

CITY THREADS

An interpretive signage system for City Hall, Davis

PROJECT DESCRIPTION

Davis, California is a vibrant City with many distinct cultural threads that ebb, flow, and weave together to form the fabric of daily life. The intersection of these narrative threads—history, sustainability, art, and community—happens at Davis City Hall. Within the City Threads interpretive sign system, those four stories are told using a mix of traditional textile craft and modern graphic design in the following sections:

Needled History is visualized through reproductions of archival photographs with additive colorful embroidery to draw attention to details that reveal historical particulars to the viewer.

Stitches of Sustainability is translated into informational graphics that use thread to map out data (flow charts, bar graphs, illustrations) that informs the viewer of Davis' green achievements.

Cultural Crosstitching is a rotating display of local textile artist work, starting with a commissioned piece for the city's centennial that uses thread to demonstrate the growth of Davis since it's founding.

Community Craft is an interactive installation that gives visitors of City Hall a chance to contribute their own thread creation as a piece of a larger whole, a community mural.

In addition to the four main narrative strands, threads from each section will stream upwards and attach to a drop frame hanging from the ceiling. Above the hallway at Davis City Hall the narratives of life in Davis will meet, intertwining in a colorful and dimensional array, creating a diverse community of narrative threads.

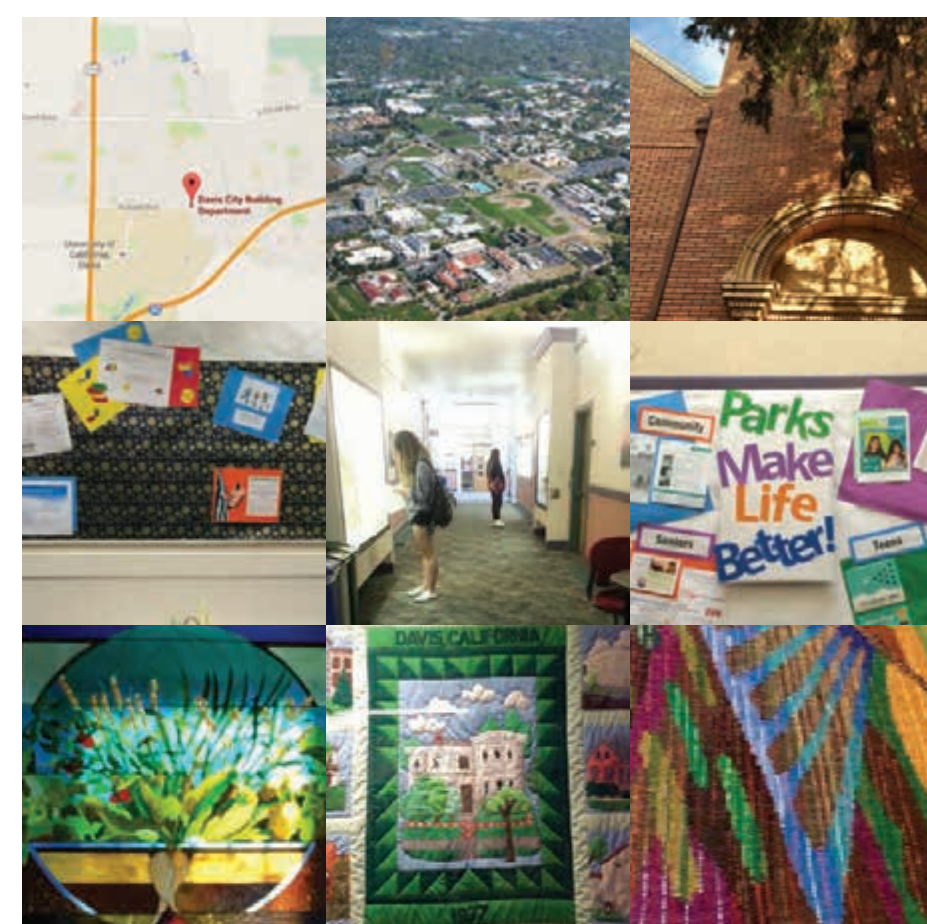


SITE EVALUATION + EXISTING CONDITIONS

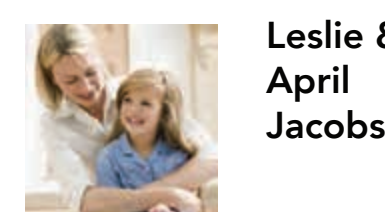
The building that houses Davis City Hall was the first high school in Davis, built in 1927. The town itself has a rich history of agriculture, education, art, and sustainability and will be celebrating its centennial in 2017. The hallway houses the entrance for the Parks and Recreation department as well as the Planning, Building, and Permits.

In addition to the departments that connect to the hallway the space itself is filled with a variety of hand made and digitally designed signage, photos, and other graphics. Most graphics lay flat against the walls, but some in glass casework. There is little cohesion.

While there are no distinctly designed narrative threads within the building, there are small treasures throughout the space that are eye-catching and inquisitive. These include, but are not limited to: a colorful stain glass panel, a quilt, and a hanging piece of tapestry by artist Birgitta Green by the City of Davis in 1983.



AUDIENCE PERSONAS



Leslie & April Jacobs (38) and her daughter April (5) are visiting City Hall today to obtain information on camping within city limits for April's girl scout troop. While her mother speaks with the Parks and Recreation clerk, April is happily entertained by the new 'Community Crafts' interactive display. April stitches in an image of her cat, Socks, until Leslie is done at Parks and Rec.



Danniell Brown (28) is an aspiring restaurateur in the Davis Community. When visiting City Hall to file for business permits, his interest is peaked by the new sustainable stitching infographic display. Upon seeing all of the green initiatives and achievements the city has accomplished, he is inspired to pursue a green approach to his budding restaurant.



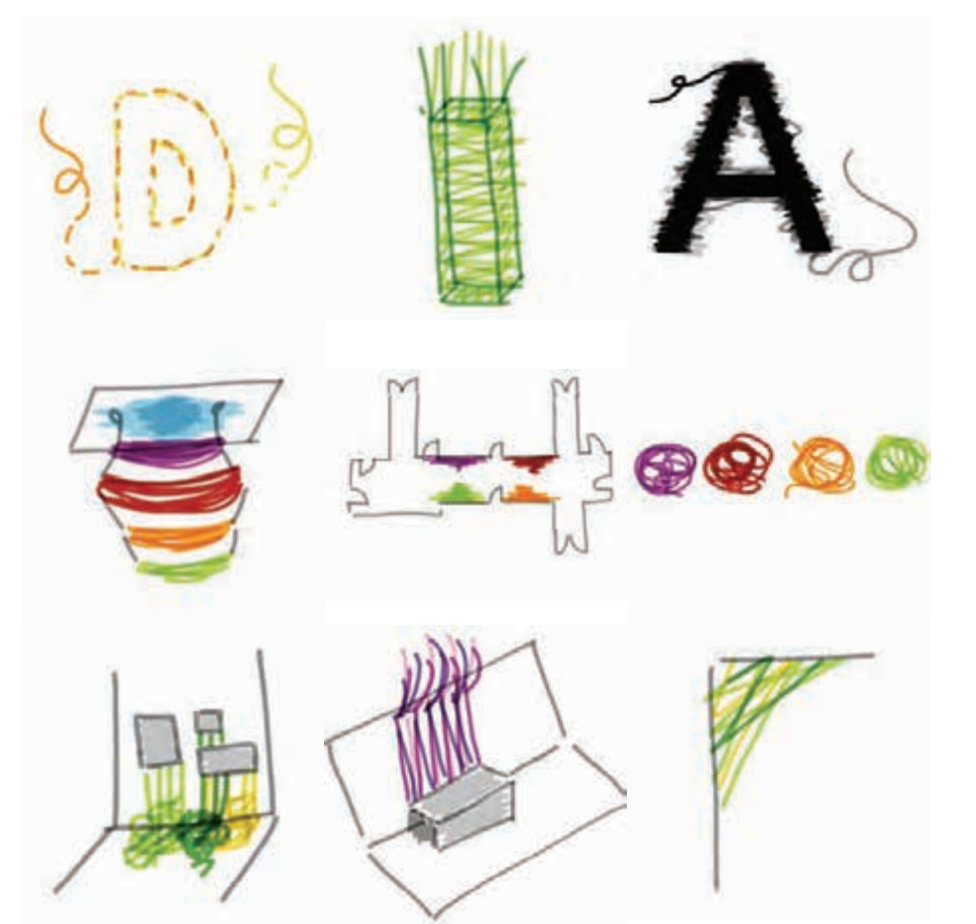
Karen (54) and Michael (59) are in town visiting their son Josh, a student at the University of California, Davis. They stop by the City Hall while exploring the city in hopes of learning more about their son's new home. There they find the 'Needled History' display the images help give them a deeper understanding of the history and culture of Davis and they are happy their son is a part of Davis.



Catherine Brooks (44) has worked at Davis City Hall for the past 15 years. Prior to the 'City Threads' installation she would eat her lunch at her desk and promptly return to her work. However, with the new display celebrating the centennial, she spends her lunch break enjoying a sense of pride in her community while viewing the vibrant exhibit of local artists work.

PRELIMINARY SKETCHES

These early sketches show examples of ways to outline text or fill it in with thread, whether it be a clean embroidery stitch or a more fluid and even sketchy style of sewing. Additionally there are techniques for filling in text with thread as well as creating three dimensional lettering that can be filled with thread.



Purples are used to represent the storyline of art in Davis City Hall, reds are used to represent the storyline of history, oranges are used to represent the storyline of community, greens are used to represent the storyline of history.

The versatility of thread and textile art allow lines to gather, split, build, and hang off flat surfaces, allowing for lightweight and in places layered and transparent three dimensional sculpture that creates interest spots of color, shadow, and texture into a room or exhibition space. Sculptural thread art can also create transitions and divide a space without walls.

ELEVATIONS



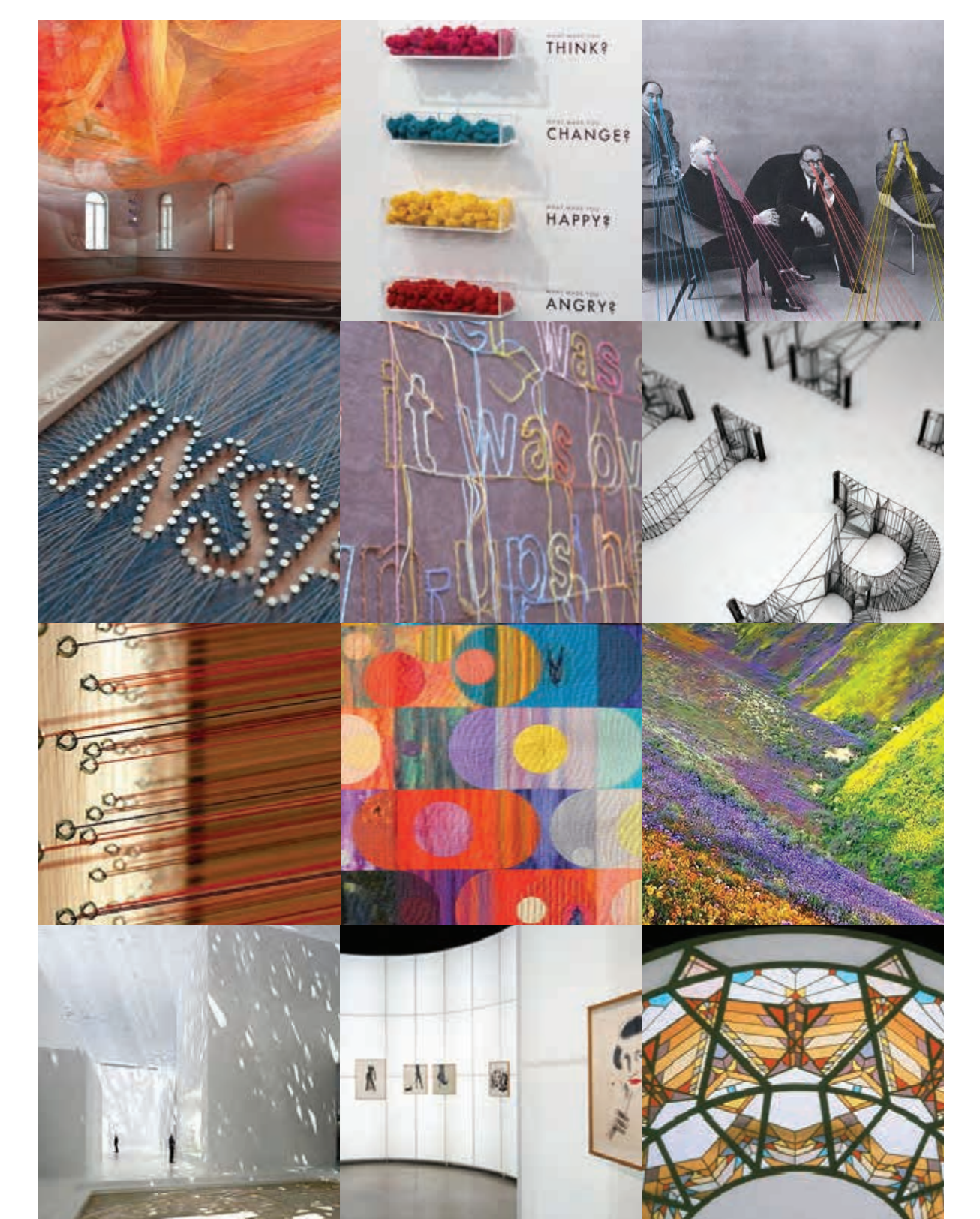
LOOK BOOK

The versatility of thread and textile art allow lines to gather, split, build, and hang off flat surfaces, allowing for lightweight and in places layered and transparent three dimensional sculpture that creates interest spots of color, shadow, and texture into a room or exhibition space. Sculptural thread art can also create transitions of transparency, color, and guide ways, to divide a space without walls. Additionally thread can be paired with other types of media like photography.

The use of various techniques to gather thread around the edges of a letterform allow it to look as if it were stenciled out of the material. Thread can also be used in informational graphics to show complex connections and delineate data. Because thread can be color coded and repositioned, these graphics become flexible, so that as information changes or is gathered the graphic can respond without the need to reprint or manufacture.

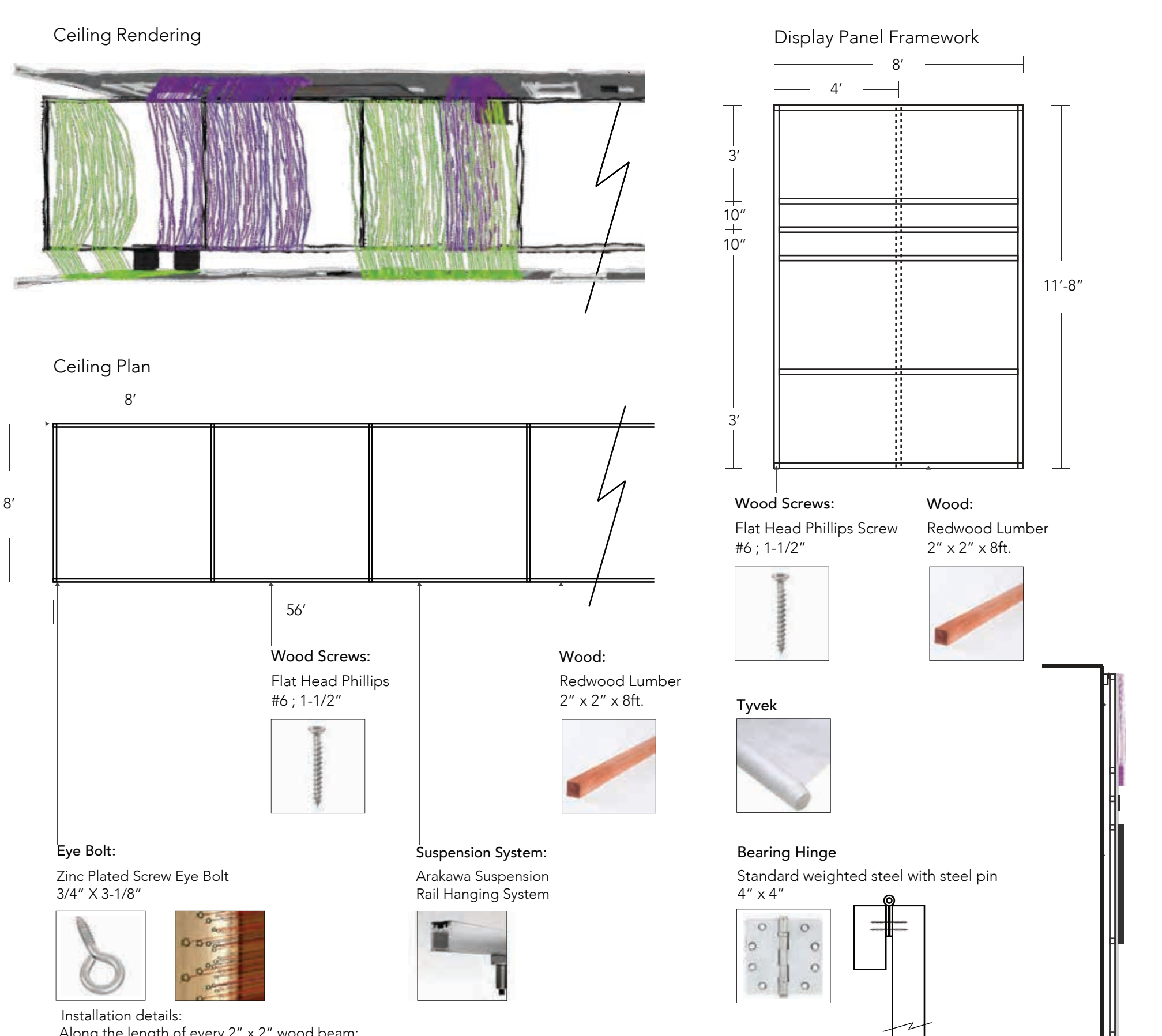
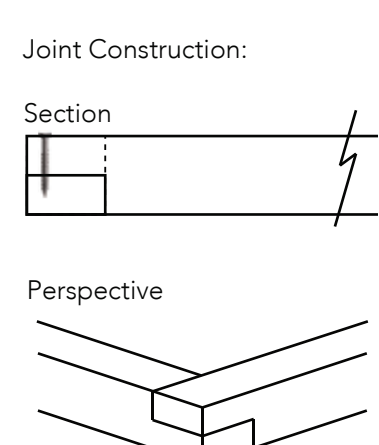
The media of thread art and textiles allow for exploration that can result in a variety of textures that can be seen and felt. With a strong tradition of quilting together pieces of pattern and color in California and more specifically Yolo County and the City of Davis, inspiration can be drawn from the bold and hypnotic pairings of hues and tones. Additionally color inspiration can be drawn from local natural surroundings and landscapes.

Spotlighting can take on a variety of forms using a simple track-light system attached to the ceiling of an interior space or exhibit. Emphasis can also be drawn to certain areas without direct light hitting them. This glow, created using LED lights, can range from subtle to extremely bright. Additionally natural light, like that from the skylights at either end of the hallway, can be used and manipulated in creative ways to bring new life to a space or to emphasize the properties of a hanging art installation.



CONSTRUCTION DETAILS

The color coded strings that follow the wall upwards from section seating and main titles meet the edge of the suspended drop ceiling frame at a 45 degree angle and are drawn through looped screws to stay in place, from there they are weaved across the frame loosely to form various dips and arcs (though not dropping below 80" from the ceiling) and mingle with other sections threads to create a multi-colored metaphor for the narrative threads of Davis that intersect at City Hall.



The ceiling of City Hall will be fitted with a suspended piece from the existing ceiling via a wooden framework which will act as the infrastructure for a dynamic thread installation spanning a majority of the length of the hallway. The three major components for this installation are the basic framework consisting of wooden posts lined with eye bolts to attach the numerous threads, the suspended ceiling cables to attach the framework to the existing ceiling using the Arakawa system, and the multicolored threads which will create the canopy that represents the intersecting narratives of the city.

COLOR PALETTE + TYPOGRAPHY

Poetic purples are used to represent the storyline of art in Davis City Hall. Vibrant reds are used to represent the storyline of History in Davis City Hall. Poppy oranges are used to represent the storyline of Community in Davis City Hall. Lively greens are used to represent the storyline of History. Pantone P 179-15 C and P-99-1 C may be used for backgrounds when contrast reaches 70%.



Pantone	CMYK	HEX/RGB	Pantone	CMYK	HEX/RGB
P 88-15 C	C 51 M 90 Y 08 K 00	HEX #8F3E2D	P 179-15 C	C 69 M 64 Y 61 K 59	HEX #333132
P 48-8 C	C 00 M 98 Y 90 K 00	HEX #E2020E	P 99-1 C	C 03 M 03 Y 00 K 00	HEX #F3F3F9
P 28-8 C	C 00 M 50 Y 99 K 00	HEX #F7941E	P 99-1 C	C 03 M 03 Y 00 K 00	HEX #F3F3F9
P 154-8 C	C 61 M 00 Y 99 K 00	HEX #6CB845			

DETAILS

The depth of craft and care this threaded intervention allows for is boundless, as is the variety of mediums that can be used to express Davis's identity while still working within the projects graphic standards. A few (of many more produced) details are here.

