

Spring Renewal Lightscape Project Brief

11.12.2024

Goal

Present Naperville residents and visitors with a light projection installation that celebrates the theme of renewal, timed to coincide with the arrival of spring. We aim to create an experience that surprises and delights passersby, drawing them into the art and engaging them in an unexpected way. This project should evoke a sense of wonder and rebirth, capturing the energy of spring through light and design.

The installation should feel both interactive and transformative, encouraging community members to pause and engage with the space in new ways.

Location

Naperville Riverwalk, near City Hall and Water Street.

Ideas floated (pun intended...):

Light projections that suggest growth and visually expand onto the surrounding areas. Could these originate from within the water, then migrate/grow onto cement walls under the bridge and then onto the bridge itself? We imagined shapes and objects that would be hidden at first and then revealed – somewhat like a visual treasure hunt. Objects could be unexpected and seemingly impossible (like flowers blooming underwater).

Budget

The JCS grant is matching up to 25k. We plan to seek additional funding through donations and public funds. Ideally the project budget will be around 50k.

Timeline

SPRING - LATE APRIL/EARLY MAY

How long the installation can be active based on our budget?

Metrics

It is important for us to be able to measure the success of this project. Since success is subjective, and often times arguable, are there creative ways for us to gather information based on viewer participation/interaction with the installation? Are there ways to make this project “sticky” while remaining fully genuine in the artistic experience? Are there unique ways to program interactivity into the project - like a Magic 8 Ball that people interact with and submit questions to? Is there a way to create the feeling of being able to personally create something at the site or leave a visual mark that could then be sent to the participant’s phone and subsequently shared?