

Landmarks. Project 4

Eliza Barry, Allison Lazard

Problem Statement

Landmarks represents a huge undertaking by the university but is widely unrecognized by the student body and community. The sculptures are spread out over a vast area and often go unnoticed in the visual clutter of the busy UT campus. In addition, there is currently no way to measure success outside of docent-led tours and the number of app downloads.

Solution Statement

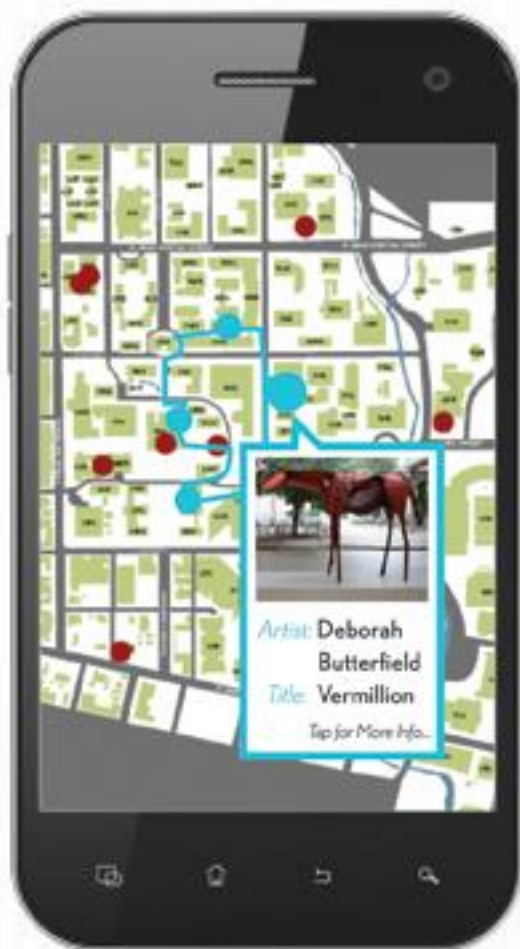
We are primarily suggesting to design and implement an entry-level (i.e. requires little-to-no knowledge of art) self-guided tour with suggestions that allows the viewer to visit small sections of the tour at a time. Embed burnt orange text codes in the concrete sidewalks nearby, which viewers can use to get information about the sculpture sent to them via SMS. Enable push notifications for app users when new works become available. Additionally, we are suggesting the entire project rebrand itself with the title “Sculpture Walk” to better communicate the interaction possibilities for viewers.

Solution in Detail

- Embedded SMS Codes
- Refresh the Mobile App
- Add Push Notifications







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Landmarks is pleased to announce the opening of

THE COLOR INSIDE a Skyspace by James Turrell

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CONVERSATION

Hear James Turrell in conversation with Lynn Herbert, former senior curator of the Contemporary Arts Museum, Houston. Free to the public and no reservation necessary; limited seating available. Friday, October 18, 2013 at Noon. [Student Activity Center Ballroom \(SAC 2.410\)](#), 2201 Speedway. Submit questions by sending an [email](#).

VISIT THE SKYSPACE

Open to the campus community and the general public. A permanent installation that premieres Saturday, October 19, 2013. [Make a free reservation.](#)

ABOUT JAMES TURRELL

James Turrell is one of the world's most highly regarded artists whose work has been the subject of hundreds of exhibitions. His most ambitious project is Roden Crater, an observatory created inside an extinct volcano in Arizona. In 2013, Turrell had three concurrent solo exhibitions at the Museum of Fine Arts, Houston; the Los Angeles County Museum of Art; and the Guggenheim Museum, New York. Read more about James Turrell and [The Color Inside](#).

ABOUT LANDMARKS

Landmarks is the public art program of The University of Texas at Austin. It presents more than thirty works of public art throughout the main campus that are free to the public and viewed by thousands of people every day. Learn more about [Landmarks](#).

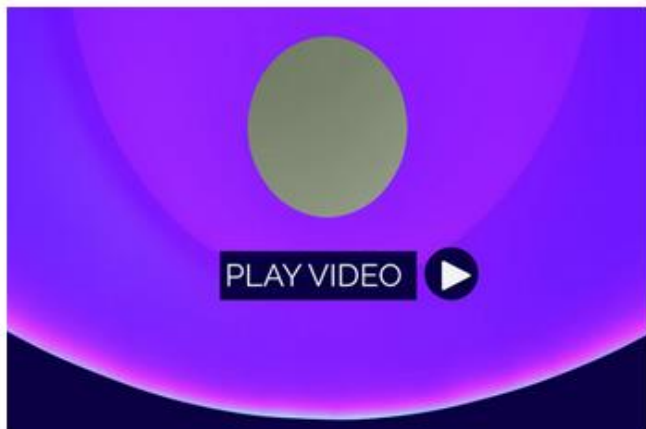


Top photo by Paul Bardagjy, Bottom photo by Florian Holzher

LANDMARKS



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Allison Lazard



Eliza Barry