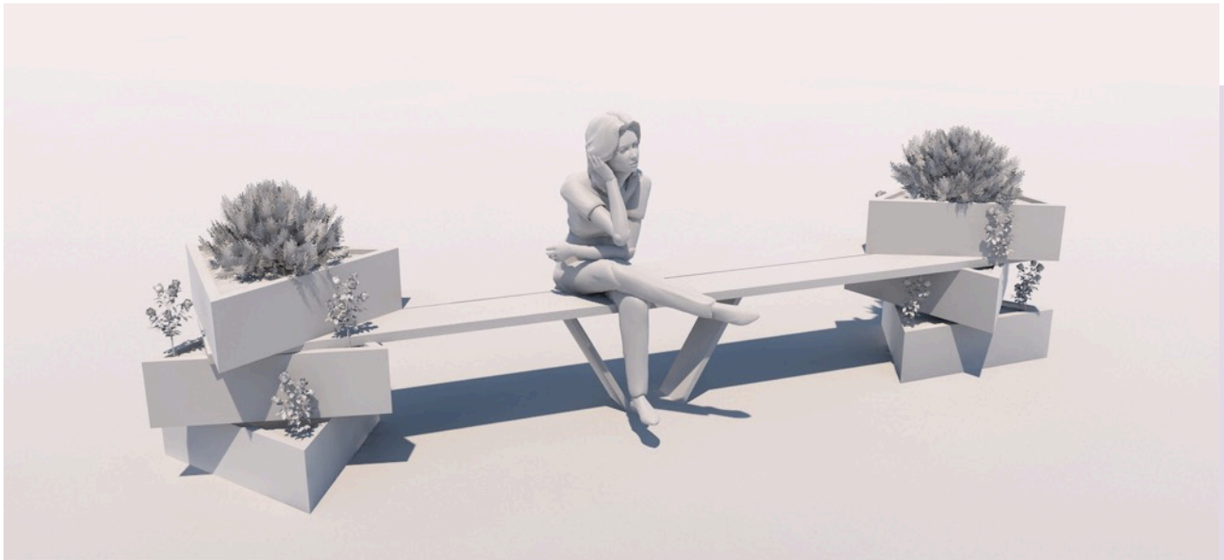
Habitat for Humanity has committed to providing resources for pre and post production of the structures. The organization is committed to providing volunteers that can help assemble and arrange the triangles. Additionally, they are providing access to their tools as well as, shop and storage facilities. After LouFest, Habitat will also participate in unique install opportunities post-festival within their projects, like building shelves from triangles for their micro-homes.

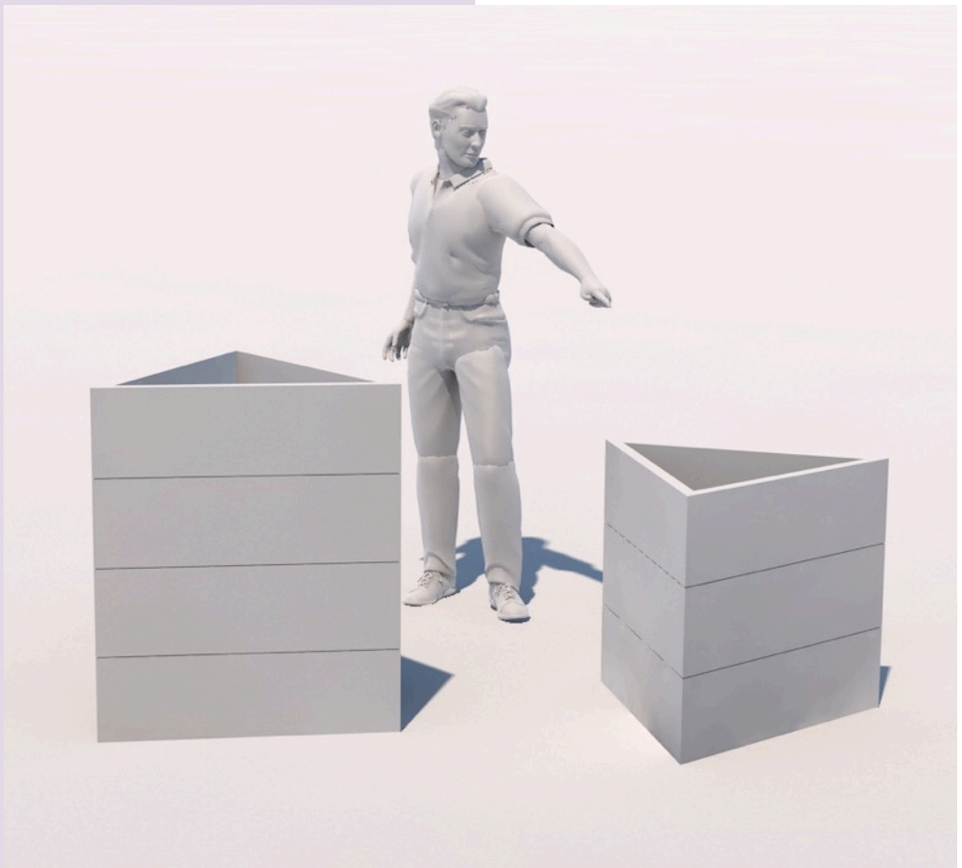
Gateway Greening

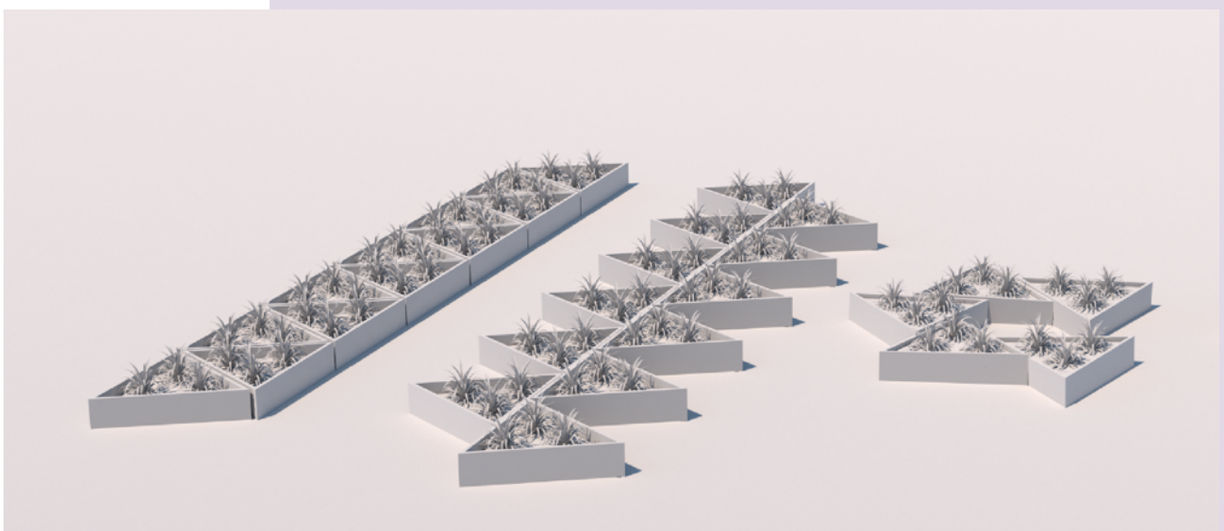
Working with Gateway Greening, the largest community garden network in St. Louis, we will be able to bring triangles from the exhibition to gardens across the city. We have designed seating and shade re-use structures that fit within the needs of their gardens, including the creation of a unique planter-bed seating design. Additionally, we will provide them with triangle planter beds and trash receptacle covers.

Public Spaces Catalog

Structures that re-assemble the triangles to live beyond the festival in public spaces.







Clockwise: park/garden bench, trash receptacles, garden planter beds

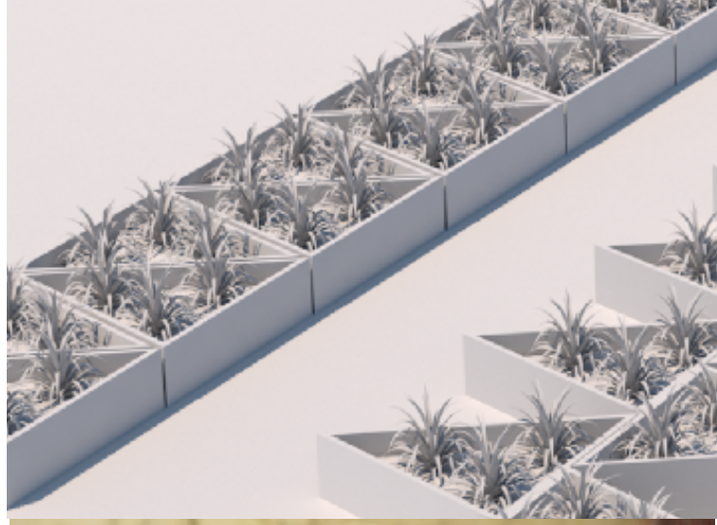
► Post Festival: Digital

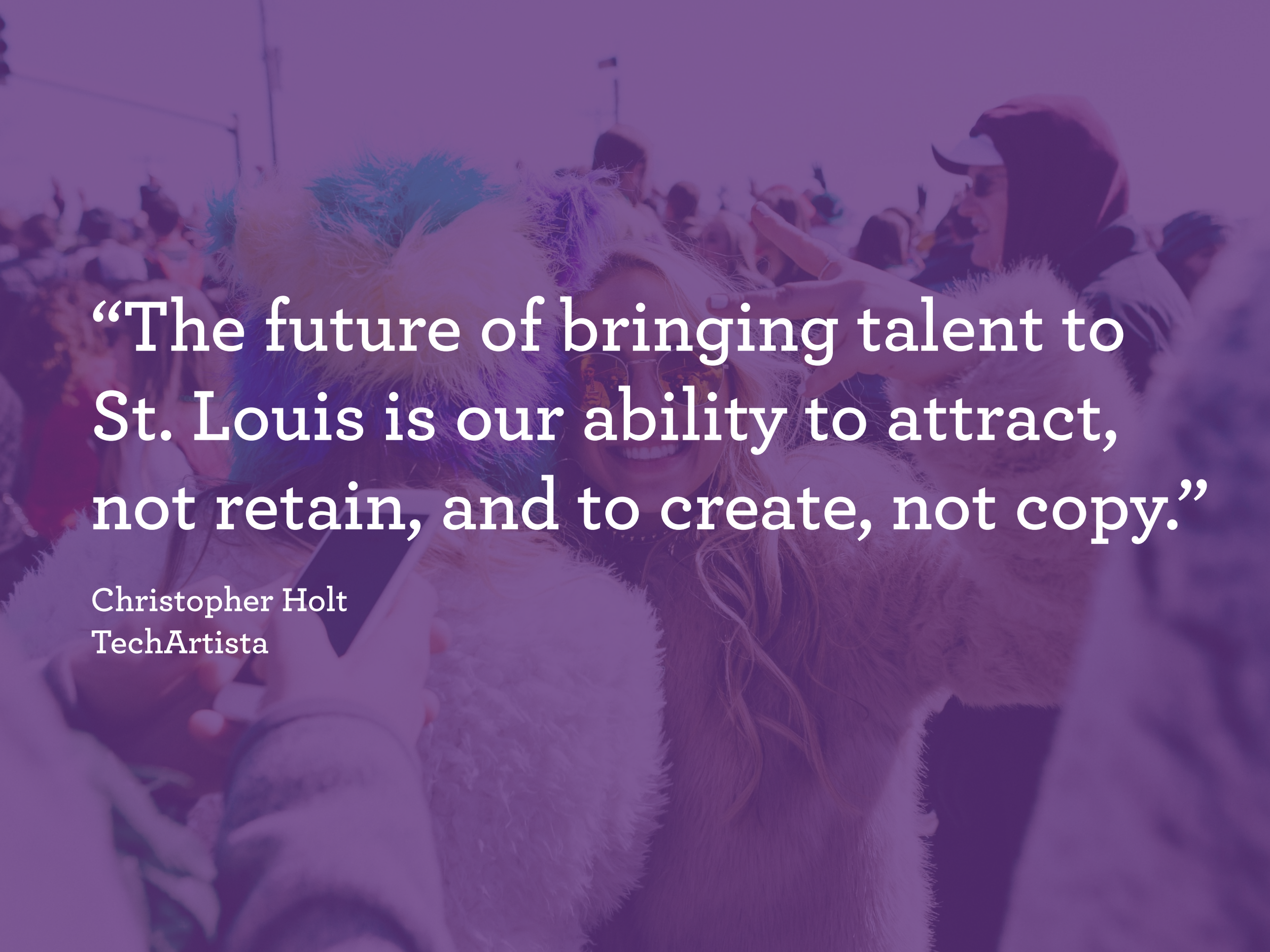
The story of the Spirit program will continue to unfold after LouFest is over and structures are re-assembled with partners. Working with LouFest's 32k+ active e-mail subscribers, the story of these structures will be included in a quarterly newsletter. This content will include:

1. Photo-essay of fabrication, installation and interaction
2. Video of program participation

LouFest's Audience Overview:

- 58% Female
- 43% Married
- 33% with Children
- Average Age: 31
- Average Income: $88,000





“The future of bringing talent to St. Louis is our ability to attract, not retain, and to create, not copy.”

Christopher Holt
TechArtista

CREATIVE PARTNERS

We are excited to engage a number of creatives to facilitate the development of the inaugural Spirit program.

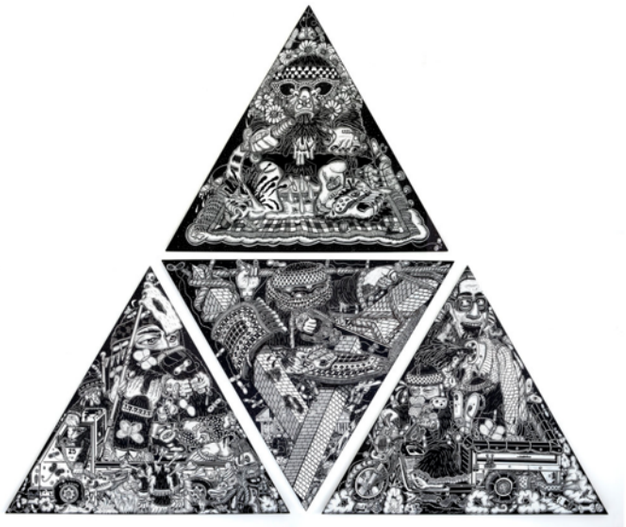
Ranging form carpenters, to visual designers and fine artists, the depth of this year's team will ensure a multi-faceted program launches in the LouFest footprint, and is catalogued online for the world to see.

CITIZEN CARPENTRY

Citizen Carpentry: Emanuel Taranu and Marcis Curtis are the creators and makers who co-founded Citizen Carpentry in Spring of 2015. Citizen Carpentry is a workshop and design studio that is dedicated to providing sustainable services and training in practical trades through their apprenticeship program.

CHRIS WIEGMAN

Chris has over 15 years experience as a mix of 3D Animator, Graphic Artist, Web Designer, and Film Editor. He also enjoys creating physical structures and was the primary maker of the Grow Room that currently hosts plants and people up on the TechArtista rooftop.



EDO ROSENBLITH

Edo is a visual artist living and working in St. Louis. He has exhibited his work all over St. Louis, including at CAM, The Mildred Lane Kemper Art Museum, and The Luminary Center for the Arts. He is currently a finalist for the Great Rivers Biennial.

DANIEL BURNETT

Daniel uses a variety of materials in his work, including traditional paint on canvas and graffiti on buildings. He has worked with multiple St. Louis organizations including the Regional Arts Commission, Center of Creative Arts (COCA) and the World Chess Hall of Fame.

TYLER MCNAMUS

Tyler is a visual and interaction designer and a 2016 graduate of Washington University. She believes in using both a hands on and a data-driven approach to creating user-centered solutions. Graduating with a degree in Communication Design, Tyler will be making her new home St. Louis.

Materials

WOOD

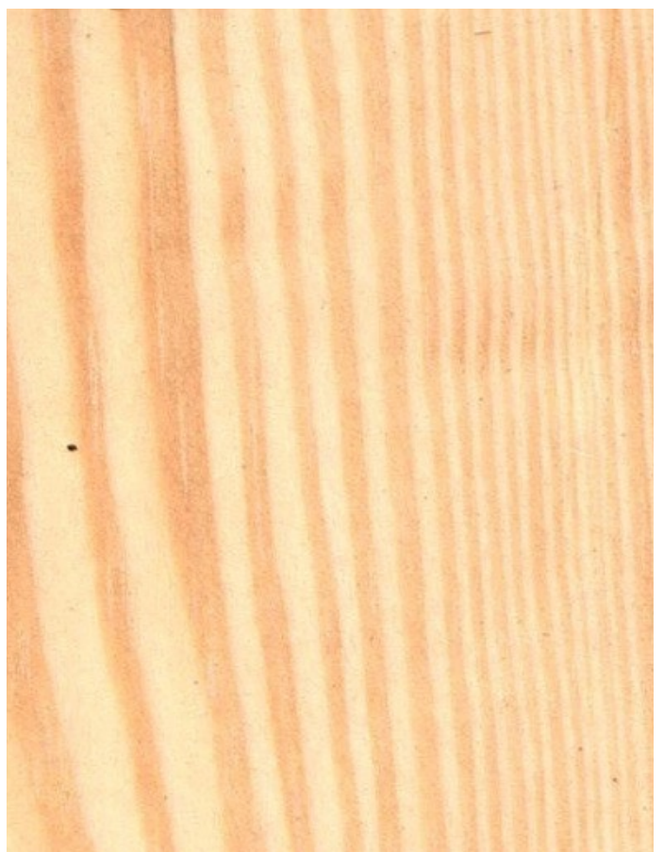
Program triangles will be constructed using pressure treated pine wood. Materials will be sourced from partners whenever possible.

VINYL

To apply artwork to the triangles, designs will be printed onto perforated vinyl at a resolution of 1inch :1 feet and fastened.

BURLAP

For shade, Kaldi's Coffee is donating previously used burlap coffee bags, which will be sewn together to create a permeable roof.



FOREST PARK
ST. LOUIS, MO

LOUFEST

SEPTEMBER
9TH - 10TH

TECHARTISTA
COWORKING CENTER

Contact:
chris@techartista.org
mikev@listenlivestl.com