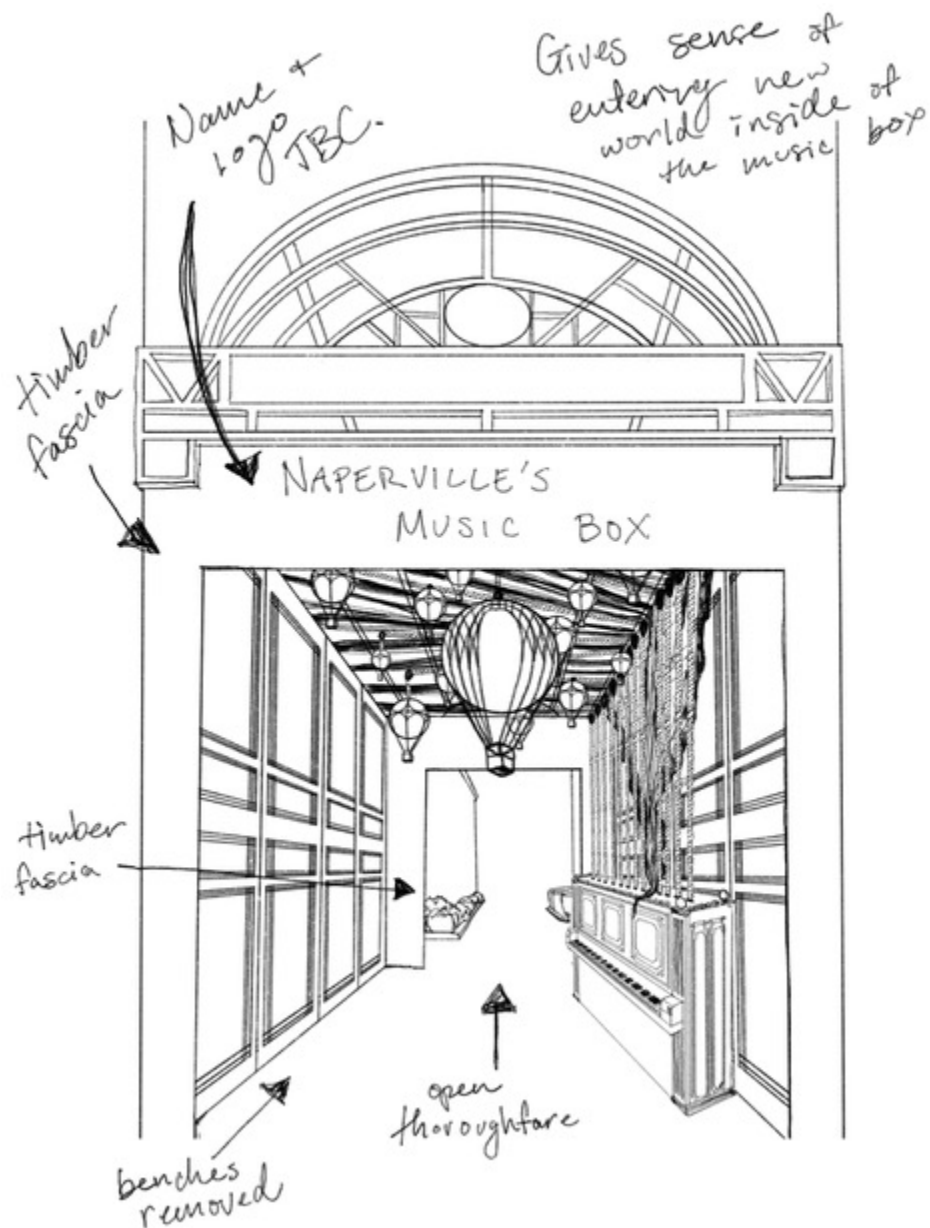
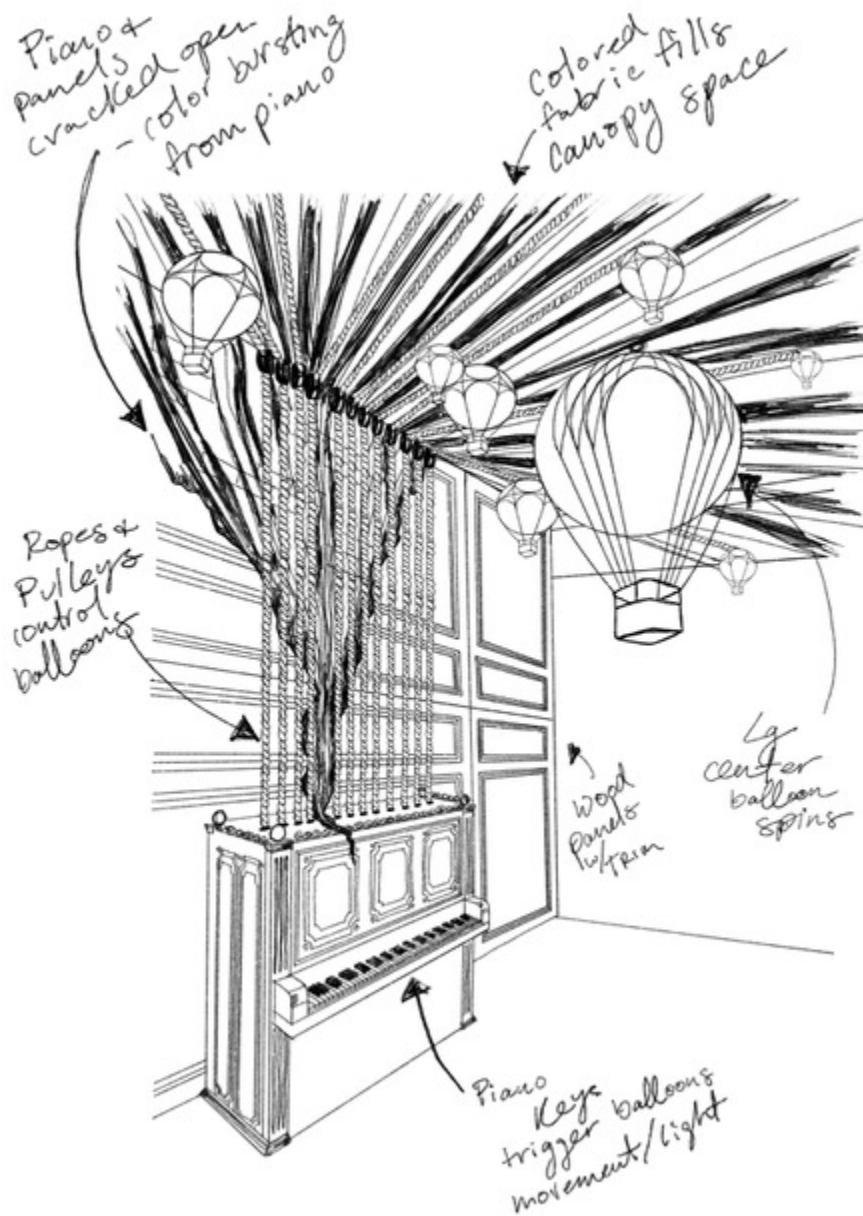


We are requesting a change of scope for the **Naperville Music Box** installation, a whimsical interactive piano that lights up and gently lifts handmade balloons beneath a glowing canopy. We propose locating it in either the Nike/Sweetgreen alley or the pedway between Sephora and Apple.





Shannon Greene Robb

Vice Chair

ArtForum: The Naperville Partnership for Public Arts

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NAPERVILLE PUBLIC ART PROPOSAL

WINTER 2025 - 2026





Freightwood is an event and design production company founded by Joshua Carr and Maddie Peterson, bringing together years of experience across Broadway, the West End, major festivals, and immersive live events.

Joshua is a Tony Award–nominated lighting designer and former Director of Design & Production for The Warren Festival in Brighton, England, where he transformed temporary festival sites into world-class venues.

Maddie is a Naperville native, multi-disciplinary designer, and artist whose work spans costume, scenic, and experiential design, driven by a belief in the power of shared creative experiences.

Together, they previously ran Graphite Design in England, specializing in large-scale festival environments and branded activations. With Freightwood, they are now bringing that expertise to the U.S.—creating memorable, immersive events that transform temporary spaces into lasting experiences.



ArtForum : The Naperville Partnership for Public Arts is a public-private partnership organized as a 501(c)(3) nonprofit dedicated to enhancing community spaces through public arts. By bringing together government and private entities, ArtForum fosters and facilitates public art projects to enrich Naperville's cultural landscape.

The partnership aims to bring together residents, local artists, cultural organizations, public institutions, and private entities to cultivate a thriving public art scene. By merging creative expertise with organizational precision and strong alliances with city entities, this initiative would not only enhance cultural vibrancy and community pride but also establish a clear roadmap and procedures to guide the sustainable production of public art.

Together, we hope to ensure that art remains an accessible and integral part of life for all residents.

NAPERVILLE PUBLIC ART PROPOSAL

The goal of this project is to create a more immersive art scene in the centre of Naperville, that connects audiences to the place they live in. It should also consider what infrastructure is needed to allow future pieces to activate in a more cost-effective manner. Launching with a winter lights piece about capturing the childlike wonder of the holiday season in an inclusive fashion could bring into focus the benefits public art has on a community and lay the groundwork for future pieces. It should help drive foot traffic to local businesses and engage the community with parts of downtown often overlooked in day-to-day life.

One area proposed is the alleyway off Main Street, between Nike and Sweetgreen. This could be a viable location given the limited impact of its use on road traffic, and the fact the alleyway does not service either building for commercial waste collection, deliveries, or fire escapes. The alleyway is already home to two large murals and installing a piece here would only serve to raise awareness of the existing pieces, and encourage local residents to take time to engage with them more. Installation of a new steel wire rope rigging system above this alleyway could allow for the rotation of several different art pieces throughout the year. This low impact solution would leave little visual impact at times when no installation was in place, with only eyelets remaining, thus keeping the clean, well-kept aesthetic of downtown Naperville.

The art piece consists of lit hot air balloons that fade in and out creating a magical, twinkling sky canopy for all ages to enjoy. Large ribbons of color fill the gaps between balloons and give much needed vibrancy in the stark winter months. There are three options for activation, each with their own benefits, but all of them work under the theme.





OPTION 1: ALLEYWAY ACTIVATION

CANOPY ONLY

OPTION I: ALLEYWAY ACTIVATION

CANOPY ONLY



Custom, scenic built hot air balloons suspended throughout the alley in various sizes, patterns, and colors - each made by hand and with purpose. The balloons are surrounded by large ribbons bringing color and density to the piece. The canopy will glow and twinkle at night. In the day, they have their own life, showing the viewers all the detail and care in each individual piece, vibrant with pattern and texture. The ribbons come alive in the crisp winter sunlight. This activation feeds into the holiday tradition of decorative lights in downtown areas.



OPTION 2: ALLEYWAY ACTIVATION

FULL ALLEYWAY WITH MUSIC BOX

OPTION 2: ALLEYWAY ACTIVATION

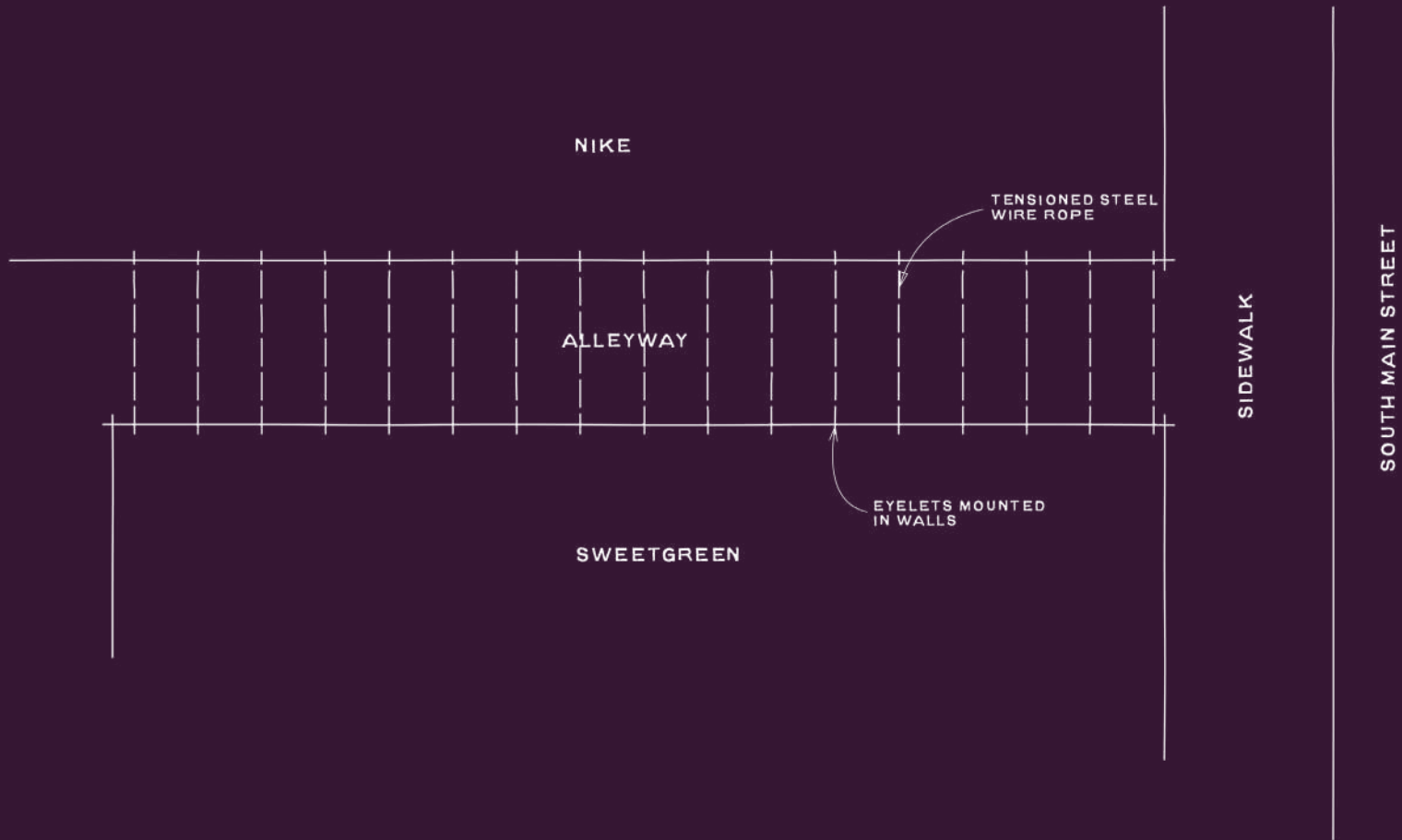
FULL ALLEYWAY WITH MUSIC BOX



This option takes the canopy concept further, and allows for the public to engage in the piece. Inspired by the piano project “Play Me, I’m Yours” in the United Kingdom, where public train stations and plazas had pianos placed in them for the public to play as they passed through. This created incredible spontaneous, wholesome experiences, bringing people together. From unplanned carol singalongs to child prodigies, astounding commuters in their day to day travel. The project is a huge success. With that in mind, we created a music box-style centre piece. The large hot air balloon on top connects the space below to the canopy. As you play the built-in piano, the balloon rotates and lights in the hot air balloon canopy above respond to keys pressed. This interactivity allows the public and performers alike to play the piece of art.

OPTION 1 & 2: ALLEYWAY ACTIVATION

CANOPY - INSTALLATION



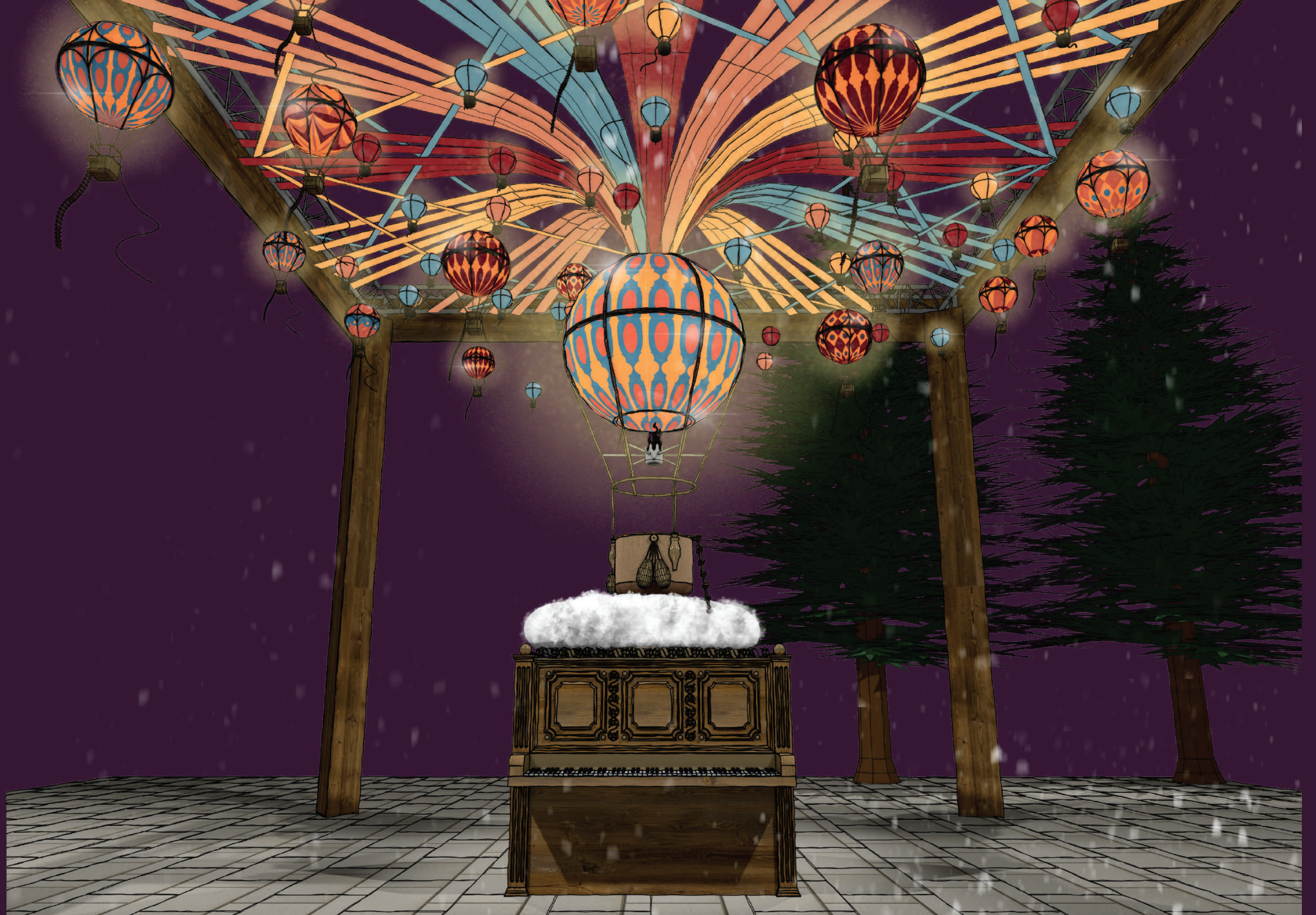
The alleyway version of this delivery requires suspension over the public alleyway. To achieve this in a way that allows flexibility for future artists, we are suggesting a series of eyelets mounted along the walls. This can be given a tested rating by an engineer. The use of tensioned steel cables is common in a lot of cities as a means for suspension of holiday lights and decorations, without the need for overly cumbersome infrastructure. It provides minimum intrusion to the building and can remain there for years to support future work without affecting the aesthetic of the building or surrounding area when not in use.

OPTION 1 & 2: ALLEYWAY ACTIVATION

FUTURE ITERATIONS



The installation of the eyelets and steel wire infrastructure will allow for rotating, seasonal scenic and public art activations. The above are examples of canopy installations from across the world.

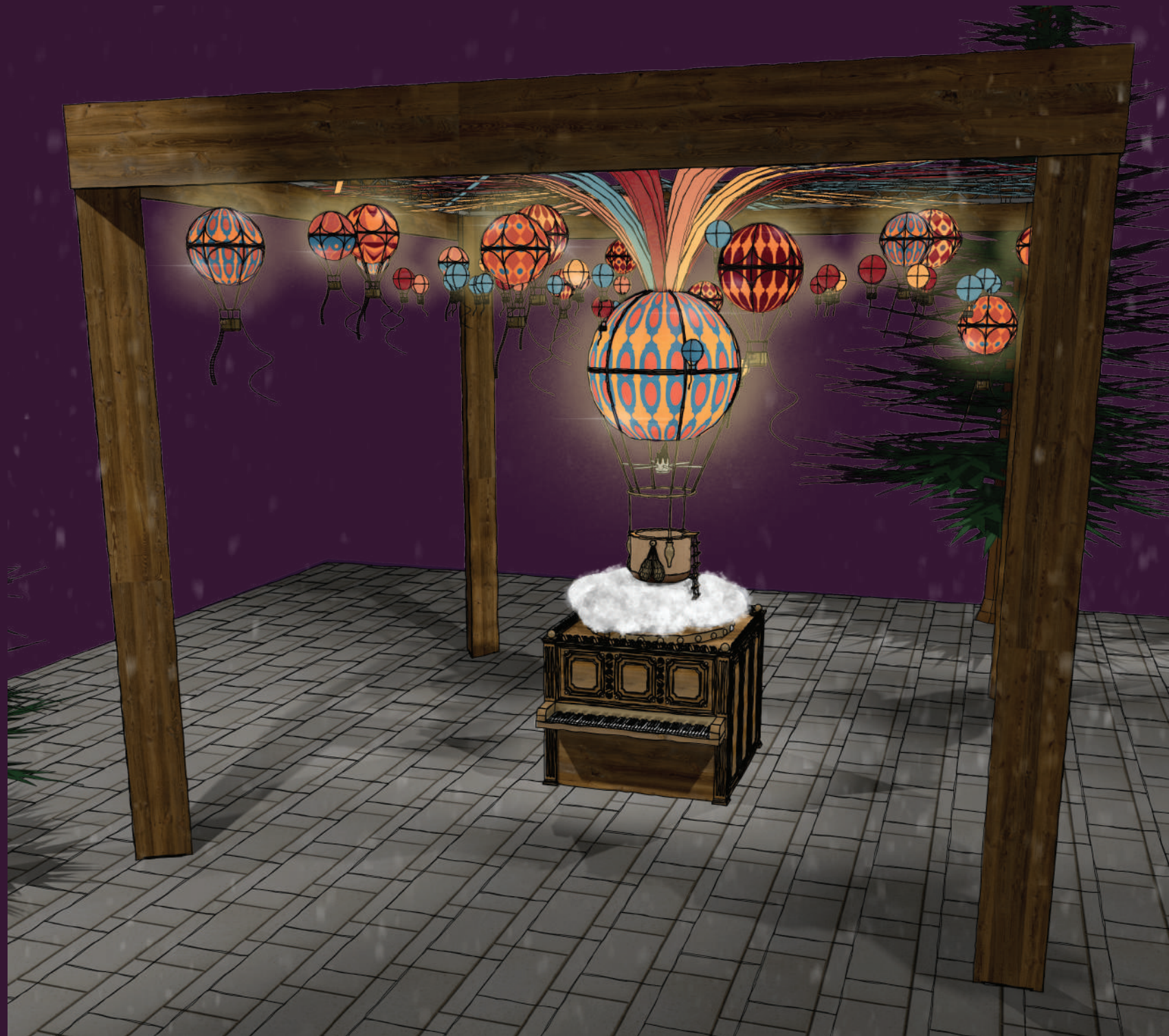


OPTION 3: FREESTANDING ACTIVATION

MUSIC BOX & CANOPY

OPTION 3: FREESTANDING ACTIVATION

MUSIC BOX & CANOPY



This freestanding version allows for the piece to be placed anywhere within downtown Naperville, in the case the alleyway is not deemed viable. While it has less permanent investment in infrastructure, it does provide greater flexibility and a grand sense of scale, popping up in an unexpected location creating a destination. Activating in this way can start to nurture a culture of immersive art that can be built on year on year.