

Martin Webb

martin@martinwebbart.com

Artwork Proposal for Avenidas

Concept

My aim is to visually represent the ethos of Avenidas as being about community, connection, and growth. In looking for metaphors to represent this I found myself gravitating towards two ideas: a forest-like grouping of trees looking upward to a canopy; and the more abstract image of clusters of circles suggesting social groups with a combination of movement and cohesion with a loose grid format providing a sense of organization and connection.

The site itself has significant bearing on the design. The piece will first be viewed through the glass as one approaches the building and should have a graphic component that is sufficiently bold and strong enough to be read from a distance. Then the piece will be viewed as one enters the hallway door that is only 8ft from the wall carrying the artwork. At such a distance the smaller graphic elements, relief, and surface qualities will become apparent. The lower edge of the piece will be at approximately head height so the primary viewpoint will be looking upward. The landings of the staircase to the left of the wall provide secondary viewpoints that will look down and sideways across the surface. All of this was considered and early on it became clear that a composition with a strong upward direction would work best in this location. Also, the need for both a distant and close reading of the piece influenced the development of the imagery and ideas about the nature of the surfaces and relief.

Development

The proposed material for this project is reclaimed wood with relief and painted detail. Since this produces a very layered visual outcome I took a similar approach to developing the composition using painting, collage, and digital techniques.

It should be noted that any small-scale rendering of a design will inevitably take on different qualities when scaled up to the dimensions of this piece, especially when a textured and highly variable material like reclaimed wood is used. For this reason I want to emphasize that some of the visual aspects such as texture, variegation of color, size of marks or patterns etc. cannot be fully decided upon until the final piece is actually being fabricated.

Proposal

The proposed composition uses a backdrop of simple foliage silhouettes in vertical strips. Floating above this image is a pattern of gridded circles which itself forms a canopy-like image. The background foliage is quite cool, calm, and static, whilst the circle pattern shimmers and vibrates visually. Their grid is clearly perceptible, but is quite organic and fluid, suggesting movement rather than regiment. The cool foliage layer also contains a subtle grid of large circles that echo the small ones, adding another layer of visual and textural interest and serving to tie the layers together.

Martin Webb

martin@martinwebbart.com

From outside the building you will clearly see the pattern of small bold circles against what will appear as a quite nebulous cool background. On entering the building, you will read the foliage shapes in different blues, see the texture of the wood interact with the paint surfaces, and see the larger circles cut in relief into the wood. You will also see that the small circles are actually raised discs. When seen from the side landings, these will become more prominent and their red color will be more significant.