

City Entry Sign Public Art

Artist's Concept Statement for 'Imagine':

'Imagine Kelowna' is the impetus and inspiration for the sculpture/installation that will act as an emblematic - unique gateway and cognitive landmark referencing and signifying the City of Kelowna and its community. Its intent, through image and form is to suggest that community (people), identity, inclusivity and diversity are immediately recognized as it associates to the city's name and place. Through symbolic, representative and iconic symbols as well as insinuated figurative gesture, human values that reflect on the past while inspiring a progressive future will be immediately recognized and felt. It will suggest individuality, relationships, belief, and purpose collectively with a vision of prosperity and promise supporting the principals and goals of collaboration, innovation, connection and social/environmental responsibility. As a result this sculpture/gateway will take on a social connection within its aesthetic and breadth of interpretation allowing a "humanist" deliberation thus facilitating a work of art/gateway that has on going relevance to the uniqueness of place while making reference to a historical past and an evolving future. As a significant cognitive landmark and gateway, it will symbolically suggest a forward moving community that is evolving yet mindful of individual principles and environment while instilling human ideals of "being" and "becoming."

Description, Methodology and Materials:

This sculpture/gateway will be positioned on the grassy incline off highway 97 N, preferred site #3 as suggested by the City staff/planner. It will be comprised of the name Kelowna in bold laser cut steel. Each letter will be positioned slightly and progressively in front of each other and powder coated a (gold) lemon yellow. Yellow is symbolic for inspiration, happiness, optimism, remembrance, loyalty and joy. The tallest letters "K" and "l" in the name Kelowna will be approximately 1.21m (4') H and the lower-case letters 91.44cm (3') H. The letters will be staggered on an angle the width of each font 60.96cm (2"). As a result the length of the name Kelowna will be approximately 6.09m (20') L x 30.48cm(1')W. The name will be clearly visible from a distance to on-coming traffic. Engaged and integrated around and with the city's name will be 10 cold cast figures slightly larger than life. The cold cast figures with a cast bronze appearance (oxidized green patina) will be created in a way that a diversity of identity and culture can be projected upon them by the viewer allowing a full and inclusive engagement. Their external appearance will have a surface texture, and this is done deliberately to suggest and imply a progressive, evolving and developing sense of "being". Each figure will assume a different gesture insinuating a breadth of "connection" to each other and in association with the city of Kelowna. Although the gestures and symbols associated with the figures will be subtle, viewers will quickly assume their collective importance and experience something new each time they connect, in passing, with the sculpture/gateway.

The first figure to on-coming traffic, placed forward of the city's name, will be an image of a woman holding a (gold) lemon yellow bird – the same color as the powder coat coloring on the letters in the city's name. The bird is a symbol of hope, freedom and inspiration - past and present. Although the bird will be slightly larger than life it's iconic "image" will be immediately identified and assumed while it's coloring – (gold) lemon yellow – will align and reinforce symbolically the superlative, Imagine Kelowna. Standing at the feet of the female figure will be two children in conversational fun signifying a positive future. Positioned as if leaning on the last letter in Kelowna, the letter "a", is a person reading implying a learned past, knowledge and innovation. Surmounted on the "K" in Kelowna will be a tall proud and intrepid individual, freely greeting and welcoming all who are passing by. Behind the "l" and the "o" is a standing person looking up at the figure surmounted on the letter "K" with wonder and admiration. Behind the standing figure on the letter "K" will be a galvanized steel pole painted flat black 2.74m (9') H with a person/figure in a seated position surmounted on top. This seated figure suggests "elders" embodying wisdom and contribution. Positioned slightly behind the "elder" on two separate galvanized steel poles painted flat black, 4.26m (14') will be two separate persons in mutual engagement and conversation suggesting individuality, respect and relationships. The 10th figure, positioned at grade level with legs pulled up and arms wrapped around them, will insinuate the possibilities and dreams of the young and elderly alike - the future. Perched on the top of this figures knee, will be a second (gold) lemon yellow bird symbolizing inspiration and potential with its beak pointed/directed towards Kelowna. The figure's gaze towards the bird will assume a perspective of possibilities and belief. The symbolic "golden bird" will associate directly with the coloring on the city's name – Kelowna – that also aligns with the bird in the hand of the first standing female figure. As a result, the 10th and last figure within the grouping will imply singularly and collectively with the others, the humanist deliberation, "imagine Kelowna".

Imagine, Ted Fullerton
Artist's Maquette (model)

