

PIN-PLANT

URBANA ARTS GRANT - FINAL REPORT

www.designwith.co
Stewart Hicks & Allison Newmeyer
408 West Florida Avenue
Urbana, IL 61801
609.933.6597
designwith.co@gmail.com

POST-PROJECT EVALUATION

REPORT

We first want to thank the Urbana Community Development Services and the Urbana Business Association this opportunity. We feel the project, ultimately named Pin-Plant was a huge success for the community and us and we are happy to share the experience and some of the outcomes of the project.

First, a brief description: The project was constructed in the storefront display of the Art Coop retail store located in the Lincoln Square Mall during the month of September, 2011. The Pin-Plant is made of 5000 hand-made buttons in an assortment of colors that were sampled from the color palette of computer circuit boards. The buttons were fastened to around 250 chipboard equilateral triangles that were folded into a geometric "plant" where a strict geometric formula was followed until it looked almost random. The result is a shiny, primarily green (from the circuit boards), geometric plant that looks simultaneously computer designed, hand made and life-like.

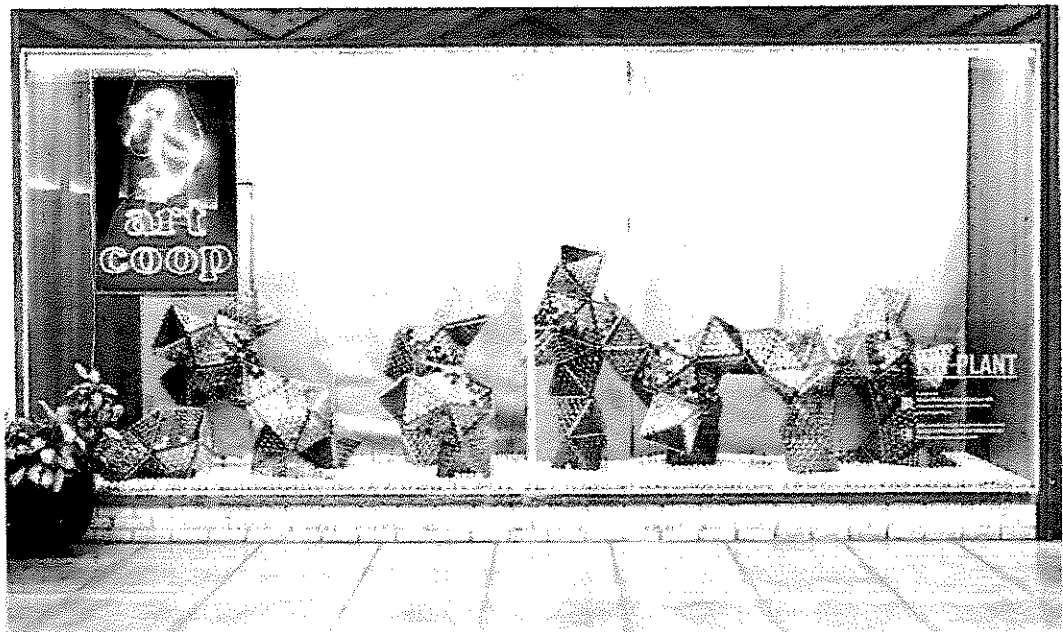
The project is located in a local business, constructed by university faculty and appreciated daily by the community and residents of Urbana. It served to create engagement between all parties involved through a positive contribution to the built environment. Its success and audience was insured through its design, construction and a rigorous publicity campaign that included postcards handed out at local business, government buildings and university buildings, Facebook event invitations by Art Coop and us, and University email. The opening reception was well attended by both community members and university faculty. During construction, we were stopped numerous times with inquiries about what we were doing and a sincere appreciation for the project. The fantasy and whimsy of the design puts smiles on the faces of passers-by and the intensity of its production rewards those who stand and contemplate its themes. Further, it is featured on an architecture website called www.architizer.com, our personal website www.designwith.co, its construction documented on our blog <http://www.designwith.co/#1604990/our-blog> where it can continue to be seen by a global audience. It was picked and featured with a favorable write-up on the website www.evo.com. Recently, images and models of the project were included in an exhibition held in the West Gallery in Temple Buell Hoyne Hall at the University of Illinois.

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URBANA ARTS GRANT: HERE AND NOW - FINAL REPORT

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PROJECT DOCUMENTATION



REPORT: PROJECT DOCUMENTATION