



The Prairie of Possibilities by The Moonlight Collective

Presentation to the Mercer Island Arts Council

July 14th, 2021

Summary of Proposal

- ***The Prairie of Possibilities*, a temporary light art installation from maker-studio *The Moonlight Collective*, will illuminate Mercerdale Park for 3-4 evenings, bringing the community together in the wake of the pandemic**
- After more than a year of social distancing and separation, we invite Mercer Island Residents to safely come together as a community and share in the experience of exploring this dreamscape
- Participants walk through a field of 1,512 glowing fiber-optic grass stalks and experience a whimsical, ever-changing landscape of light and sound
- To increase community participation, local dance organizations and/or performing arts groups could be invited to perform in and among these lights.
- Promoting this installation to nearby communities will further enhance Mercer Island's image as a culturally diverse and welcoming community.
- Three nights: Friday Oct 1 through Sunday, Oct 3 (7:30-10:30pm)
- Requesting funding to support the creation, installation and promotion of the installation. Additional funds will be raised from private donors.
- This immersive exhibit is created by *the Moonlight Collective*, a design studio working at the intersection of art and technology

Why this matters now:

Our community has been through a dark time. Social distancing and necessary separation has coincided with a polarized political climate to create a stark need for connection.

The *Prairie of Possibilities* is a literal beacon of light, illuminating the darkness to bring our residents together for several evenings of awe and delight. Manifesting the stories and magic within each of us, this dreamscape of glowing grasses reminds us of our own resilience in the face of our recent challenges.

A recent light installation in a public park in San Francisco (see appendix) was so popular with residents that it has been extended by a month.



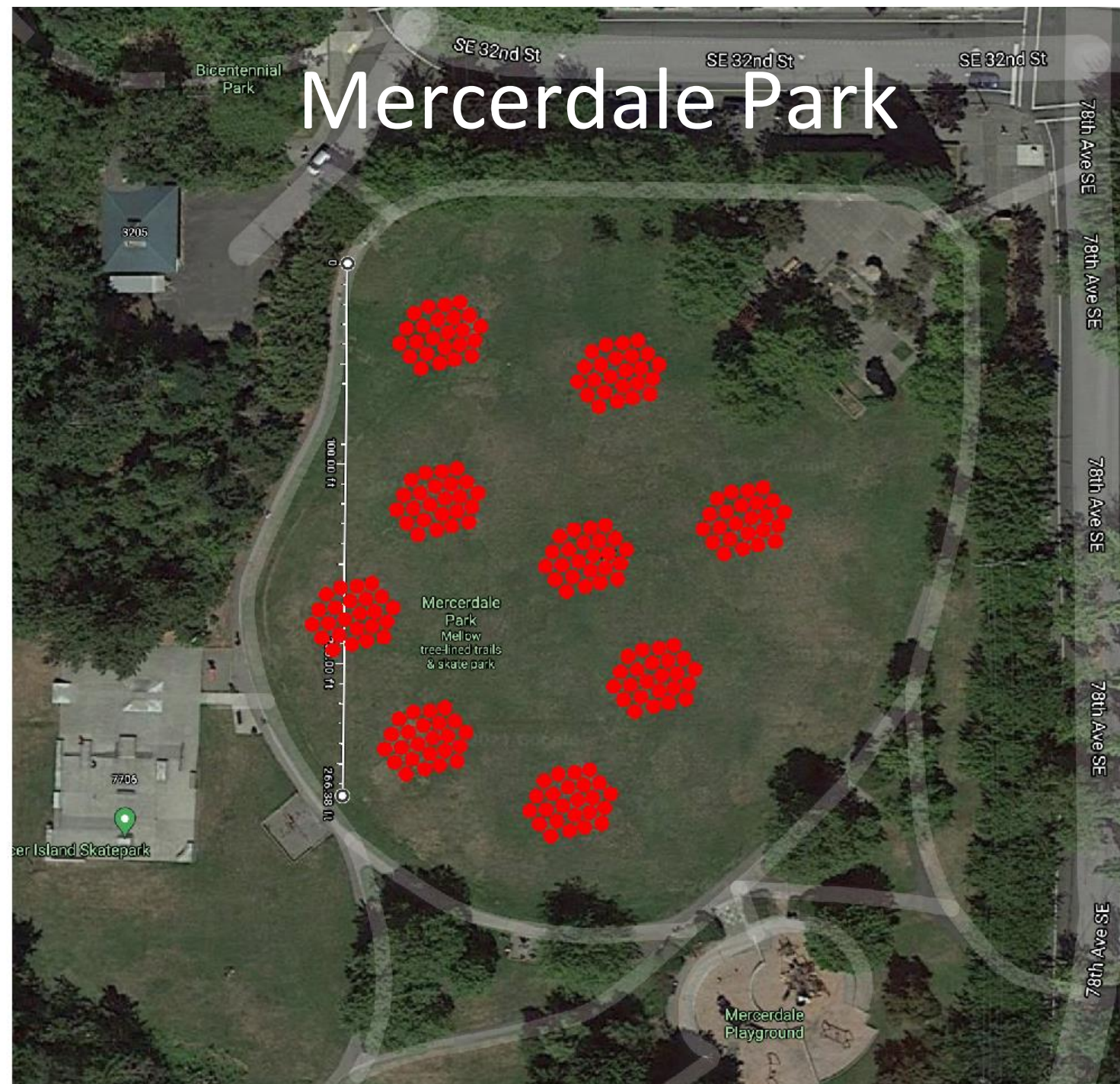
The Prairie Experience

A person is lying on their back in a dark environment, illuminated by numerous vertical and diagonal blue light trails that resemble stylized grass stalks. The person is wearing a dark tank top and shorts, and their arms are resting behind their head. The background is dark, and the light trails create a dynamic, artistic effect.

- The Prairie experience is inspired by the natural cycle of the four seasons
- Each season consists of a 15 minute distinct lighting animation pattern and accompanying original musical score
- The experience plays out across 1,512 individual grass stalks, set among 216 bases, each controlled individually

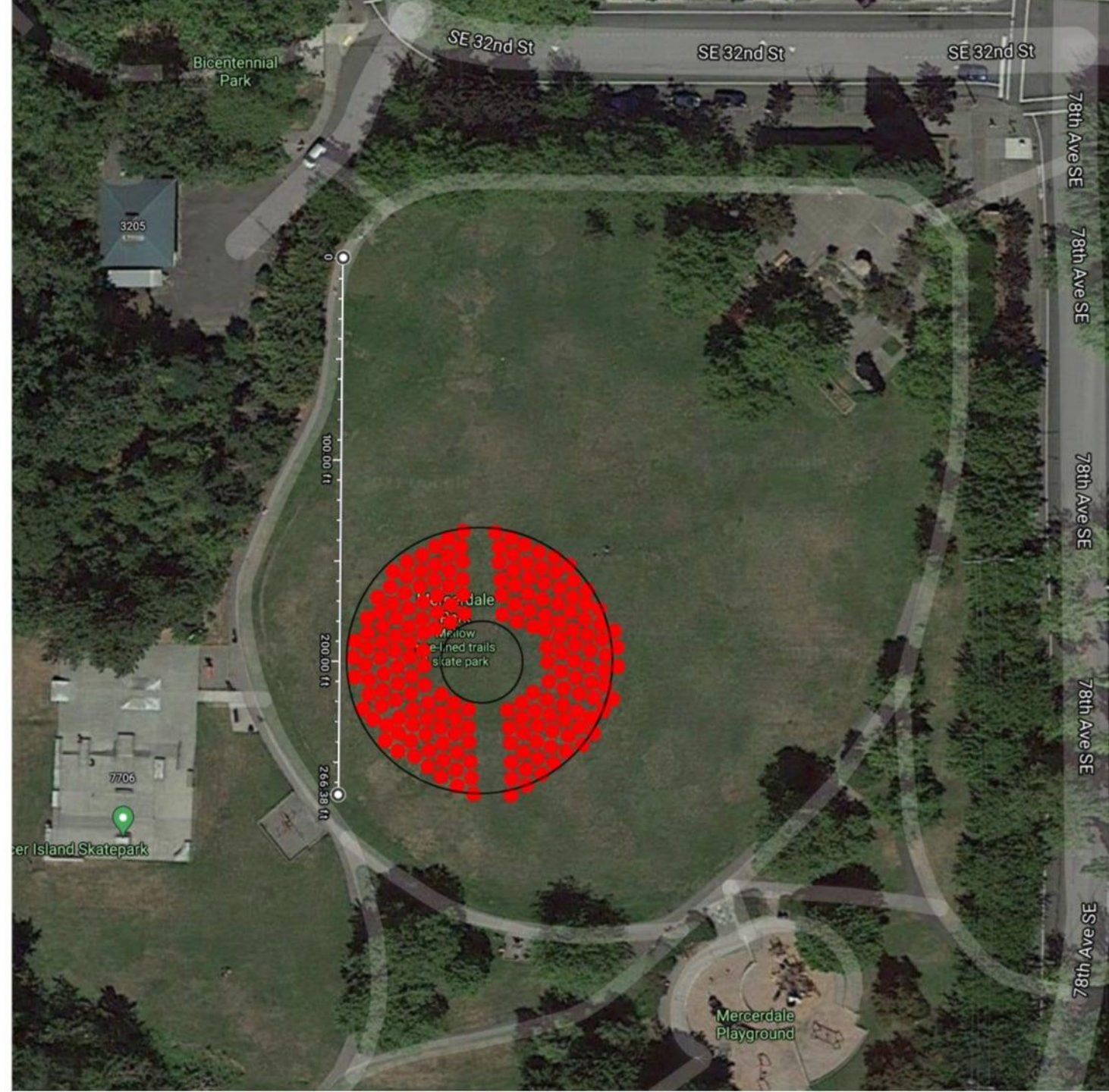
Site Option 1

- Bases: 9 groups of 24
 - Density: 8' apart
- Distribution: clustered
- Each group has two cables running back to the control station: power and ethernet
- Each group also includes an omnidirectional amplified speaker



Site Option 2

- Bases: 192 bases total
 - Density: 8' apart
- Distribution: circle
 - circle diameter: 130.0'
 - central clearing: 40.0' clearing
 - pathway: 10.0' aisle providing through access
- Each group of 24 bases, 4 per side, will need two cables running back to the control station: power and ethernet
- omnidirectional amplified speakers will be distributed throughout the installation



Installation requirements

- Power: 20 Amps at 120V (1400 Watts for lights, plus speakers + laptop)
- Nearby parking for a small truck to transport the installation
- One full day for installation:
 - 8 hours during daylight for initial installation
 - 4 hours at night to finalize and tune the programming
- 24x7 security to protect the installation from vandalism or theft

Proposed Schedule

- Thursday, Sept 30
 - 9:00 am – 6:00 pm --- site installation and load-in
 - 7:00 pm – midnight – finalize programming and tuning; press preview; private viewing for donors
- Friday, October 1 – Sunday, October 3
 - 7:30 pm – 11:00 pm – installation is open to the public
- Monday, October 4
 - 9:00 am– 12:00 pm – installation is removed

About the Moonlight Collective



James Gwertzman
Chief Visionary

James works at the intersection of art and technology, with more than 20 years of experience in the video game industry. He has founded two game studios. He sold his last company, a cloud provider for gaming, to Microsoft in 2018. He has worked as a set and lighting designer, and as an animator for visual effects in film.



Casey Marvin
Creative Director

Casey is an experience designer, lighting designer, and fabricator. She is currently working in the genres of immersive art, cloud, autonomous vehicles, and machine learning. Her 2020 designs include various product design releases for Microsoft's Azure Cloud.



Paul McDaniel
Technical Director

Paul has over 20 years of experience as an engineer, software architect, and program manager in Seattle, Washington. He loves bringing his artistic visions to life by leveraging the power of technology. Today he leads development efforts for multiple AI and machine learning platforms.



Guy Whitmore
Audio Designer

Guy is an acclaimed sound designer and music composer, with a focus on interactive entertainment. He received the Game Audio Network Guild's Recognition Award in 2020 for his work on gaming sound design. He is currently Studio Head for the Formosa Group Interactive in Seattle.

Similar Projects

And their impact on local communities

Entwined (Golden Gate Park, San Francisco)

SAN FRANCISCO; Calif. -- San Francisco-based artist, Charles Gadeken, is bringing light and joy to the Bay Area during a time of darkness by creating a whimsical forest at Golden Gate Park called "Entwined."

Gadeken is known to take his art to new heights by designing larger-than-life art pieces using metal, hydraulics and fire...

To honor Golden Gate Park's 150TH anniversary, Gadeken was asked to create "Entwined," an illuminated forest, by the San Francisco Recreation and Park Commission and San Francisco Parks Alliance in Peacock Meadow.

Gadeken created a luminous experience with 20 ft. tall trees made from sheet metal with a 30 ft. wide canopy. 1,000 illuminated cubes are entwined into the tree branches and shrubs. With the help of 140 volunteers, the forest was brought to life.

"We generate these complex, ever-changing patterns that are orchestrated over the entire work of art," said Gadeken. "Entwined has been one of the funnest works of art I've ever made."

During the COVID-19 shutdown, Entwined has provided a magical escape for Bay Area residents. "It has been an amazing experience through this whole year of pandemic," said Gadeken. "People just needed a place to go and it was a nice way to provide one. I like to create magical places that people can come to. I get to do this and I feel lucky every day."

