

ARTS at King Street Station

Moving Art Projections

Briefing Packet

10/8/2024

ARTS



City of Seattle

CONTEXT

King Street Station Activations **celebrate the Pioneer Square Landmark District** as an arts, culture, and entertainment district.

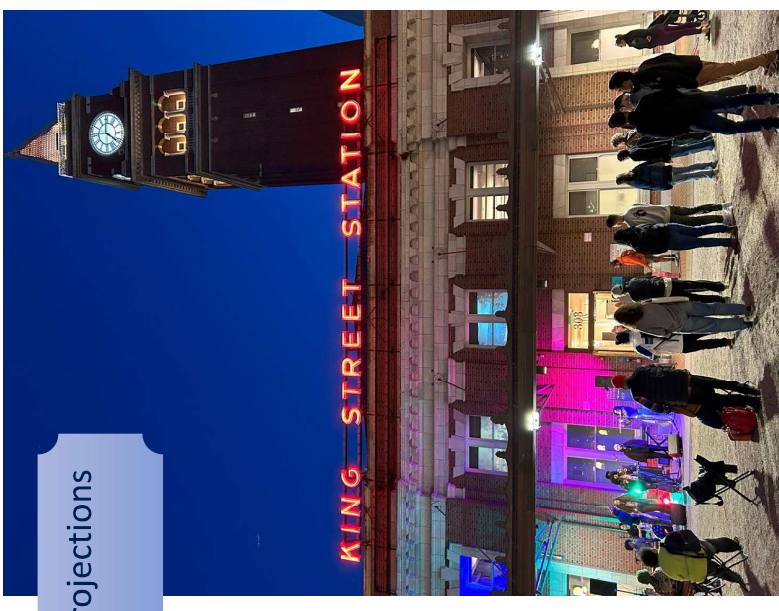


KSS Activations

- Activate public spaces, particularly King Street Station and other downtown locations in Seattle, in alignment with ARTS' vision + Downtown Activation Plan (DAP) goals.
- Contribute to making Downtown a destination to visit and live.
- Take a multi-disciplinary approach to programming, encompassing visual art installations, performance art, video/film screenings, dance, music/sound, and beyond.
- 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 the historic characteristics of KSS in this landmark district, centering and solidifying KSS identity as a historical and cultural site.

PROPOSAL FOR PROJECTIONS

ARTS proposes 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, removable and retractable screens + projectors from within

Considerations

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

OPPORTUNITIES + IMPACT

ARTS envisions moving art projections as enriching experiences for KSS visitors as well as participating artists.

Community Impact

KSS Visitors

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

Neighborhood Foot Traffic

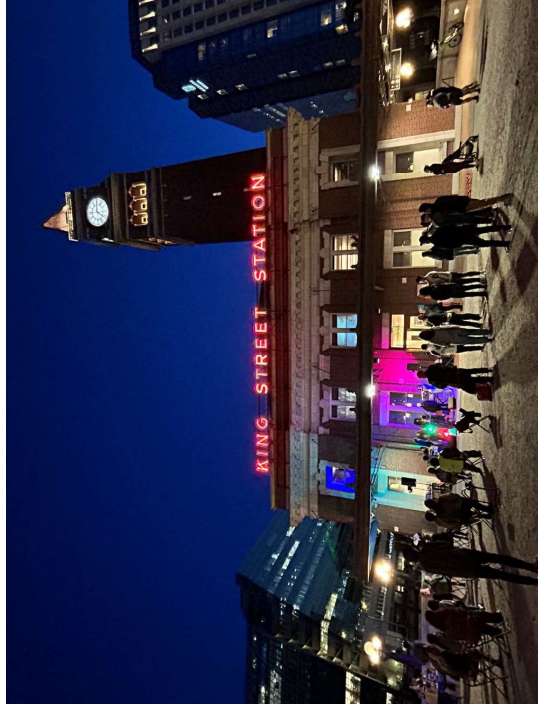
- An unexpected arts experience for passersby

Artists

- An opportunity to present moving image artworks in a non-traditional public art platform

Downtown Activation Plan (DAP)

- Alignment with Mayor's plan to activate Downtown sites with temporary public art experiences, especially in priority zones C-ID and Pioneer Square



TIMELINE

Moving art projections would periodically illuminate the ARTS office windows.

- **Frequency:**
 - Select evenings year-round, including First Thursdays during Pioneer Square Art Walk
 - Focusing on the darker months (November – April)
- **Duration:** A few hours in the evenings (after sundown)
- **Partners/Collaborators:**
 - SDOT
 - KSS Gallery advisory committee
 - C-ID community orgs
 - Pioneer Square community orgs
 - Curators and artists

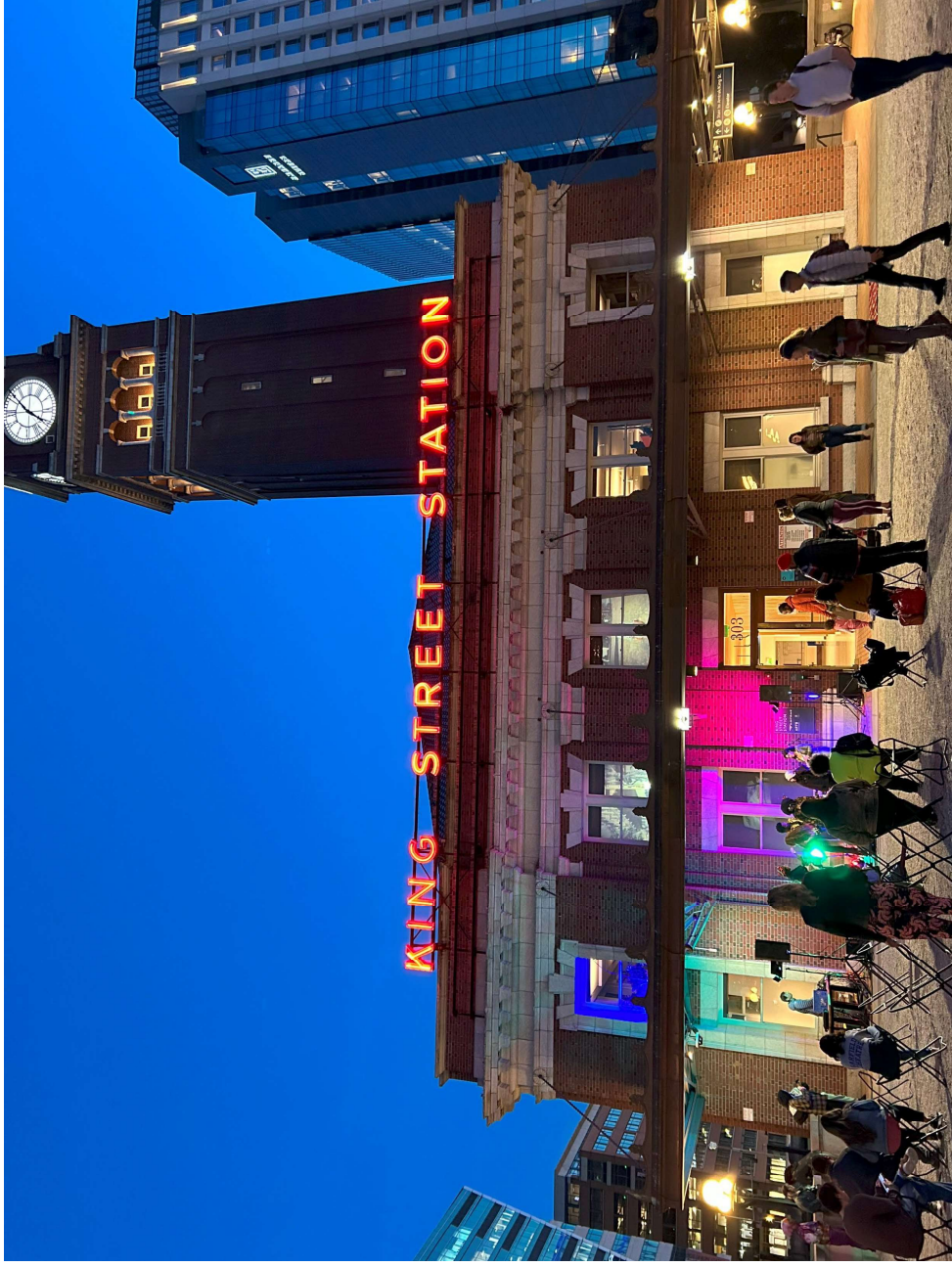




DAYTIME VIEW

Observations

- Reflections on windows
 - Sky as the light changes
 - Other buildings
- Ceiling lights visible in office
- Projections not visible until dark



NIGHTTIME VIEW

Observations

- Testing lighting effect in far left window
- Projections visible in center two windows
- Far right two windows show inside of office
- Full height of windows are visible from the first row of tree planters closest to KSS
- Partial visibility of projections up close due to awning blocking view of windows

PROJECTION CLOSE-UP



VIDEOS of PROJECTIONS

- **Video 1 link:**
 - <https://youtube.com/shorts/2aaHve0Zs6U>
- **Video 2 link:**
 - <https://youtu.be/0VznDWLk7KA>
- **Video 3 link:**
 - <https://youtu.be/59ybvIM1ocA>



CONTACT

If we can provide any additional information,
please contact our team!

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