

KING STREET STATION ACTIVATIONS

MOVING ART PROJECTIONS

Creating opportunities for artists and creatives to
activate Seattle's Downtown public spaces for
community resiliency and economic recovery



OFFICE OF ARTS & CULTURE

SEATTLE

CONTEXT

Celebrate **Pioneer Square Landmark District** as an arts, culture, and entertainment district.

- Activate public spaces in alignment with ARTS' vision + Downtown Activation Plan (DAP) goals.
- Make Downtown a destination to visit and live.
- Offer multi-disciplinary programming: visual art installations, performance art, video/film screenings, dance, music/sound.
- Center creative placemaking: draw individuals and organizations to participate in the space with a focus on racial equity, cultural space, education, and artistic expression.
- Celebrate historic characteristics of KSS, centering and solidifying KSS identity as a historical and cultural site.



PROPOSAL

Year-round temporary **moving image projections** in the 3rd floor north-facing windows.

Project

- Temporary moving image art projections in 3rd floor windows of KSS, facing the plaza
- Rotating roster of video artists, inspired by the historical context and characteristics of the KSS building
- Installation of temporary window film + projectors from within

Considerations

- Collaborating with SDOT to ensure traffic safety
- Artwork only—moving image content does not include signage or branding



OPPORTUNITIES + IMPACT

Create enriching experiences for pedestrians, KSS visitors and participating artists.

KSS Visitors

- A welcoming visual for visitors entering KSS in the darker hours

Neighborhood Foot Traffic

- An unexpected arts experience for passersby

Artists

- Non-traditional public art platform to present moving image artworks

Downtown Activation Plan (DAP)

- Alignment with Mayor's plan to activate priority Downtown sites with temporary public art experiences



TIMELINE

Moving art projections would periodically illuminate the ARTS office windows.

Frequency + Duration:

- First Thursdays during Pioneer Square Art Walk
- Select evenings year-round aligned with exhibition schedules + special events
- Focusing on the darker months (November – April)
- Projections last a few hours in the evenings (after sundown)

DAYTIME VIEW

Projections would not be visible until dark.

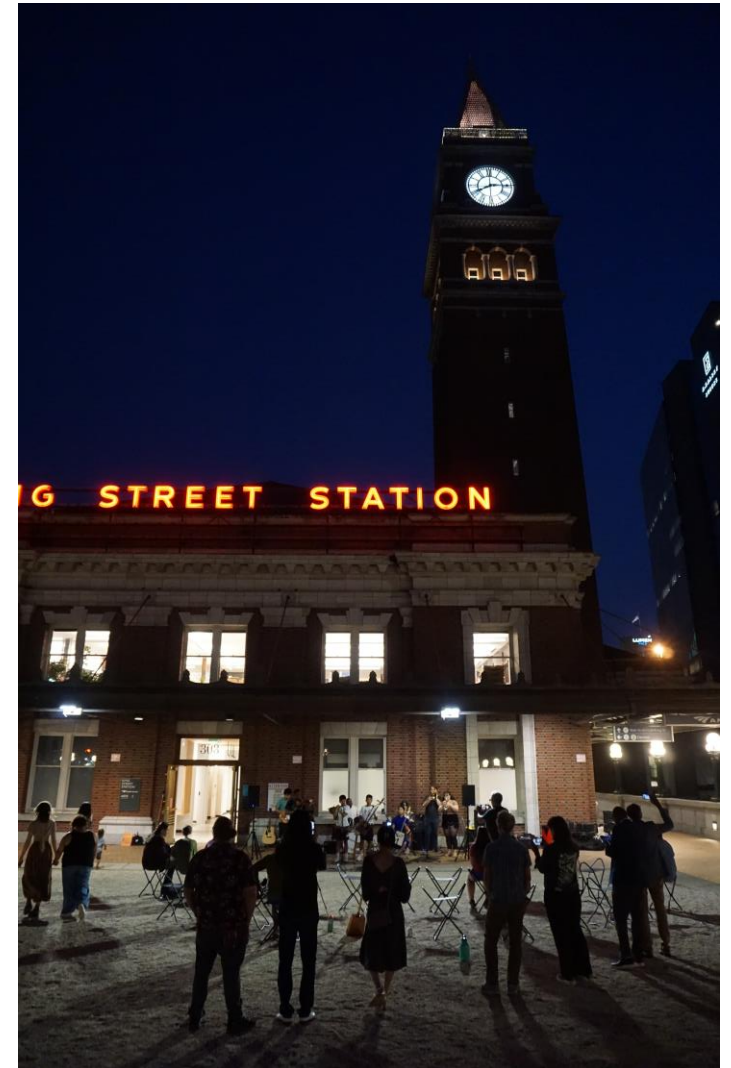
Observations:

- Reflections on windows
 - Sky as the light changes
 - Other buildings
- Ceiling lights visible in office



NIGHTTIME VIEW

Windows show office interior when lit without projections and open blinds.



PROOF OF CONCEPT

Moving image projections during *Longest Night: Solstice Ceremony* on December 21, 2024.



PROOF OF CONCEPT

Moving image projections during *Longest Night: Solstice Ceremony* on December 21, 2024.



PROOF OF CONCEPT

Link to view test of projections: <https://youtu.be/1swTo530Na4>

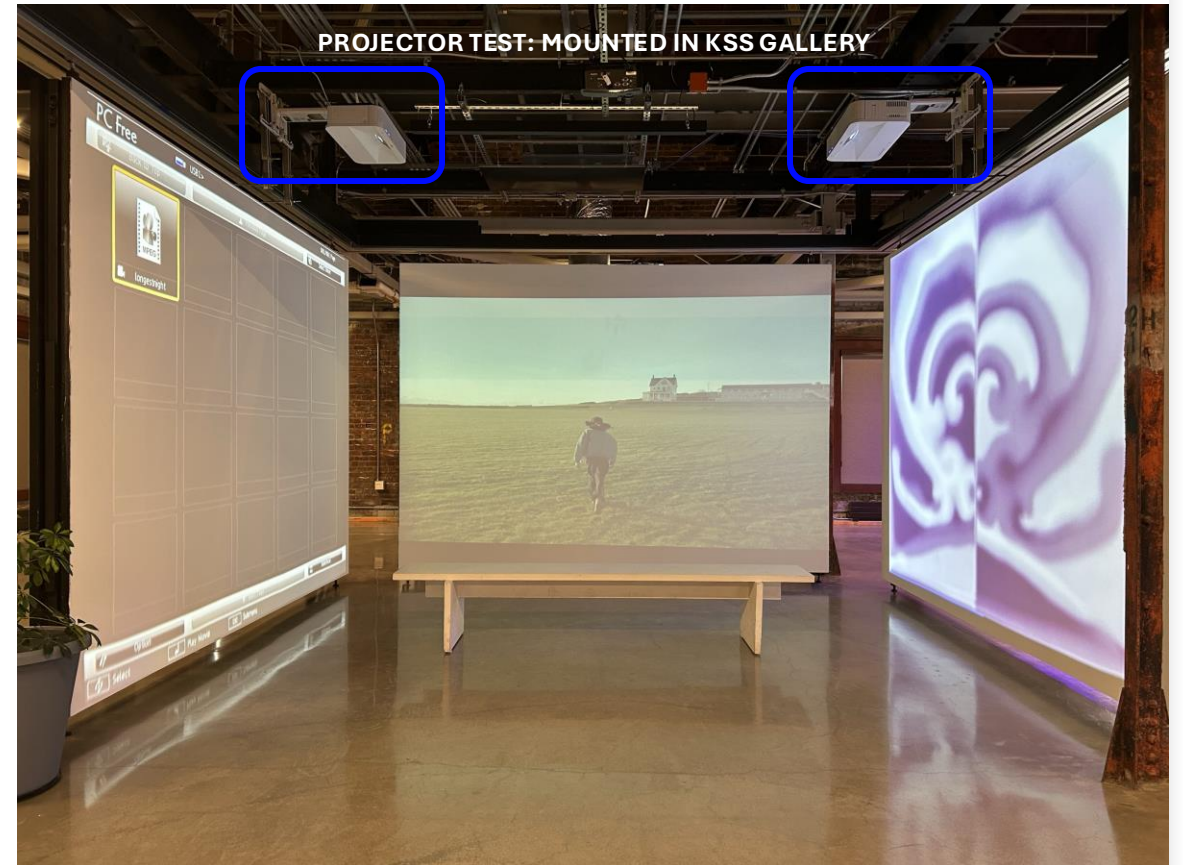


BEHIND THE SCENES

Translucent window film and a short throw projector make moving image magic!

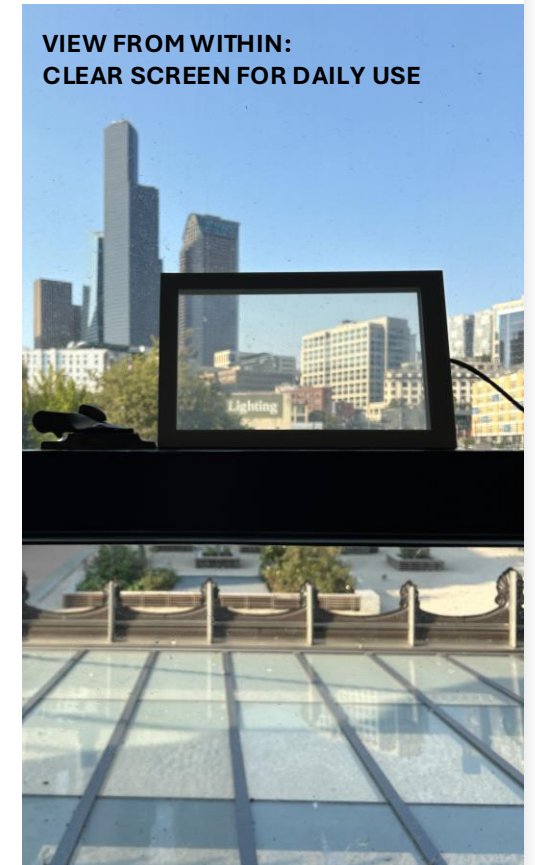


EPSON SHORT THROW PROJECTOR WITH MOUNT

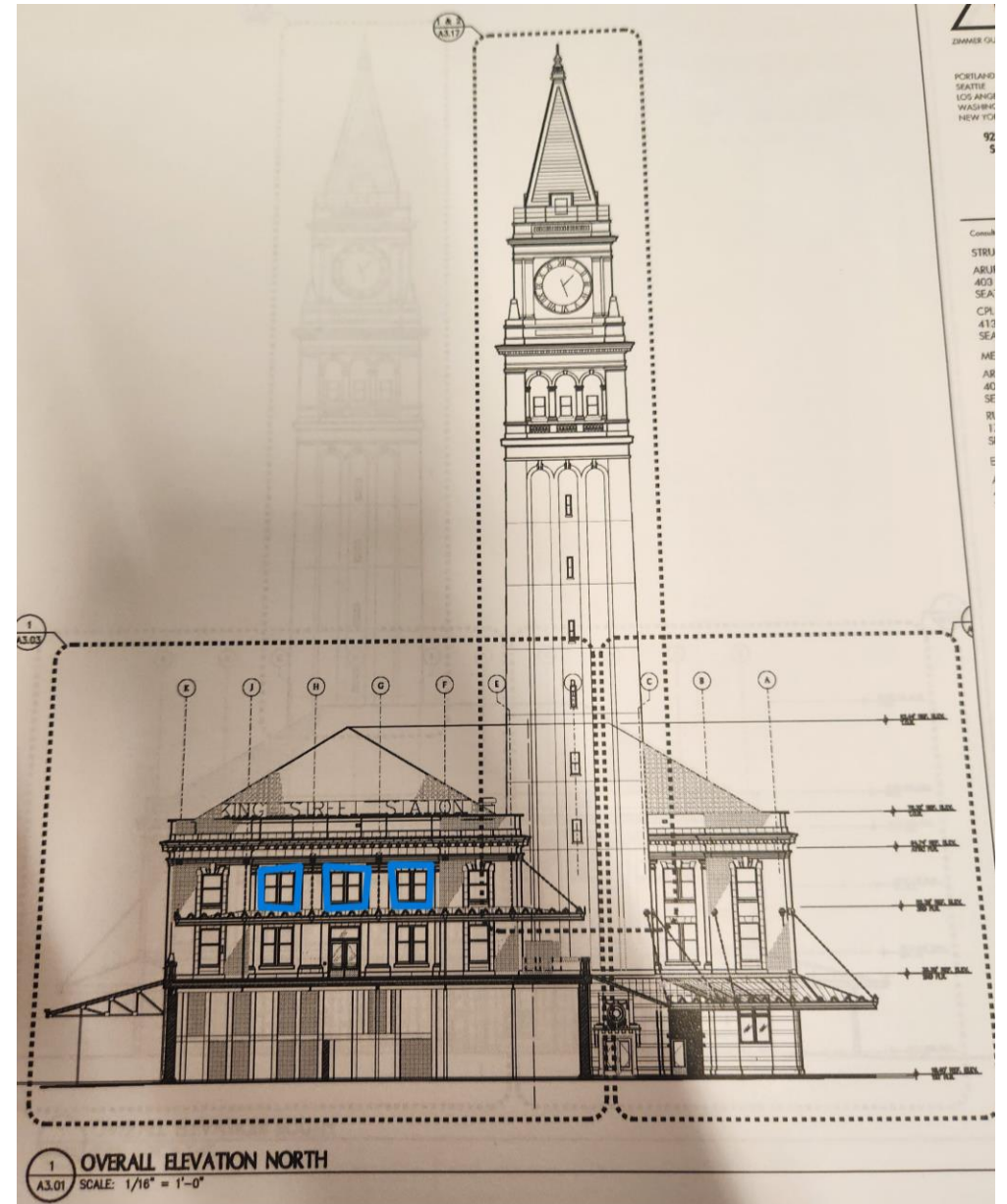


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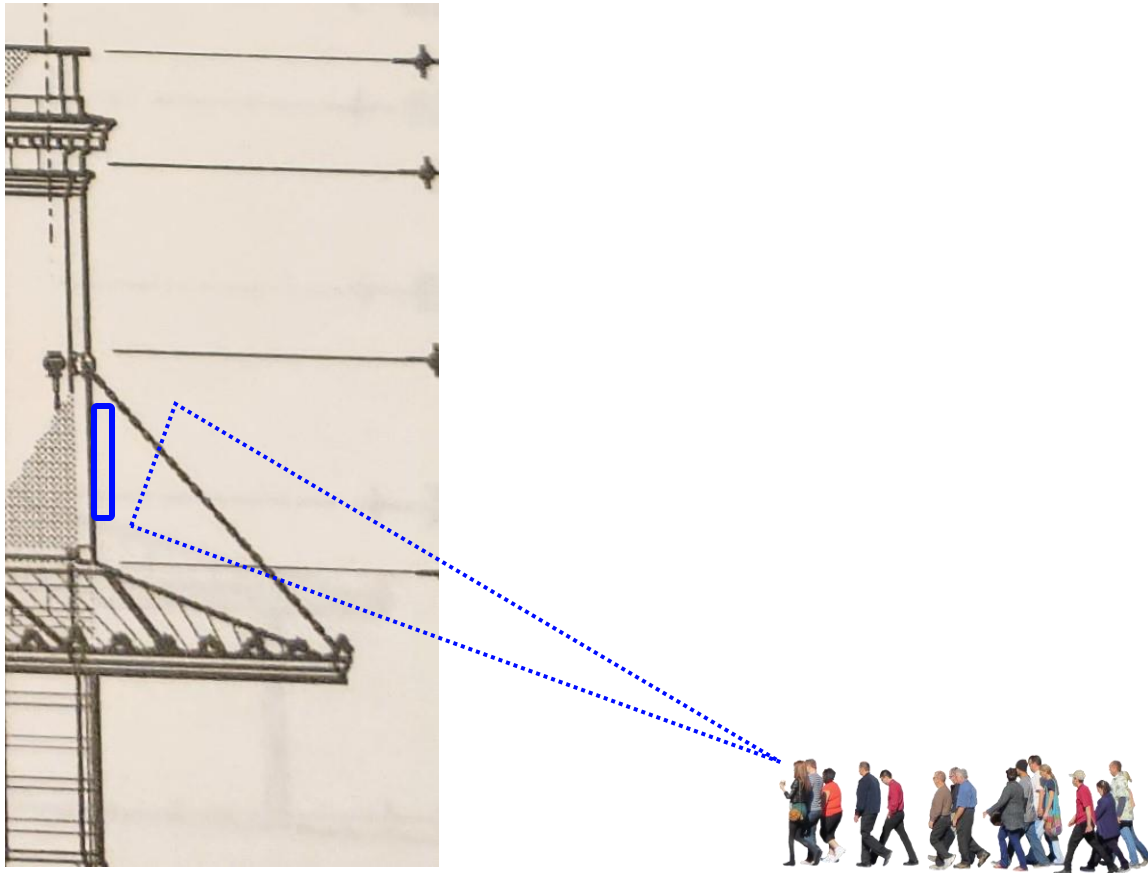


Projections visible on ARTS windows from Plaza.



VIEW FROM PLAZA

Projections visible on ARTS windows from Plaza.



EQUIPMENT + SUPPLIES

Equipment installed on the interior of the building will be fully removable and reversible.

Equipment (\$41K)

- ❑ (3) Projectors + projector mounts:
 - Epson PowerLite 810E 5000-Lumen Pixel-Shift 4K Extreme-Short-Throw Laser
 - ELPMB75 Extreme-Short-Throw Mount
- ❑ (12) Window films for (6) double windows:
 - Removable film provided by Enhanced Glass
- ❑ (1) Computer + connecting devices:
 - Apple Mac Pro (M2 Ultra Tower) + cables to sync projectors

Labor (\$6K)

- ❑ Installation:
 - Ben Schreck (Curatorial Assistant & Artwork Conservationist | Seattle Office of Arts & Culture)
 - Ari Lindholm (Stage Technician Lead - Stage Crew Chief | Langston Hughes Performing Arts Institute)
 - Electrician (contract)

NEXT STEPS

We're almost there!

Planning

- ☒ Test projector visibility with narrative and abstract moving imagery
- ☒ Test window film and screen options
- ☒ Request early guidance from Historic Preservation Board
- ☒ Present final findings to Historic Preservation Board for approval to proceed

Acquisition / Installation

- ☐ Purchase equipment in 2025
- ☐ Install window film + projectors + electrical connections

Implementation

- ☐ Invite curatorial partner to develop artist roster
- ☐ Confirm and schedule participating artists, starting December 2025

CONTACT

Please contact our team for any additional information!

Creative Placemaking Division | Seattle Office of Arts & Culture

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Creative Placemaking Division Director

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THANK YOU!

With your support, ARTS at King Street Station and
Downtown Seattle are more vibrant than ever!



OFFICE OF ARTS & CULTURE
SEATTLE



Correction Memo for Historic Preservation Certificate of Approval DONH-COA-01477

Date: September 16, 2025

To: Seattle Department of Neighborhoods

Applicant Representative: Seattle Office of Arts and Culture, Rana San

Business/Project Name: window art display

Location: 303 S Jackson St, Seattle, WA 98104

Record number: DONH- COA-01447

Please clarify if the frosted film is on a frame that is then inserted in the windows when the projection happens, as that is what is implied on slide 12. Or if the film is applied to the window for the duration of the project so the windows will appear frosted at all times until it is removed. If it is the duration of the project, specify if you have an estimated time frame.

The sample shown on slide 12 is a small test product sent by the company to demonstrate how the film looks when it is activated/deactivated. The test product came in a frame for ease of use.

The window film would be installed directly on the glass with no additional frame. The frosted effect would specifically be activated for the projections so the windows appear clear the rest of the time. This special film allows us to switch easily between frosted and clear appearance with a small electrical current that is sent through the material. The rectangular sample shown in the slides is connected to a small AAA battery-operated wire to demonstrate how this material works. The electrician we work with to do the install would assist us in utilizing a small electrical switch feature to activate/deactivate the frosted appearance.

The film is applied to the windows without changing any of their infrastructure, so it is fully reversible.

We anticipate the technology for this project (primarily the projectors) to serve us up to five years. Our hope is for the project to last 3-5 years, with an option to extend when additional funding becomes available for artist commissions and technology upgrades.

Please clarify that the projectors are installed on the interior of the building.

Yes, the projectors would be installed on the interior of the building, near the tops of the windows inside the office space.

Pay the application fee. Usually fees are paid with an interoffice transfer.

We provided the coding for an interoffice transfer to Anna Tang via email on September 10, 2025.

From: [San, Rana](#)
To: [Tang, Anna](#)
Cc: [Rose, Alex](#); [Fernandez, Kate](#); [Eng, Steven \(ART\)](#)
Subject: Certificate of Approval fee for King St Station
Date: Wednesday, September 10, 2025 4:50:00 PM

Hi Anna,

Here is the information for an interoffice transfer of funds for our \$25 Certificate of Approval fee:

Application Fees

Record Number: [DONH-COA-01477](#)

Record Type: Historic Preservation Certificate of Approval

Address: 303 S JACKSON ST SEATTLE

- Fund: 12400
- Org: AR130
- Account: 541900
- PC Bus Unit: AR0
- Project: ARAC5003
- Activity: AC5003

Please let me know if you need any additional information. Thank you!

[Rana San \(she/her\)](#)

King Street Station Activations Project Manager | Seattle Office of Arts & Culture

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ARTS at King Street Station

303 S. Jackson Street, Top Floor

Seattle, WA 98104