



Sensory

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



Project Description + Impact on Value of Architecture

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.

Sensory serves as a gathering place for people to meet, learn about architecture, enjoy a performance or lecture, and enhance their experience of architecture in the context of the 2018 East Lansing Arts Festival, May 20-21. Sensory is the central hub of the festival providing a highly visible gathering place and education center for the American Institute of Architects (AIA) Mid-Michigan during the festival for the thousands festival attendees.

Sensory, a Project Architecture installation, was envisioned by the AIA Mid-Michigan Emerging Professionals including Audrey Gilbert, David Lenz, Jonathan Faasse, Kristin Faasse, and Amanda Harrell-Seyburn, creative director.



Onsite Speaker + Performance Schedule (tentative updated 01.29.2018)

Saturday, May 19 11:00am	Opening Reception + Creative Team Talk
Saturday, May 19 2:00pm	Featured Speaker
Saturday, May 19 4:00pm	Performance Artist
Sunday, May 20 11:00am	Featured Speaker
Sunday, May 20 2:00pm	Performance Artist
Sunday, May 20 4:00pm	Closing Reception + Creative Team Talk

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

Sensory, located at the center of the East Lansing Arts Festival in the Charles Street & Albert Street intersection, is designed to engage all festival attendees. (see map)

Partnership

Sensory is a partnership between AIA Mid-Michigan and the East Lansing Arts Festival (ELAF). The mission of the ELAF is to enhance the sense of community and appreciation of art, culture and creativity in East Lansing and the greater Lansing region. The East Lansing Art Festival debuted in 1964 as *Greenwich Village Days*, a sidewalk art sale designed as a project for a student advertising club at Michigan State University. Later, the ELAF was presented as an event to spark interest in downtown East Lansing as a premier place to shop. In the 54 years since its inception, the Festival has morphed into a major community undertaking that presents hundreds of artists and craftspeople and attracts tens of thousands of visitors.

Project Architecture Background

Project Architecture is an AIA Mid-Michigan public engagement program conceived in 2017 by the AIA Mid-Michigan Emerging Professionals including creative director Amanda Harrell-Seyburn in collaboration with Audrey Gilbert, David Lenz, Jonathan Faasse, and Kristin Faasse. The purpose of Project Architecture is to engage through the design and construction of creative structures and demonstrate the capacity of contemporary architecture to transform space & captivate public imagination.

Project Architecture Team

Amanda Harrell-Seyburn, Associate AIA – creative director | east arbor architecture

Audrey Gilbert, Associate AIA | Mayotte Group Architects

David Lenz, AIA | Bergmann & Associates

Jonathan Faasse, Professional Affiliate | Elements Studio

Kristin Faasse, Professional Affiliate | Elements Studio



Design + Construction + Installation Timeline

Sensory installation will be built by a licensed builder and courtesy reviewed by Scott Weaver, city of East Lansing Building and Code Official.

Design Complete	February 2018
Seek Funding + Sponsorship	February – March 2018
Construction	Early April 2018
Install – Afternoon/Evening	May 18
On Display at Arts Festival	May 19-May 20
Take Down – Afternoon/Evening	May 20

Total Budget (updated 01.29.2018)

Materials Building + Vegetation	\$ 4,000.00
Time/Labor	\$ 3,500.00
Marketing materials	\$ 500.00
Opening Reception	\$ 500.00
Security	\$ 500.00
Contingency	\$ 900.00
Total	\$ 9,900.00

Corporate + Architecture Firm Sponsorship Opportunity Levels

Sponsor Sensory – A Project Architecture Installation to:

- Highlight your brand at the East Lansing Art Festival (ELAF)
- Highlight what you have to offer
- Highlight the difference your company makes in our community
- Discover new opportunities for growth & outreach

Sponsor Recognition – sponsorships are recognized as ELAF sponsor levels & receive the following benefits:

Paramount Level - \$10,000.00

Recognition (**logo**) on Website elartfest.com

On-site Festival **Recognition (logo)**

Tickets to the Applause Party (**10**)

Event Promotion Recognition (**logo**) in City Pulse and Lansing State Journal

Post-Festival Recognition (**logo**) in City Pulse and Lansing State Journal

Social Media Mentions (**4**)

Featured Recognition (**logo**) at **All Stage Performances**

Featured Recognition (**verbal**) at **All Stage Performances**

Recognition (**logo**) in Select Press Materials as **Major Sponsor**

Premier Level - \$5000.00

Recognition (**logo**) on Website elartfest.com

On-site Festival **Recognition (logo)**

Festival Poster **Framed (1)**

Tickets to the Applause Party (**8**)

Event Promotion Recognition (**logo**) in City Pulse and Lansing State Journal



Post-Festival Recognition (**logo**) in City Pulse and Lansing State Journal
Social Media Mentions (**3**)
Featured Recognition (**logo**) at **The Community Stage**
Featured Recognition (**verbal**) at **The Community Stage**
Recognition (**logo**) in Select Press Materials as Major Sponsor

Prestige Level - \$2,500.00

Recognition (**logo**) on Website elartfest.com
On-site Festival **Recognition (logo)**
Festival Poster **Framed (1)**
Tickets to the Applause Party (**6**)
Event Promotion Recognition (**listing**) in City Pulse and Lansing State Journal
Post-Festival Recognition (**listing**) in City Pulse and Lansing State Journal
Social Media Mentions (**2**)
Featured Recognition (**logo**) at **The Family Stage**

Partner Level - \$1,500.00

Recognition (**logo**) on Website elartfest.com
On-site Festival **Recognition (listing)**
Festival Poster **Rolled (1)**
Tickets to the Applause Party (**4**)
Event Promotion Recognition (**listing**) in City Pulse and Lansing State Journal
Post-Festival Recognition (**listing**) in City Pulse and Lansing State Journal
Social Media Mentions (**1**)

Patron Level - \$500.00

Recognition (**logo**) on Website elartfest.com
On-site Festival **Recognition (listing)**
Festival Poster **Rolled (1)**
Tickets to the Applause Party (**2**)
Event Promotion Recognition (**listing**) in City Pulse and Lansing State Journal



 ELAF 2018 Site

 **Sensory Site**
A Project Architecture Installation
By AIA Mid-Michigan

