

Sensory

A **Project Architecture** Installation
by the American Institute of Architects (AIA) Mid-Michigan
Emerging Professionals

Coming to
East Lansing Arts Festival
May 19-20, 2018

Impact 70,000 people
Sensory Michigan Ohio
ARCHITECTURE Indiana Ohio
2018 5,000 children Illinois
AIA Mid-Michigan



Mid-Michigan

AIA
Mid-Michigan
AUG 14-15
SEP 11-12





Sensory is an installation that combines structure and scent to transform an ordinary street intersection into a creative experience.

From the exterior, the installation is a series of post and beam structures increasing in uniform scale.

Sited to be experienced in the round, asymmetry provides a unique view from every side, with no two views alike.

Once inside, visitors experience a gradient of fragrant vegetation with the most concentrated fragrance inside the smallest structure. As one walks towards the largest structure, the scent dissipates just like a drifting waft of fragrance.

An integrated bench provides a place of respite and contemplation.

Mobile cube benches, extensions of the stationary structure, allow visitors to create their own arrangements and personalize this pop-up space.

This creative structure demonstrates the capacity of contemporary architecture to transform space and captivate public imagination.



Impact:

70,000 people attend annually

42 average miles traveled by each attendee – majority of attendees are from Michigan, Ohio, Illinois, and Indiana rounding out the top four states

5,000 children enjoy the activity area each year

Top 50 art festival ranking by Sunshine Artist 200 Best

50,000+ brand impressions

180 juried fine artists

55+ years of festival history



Onsite Speaker + Performance

Saturday, May 19 11:00am

Saturday, May 19 2:00pm

Saturday, May 19 4:00pm

Sunday, May 20 11:00am

Sunday, May 20 2:00pm

Sunday, May 20 4:00pm

Opening Reception + Creative Team Talk

Featured Speaker

Performance Artist

Featured Speaker

Performance Artist

Closing Reception + Creative Team Talk

ELAF 2018 Site

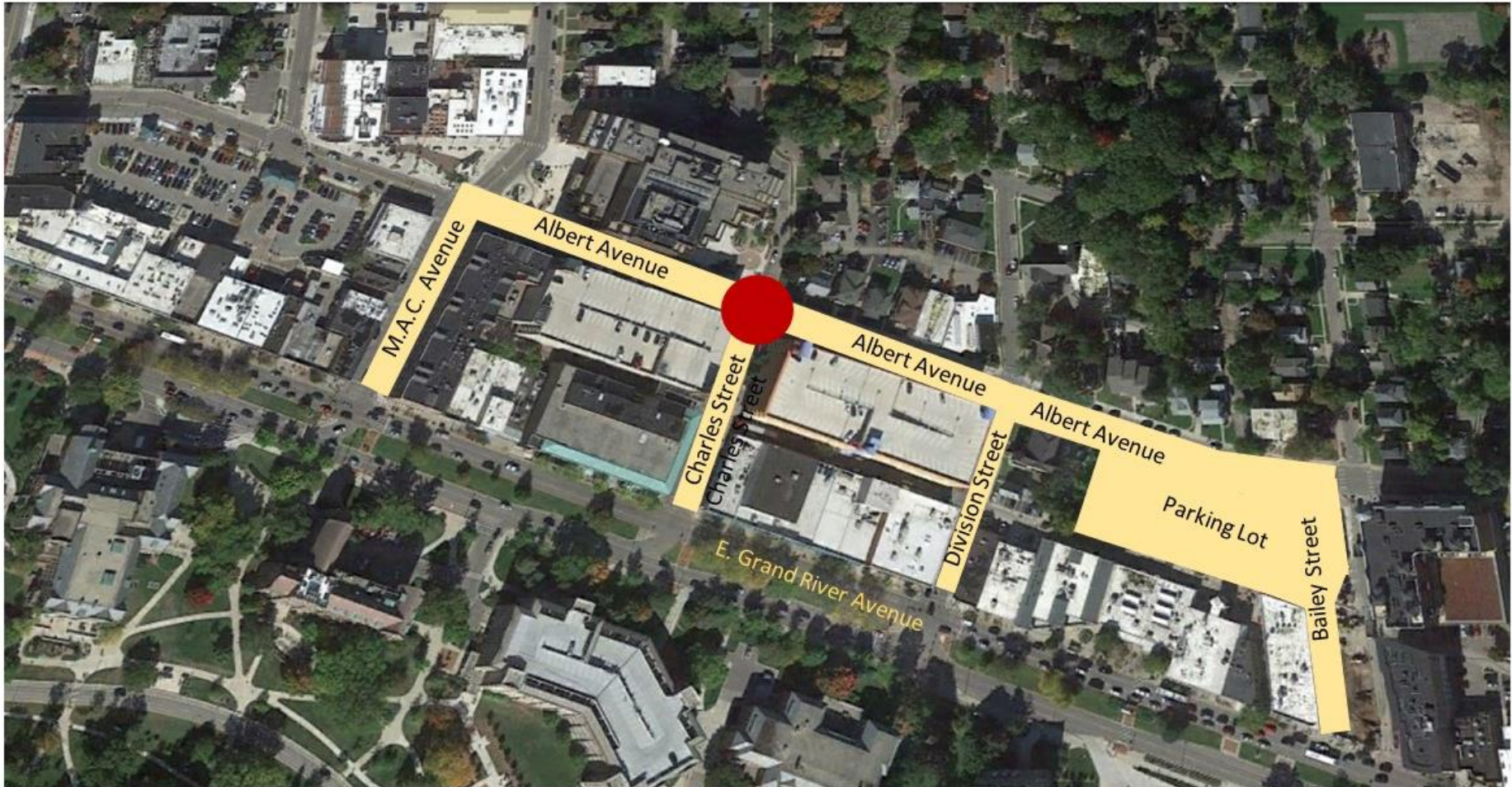


Sensory Site

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North



Impact 70,000 people
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