Hitting a wall

Goings and gatherings in smartly designed loft spaces won’t meet Arendt’s Greek mark. Won’t bring back vanished tables, let alone all that’s great and radiant. In a skirmish with the flat need some air, need to step outside. Memory Wall was outside. It was perched on the street. It seized the garment district’s history. And it made a little pop history along the way.

The art of politics teaches men how to bring forth what is great and radiant—ta megala kai lampra, in the words of Democritus; as long as the polis is there to inspire men to dare the extraordinary, all things are safe; if it perishes, everything is lost. (206) Hannah Arendt - The Human Condition
May 14, 1999

Date: 5/14/1999 7:15:58 PM
From: Caine, Ian <Ian_C@mackeymitchell.com>

To: Paul;

Subject: Downtown Now planners and sell them on the concept (perhaps you have already done some of this?).

Dear Paul,

I was glad that we had the opportunity to talk this week. As I told you, Jeff Carney and I have been pleased to contribute to your ongoing efforts to build a multi-media wall and place at the corner of Washington Ave., which we believe will be a potential project. This project holds great potential as an additional community space at the corner of Washington Ave.

In your conversation with Carney and I, we discussed the potential for adding digital projections onto the wall. We believe that this project offers great opportunities for public engagement and community building. Therefore, we would like to discuss the feasibility of this project further and explore ways to make it a success.

We would like to hear your thoughts on the potential for digital projections and how we can make this project a reality. We are committed to working with you and your team to ensure that this project is successful and achieves its goals.

Thank you for your time, and we look forward to hearing from you.

Sincerely,

Ian Caine

P.S. I have attached a spreadsheet with preliminary cost estimates for digital projections. Please let me know if you need any further information or have questions.

To: Caine, Ian <Ian_C@mackeymitchell.com>

From: John Doe

Subject: Downtown Now planners and sell them on the concept (perhaps you have already done some of this?).

Dear John,

Thank you for your prompt response. I appreciate your interest in this project and your commitment to its success. I am pleased to hear your thoughts on the feasibility of adding digital projections onto the wall.

I would like to discuss this further and explore ways to make this project a reality. We are committed to working with you and your team to ensure that this project is successful and achieves its goals.

Thank you again for your time, and we look forward to hearing from you.

Sincerely,

Paul

P.S. I have attached a spreadsheet with preliminary cost estimates for digital projections. Please let me know if you need any further information or have questions.

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Projections in Excess of 30 days:

- Video walls
- Large screen projection systems
- Digital signage

Material/Hardware cost

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Estimated Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video walls</td>
<td>$250,000</td>
<td>150</td>
</tr>
<tr>
<td>Large screen projection systems</td>
<td>$150,000</td>
<td>100</td>
</tr>
<tr>
<td>Digital signage</td>
<td>$75,000</td>
<td>50</td>
</tr>
</tbody>
</table>

Operate and monitor projectors.

- Staff: 3 hours $150/ hour
- Administrative: 5 hours $100/ hour

Maintenance

- Staff: 2 hours $150/ hour
- Administrative: 3 hours $100/ hour

3) Select walls for projection sites. This includes evaluating ambient light, the number of walls.

4) Select - in conjunction with the historical consultants- archival images, historical and artistic content.

5) Technology - It is important to be cautious when discussing technology, given the laborers who were once employed in the District, the work they did, and the significance beyond the utilitarian. There is an irony in fashioning a memorial to a former community.
Resolution No. 94-LCRA-6018E
Presented To The Board Meeting January 4, 1999

TO:

From: Lynn Bohnmann

RE: Resolution Granting License Agreement to City Industry and Media Arts to Utilize the Silk Exchange for Entertainment Purposes (Washington Avenue Loop Area)

EXECUTIVE SUMMARY:

City Industry and Media Arts, two non-profit organizations involved in promoting visual arts in downtown St. Louis, have asked the LCRA to enter into a five-year license agreement which they believe will allow the organizations to enter upon the vacant lot leased at 1200 Washington (the corner of Tucker and Washington) in conjunction with art and entertainment events to be held downtown from time to time.

BACKGROUND:

Around January, 1999, the Silk Exchange Building located at 1200 Washington (the corner of Washington and Tucker) burned to the ground. The LCRA Board of Commissioners approved donation of the property from the Silk Exchange, Inc., on February 23, 1996. The LCRA Board of Commissioners agreed to accept the transfer of title on October 25, 1996. Since then the LCRA transferred title to the Silk Exchange to LCRA, LCRA has held the property temporarily to exercise the option of expanding the property to enhance development in the Washington Avenue Loop District. The principle of Media City and Arts in Industry and Media Arts are property owners in the Loop District.

Media Arts and City Industry are the groups who organized and sponsored the salvaging of the Silk Stockade from the A.D. Brown building (Senior Tucker) to the wall of the building which shuts the Silk Stockade to the Brookfield announced in the sense of the Silk Exchange lot. Since then these organizations have approached the LCRA with the possibility of entering the Silk Exchange for purposes of promoting additional media arts events. City Industry and Media Arts are trying to negotiate with the owner of the building for an agreement to use the eastern wall of the building as a permanent screen for media projection. Should these negotiations not be successful, the organizations would like to erect a permanent screen at the western portion of the Silk Exchange lot. The contemplated license agreement would be for a term of five years and could be terminated at any time by the LCRA. The License Agreement would also allow for LCRA to make any other use of the property at the time in the media arts event, e.g. food booths, which did not directly interfere with projection onto the screen.

Staff believes that the use of the property is consistent with the goals of the development of the Washington Avenue Loop District and may be beneficial to downtown St. Louis. The Alhewers in this Action has indicated her full support of the proposed license agreement.

Approved: this Resolution.

LeAnn A. Schreiber, Director Local Commission for Recreation and Arts