

A.R.G.U.S PROPOSAL

Deadline 12/1/08

Retro-Futuristic Hydroponic Greenhouse

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Barbara Lattanzi- Expanded Media

Spring 09 and Summer 09

Evan Jespersen and Barbara Lattanzi

1. The proposed project is a work of multimedia installation art that not only attempts to achieve aesthetic and artistic goals, but seeks to deal with the poignant contemporary issues of sustainability in resistance to nature. The structure will consist of a 15 foot tall 40 foot wide PVC pipe framed reverse pyramid, wrapped in greenhouse grade plastic. Around the perimeter of the pyramid will stand angled support PVC pipe, forming a hallway around the outside of the central inverted pyramid structure, please consult the visual aids in the appendix. The hallway around the space will be adorned with found objects and will contain an interactive light and video installation. Live video feeds, pre-recorded video, light, as well as live and pre recorded sound will respond to a variety of sensors which react to the viewer, through connection to programmed micro-controllers. The effect will be an immersive audio-visual experience. The viewer will see themselves, others in the space, hear themselves, and others in the space, and will be inadvertently controlling every aspect of the environment with their presence, through sensors. The interior of the pyramid will contain a hydroponic greenhouse growing a variety of food, including but not limited to; fruits, vegetables, grains and spices. The produce will be for sale to support the project as well as promote the project throughout the community. By incorporating both a science fiction, hard science, and high art vocabulary into the work, it will stand as an approachable, intriguing work of art suitable for a wide audience. The structure will engage the viewer on three levels: First, with a curiosity bred of the works grandeur, luminosity, and uniqueness, drawing the viewer into the vicinity of the work. Second, with a step inside the space, into an intense visceral experience caused by immersion and transitioning through the long wrapping hallway that will represent self reflection, voyeurism, awareness, poverty, priority, and which will act as a limen through reality into a state of suspended disbelief, aesthetically transporting the audience into the projected near future. Finally the 'aha' moment of entering the large open greenhouse, which previously was weighing overhead, this will incite the mental interpretation and response to the work as a whole. Using these dimensions of engagement as channels of access through the work, I will create a visually pleasing, physically jarring, and mentally inspiring structure.

2. My objective is to build this installation work for public display. It is a structure that follows in my current line of work, dealing with large scale representation of 'spaces of the future' It is inspired by the work of artists Bruce Nauman, Roman Signer, Paul McCarthy, Jason Rhoades, Bob Linder and writers Terry Gilliam, Phillip K Dick, Haruki Murakami, Karl Marx, and Albert Camus. I represent these spaces in reaction to the world around me, I predict the future, and then make it. The connotations of these projects are specific in origin, however allow and welcome subjective interpretation from the viewer, allowing one to create a narrative from a combination of their experience as well as the connotations inherent in the aesthetic choices and objects in the space. I draw on an aesthetic theory known as retro-futurism, in which icons of the past, are combined with contemporary, and imaginary elements to create a nostalgic yet critical narrative.

3. The process of building with PVC pipe requires experimental framing practices. This combined with the abstract shape of the structure will require a number of mock-ups as well as materials tests in a 3d modeling program called Solid Works. The micro-controllers are enabled by an application bundled with the Arduino hardware that mediates information to and from the sensors, i.e. lights, sounds, etc. I am working on securing one of several locations on and off campus to build the work. While the structure is large, it will be light, and can be disassembled and transported for exhibition.

4. SCHEDULE

- i. Mid-December- Complete Solid Works testing
- ii. Late-December- Complete small scale model
- iii. Late-January- Complete large scale model
- iv. Late-February- Complete tests of electronics
- v. March (weather permitting)- Begin pre-fabrication
- vi. Late March- Complete Structure
- vii. Mid April- Complete greenhouse portion
- viii. May- Complete installation for Senior BFA Thesis Exhibition
- ix. June - July Exhibition Open
- xi. August- Disassembly

5. BUDGET

This project requires approx. 2,500 dollars for completion. With 1500 dollars of that approximation for 6000 feet of 2" PVC. I am requesting to use all of th ARGUS grant funds for PVC pipe. The remainder of the project will be privately funded.

6. APPENDIX-IMAGES OF MODEL OF STRUCTURE FOR VISUAL AID ::ATTACHED::

