



CIVIC CENTER · STONER THEATER · TEMPLE THEATER · COWLES COMMONS

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## NEW COWLES COMMONS SCULPTURE HAS A NAME

*Sculpture's artist Jim Campbell calls it "Swirl" to reflect movement and shape*

**DES MOINES, Iowa** – The new suspended, illuminated LED light sculpture in Cowles Commons, a recently renovated outdoor space in downtown Des Moines, has a name. Today Des Moines Performing Arts, who operates Cowles Commons, announced that the name of the sculpture by San Francisco-based visual artist [Jim Campbell](#) is called "Swirl."

"At first, it was difficult to name "Swirl" because its daytime and nighttime presence are very different," said [Campbell](#). "The title had to both reference the shape and the movement of the imagery that will be seen at night. The form itself also implies movement. "Swirl" is both a verb and a noun so it seemed to make sense for my design."

Held up with nine heavy-duty stainless steel uprights, the exact dimensions of "Swirl" are 28 feet wide, 94 feet wide and 28 feet tall. More than 10,000 LED lights are suspended in the air, with playful imagery and colors shown at nighttime.

In addition to [Campbell's](#) design of "Swirl," [Demiurge LLC](#), a sculptural fabrication company based in Denver, Colo., fabricated and installed the sculpture. [Demiurge](#) crews are currently finishing installation and "Swirl's" first official lighting will take place in January 2016.

### About Cowles Commons

Des Moines Performing Arts opened Cowles Commons this past June after a \$12 million dollar redesign and renovation project that started with a design charrette and public workshops in 2008, followed by construction that began in fall 2013. In addition to "Swirl," several new amenities were added, including a red granite stone and brick surface extending from Capital Square to the Des Moines Civic Center, creating a red carpet; the Lauridsen Fountain, a decorative water feature with 55 color-changing lights programmed to change colors in conjunction with the streams of water; seat walls with thought-provoking peace quotes from a variety of authors; enhanced lighting that creates safety and ambiance from the internationally renowned Iowa-based company, Musco Lighting; and more than 12,000 native plants and 33 new trees that were planted throughout the commons. The goal: to create a world-class cultural and urban destination for everyone.

For more information about Cowles Commons, visit [www.DesMoinesPerformingArts.org](http://www.DesMoinesPerformingArts.org).

### Press Materials

Photos and video of "Swirl" are available to download at this link:

<https://app.box.com/s/ipgo3ther1u145twjrqaurf3yf6wjgpe>

**About Des Moines Performing Arts**

*Des Moines Performing Arts is a private not-for-profit organization celebrating 36 years of presenting the performing arts to Iowa and the surrounding states on four stages in Des Moines – the Civic Center, the Stoner Theater, the Temple Theater and the newly renovated outdoor space, Cowles Commons. Des Moines Performing Arts is a presenter of major Broadway and educational touring companies, performers and groups, and is home to many local and regional groups, including the Des Moines Symphony. All performances of the Broadway Series are supported by Willis Auto Campus. All performances at the Temple Theater are supported by Prairie Meadows. All performances of the Family Series are supported by Wellmark Blue Cross and Blue Shield. For more information, visit [DesMoinesPerformingArts.org](http://DesMoinesPerformingArts.org).*

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