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Kinetic, Light & INTERACTIVE Sculptures



“ORANGE WITH 3 BLOSSOMS”

**For James Business Park
City of Westlake, Florida**

Artist Statement Amended:

By way of introduction, we specialize in the design and execution of large to monumental environmentally interactive kinetic & light sculptures for public places from our studio in West Palm Beach, Florida. For the last 20 plus years, we have custom designed large to monumental kinetic, light and interactive sculptures for public places around the world, including Russia, China, Europe, Taiwan, United Arab Emirates – and certainly in the USA.

We custom-design public sculptures site specifically for our clients. For the James Business Park, we were commissioned to design an iconic corner landmark signage and sculpture.

With guidance and in close cooperation with the client, we based our design on the following guiding principles:

- The City of Westlake was previously mostly orange groves.
- The Florida State Flower is the Orange Blossom, so in our design we included 3 blossoms, each with 13 anthers (totaling 39 anthers - representing Westlake as Palm Beach Counties 39th Municipality).
- The anthers are a vital part of the flower, responsible for the pollination, seeds and the new and next generations of Orange Blossoms, just as Westlake is building a new city for the next many generations to come.
- Signage is an integral part of the public art perception as a whole

With this in mind, we wanted to design a new and contemporary interpretation of the Orange & Blossom theme, in line with the new and forward-looking design principles of Westlake and the James Business Park.

Avoiding the traditional orange fruit form sculptures, we designed a stylized, more transparent and visually more engaging Orange Peel with 3 blossoms, with clean lines, complementing and in harmony with the clean lines of the surrounding modern building architecture.

Given the modern architecture and the "birth" of the new Westlake, we designed the signage to be an important and integral part of the art and its surrounding space. We specifically selected the ARIAL Font because its rounded modern form compliments the spherical shape of the artwork well. The silver color of the signage connects subtly to the silver accents on the buildings in the background.

We opted for a dynamic design, showing an Orange Peel in "static movement". This design provides the viewer with the optical illusion of movement, as they walk or drive by the sculpture, making this an iconic and memorable landmark.

We thank you for your trust and look forward to work with you, to realize "ORANGE WITH 3 BLOSSOMS" as the first contemporary public sculpture in Westlake.

With kinetic regards,

Ralfonso