

# Picture Perfect – Custom Artwork in Our Designs

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As an integral part of many of our designs, artwork has the ability to bring a space together to create an engaging environment attracting residents on an emotional level to the community. Leading to higher levels of social energy while helping multifamily and senior living operators create a more meaningful relationship between the community and its residents, public art is an asset that enriches any residential space.

At Faulkner Design Group we go to great lengths (and heights!) to curate art that connects people to their community. Our work with photographer Donn Delson (@donndelson) embodies our collaborative process of developing custom artwork for a project currently under construction in Philadelphia.

As FDG works through the design and interior planning process, we begin to identify key areas where artwork and architecture can work together to create synergy. Once we have these areas defined, we work with the client to determine and recommend potential artists and media. In the case of this Philadelphia high-rise, we knew Donn Delson could capture something special for the project.

Senior Project Manager, Stephanie Dunn, accompanied Delson on-site and around town in effort to get just the right content for several spaces within the building. She stated, “We want individuals to feel a connection with the art and allow them to walk through the space and understand the feelings that the artists wanted to evoke while creating each piece. Each piece should be thoughtfully hand selected for having special movement, unique texture, bold colors, and personal references to the city.” Here is her recap of the trip.

### **Stop One: Rittenhouse Square**

Obviously size and scale play an important part in the commissioned art. At the historic Rittenhouse Square, Delson envisioned photographing the park in a unique way to create an immersive experience for the residents. Looking to the left or right as they walk down one of the key interior walkways, the perspective they will see will be as if they are walking through the park.

Accomplishing this required creating what he describes as a parallel motion panorama. Rather than taking the more traditional single-position wide angle shot which shows everything from a central focal point, he determined to stitch together multiple images, creating for the viewer the exact perspective one would see on a continuous stroll through the park.

For this, we hired two grips to assist Delson, moving the required 28’ dolly track multiple times across the east and west sides of the park. The grips carefully shimmed the dolly along the track to provide a smooth and even surface for the camera, allowing Delson to achieve his vision. In addition to the grips, our crew had to be accompanied by a Park Ranger to make sure there was no damage done to the park and landscaping.





## Stop Two: Penthouse View

Getting Delson's unique perspective on the skyline shot from the 48th floor seemed like an easy-enough task. However, the guardrail banisters had not yet been installed. With safety being more important than getting the right shot, we worked with the construction team to



get Delson tied off with a harness so he could step right up to the edge of the open balcony pad. And while it may have looked frightening for our team, Delson was cool, calm, and collected, as he captures much of his artistic work leaning out of a helicopter with its doors removed, at heights up to 10,000 feet.













**Stop Three: Helicopter Work**

While in Philadelphia, Delson spent three days in the helicopter, at different times of the day and night, flying over the city to create iconic and artistic Philly-centric aerial art. The preliminary images we've seen so far are absolutely stunning.

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#### **Stop Four: Pennsylvania State Flower in Bloom**

With perfect timing, we discovered that Pennsylvania's State flower, was in full bloom. Delson flew to Pittsburgh and drove two hours north to Brookville, PA. He spent two days hiking the hills and climbing ladders deep in the woods capturing clusters of these beautiful flowers with which to create a wall of floral color.





We are on the edge of our seats waiting to see the outcome of the effort put into getting some stunning pieces to place in this landmark project. Delson will undoubtedly wow us with amazing content and many options. But we're even more excited to hear how potential residents respond to these pieces. We're confident that when this artwork is installed, not only will they be moved, but they will find comfort and curiosity within every piece...STAY TUNED!

In the meantime here are some points to think about as you consider artwork for your next project:

- Subtle references to local subject matter, seek out local artists and architecture
- Utilizing both neutral and colorfully bold pieces that incorporate artist enhancements that bring texture and metallic accents to each piece
- Mirrors that are oversized, unique in shape and mix in multiple metal tones
- Taking advantage of mixed medias to create a unique interest in each space
- Large sculptures that bring to life abstract movements

Do you have an upcoming project that you know will need just the right piece of art? We are here to help you consider the opportunity to create engaging, memorable spaces. Contact us for more information!