

Kelly Ording

Art Proposal for the Moscone Expansion Paseo Public Art Project



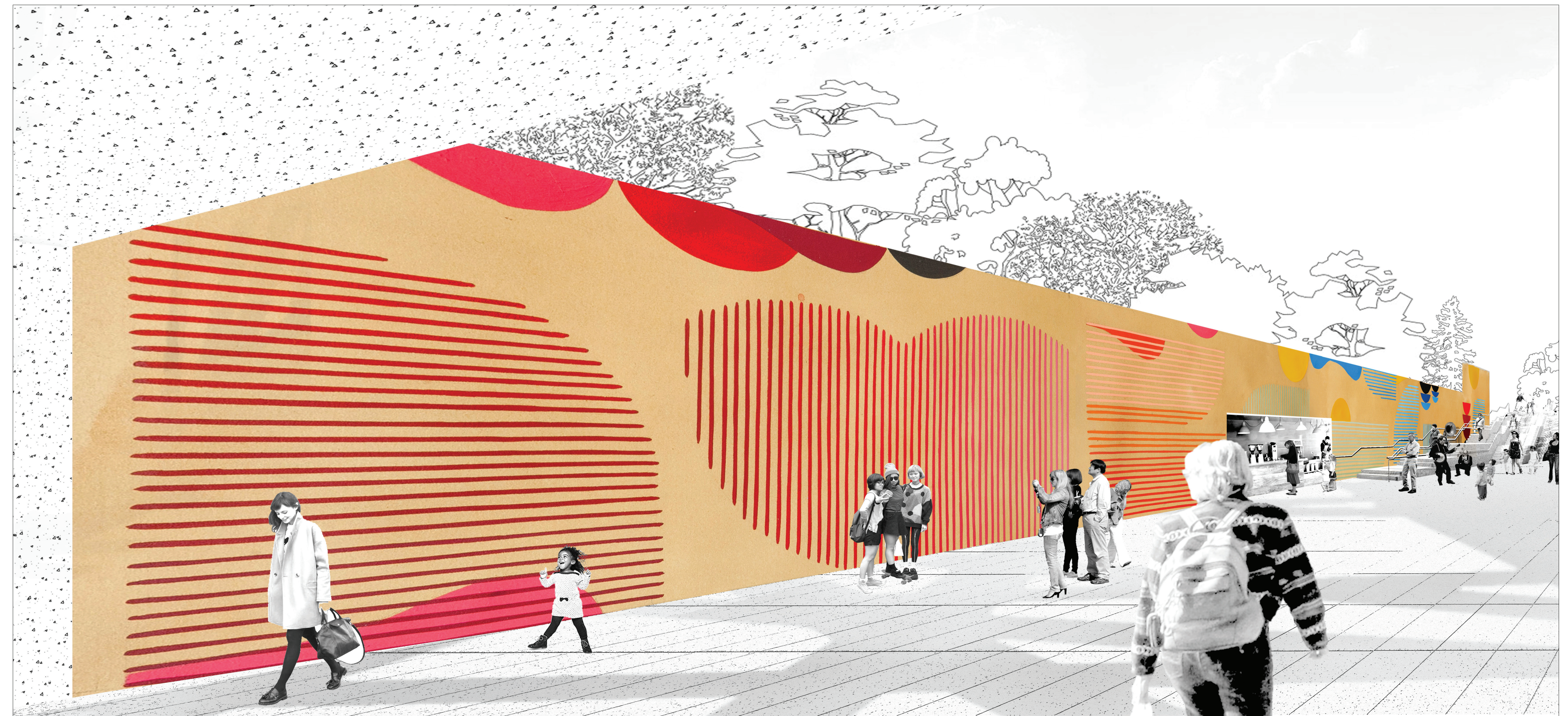
The Moscone Center is situated in one of the most iconic cultural centers of San Francisco, surrounded by museums, performance spaces, tech companies and a thriving residential neighborhood. The city has a rich history of creativity and innovation. In its embrace of wild originality, San Francisco not only welcomes new ideas, it generates them. In this spirit, I am pleased to present a purely imaginative, vibrant mural for the Moscone Paseo.

My work explores the ways in which repetition, geometric patterns, and mathematical marking contain the capacity to distill represented subjects for the viewer. This vital balance between representational and minimal composition, intention and intuition, informs my practice today. Similarly, this mural offers the viewer an abstracted landscape, both whimsical and open to interpretation.

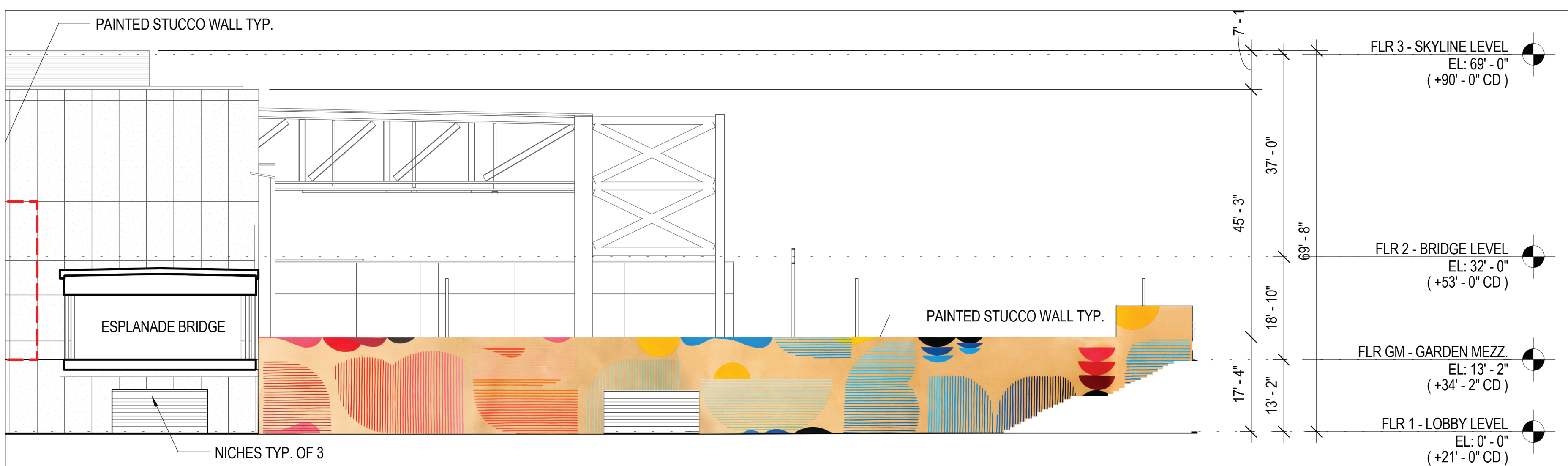
With the design for this mural, I intend to create an experience that echoes the feeling of walking through a vast and alternating landscape. Large in scale and breadth, this

hand-painted mural will be a panorama of changing colors and abstract, wondrous shapes. Walking along the Paseo, the viewer can look up or down or along the wall to see the shifting lines of colors and hues. The experience will differ depending upon one's path and direction. This mural will contain large, organic shapes made up of hundreds of lines and smaller solid shapes, balancing one another. The striped shapes speak to the horizontal architectural nature of the Moscone Center, itself. Created by both horizontal and vertical lines, these towering shapes cause the eye to look both up and down as well from side to side. The smaller solid shapes evoke birds, boats, sunrises, sunsets or anything else a viewer may see in their imagination.

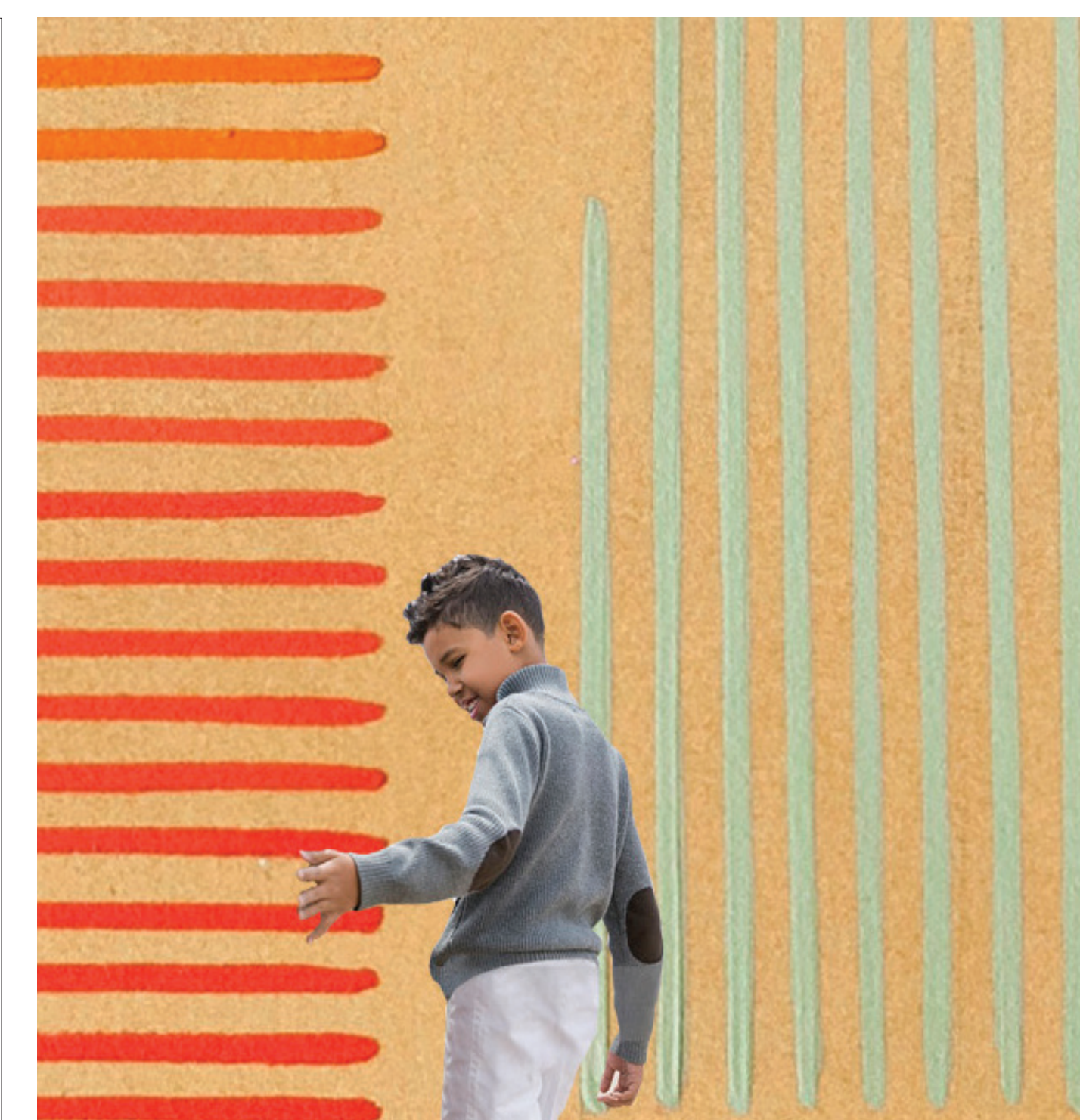
I intend to create a bold, uplifting mural that is active and alive. Situated between the San Francisco Museum of Modern Art and the Children's Playground at Yerba Buena Gardens, I hope this mural speaks to the bright, colorful energy of unrestrained creativity and play, which is quintessential to San Francisco.



View from under Esplanade Bridge



PHASE 3 - ESPLANADE BALLROOM - NORTH ELEVATION 01
SCALE: 1/16" = 1'-0"



Artwork detail

MATERIALS

This mural will be painted with Keim professional artist's exterior mineral paints created with light-fast pigments. These paints are non-toxic, extremely durable and have an archival value of several decades. Finally, the mural will be sealed with Keim PSS 20, an anti-graffiti, anti-soiling protective coating. PSS 20 is completely natural & eco-friendly, made from plant matter (polysaccharides), providing a matte finish with absolutely no VOCs.

DIMENSIONS

This large-scale mural, approximately 18'h x 150'l, extends from the area at the foot of the Esplanade Bridge to the stairs leading up the Children's Playground at Yerba Buena Gardens.