



ASU CELEBRATES

art

IN THE CITY

infusion

This weekend festival would showcase the talent of ASU students, faculty, and alumni while also contributing to activate downtown Phoenix. Announced in advance by lively banners as well as distributed programs of events, the festival would take place in local venues as well as along the streets, in parks, and in parking lots. Events would include dance, theatre, film, music, poetry readings, art exhibitions, book displays of ASU authors, interpretive storytelling, a Japanese tea ceremony, and more. Local restaurateurs could sell refreshments from kiosks scattered throughout the area. ASU's College of Architecture and Environmental Design could design the banners, maps, advertising, and kiosks.

An installation entitled **Windows on Phoenix**, created by children as well as artists from ASU and the larger community, would enliven the area and raise funds for public school arts programs.

The point of departure for these works would be a wooden window frame 8'(H) x 4'(W) x 6"(D). Each artist or collaborative would be provided with a frame and assigned a site. The completed artworks would be installed concurrent with the street banners announcing the festival several weeks in advance. At the close of the festival, certain installations could be selected to remain on site while others are auctioned, with the proceeds benefiting the public school arts programs.

Art Infusion could become an annual event, an opportunity to share the creative work undertaken at ASU and to celebrate art in the city with the larger community.

Windows on Phoenix

The invitation to artists could read:

But for the boundary
The mind is still
Trapped within a frame
The mind exerts its highest
creativity.

haiku

Frame a view.
Open a new window.
Expand your horizons.
Participate in piercing openings
in downtown Phoenix
by designing a window frame
that will be installed in a public space.

You can:

Paint it
Clad it
Wrap it
Mosaic or collage it
Light it
Plant it
Graffiti it
Age it

Build within or upon it

Add curtains, blinds, awnings, window panes
Make windows: stained glass, broken, boarded up
Design furniture and accessories
Stretch a canvas over it — make it a picture frame
Attach a screen for projections

Consider your site:

What view would you like to frame or transform?
Will your frame blend in with its surroundings or contrast
with them?

Consider the experience you are creating:

Does the viewer experience it passively or actively?
How interactive will it be?
Does it invite you in? Does it invite you through?
Does it invite you to linger?
How is it experienced from the car?
At high speed?
From a distance?
How does it look in the daytime?
At night?

It is monumental, poetic, critical, celebratory?
What kind of window does it provide onto Phoenix?

Include a title and brief description.

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image
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