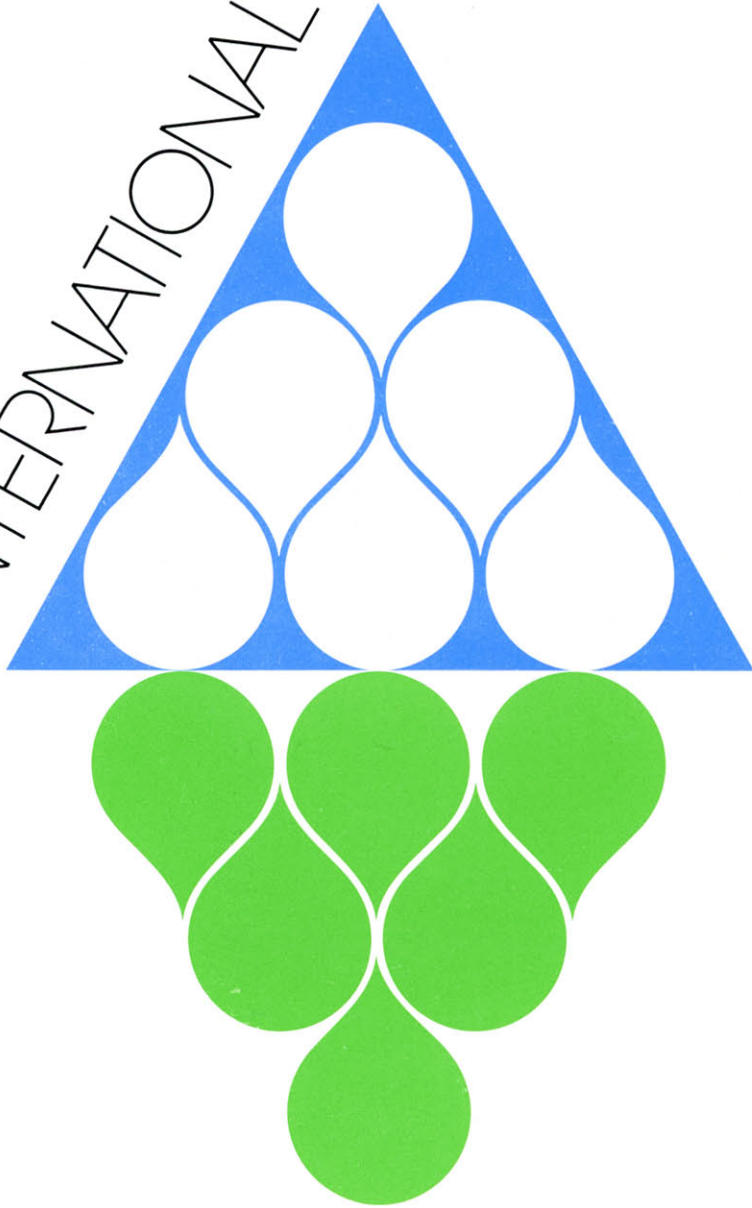


INTERNATIONAL WATER SCULPTURE



Sponsors Package  
1984 Louisiana World Exposition

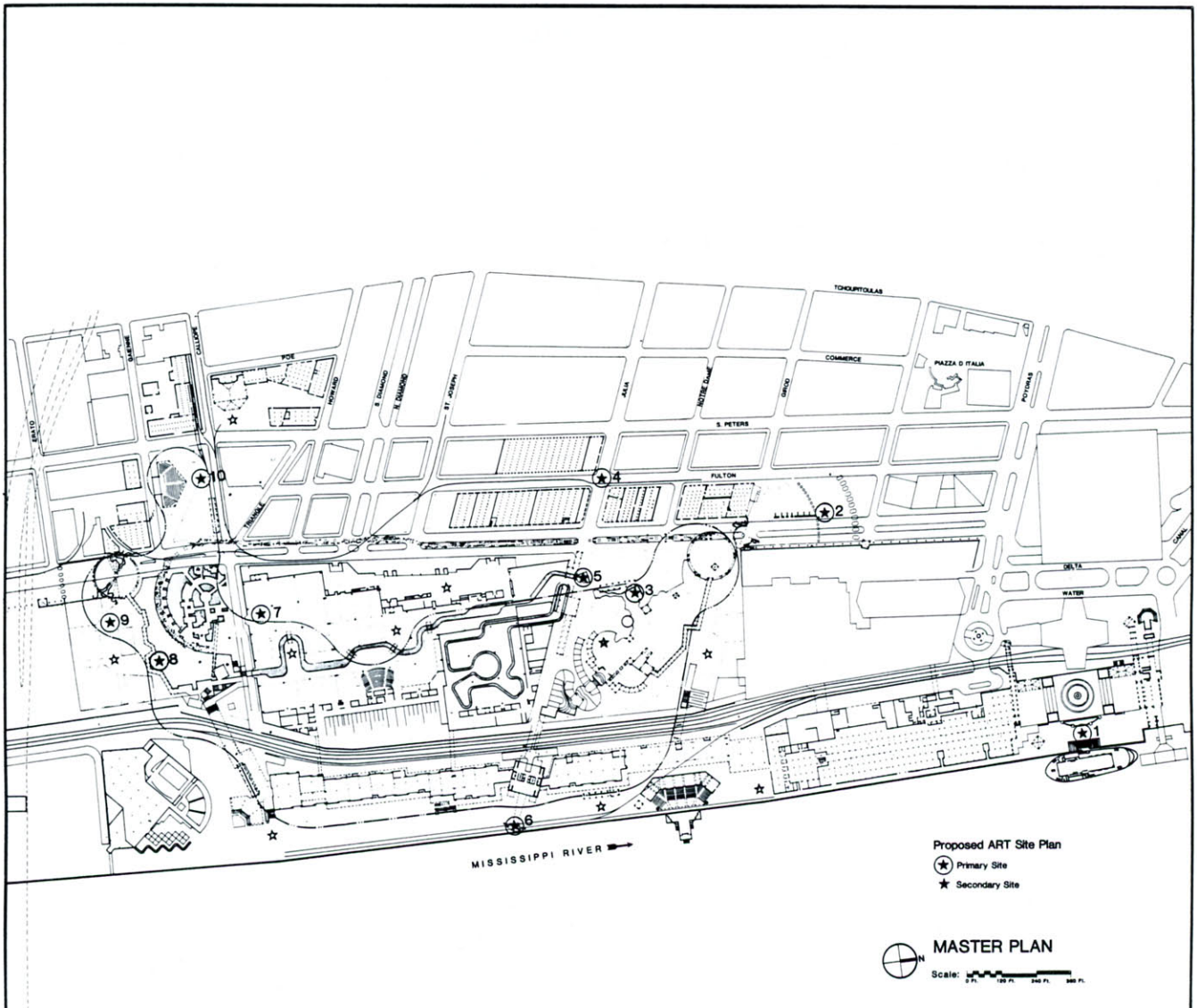


Competition Phase II

# 1984 Louisiana World Exposition

## INFORMATION FOR COMPETITION

### Master Plan for Art Sites



### LIST OF PROPOSED ART SITES

1. Spanish Plaza
2. North Entrance Zone
3. Lagoon Edge of North Corporate Exhibit Area
4. Intersection of Fulton Mall and Julia Street Pedestrian Route
5. Catch Basin at Entrance to the Louisiana Pavilion and Terminus of the Water Course
6. River's Edge Promenade at the Galleria
7. Inside Exhibition & Convention Center
8. Lagoon Edge of South Corporate Exhibit Area
9. South Corporate Exhibit Area Circulation Path
10. Jazz & Heritage Performance Plaza

# ANNOUNCING 1984 LOUISIANA WORLD EXPOSITION FIRST INTERNATIONAL WATER SCULPTURE COMPETITION

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## INFORMATION FOR POTENTIAL SPONSORS

In 1984 the Louisiana World Exposition, formally approved and registered by the Bureau of International Expositions in Paris, will be held in New Orleans between May 12 and November 11, 1984. An estimated 11-12 million visitors are expected to attend the event, which will take place on an 82 acre site along the banks of the Mississippi River. The location of the Expo is immediately adjacent to the Central Business District and within walking distance of the historic French Quarter.

Because the theme of the Exposition is "World of Rivers - Fresh Water as a Source of Life," the Louisiana World Exposition has decided to host this Competition as a way of bringing creative art to the Exposition grounds.

Your corporation, foundation or organization may wish to participate in the 1984 Louisiana World Exposition. A unique way for you to join in the excitement would be to sponsor one of the international water sculpture finalists, through commissioning one of the prize winning works of art.

Sponsorships are being sought for ten pieces of sculpture at an estimated cost of \$125,000 each. Seven of the sculptures will be located on temporary sites; however, the other three, including a major theme structure, may remain permanently on the site after the Expo closes. The cost of the permanently located sculptures will be \$150,000 each. The theme structure, which could become the signature piece for the entire Exposition, would have the most prominent location and a permanent home on the site after the Expo closes. The cost of that sculpture is still to be determined. The budget for each artwork includes fabrication, installation, artist's commission and utility costs during the 6 months of the Expo. The ten primary sites for sculpture are described in detail in this publication, the Master Plan for Art Sites.

## ADVANTAGES FOR SPONSORS

- 1) Visibility and a major presence at the 1984 Louisiana World Exposition, putting your organization before a visiting public of 11-12 million people.
- 2) Visibility and exposure during the year preceding the Expo, during a national art exhibition tour of the 30 pre-finalists' proposed designs, models, maquettes and drawings for their sculpture. This exhibit will open at the New Orleans Museum of Art in May, 1983, during the annual convention of the American Institute of Architects. It will then tour six U.S. cities, including New York, and will be on display at the United Nations. A catalog of the 30 proposed designs, including a list of the committed sponsors, will be published and will accompany the designs to each city.

3) Newspaper and press coverage between now and the conclusion of the 1984 Louisiana World Exposition.

4) An opportunity to contribute to an important 20th Century Art statement. As New Orleans Times-Picayune reporter Roger Green said: "The semi-finalists' sculptures represent the whole gamut of what is going on in the Art world today. This fact would seem to insure a comprehensive – and educational display of contemporary three-dimensional Art at the Fair . . . One cannot help but wonder whether the water sculpture to be installed at the New Orleans World's Fair will offer a foretaste of future developments in Art."

5) An opportunity to select one of the permanent sculptures, which will remain as a contribution to the City of New Orleans in your organization's name, or to select one of the others which you may relocate after the Expo closes, for example: a corporate headquarters, in front of your City Hall, or in one of your local parks.

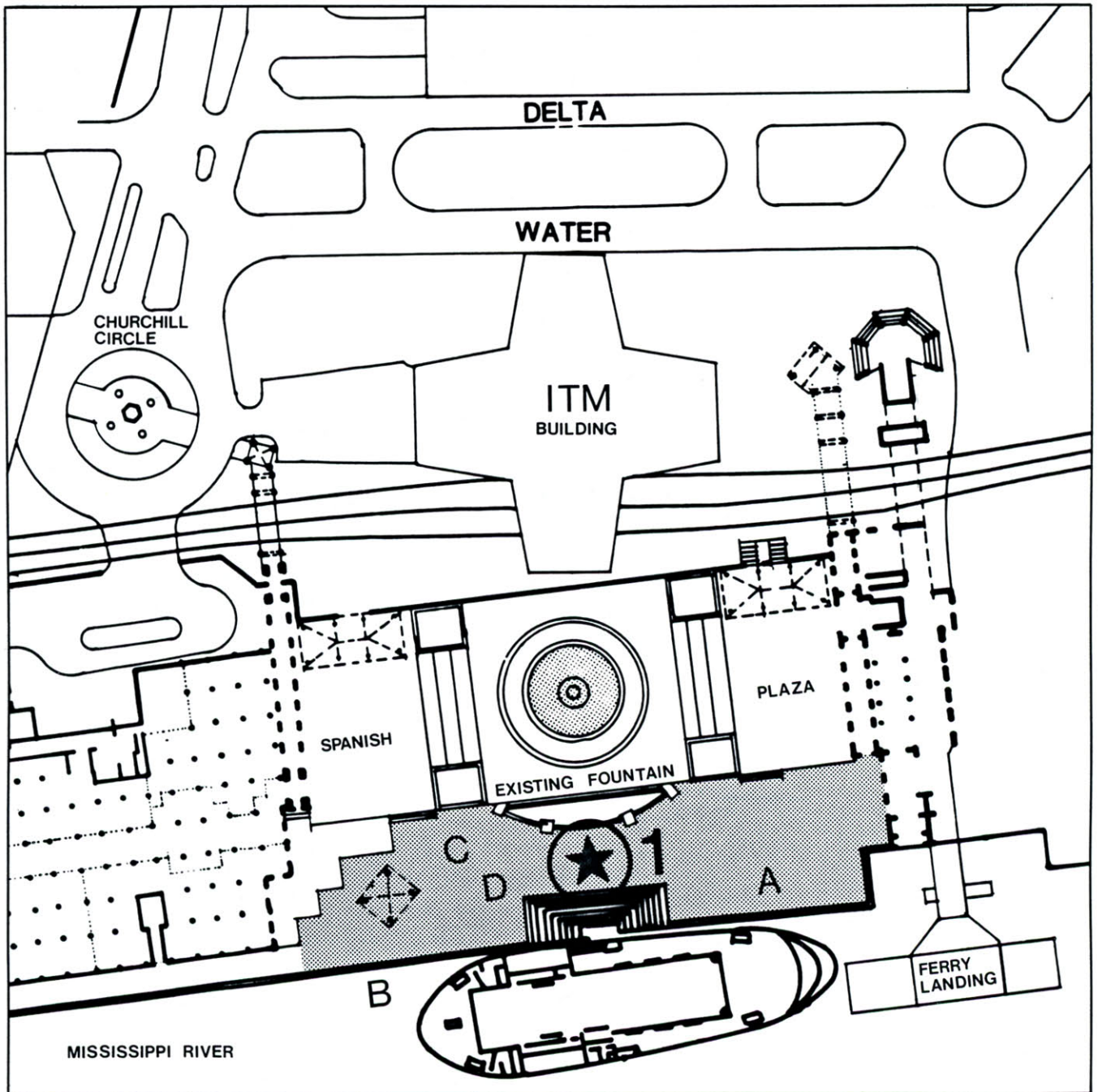
The Louisiana World Exposition has just concluded Stage I of the Water Sculpture Competition. Our internationally celebrated jury met in New Orleans on December 3-5, 1982 to select the 30 pre-finalists from a field of 472 artists from 32 nations. The 30 have now entered Stage II during which they will create their sculpture designs. The jury, which includes Henry Hopkins, Director of the San Francisco Museum of Modern Art, Arthur Erickson, award winning Canadian architect, John Bullard, Director of the New Orleans Museum of Art, Lisa Taylor, Director of the Cooper-Hewitt Museum in New York City and Steingrim Laursen, Art Consultant of the Louisiana Museum of Denmark, will make the final selections of up to ten artists on May 22, 1983. During Stage III the award winning works of art will be fabricated and installed on the site in time for the May 12, 1984 opening of the Exposition.

If you are interested in exploring a possible water sculpture sponsorship, Mrs. Lee Kimche, our consultant for this project, would be delighted to meet with you to discuss this in more detail. A complete slide presentation is available showing the works of the 30 pre-finalists.

For further information, contact:

Mrs. Lee Kimche (202) 362-3199  
Lee Kimche & Associates  
International Cultural Relations  
3320 Quebec Place N.W.  
Washington, DC 20008 U.S.A.

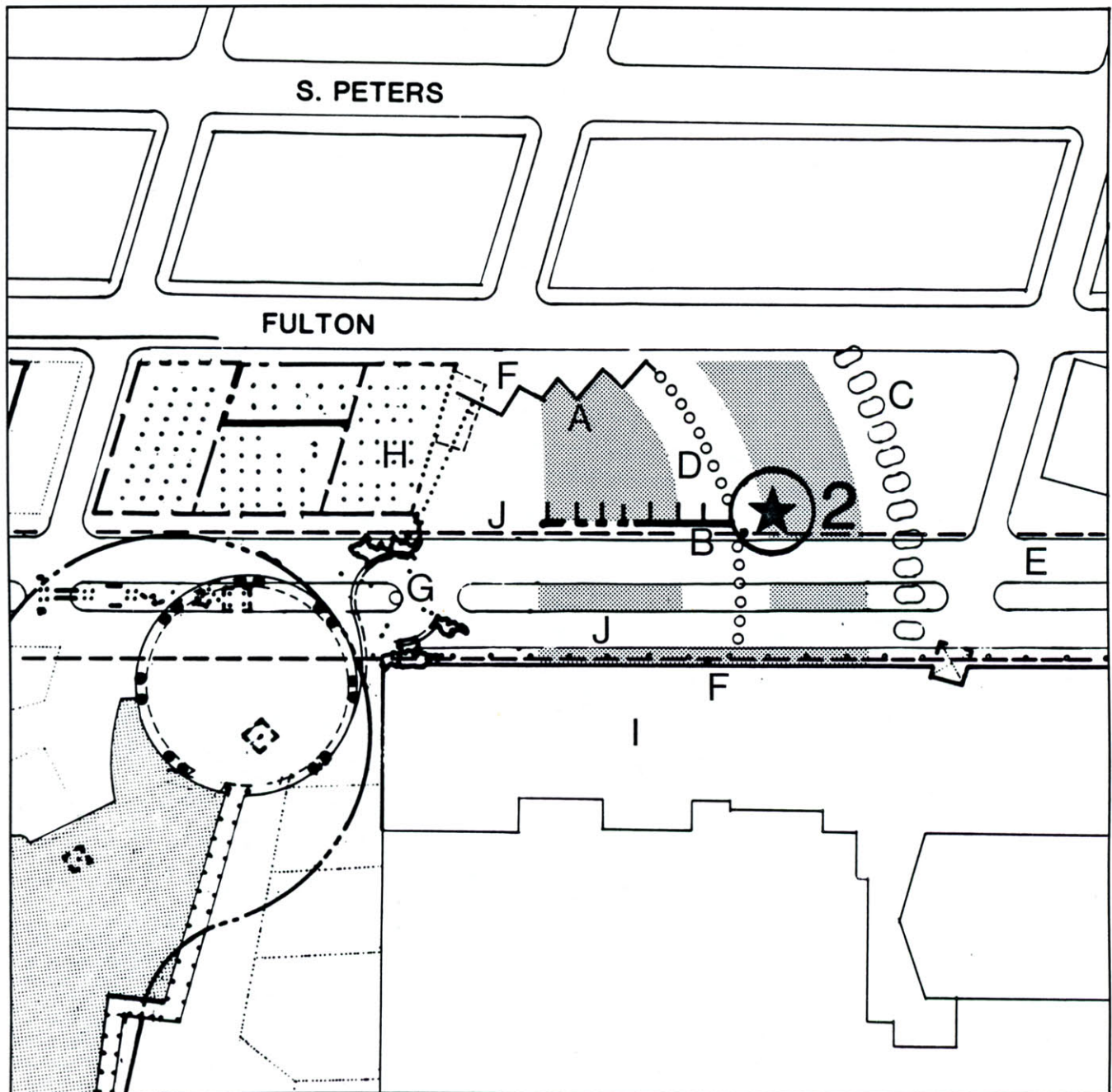
# art site 1: Spanish Plaza



## Key Site Features:

- A. General Site area in toned area of plan — the final siting in this area is to be determined — star indicates suggested location as of 12/15/82.
- B. Tall ships & cruise ships may be docked at the wharf edge.
- C. Wharf surface is a concrete slab on structural piers over the river bank below — the structural capacity of wharf has been designated at 250 pounds per square foot — this must be verified by site inspection — existing conditions may vary from location to location.
- D. The activities proposed for the shaded wharf apron include: parades, mobile concession carts, the loading and unloading of cruise ships and visiting river vessels and programmed entertainment of various kinds.

## art site 2: North Entrance Zone



### Key Site Features:

- A. The toned area on plan is the general site for locating the selected piece of sculpture.
- B. The existing 19th and 20th century warehouse building facades are to be repaired and shall remain as a full-standing environmental factor for future development after the World's Fair is over.
- C. Ticket Booths.
- D. Turnstiles.
- E. Staging for crowd control at entrance.
- F. Gate Line of Exposition Site.
- G. Thematic Entry Gate.
- H. Existing 3 story brick warehouse — lower level to be used as visitor information, toilets, concessions.
- I. Hilton parking lot, outside of gate line.
- J. High tension electrical lines overhead/height restriction to 50 feet above ground level.

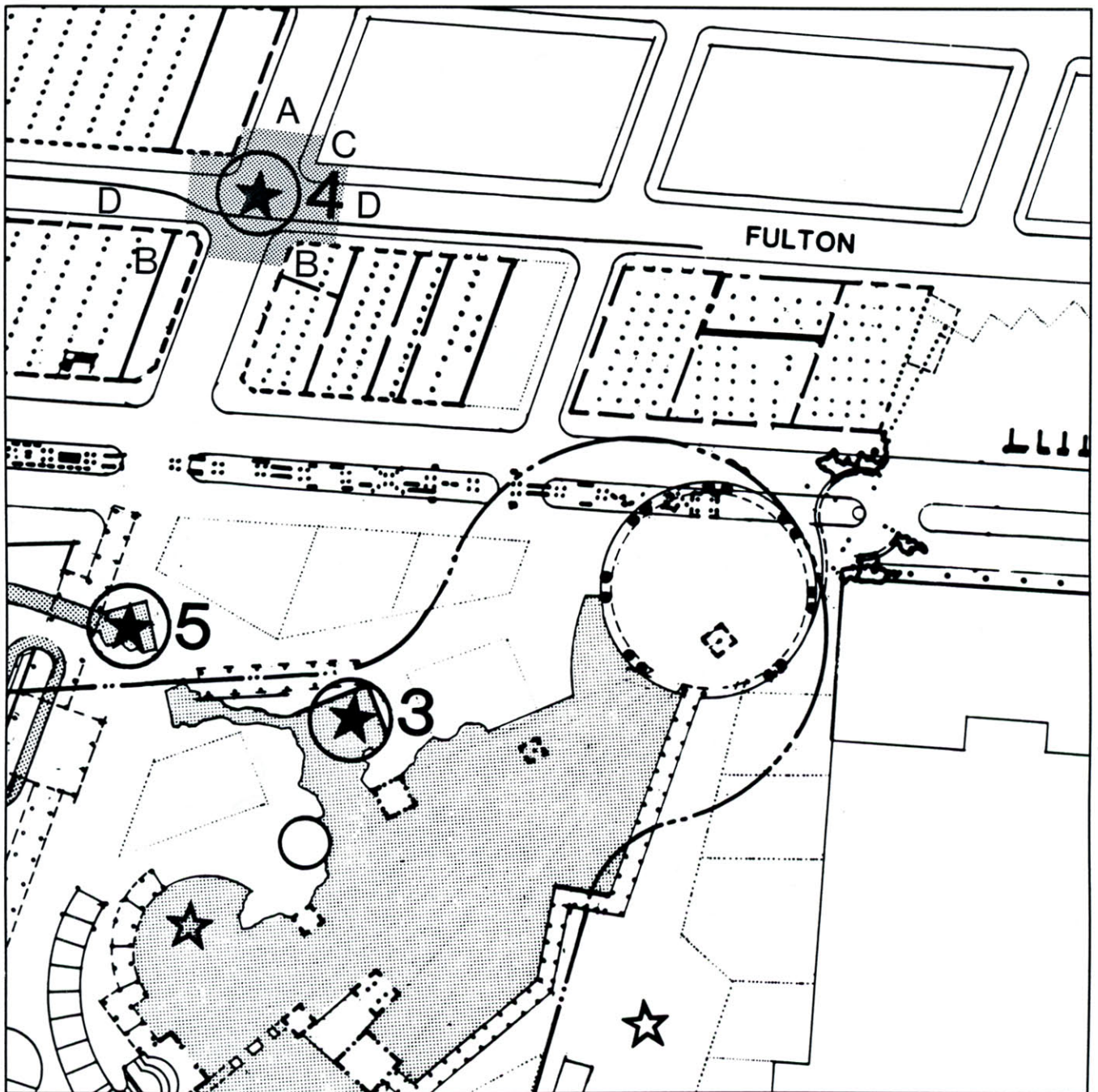
art site **3**: Lagoon Edge of North  
Corporate Exhibit Area



**Key Site Features:**

- A. The water sculpture for site 3 will be located in the lagoon at the edge of the area indicated.
- B. The main body of the lagoon will create an environment with small pavilions illustrating the theme of the exposition: "The World of Rivers — Fresh Water as a Source of Life." The designs for these pavilions are under development.
- C. Corporate exhibit pavilions will be constructed adjacent to this site; the scale and design of which is unknown as of 12/15/82.
- D. One of the three monorail stations has been positioned adjacent to site 3 — the clearance above the station floor will be 20 feet above the ground.
- E. The edge of site 3 borders one of the major pedestrian circulation paths, between the entrance rotunda and the Louisiana Pavilion entrance.

art site **4**: Intersection of Fulton Mall  
and Julia Street

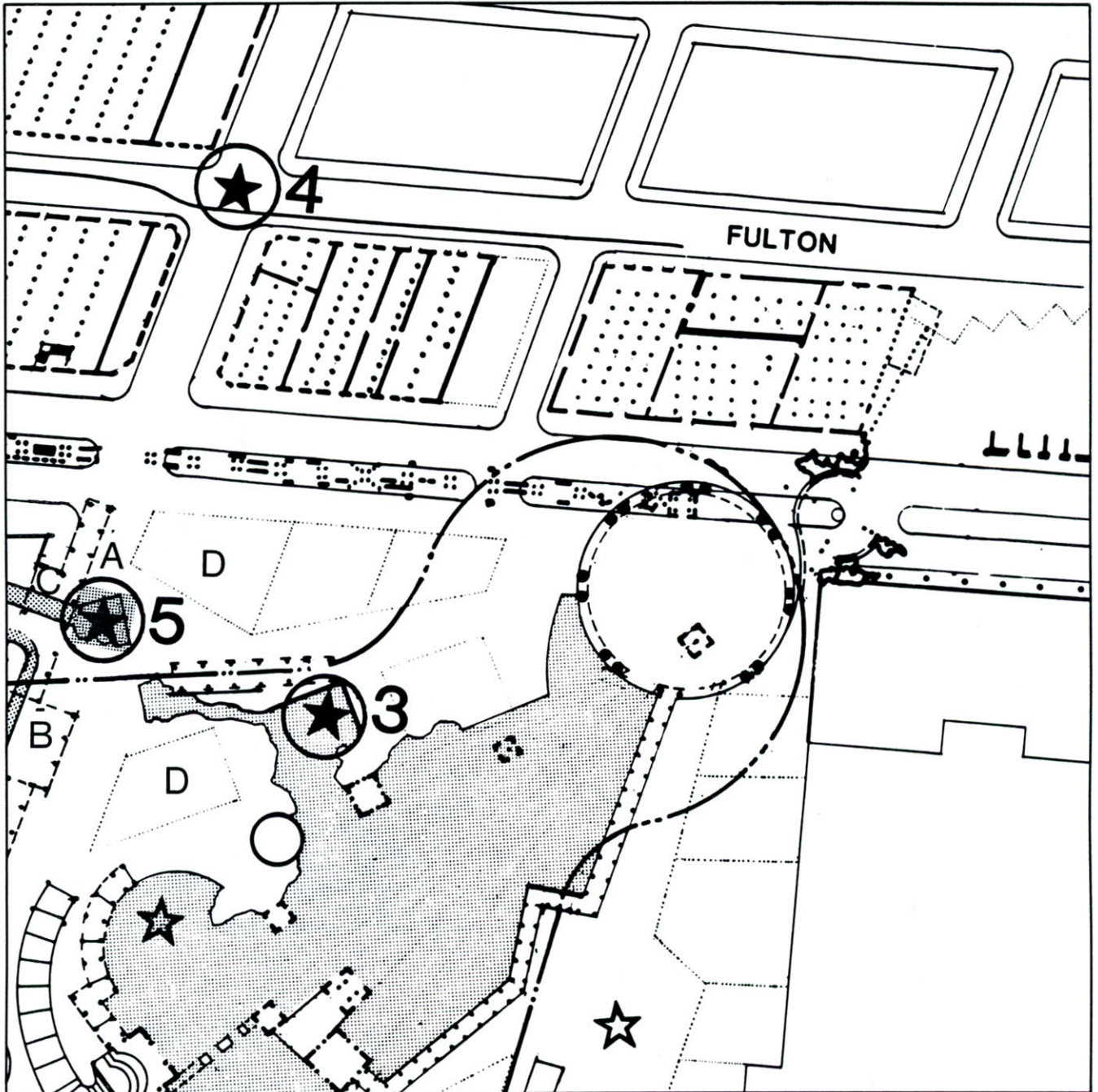


**Key Site Features:**

- A. Site 4 is located at the intersection of two pedestrian circulation paths, with major aerial views down both streets.
- B. Three of the corners are occupied by 19th century warehouse structures, two stories in height, brick and cement plaster finish.
- C. The fourth corner is occupied by a 12 foot high concrete block and aluminum panel fence encasing a New Orleans Public Service transfer station; this utility is outside the fence line.
- D. Street paving will be asphalt. Additional landscaping is still to be determined.



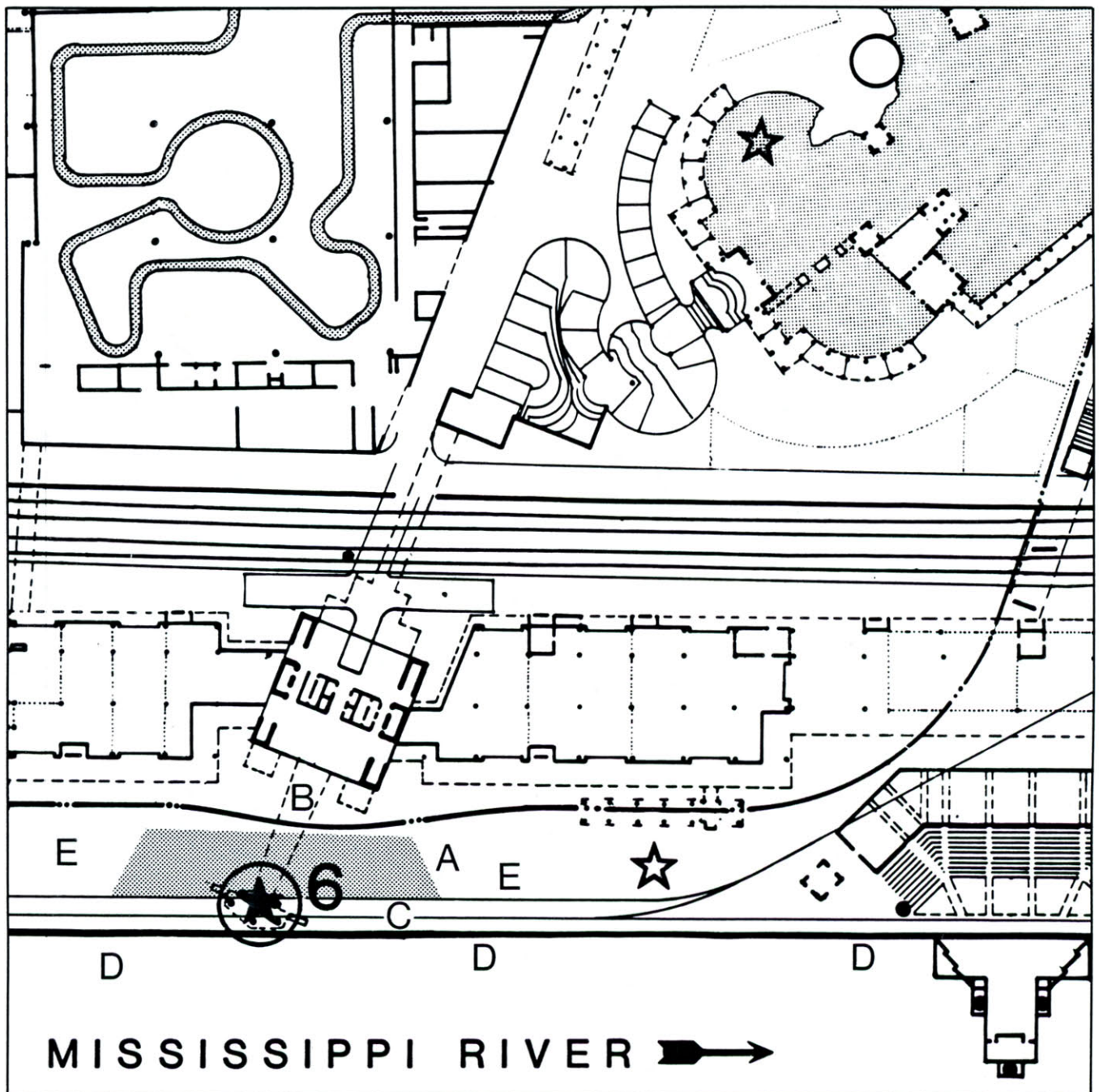
art site **5**: Catch Basin at Entrance  
to Louisiana Pavilion



**Key Site Features:**

- A. Site 5 will be located in or adjacent to the watercourse catch basin which will border the edge of the convention center and the entrance to the Louisiana Pavilion.
- B. Queuing for the Louisiana Pavilion will occur at the edge of the Convention Center with a view to the watercourse catch basin and art site 5.
- C. Entertainment and celebration barges will travel along the watercourse through the Convention Center and siting of a piece of sculpture may not interfere with this routing of the watercourse barges. The final layout for the watercourse, catch basin, and barge design will be available at a future date.
- D. Corporate exhibit pavilions will be constructed adjacent to site 5, the scale and design of which are unknown as of 12/15/82.

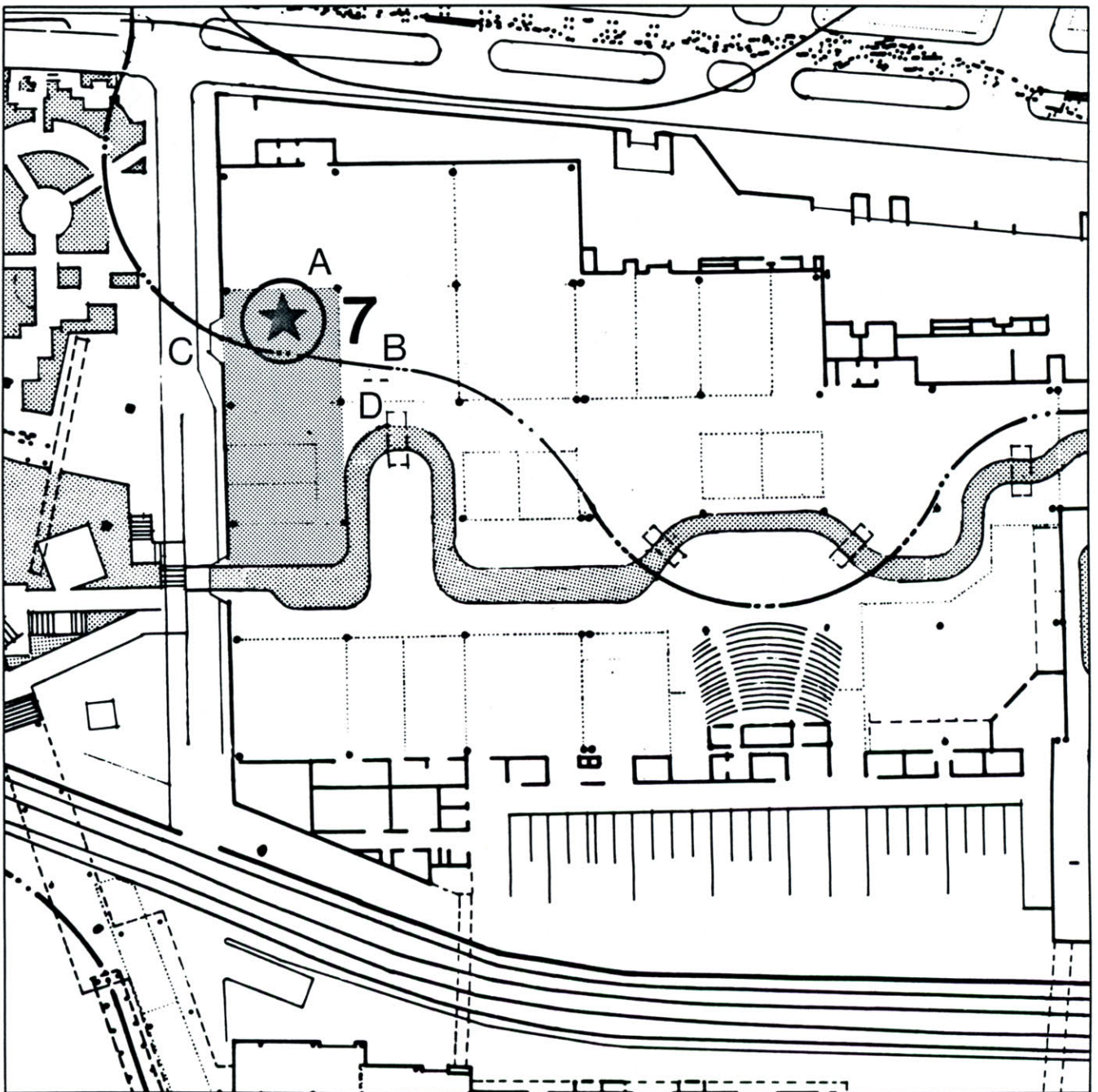
art site **6**: River's Edge Promenade  
and Galleria



**Key Site Features:**

- A. Site 6 is located along the primary pedestrian promenade midway along the length of the International Pavilion which will house the various exhibits of the participating nations.
- B. Projecting from the Galleria will be a pedestrian ramp leading to a raised prow overlooking the river's edge. The toned area of site 6 is the general location for the selected sculpture.
- C. An unobstructed 15 foot servitude must be maintained along wharf's edge.
- D. Waterborne exhibitions are scheduled, such as the "tall ships." Other vessels will be docked along the wharf's edge during the six months of the exposition.
- E. Structural loading capacity on the wharf is limited to 250 pounds per square foot.

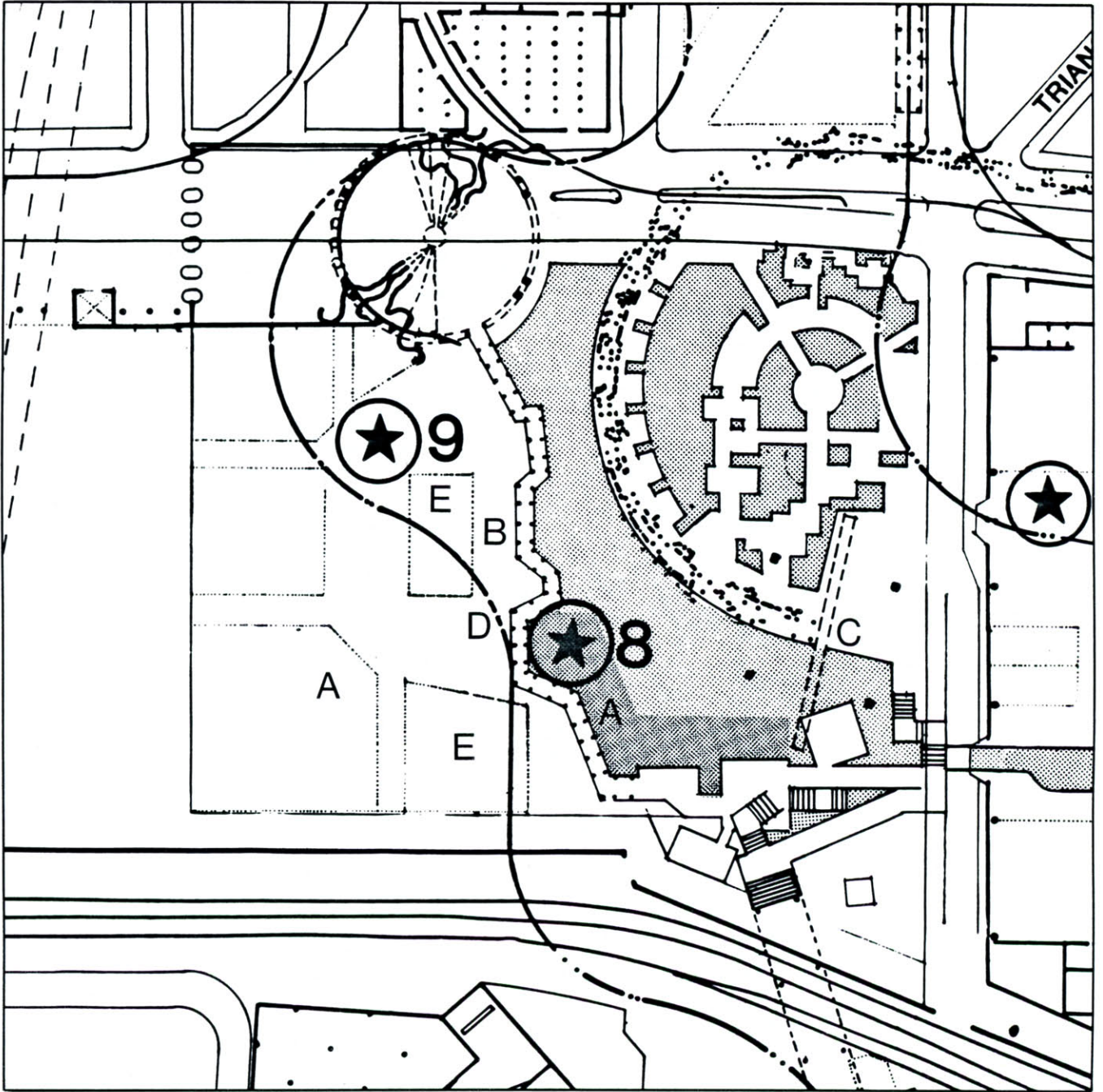
art site 7: Inside Exhibition and Convention Center



Key Site Features:

- A. Site 7 is located inside the main exhibit hall of the Convention Center structure; maximum loading capacity is limited to 250 pounds per square foot, the vertical height limit is 30 feet; the exhibit hall will be air conditioned.
- B. The proposed raised monorail route will pass above site 7 as indicated. The top-of-rail will be 15 feet above the floor of convention center.
- C. Site 7 is the location for the south entrance/exit of the primary pedestrian circulation path through the exhibition center. This structure will house exhibits of corporations, states, and several internationals. The scale and design of these exhibits are not known at this time, but will be available as they develop.
- D. Site 7 is located adjacent to the thematic water course which carries waterborne barges in two directions through the exhibit area of the Convention Center.

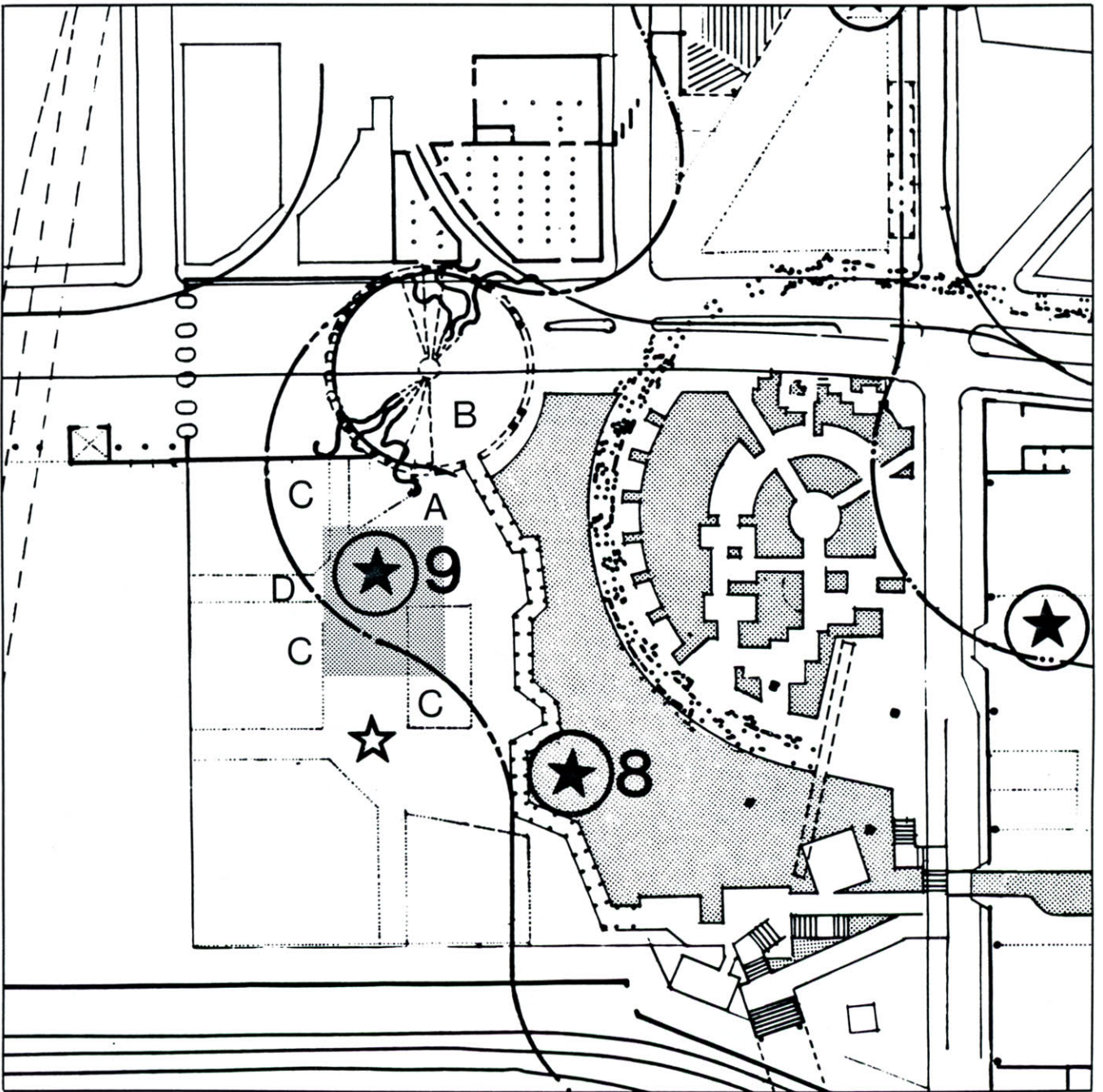
# art site 8: Lagoon Edge of South Corporate Exhibit Area



## Key Site Features:

- A. The art piece for site 8 will be located in or over the water of the toned area indicated in the south lagoon.
- B. This site borders a major pedestrian circulation route, a covered walkway connecting the entrance.
- C. Across the lagoon will be one end of the proposed Wonderwall, terminating in a Ferris wheel, 300 feet in diameter.
- D. The proposed monorail route will pass adjacent to and above this site.
- E. Corporate pavilion sites are located adjacent to the pedestrian circulation path.

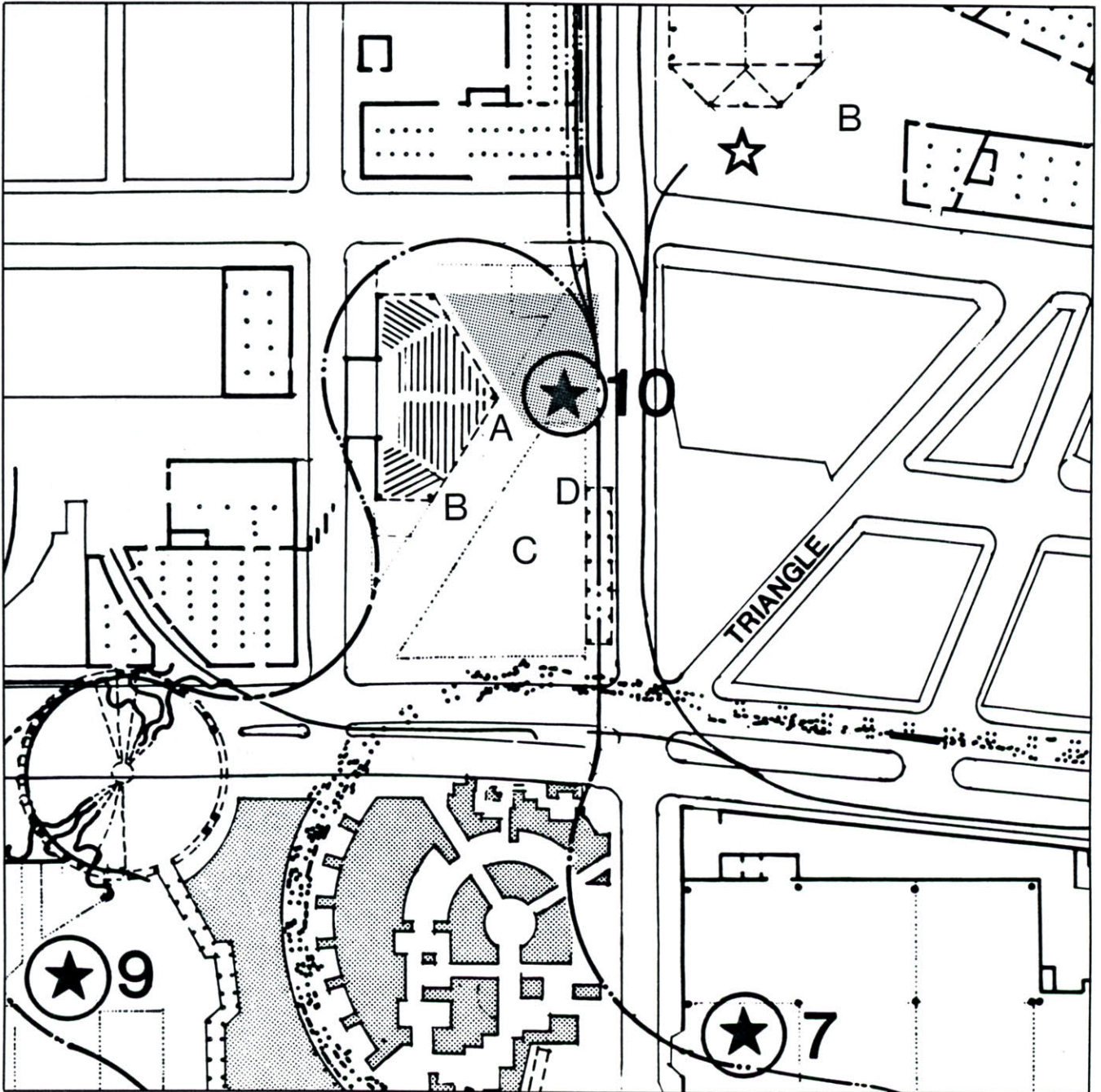
art site **9**: South Corporate Exhibit  
Area Circulation Path



**Key Site Features:**

- A. Site 9 is located on the primary pedestrian circulation path of the south corporate exhibit subdivision.
- B. The entrance rotunda is situated adjacent to site 9; it is anticipated to have a 360° view from the pedestrian circulation.
- C. The actual subdivided lots for the proposed corporate exhibit pavilions may vary from the layout as the Master Plan develops; the scale and design of these pavilions will be available as they develop.
- D. The monorail route passes directly overhead, approximately 20 feet above the ground.

art site **10:** Jazz and Heritage  
Performance Plaza



**Key Site Features:**

- A. Site 10 is located on a primary pedestrian circulation path, adjacent to one of the main performance tents for jazz and gospel music.
- B. The pedestrian path passing site 10 connects the main entrance with the proposed thematic village.
- C. A corporate exhibit site is adjacent to the site; the scale and design of this pavilion will be available as it develops.
- D. One of the three monorail stations is located adjacent to, and above this site.
- E. The Federal Fiber Mill building is located to the west, which will house arts and crafts, concessions, and a proposed beer garden. The building is a five (5) story brick, mid-nineteenth century warehouse.

# International Water Sculpture Jurors

Chairman - E. John Bullard, Director, New Orleans Museum of Art

Panelists - Arthur Erickson, Canadian architect

- Henry Hopkins, Director, San Francisco Museum of  
Modern Art

- Steingrim Laursen, Art Consultant, Louisiana Museum  
of Art in Denmark and the Museum of  
Modern Art in New York

- Lisa Taylor, Director, Cooper-Hewitt Museum, the  
Smithsonian Institution's National  
Museum of Design in New York

## PHASE II PRE-FINALISTS

Alice Aycock, USA/New York; Lynda Benglis, USA/New York;  
Richard Berger, USA/California; Lenora Bermann, USA/Alabama;  
Andrea Blum, USA/New York; Joan Brigham in collaboration with  
Paul Earls, USA/Massachusetts; Carl Cheng, USA/California;  
CHNMB Associates, USA/California; Karl Ciesluk, CANADA; Vaclav  
Cigler, CZECHOSLOVAKIA; Angela Danajieva, USA/California; Lin  
Emery, USA/Louisiana; Helen Escobedo, MEXICO; Jackie Ferrara,  
USA/New York; Doron Gazit, ISRAEL; Richard Harned, USA/Ohio;  
Claude and Francois-Xavier Lalanne, FRANCE; Olavi Lanu,  
FINLAND; William Maxwell, USA/Texas; Mary Miss, USA/New  
York; Robert Morris, USA/New York; Fujiko Nakaya, JAPAN; Marta  
Pan, FRANCE; Anne and Patrick Poirier, FRANCE; Kit-Yin Snyder,  
USA/New York; Ned Smyth, USA/New York; George Sugarman,  
USA/New York; Jean Tinguely, SWITZERLAND; Tsai, USA/New  
York; Richard Turner in collaboration with Doug Hollis,  
USA/California

