

## The Hunt For Cool Culture's newest buzzword

Cool is fast becoming the new frontier in a niche-mad world, which has major implications for all culture and consumer industries - from marketing, advertising and media, right through to retail and hospitality. The Cool Age is here.

Cool has become a concept denoting a kind of elusive X-factor that makes something exceptional,. Individual. Covetable. Inspiring. Independent. Thoughtful. Limited. Pioneering. Exclusive. Innovative. Original.

Cool has become shorthand for anything "interesting" used by everyone - from Boomers through to Generation Y.

Whatever its manifestation, cool gives a brand, person, product, place or service a supernatural power to rise above the noise. To stand out in an ocean of "stuff" and make people remark to themselves:

"I want that."

"I love that."

"I'm going to tell my friends about that."

Step into the Cool Age.



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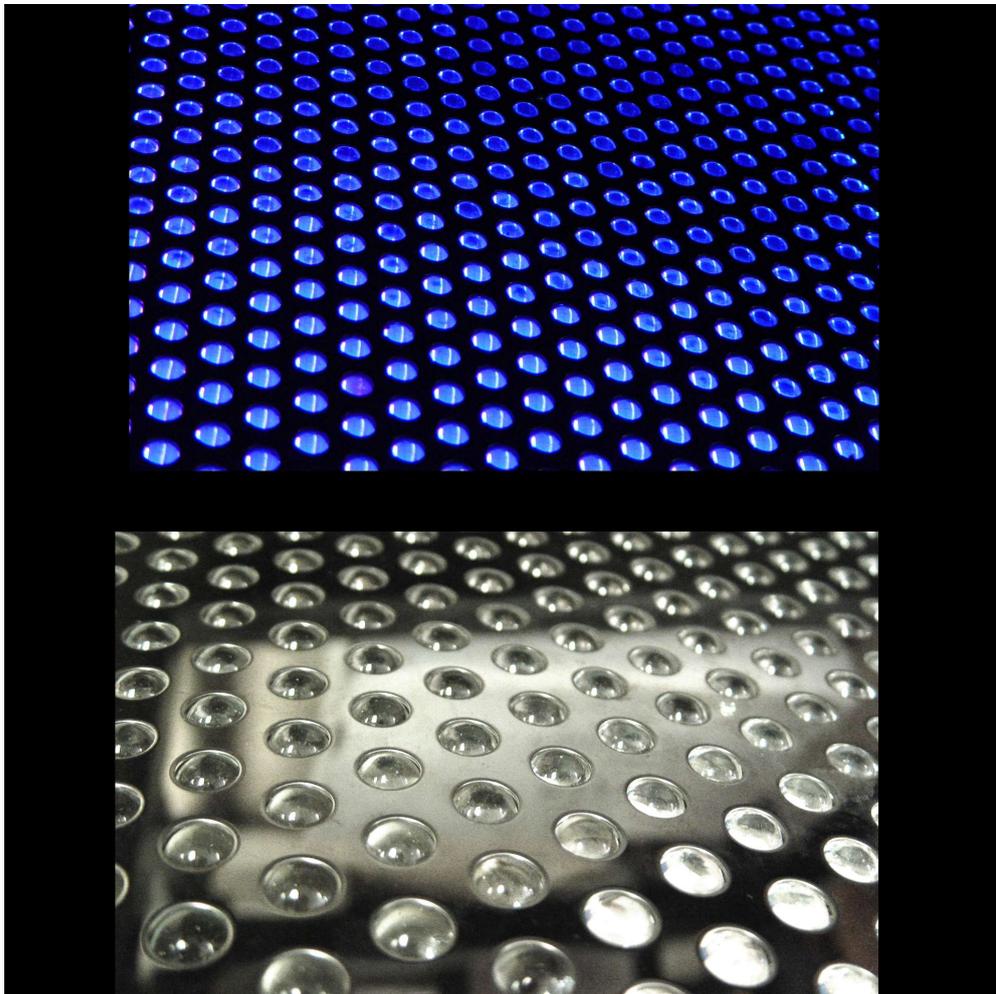


The Obelisk  
2006  
Palm Beach Gardens, FL

Standing over three stories high, *The Obelisk* proudly does its job day and night as a visual landmark. With a skin that has been perforated and filled with 89,998 clear glass marbles, this sentinel of mirror-polished stainless steel has every reason to stand tall. Housed inside are four DMX controllers to orchestrate a brilliant lightshow of colorful gradient changes throughout the night. With 1,152 clusters of energy efficient RGB LED bulbs capable of 12 million possible colors, *The Obelisk* stakes its claim as the most prominent place marker around. Color salad? Yes, please!

Since its mirror-polished surface reflects the surrounding sky, at times *The Obelisk* is anchored against it in great contrast while at others it will almost disappear. Whatever the conditions, *The Obelisk* is the ultimate contemporary translation of a classic monumental form.

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Magician's Birthday  
2003  
SunTrust Bank

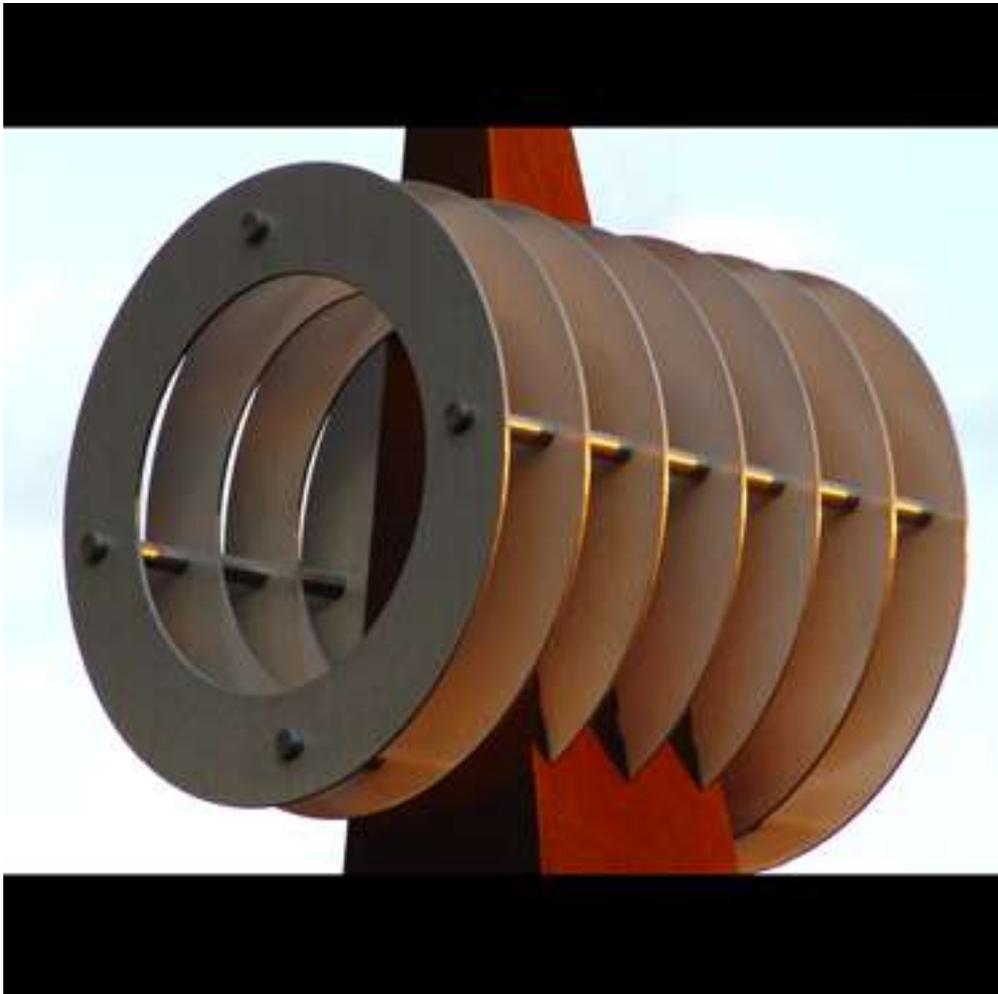
A lone sentinel along a primary road, Magician's Birthday is designed to appear as orderly as the accounting in the bank behind it.

A departure from Fuller's bold use of applied color finishes, the contrasting materials of rusted cor-ten steel and bright aluminum on this installation emphasize the interplay of its geometry.

The stacked silver disks are a visual pun of Fuller's personal banking experience with a now defunct financial institution. From the side, it would appear that there were 7 coins. However, from the front much of the coin (the center) is actually missing. This was a metaphor for how he felt a chunk of his money always seemed to disappear while in the bank. Thank you, hidden service charges!

At times, art speaks quietly.

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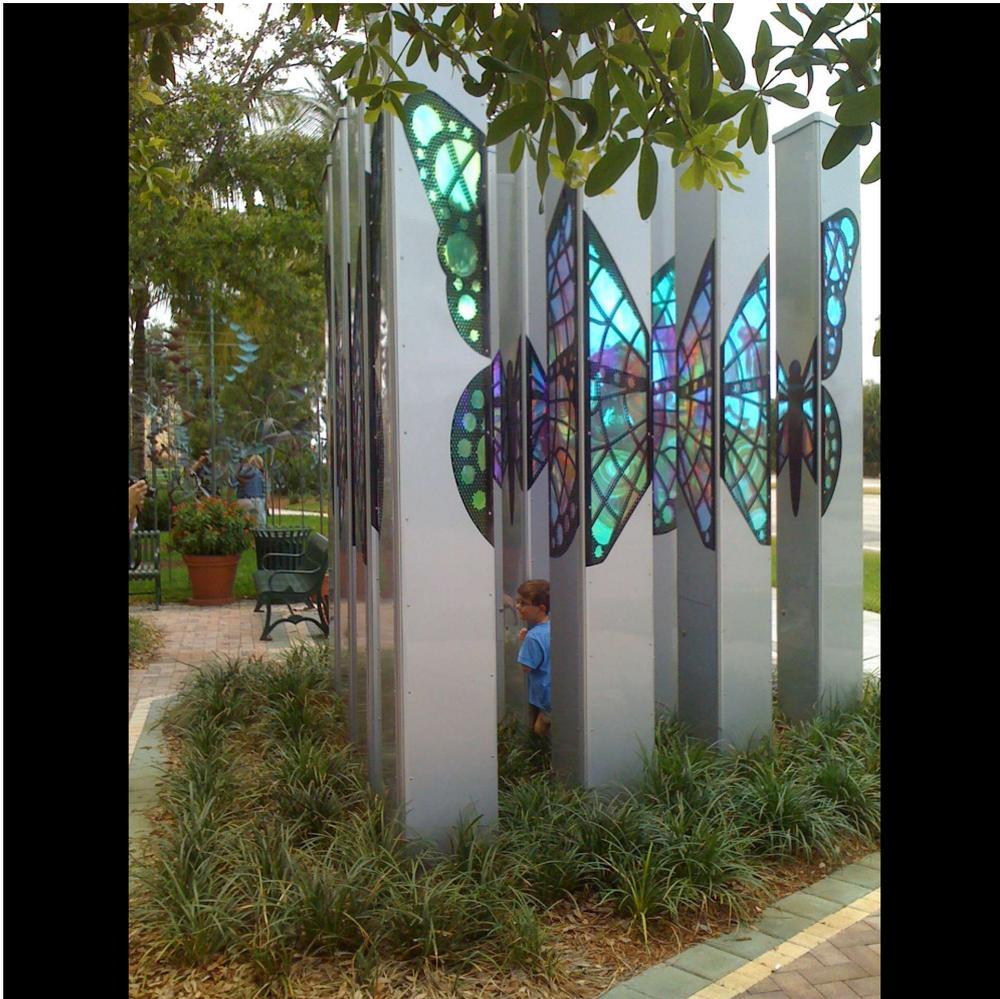
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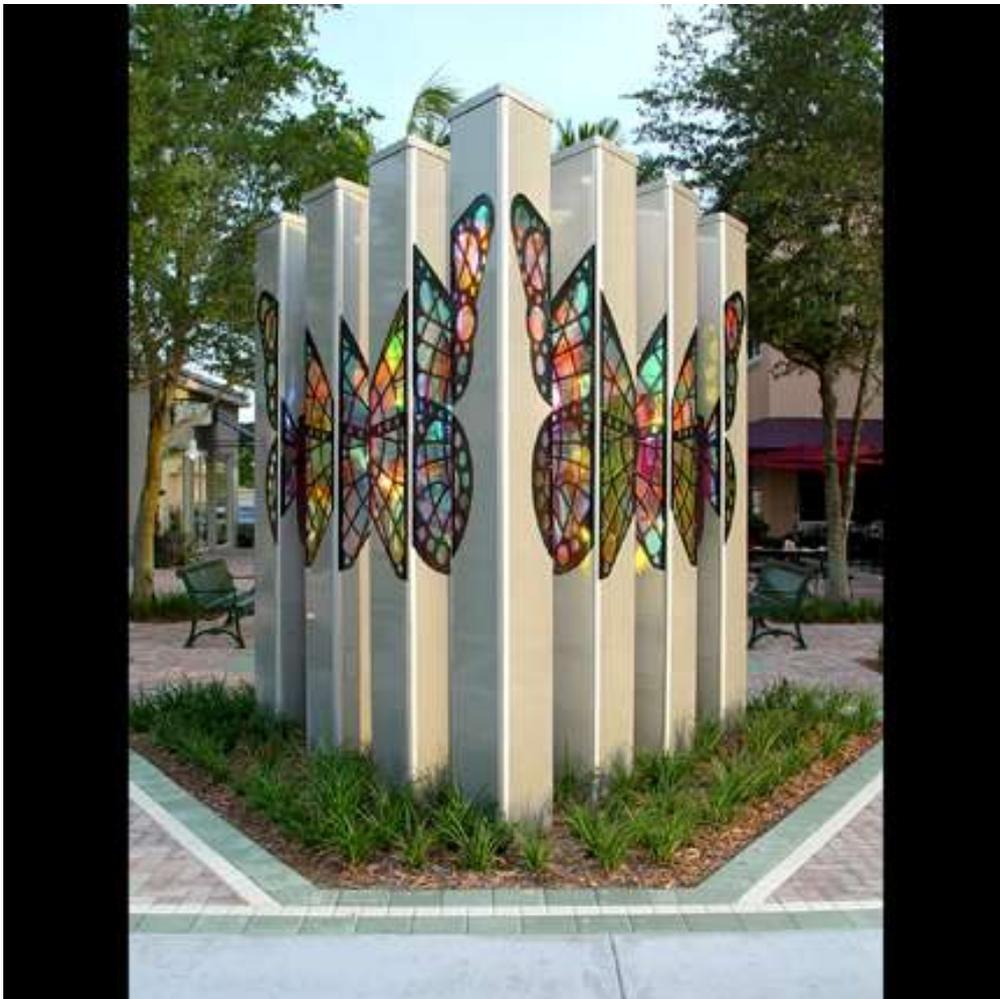
The Butterfly  
2004  
Palm Beach Gardens, FL

Having already graced the pages of *The New York Times*, *Art & Culture*, and *Privilege Magazine*. this one belongs somewhere in *The Ultimate Book of Cool* when it's finally written!

Morph form. Morph colors. Morph concept into reality. On a drive-by, this baby changes from intact image to fragmented columns of color, and back again. From every viewpoint and angle it presents the observer with a new and different bouquet of color, reflection, and refraction. The rich result of my obsessive tinkering with dichroic coated materials, *The Butterfly* has flown on to become a memorable icon and landmark to all who have fluttered past. Extraordinary. Memorable. Some say beautiful. Better yet, I even like it!

Come visit once the sun is put to bed. When the lights within each of the columns turn on, *The Butterfly* greets you with an entirely different range of fluorescent colored effects. Day or night, it's definitely worth getting out of the car for.

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Track 2; # 1-9  
2006  
Pinellas County, FL

When 46 miles of railroad gets transformed into a recreation trail, opportunities and challenges arrive. The Pinellas Trail slices through nine communities along Florida's west coast. With design objectives to: uniquely identify each community but clearly link them together as a part of the larger trail family; pay tribute to the history of the trail; be no closer than five feet from the path; and be tough enough to withstand a hurricane, the design challenge for me was on. And soon after, so was my thinking cap.

It wasn't long before the solution arrived in the form of super high-gloss coated colored tubes arcing fifteen-feet above the path. The round tubes glisten in the sun and are self-cleaning in the rain. Banded to mimic the stripes on crossing barriers, the arcs support stylized design interpretations of old railway signals as well as a community identification panel.

Five hurricanes down the line, each marker of *Track 2; 1-9* continues to chug along singing its happy song - unscathed by man, beast, or nature. Woo-hoo!

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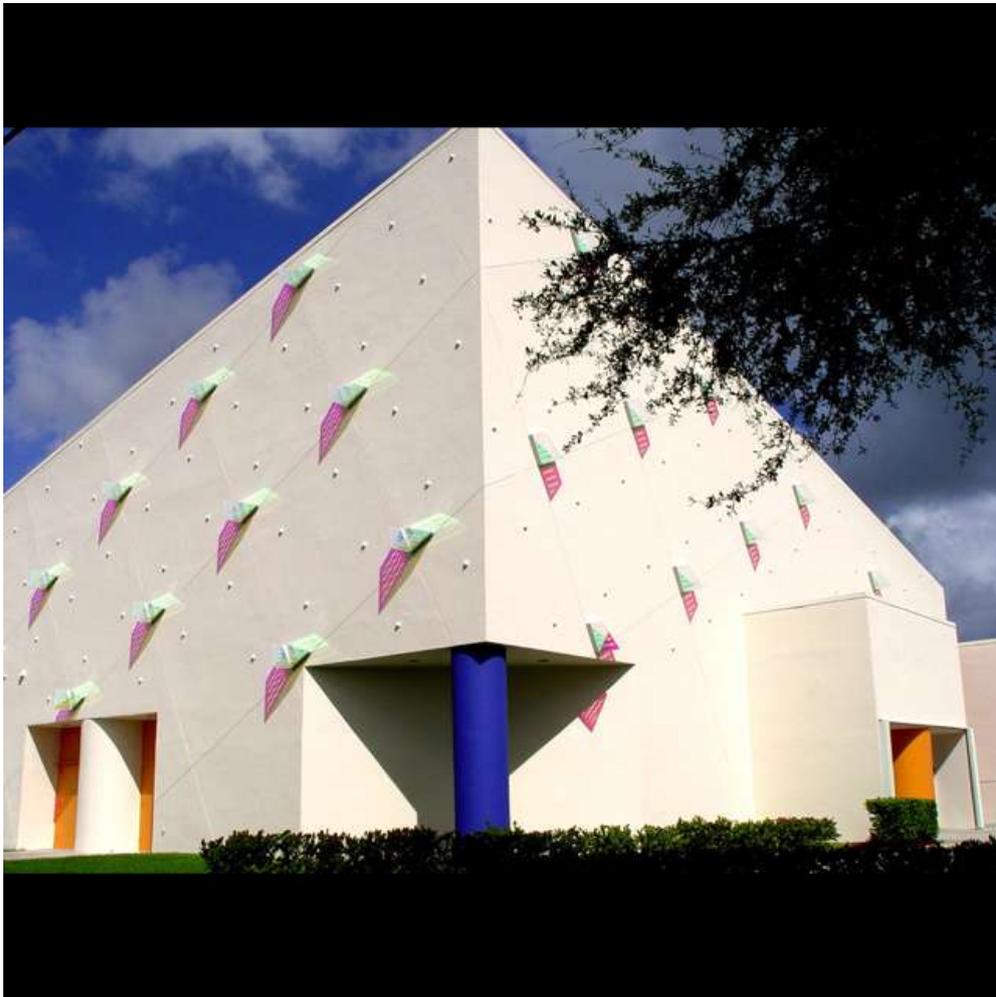
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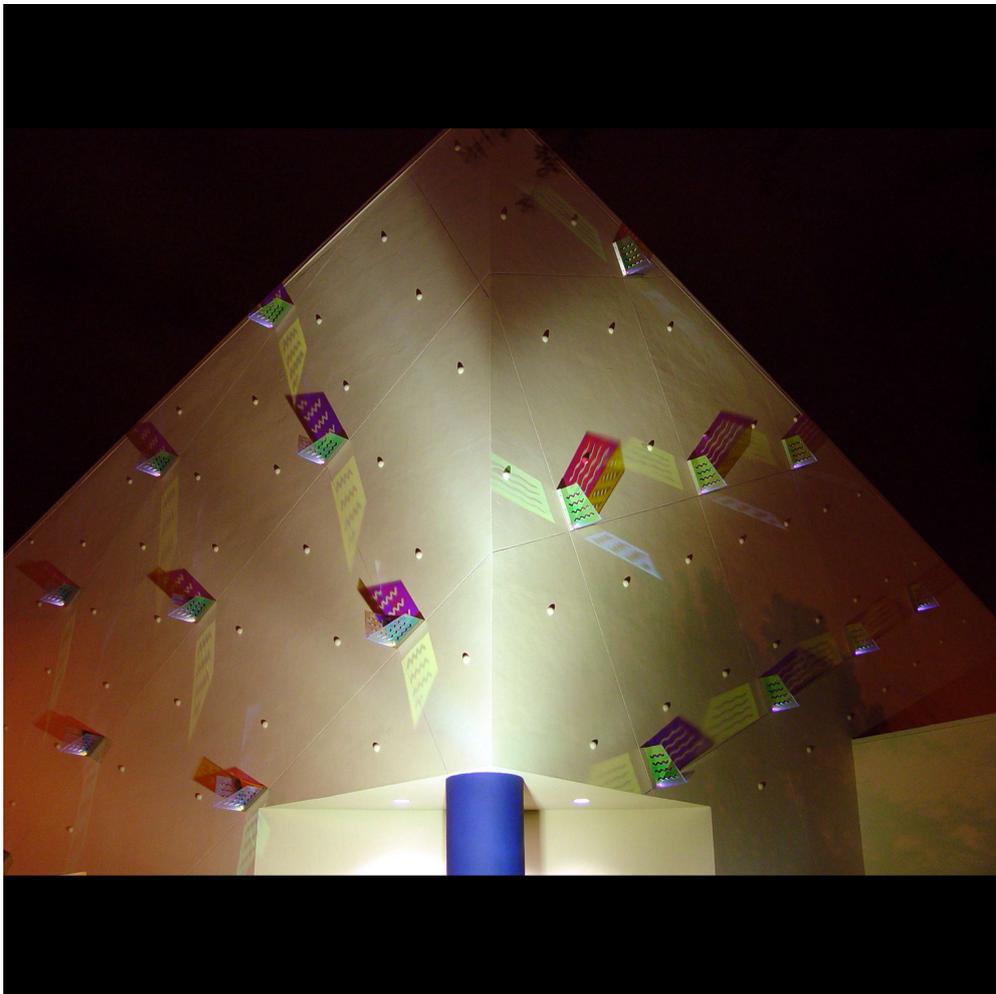
Light Swimming  
2007  
Delray Beach, FL

Had you asked me for a solution to bring vitality to a civic center that has two large blank, boring walls, *Light Swimming* might have been my answer.

Selected for this commission from a national pool of accomplished artists, Palm Beach County's Art In Public Places chose this design for its ability to cast colored shadows during the day, and pin-points of solar-powered light at night.

Each dichroic coated 'sconce' houses a self-contained solar panel to deliver enough energy to drive the energy for a single super bright LED well into the night. Additional surface texture of shadow and highlight is provided by over 100 four-inch aluminum hemispheres dimpling the walls.

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Gimme Shelter  
2008  
Pinellas County, FL

Big shade and four fat seats.  
Four doors of breeze.  
A garden gazebo with palm fronds and a rainrow.  
And a corner from the wind and rain.  
Say 'good-bye' to the institutional-grade transit shelter and  
'hello' to "I don't mind waiting for the bus."  
The only thing missing here is a hammock, a good book,  
and an alarm clock.

*Gimme Shelter* is our latest ADA compliant addition to the west coast street scene, and comes equipped with 86 watts of solar power to launch 18 nine-light arrays of superbright LED lamps. Initially created as a public art installation for Pinellas Suncoast Transit Authority (PSTA), instant fanfare has made it a winner. Plans are already underway for more, so watch for this garden variety in the near future.

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Stack/45  
2006  
Palm Beach Gardens, FL

Centered in a traffic circle at an upscale retail center, the design of this installation needed to be somewhat transparent so as not to obscure vistas. It was also required that it pay tribute to Hank Skokowski, the project's urban planner who tragically passed away during this, his final planning project. Hank began a love affair with rock music in the early '60's, and amassed a large record collection. I reasoned: record turntables go 'round and 'round and traffic circles go 'round and 'round. Concept: Make the traffic circle a record player with a stack of '60's era 45 RPM vinyl disks on it. Spindle inserts, which came in a wide variety of designs and colors, were required to center 45's on the turntable. On *Stack/45* the five black vinyl records are represented by the black outer arcs. Five record labels are outlined by the smaller colored arcs that match the five spindle insert colors. This abstract arrangement of five stacked records is symbolically arced towards the heavens in a reverent nod. Here, whimsical imagery with it's secret meaning expresses the very personal relationship of a man and his life's work in a subtle but very public way.

Site Specific Art. Defined.



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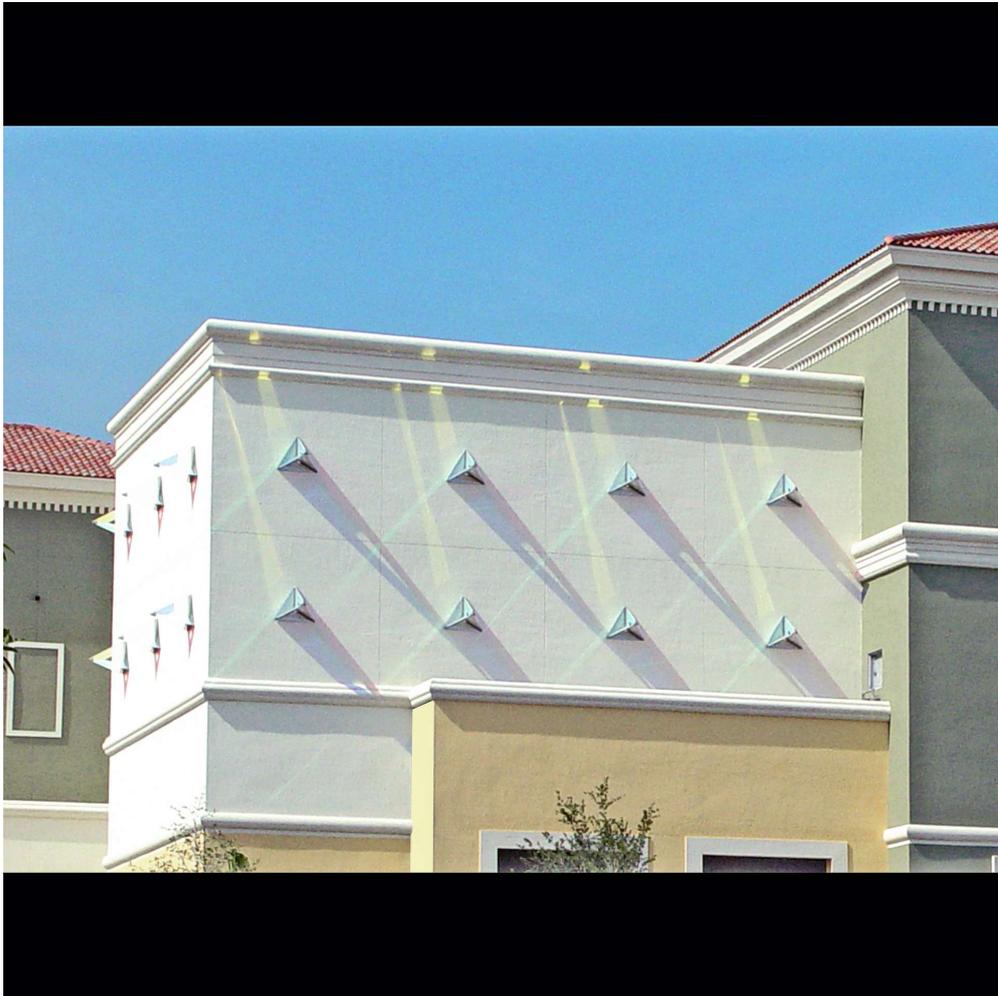
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Triads  
2008  
Palm Beach Gardens, FL

Sparkle me, sparkle you.

One minute Triads will fool your eye into believing they are clear glass pyramids and the next you will think they are orange... no, yellow... no, blue... oh whatever, some colored pane of glass; or are they golden mirrors?

In a way, all of these illusions are correct. Made of dichroic coated polycarbonate, Triads reflect the sun throughout the day, while strategically placed individual spotlights beneath each column of the Triads make this building sing in a blaze of theatrical glory throughout the night.

Scaled to suit the optical illusion of the architecture (this building is actually 7 stories tall) the individual Triad units are more than 3ft x 3ft x 3ft each in size.

This dynamic illumination of the building exterior is achieved with only thirteen spotlights.

And, oh yeah... twenty-six Triads.

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StentTower  
2009  
Palm Beach Gardens, FL

As part of my research into this project for this Tenet Healthcare hospital, I took a behind the scenes tour of the cardiology, Radiology, and Cardiology departments. Fascinated with the shapes of red and white blood cells and awed with the technical sophistication of a heart operation I reviewed, it was clear to me that this sculpture should pay tribute to the high-technology of today's medical facilities.

This installation is an abstract representation of red and white blood cells flowing through a heart stent that emerges from an artery.

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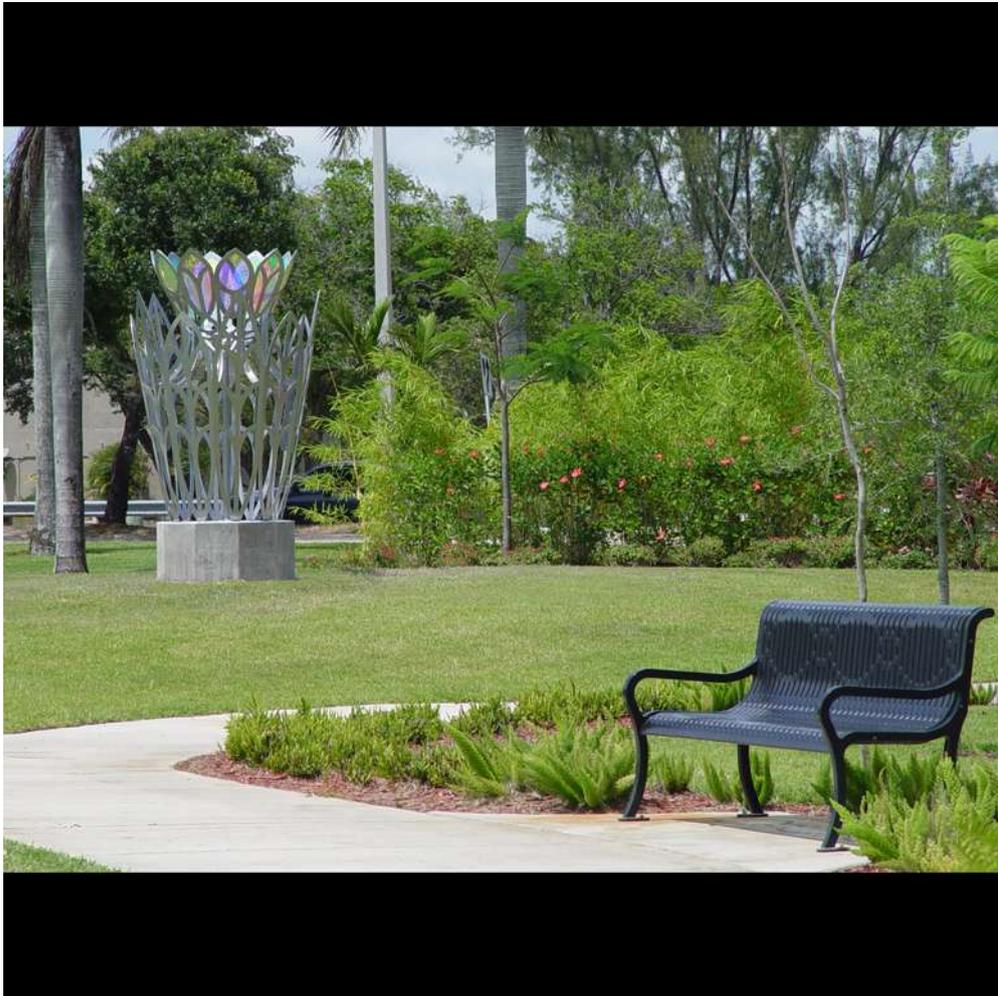
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Lotus Agikam  
2009  
Lauderhill, FL

Selected for the City of Lauderhill's first acquisition to their public art collection, *Lotus Agikam* symbolizes the nature of the Eileen Lieberman Botanical Garden where it is located.

Created as a landmark to visually draw the eye of passers-by into the gardens from the adjacent throughfare, the transparent nature of this installation does not obscure the beauty of the flora and fauna of the gardens.

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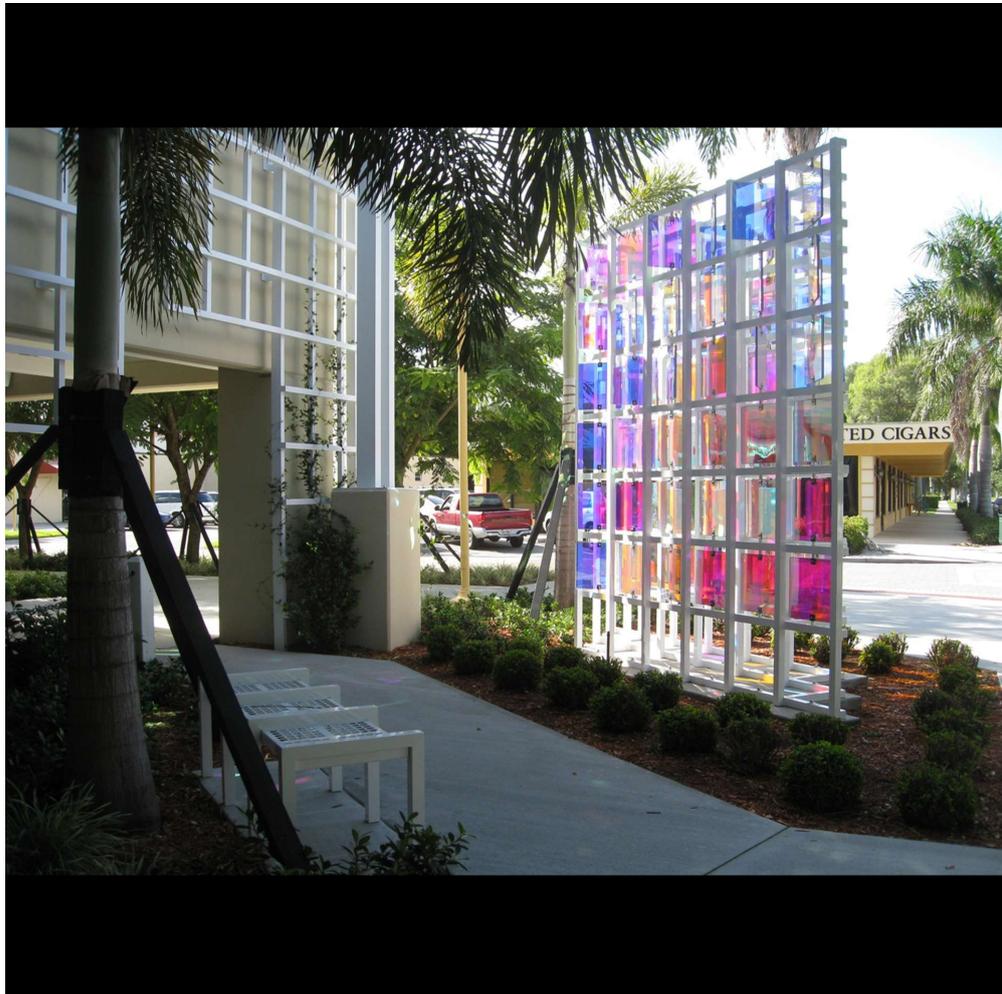
Cambier's Quilt  
2009  
Naples, FL

When I was commissioned by the City of Naples to provide their first public art installation in the heart of downtown, it was elementary for me to incorporate the dominant grid geometry found on the building adjacent to the site.

Selected for this project from a national pool of 158 accomplished artists, the city chose my design for its ability to present a constantly changing kalidescope of color from every viewpoint.

Heroically-scaled for the pedestrian experience, these two installations contain a total of 216 dichroic coated polycarbonate panels arranged in three staggered vertical planes. It's best I not try to explain! You'll have to take my word on it when I say the kalidescope effect was pulled off successfully!

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The Tipping Point  
2009  
Royal Palm Beach, FL

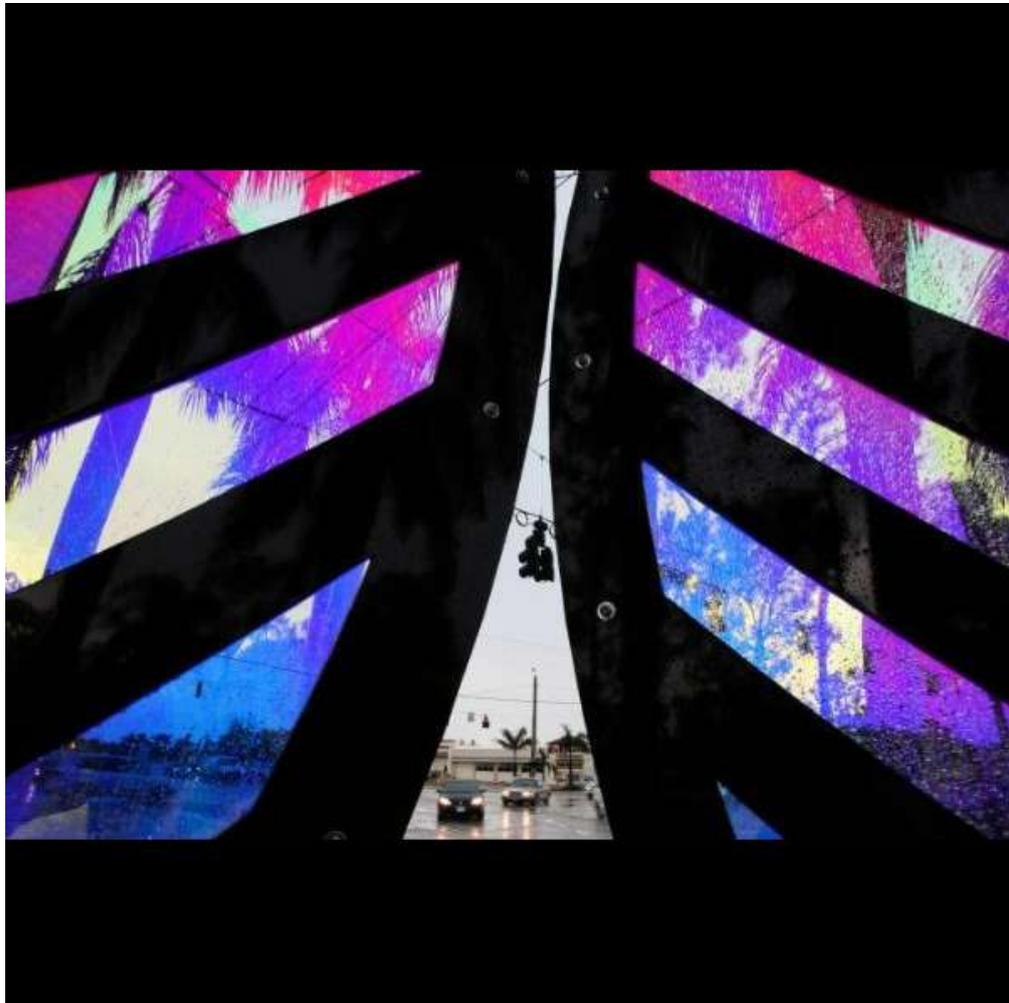
When the Village of Royal Palm Beach approached their 50th Anniversary, they felt it fitting to celebrate the occasion by purchasing their first public art sculpture.

To illustrate the village's population growth from 11 residents to 38,000 over the fifty years, I chose a frond image. With a mirrored geometry visually familiar of various tropical plants and palms, these five 'leaves' represent the five decades of Royal Palm Beach's fertile growth. Ranging in size from eight to twelve feet, the mirror-polished stainless steel and dichroic coated leaves are the pristine centerpiece at this primary intersection in the community.

This installation is named after *The Tipping Point*; a book by Malcolm Gladwell. Tipping points are the levels at which the momentum for change becomes unstoppable; the moment of critical mass.

This occasion; this moment of finding the civic acquisition of art to be socially important marks a major tipping point in the growth of this community.

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