

# GLENDALE

CITYWIDE PUBLIC ART LANDMARKS RFP  
GATEWAY PROPOSAL

*Curtain*

21 April 2022

PAUL COCKSEGE STUDIO®

## ABOUT US



### PAUL COCKSEGE STUDIO®

Paul Cocksedg Studio was founded in 2004 in London and has established a reputation for its original and innovative design - winning awards nationally and internationally. We're known for our **people-centred approach**, as well as our willingness to push the boundaries of materials and manufacturing processes. Over the last decade, we've designed products, architectural installations, and several major public art pieces for locations around the world. We have more than **17 years' experience** delivering public art projects, which includes permanent art installations for the **Lois Eskenazi Museum of Art in Indianapolis**, as well as the **City of Norman, Oklahoma**.

Our work often speaks to **communities, engaging** people and **transforming** their experience of the world around them. For example, **Please Be Seated** - a public art piece commissioned by **British Land** and London Design Festival - which was installed in the largest pedestrianised neighbourhood in London, and designed to inhabit the public space without disrupting the flow of movement.

We have extensive experience working in the public realm which includes collaborating with property developers, cultural clients, governmental organisations, architects, landscape architects, planners and engineers. We understand how to meet tight deadlines without compromising on our creative approach. Our approach is to prioritise durability, designing pieces that are long-lasting, energy efficient and easy to maintain - using natural materials where possible.



#### CONTACT DETAILS:

**Joana Pinho**

**joana@paulcocksedgestudio.com**

**+44 7796 081365**



# TIMELOOP

PAUL COCKSEGE

Created in partnership with Sino Group, Time Loop is an installation designed for Hong Kong's Yue Man Square. It takes inspiration from the rich history of the surrounding Kwun Tong district, created as an infinite loop that echoes the constant change and pace of life in the city. Passersby can sit on the artwork, which frames views of the surrounding architecture and is engraved with an 'infinite' poem reflecting on the passage of time.

"I can't wait to see the human form bringing life to the artwork. When people sit on Time Loop they become part of the

movement of the city, as well as its transformation. It reflects a place that's endured for many years but remains constantly moving and evolving. And that's the symbolism of the form," says Paul Cocksedg.

The piece is a gift from Sino Group to Hong Kong as the company celebrates its 50th anniversary, and is made from sustainably sourced timber.

<b>ARTWORK TITLE</b>	TimeLoop
<b>LOCATION</b>	Kwun Tong, Hong Kong
<b>CLIENT</b>	Sino Group
<b>BUILD</b>	UAP
<b>MEDIA</b>	Steel, wood, concrete
<b>YEAR</b>	2021





# PLEASE BE SEATED

PAUL COCKSEGE

Please Be Seated was a landmark commission for London Design Festival and British Land, located in the busy thoroughfare of Finsbury Avenue Square. It was designed as a rippling wave of wood that rises up to form arches for people to walk through, and curves under to create spaces for people to sit, lie, and relax.

*"This piece was an instinctive response to the space and the rhythm of people through it, based on early sketches by hand," says Paul Cockledge. "It solves the practical problem of creating an artwork that fills a public square and engages passersby, without obstructing the space."*

Paul Cockledge Studio partnered with Essex high-end interior company White & White and Arup to create the first edition of Please be Seated, which was made from 1,152 reclaimed scaffolding boards. Each one was planed, sanded, and cut to become part of a series of huge curves and concentric circles. The piece was located in the heart of London's Broadgate - a diverse hub connecting innovation and finance.



<b>ARTWORK TITLE</b>	Please Be Seated
<b>LOCATION</b>	London, UK
<b>CLIENT</b>	British Land and London Design Festival
<b>BUILD</b>	White & White
<b>MEDIA</b>	Recycled wood planks & steel
<b>YEAR</b>	2019
<b>BUDGET</b>	we are not in a position to disclose this as it's confidential information





# MANUSCRIPT

PAUL COCKSEGE

Paul Cockledge was invited to create a major installation which was a key highlight of the First Beijing International Design Triennial, which featured London as its guest city.

Sited on Chang'An Avenue, the main east-west axis of the city, this temporary piece has been designed to be explored visually and physically by visitors to the China Millennium Monument, a cultural and events complex built to celebrate the turn of the millennium.

Passers-by can sit and rest on the curved sheets and absorb the

pages of poetry in one of the world's most impressive public spaces.

Entitled Manuscript, the sculptural design celebrates a wonderful Chinese invention, manuscript paper, the foundation of global literature and communication. It follows Cockledge's ongoing interest in this inspirational material, and his investigations into its morphological potential.



<b>ARTWORK TITLE</b>	Manuscript
<b>LOCATION</b>	Beijing, China
<b>CLIENT</b>	Beijing Design Week
<b>BUILD</b>	PCS
<b>MEDIA</b>	Steel
<b>YEAR</b>	2011



# BOURRASQUE

PAUL COCKSEGE

In this installation, Paul Cocksedgè has combined his interest in the nature and morphology of paper with a subject that has long been an important element of his design work: light.

As with all Paul's work, Bourrasque shows an acute sense of the role of technology in design, combined with a characteristic lightness of touch, with elegance and joy.

Paul Cocksedgè explains: 'I've been fascinated for a long time by the various properties of light: how it emanates, how it diffuses, bends, reflects, and scatters. With these EL sheets I've been

able to explore much further the idea of light as a flat object, as something touchable and malleable - not housed in a glass bulb or a neon strip, but an object you can bend and twist - and almost see it come alive in your hands...'

## ARTWORK TITLE

Bourrasque

## LOCATION

Lyon, France

## CLIENT

City Council of Lyon

## BUILD

PCS

## MEDIA

Electroluminescent material

## YEAR

2011





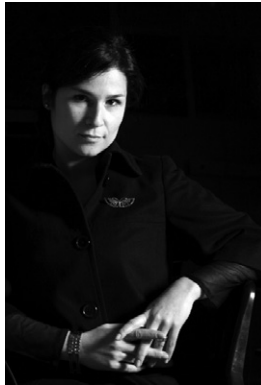
## PAUL COCKSEGE STUDIO®

### BIOGRAPHY



**Paul Cocksedg**

Years of Experience - 19  
Qualifications  
MA Product Design,  
Royal College of Art (2002)



**Joana Pinho**

Years of Experience - 19  
Qualifications  
MA Communication in Art &  
Design, Royal College of Art  
(2002)

Paul Cocksedg Studio was founded in 2004 by Paul Cocksedg and Joana Pinho. With a strong and dedicated team of collaborators, the studio has won national and international acclaim for its original and innovative design, underpinned by research into the limits of technology, materials and manufacturing processes.

A key feature of our work, in everything from product design and architectural projects to installations and sculpture, is a focus on simplicity and imagination in order to create unique people-centred designs. At the core of this focus lies an unrelenting attention to detail, a willingness to question previous assumptions about design, and an eagerness to take on a wide-ranging array of projects.

The studio works on projects across the world, dealing with a variety of different objectives, budgets and regulations.

Adaptability is at the heart of every project we take on, large or small. Through effective planning and close collaboration with clients and stakeholders, we bring a high level of expertise to every part of the design process.

Our clients include British Land, Swire Properties, Swarovski, Fendi, NHS, BMW, City of Norman, Indiana University Bloomington, as well as private clients, and our work is included in collections at the V&A, MoMA and Vitra Design Museum. Our work has received accolades from Wallpaper\*, the Design Museum, Homes & Gardens and the German Design Council.

### Awards

- 2018 Winner of 'Best Last Word' for the 'Excavation' 2018 Wallpaper Design Awards
- 2018 'Excavation' project nominated for Beazley Designs of the Year 2018
- 2018 Finalist, Design of the British Pavilion, Dubai Expo 2020
- 2014 ELLE Decoration British Design Awards nomination in the Best British Sustainable Design Category with 'The Vamp'
- 2014 Moët Hennessy PAD London prize 2014 for best Contemporary Design Object with the 'Poised Table'
- 2014 The Homes & Gardens Award for best Product and Innovation Designer with 'The Vamp'
- 2014 Winner of the Lighting category for 'Shade' by Flos - Elle Decoration China, Elle Deco International Design Awards
- 2013 Illumni Infinity Award (Gold) for 'Bourrasque'
- 2011 German Design Council Awards to BMW for 'Sestosenso'
- 2009 Grand Designs Awards for 'Best Lighting Design' Finalist
- 2008 Brit Insurance 'Designs of the Year' Award nomination
- 2004 Design Museum's Designer of the Year' Award nomination

- 2003 The Bombay Sapphire Glass Prize, 1st Prize

### Museum and Public Collections

British Council, London  
Die Neue Sammlung, Munich, Germany  
London Design Museum, London  
Museum of Arts and Design, New York  
Museum of Modern Art, New York  
Victoria & Albert Museum, London  
Vitra Design Museum, Germany

### Selected Solo Exhibitions, Installations and Architectural Projects

- 2021 'Time Loop' public art installation commissioned by Sino Group for Kwun Tong, Hong Kong
- 2021 'Please Be Seated' China edition, public art installation for Swire Properties
- 2021 'Why Run store' interior, Milan, Italy
- 2021 'Gravity Chandelier' for Moooi
- 2021 'Performance' solo exhibition at Friedman Benda New York
- 2020 'Slump' solo exhibition at Carpenters Workshop Gallery, London
- 2020 'Here Comes The Sun', open-source design personal project
- 2019 'Unbound', public art for Norman Public Library, OK, USA
- 2019 'Gust of Wind', art installation for Indiana University Bloomington, USA
- 2019 Please Be Seated, public art for Broadgate, British Land, London
- 2019 'Spectrum', design of VIP Lounge for Swire Properties, Art Basel Hong Kong
- 2018 'Breathe', in collaboration with The Estée Lauder Companies for China Xintiandi, Shanghai
- 2018 'Orbits' for COS store, Coal Drops Yard, London
- 2017 'Excavation: Evicted' at Salone di Mobile, Milan, Italy
- 2015 'Freeze' at Friedman Benda, New York

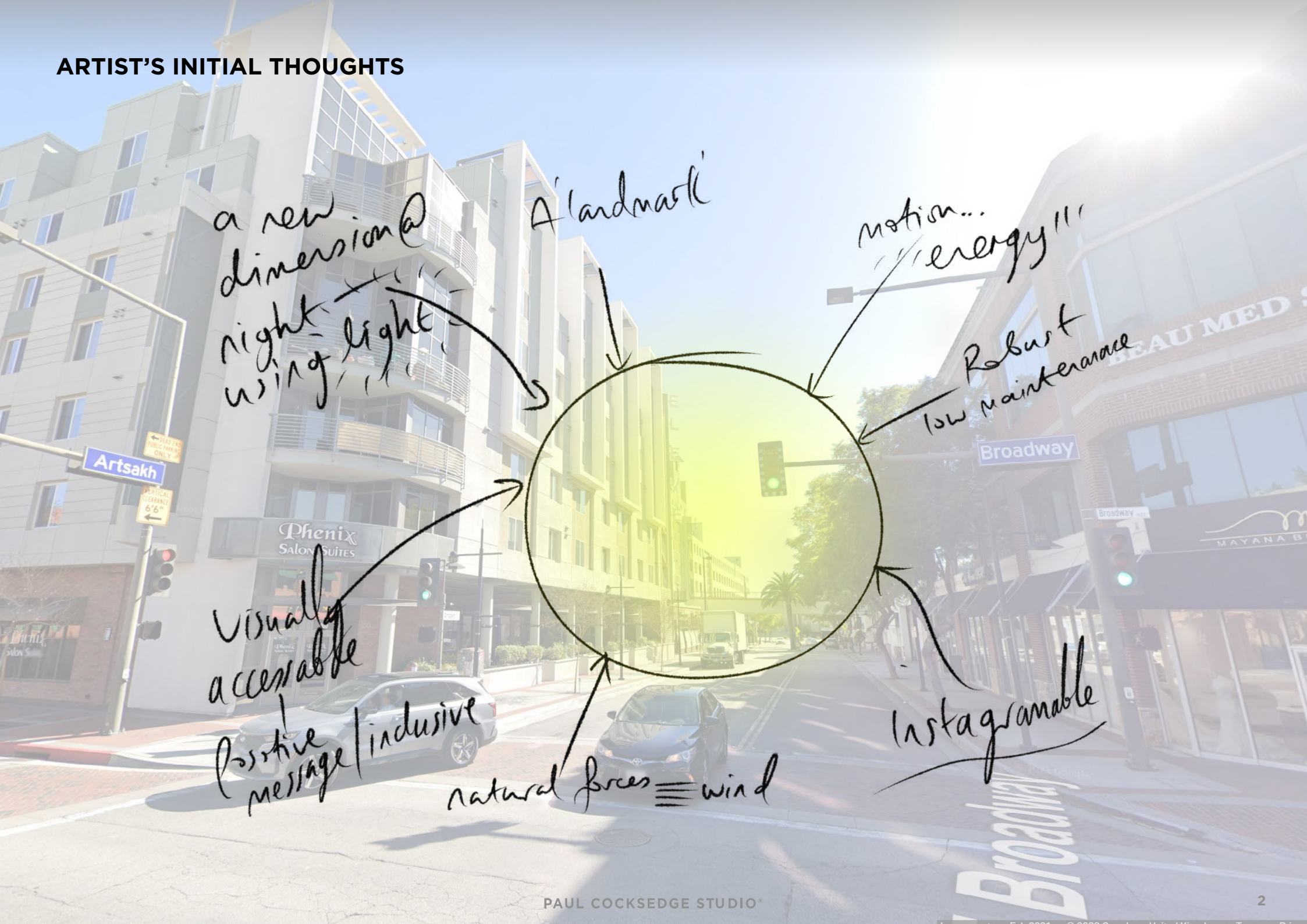


SOCIAL MEDIA: @paulcocksedge





## ARTIST'S INITIAL THOUGHTS

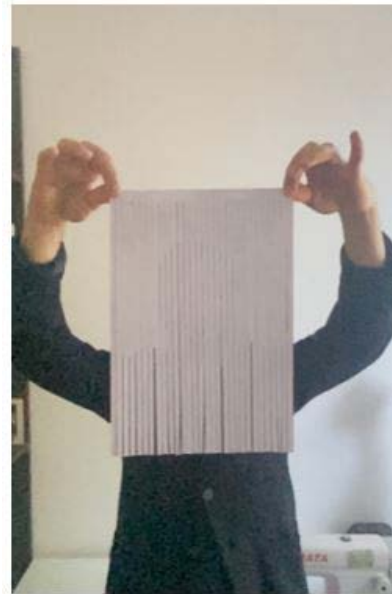


## CONCEPT SKETCH & INSPIRATION



*feel*

Inspiration





**This sculpture serves as a portal to the site, resembling a piece of fabric that's been caught in the wind and frozen in time. It brings a sense of energy and direction to the surrounding area, as well as a feeling of being welcomed in. Each metal line could be engraved, with words that reference the surrounding area in some way.**

*“This outdoor sculpture is a celebration of natural forces, and the joy of being outdoors. I believe public art should prompt an emotional reaction, and connect with as many people as possible.”*

**PAUL COCKSEGE**



Phenix  
Salon Suites

BEAU MED SPA

Broadway

mb  
MAYANA BRIDALS

AVAILABLE  
TRINITY CITY  
Arthur Mangassarian  
(818) 549-9000  
710 SF TO 2100 SF  
OFFICE / 1000 SF

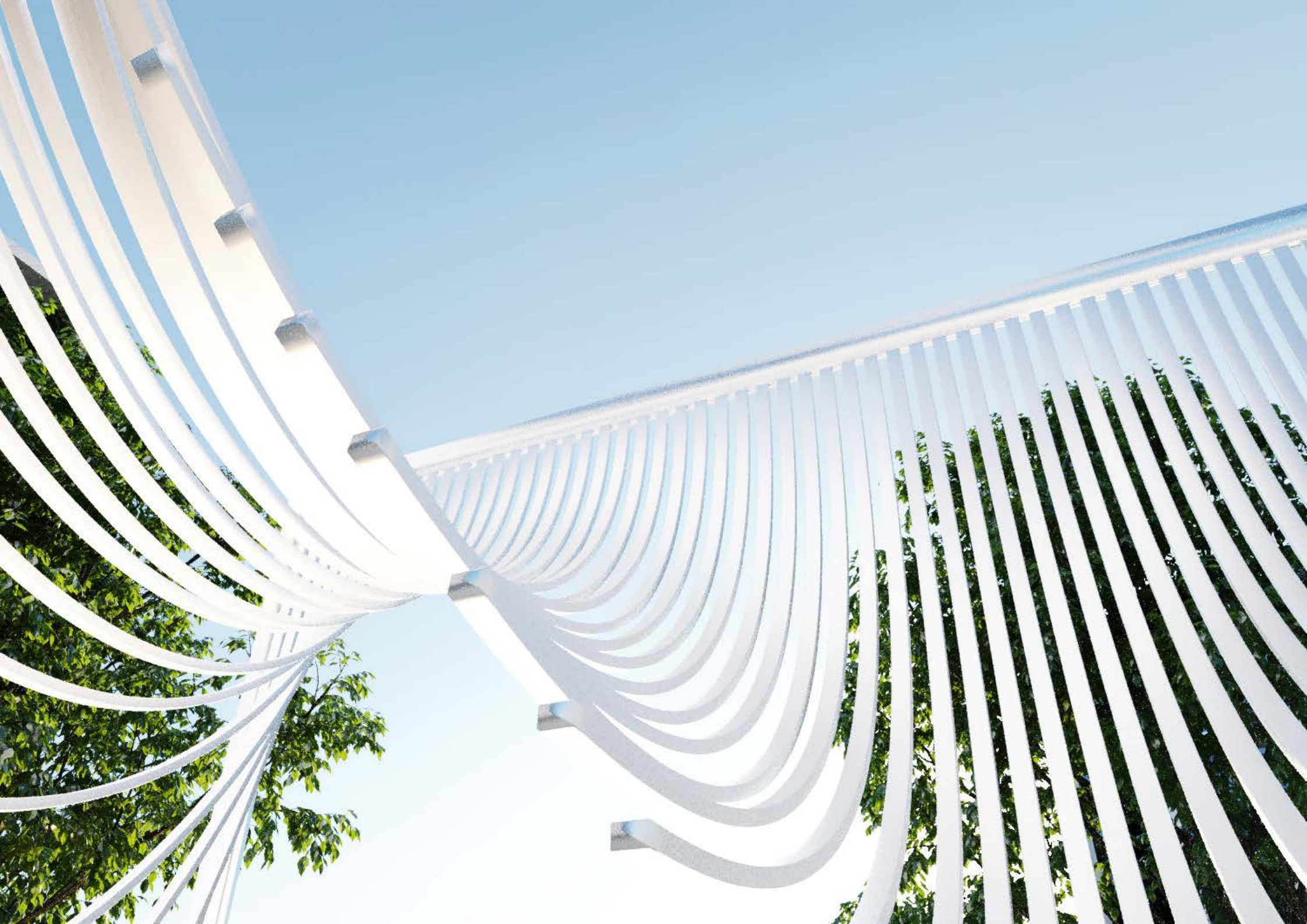




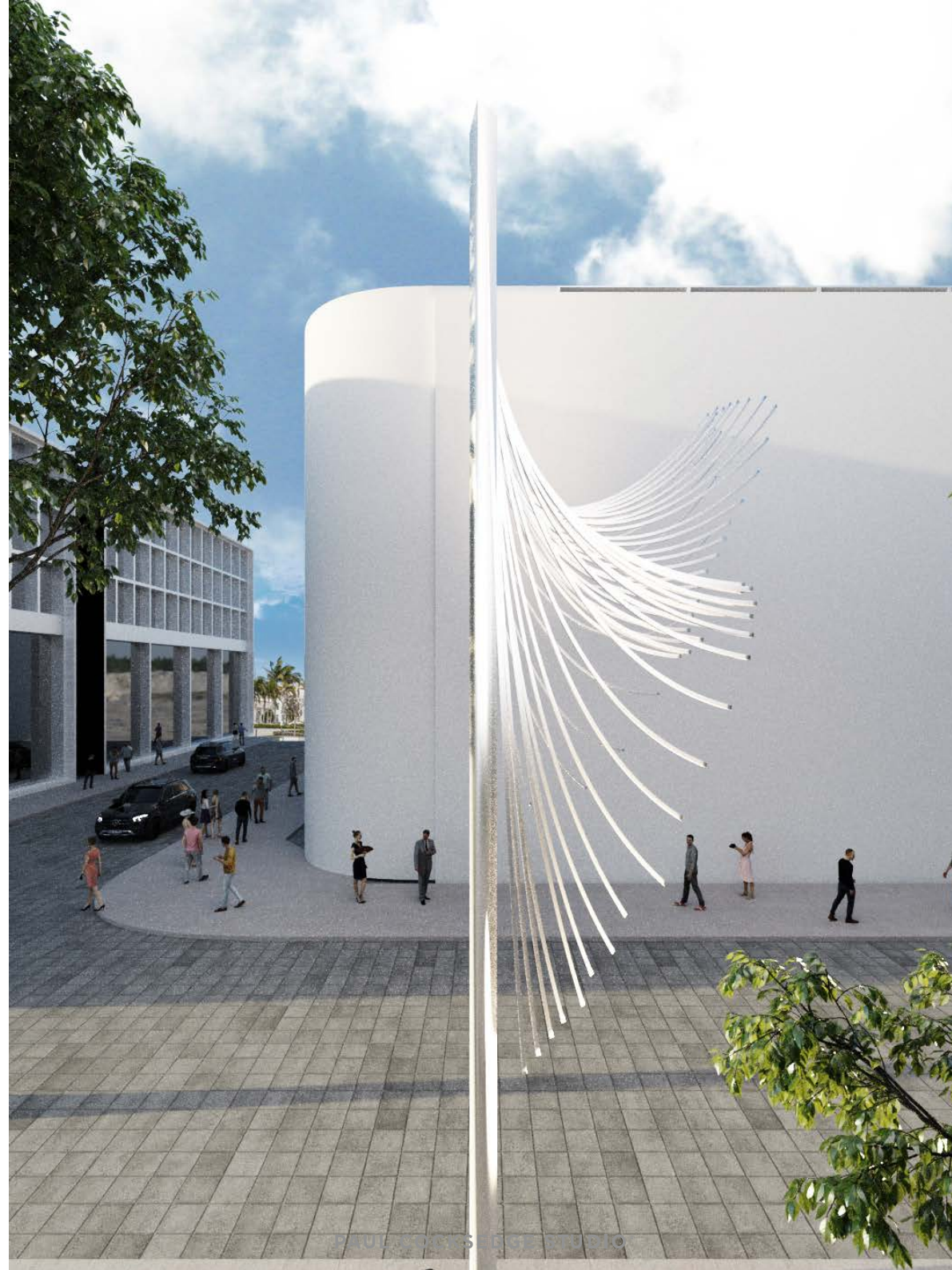










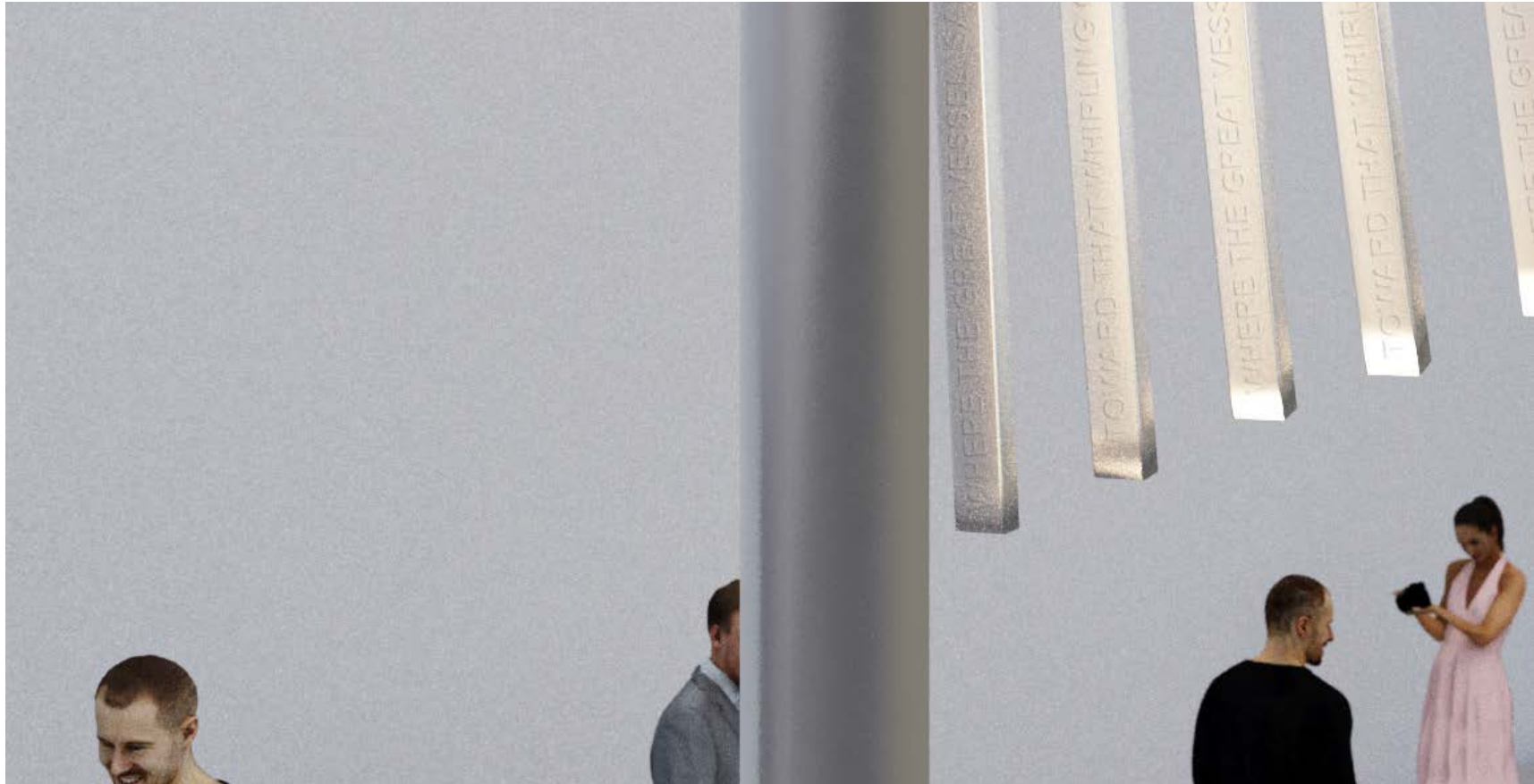




# LED LIGHTING



## ENGRAVING DETAIL

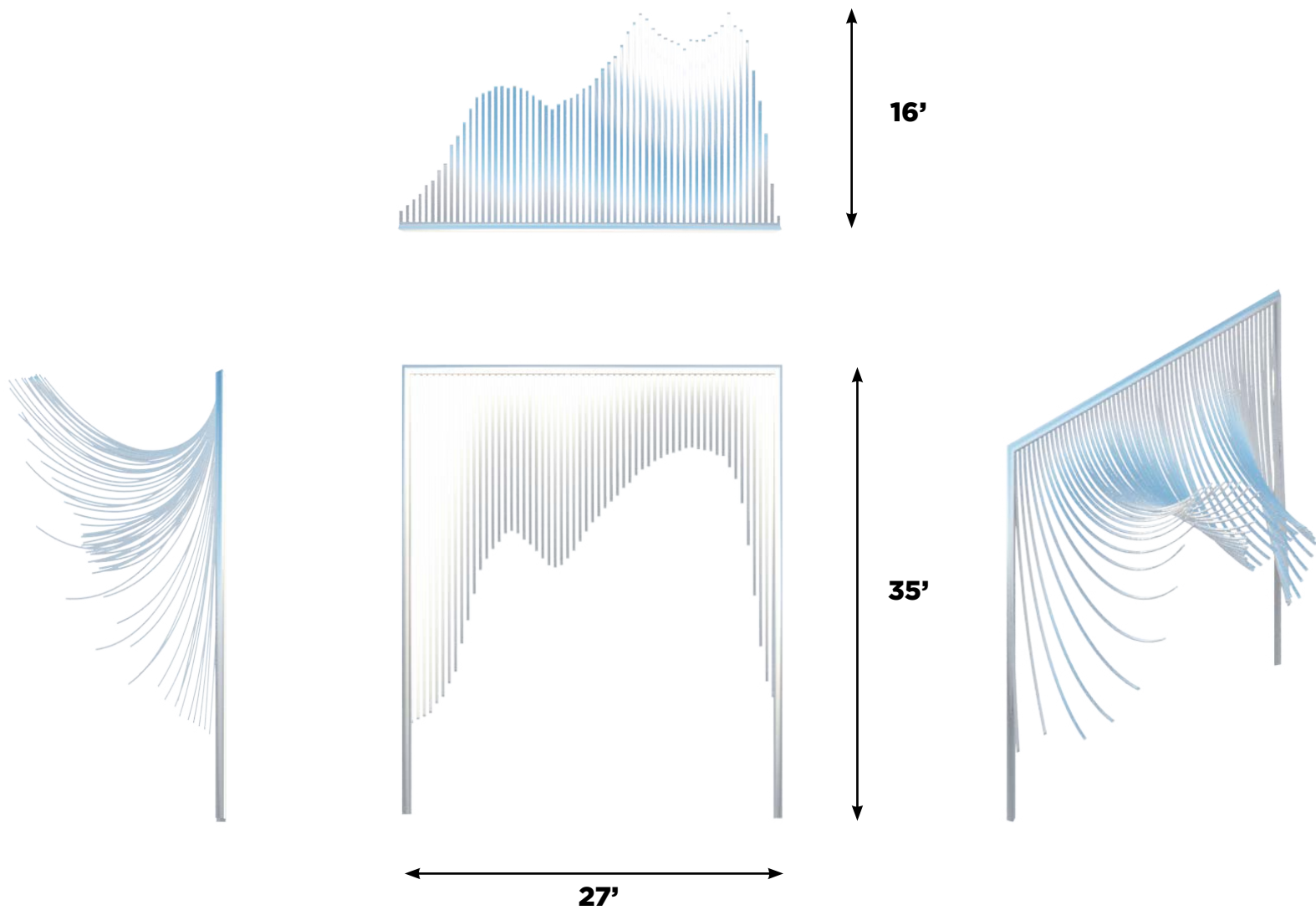


We could use poetry as an extra element in this piece, inscribing verses on the edge of the metal lines so that words run throughout the artwork. This poem, or set of poems, could create a direct connection with the community - perhaps written by a local poet or writer, as well as based on and inspired by the City of Glendale and its initiative to become a prime arts and culture destination.



# MATERIAL & DIMENSIONS

material: brushed stainless steel



# FABRICATION METHODOLOGY

Note that our Scope, Approach and Pricing are preliminary, and we will need to go through Design Development with the chosen Fabricator, the Client, and engineers to come to a final fixed cost. In this process we will define the final design of the artwork, exact scope of works, material quantities, design connection details, firm up vendor quotes, and engineering of the artwork, the foundation and requirements for installation & setting out of the piece. Our final Scope, Approach and final Pricing proposal will be issued for the confirmation by the client before commencement of the Fabrication.

## SCOPE & APPROACH

**Initiation:** Paul Cocksedg Studio (PCS) will kick-off the project with a detailed, preliminary engineering study. This will dictate the final form, material & scale of the piece. PCS will work alongside the fabricator's engineers & the Client to define unknowns in the design, identify the necessary connection details, and engineer the artwork for permanent installation.

A series of meetings with the project architects, engineers & building contractors will inform the appropriate approach to the project.

We will revise drawings, renders and specifications as needed in order to have the project approved and supported by the relevant parties.

**Design Development & Fabrication:** During Design Development, PCS, & the Fabricator will work alongside the Client to produce a range of material samples & finishes to fabricate the final piece. The Fabricator will provide sample boards including different colours/finishes for the stainless steel ribs as well as the frame.

The Fabricator will also produce a mockup section prototype, showing all final details & finishes of the piece. This will also be used to identify the best lighting scheme for the artwork.

A lighting study/workshop will be organized to identify the most suitable solution for illuminating the piece at night. This will be done through a series of video calls, with support of a Lighting Designer provided by the Fabricator.

PCS & Fabricator will submit to the client regular project status reports, photos and/or videos in order to obtain sign offs before proceeding with the fabrication.

The fabrication of the Artwork will take place in the Fabricator's workshop, located in the US (California or Colorado). Fabricator will provide the engineering coordination, detailed connections analysis, foundation design, structural drawings and calculation package for permitting, with stamped and sealed drawings by their engineer licensed in the state of California.

**Packaging and crating:** Shipping from Fabricator's workshop to site in Glendale, CA, the piece will be installed by the Fabricator in coordination with the Client to receive the artwork on site.

The piece will come in parts and be assembled on-site.

**Installation:** In preparation for the Installation, PCS and Fabricator will coordinate with the Client & their contractors for landscaping around foundation and artwork.

The cost includes installation of the artwork in Glendale, CA, including labour, necessary equipment, and trash removal. The installation excludes excavation for preparing the site for foundation, pouring of the foundations and back filling after installation. Fabricator's PM, alongside a PCS representative will oversee installation of the artwork, the cost listed includes travel, meals and accommodations for the duration of the installation & handover. All travel costs are included at today's rate for both Fabricator & PCS.

**Handover:** following the installation of the artwork, the Fabricator will complete the official handover of the artwork to the Client, alongside a PCS representative. In case of an international travel restrictions, a PCS representative will be present during the installation & handover remotely, via video conferencing. PCS have delivered successful international projects in the past 2 years using this approach.

## EXCLUSIONS + ASSUMPTIONS

- Assumes artwork sections mechanically fixed on-site
- Assumes duration of the install - 2 days
- Assumes daytime labour
- Assumes the Client to provide electric access for the lighting fixtures at pre-agreed locations
- Assumes the wiring, controls and installation of the light fixtures is done by the Client
- Assumes a \$4,500.00 allowance for two (2) in ground light fixtures to illuminate the Artwork. Fixtures will be static and not programmable.
- Assumes the Client will be responsible for obtaining and paying for all permits required to perform the work, including a building permit and street closure permits if applicable
- Assumes the Client will be responsible for Building Department fees, governmental approvals, surveyors or third part inspections
- Assumes the Client will be responsible for any ground works & pouring of the foundations, specified by the Fabricator. A suitable template will be provided for laying down the foundations & be inspected prior to installation by the Fabricator.
- Assumes the worksite will have clear and unobstructed access during installation
- Assumes the Client will be responsible for back filling & landscaping around the piece
- Assumes the scale of the artwork based on today's cost of raw materials, subject to change
- Artwork may require additional support to assist with deflection, not pictured in the visualizations
- Artwork may be adjusted in scale, form & materials based on engineering studies
- Excludes site work outside of installation
- Excludes Civil Engineering
- Excludes coordination with other consultants/contractors, unless listed
- Excludes insurance in excess of the fabricator's standard limits



# TIMELINE

## PAUL COCKSEGE STUDIO®

### PRELIMINARY TIMELINE

Issue date: 21 April 2022

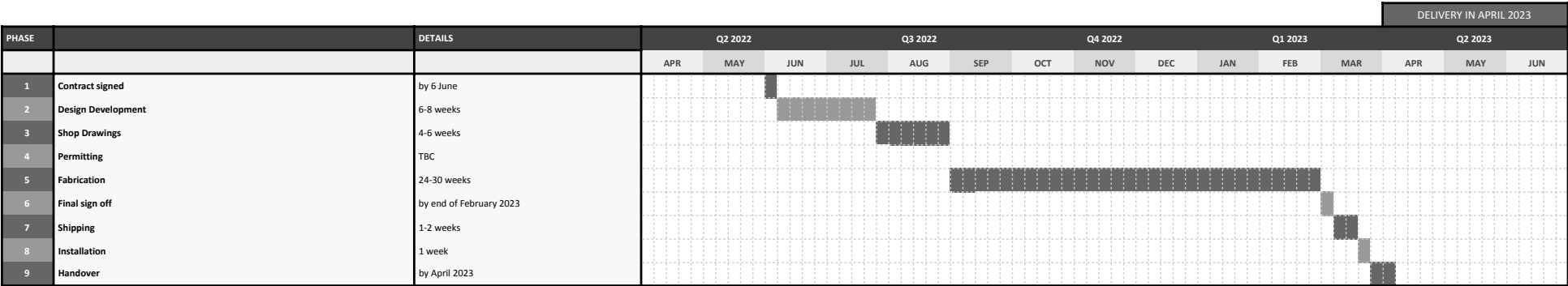
**Artist:** Paul Cocksedg

**Location:** Glendale, CA

**Artwork:** Curtain (working title)

**Artwork intent:** as per visuals, subject to modifications

**Client:** City of Glendale



# FABRICATOR

We have been working with Carlson Baker Arts on this pitch. They are very excited about this opportunity and have an excellent track record of delivering projects of this scale and quality. They have been briefed in detail and through design workshops, they provided a quote for the piece.



## CARLSON BAKER ARTS

<https://www.carlsonbakerarts.com>

Carlson Baker Arts is dedicated to providing the arts community and creative professionals worldwide with the highest level of design development, engineering, and custom fabrication services.

Their Sun Valley, California firm has become one of the most sought-after resources for artists seeking to produce technically challenging, complicated, large-scale works, with cost-effective solutions to complex projects.

With over fifty years of collective industry experience, CBA offers the latest in state-of-the-art technology and precision, enhancing their ability to serve a diverse range of design professionals.

## CARLSONBAKERARTS

April 19, 2022

**Mr. Eryk Jeziorski**

Paul Cockledge Studio  
2A Brenthouse Road, Soloman's Yard  
London E9 6QG

**Re: Gateway Artwork**

Dear Eryk,

Based on our initial review of the Gateway Artwork for Artsakh Avenue Enhancement project in Glendale, CA, CBA feels the project can be fabricated as currently rendered. During Phase I, CBA will collaborate with PCS and the structural engineer to define the unknowns in the design, identify necessary structural changes for the permanent artwork and ensure any visual changes will align with the Artist's intent within the fixed budget.

Best regards,

Diana Campbell  
Administrator

11230 PEORIA STREET  
SUN VALLEY, CALIFORNIA 91352  
T 818 767 1500  
F 818 767 1551



# CARLSONBAKERARTS

April 19, 2022

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2A Brenthouse Road, Soloman's Yard  
London E9 6QG

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Best regards,



Diana Campbell  
Administrator

# THE END

**Disclaimer:**

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