Jay Rosen
5/11/22

West Lawn Sankofa Public Art Proposal

View from across University Ave.

View from sidewalk University Ave.

View from sidewalk Main St.

View from Administration Building Lawn

View of Back Sliding Door

Plaque honoring Dr. Patricia Hillard-Nunn on side of Administration Building

Dr. Patricia Hilliard-Nunn

Dr. Patricia Hilliard-Nunn (1963-2020) was a teacher, scholar, artist, and community activist who taught African and African American history at the University of Florida and lectured at many venues throughout Alachua County. Her research focused attention on the history of racial violence in Alachua County and sparked the creation of the Alachua County Community Remembrance Project. In her lectures, she often emphasized the importance of "Sankofa," an Akan symbol and concept from West Africa which means "embrace your past and make it useful today."
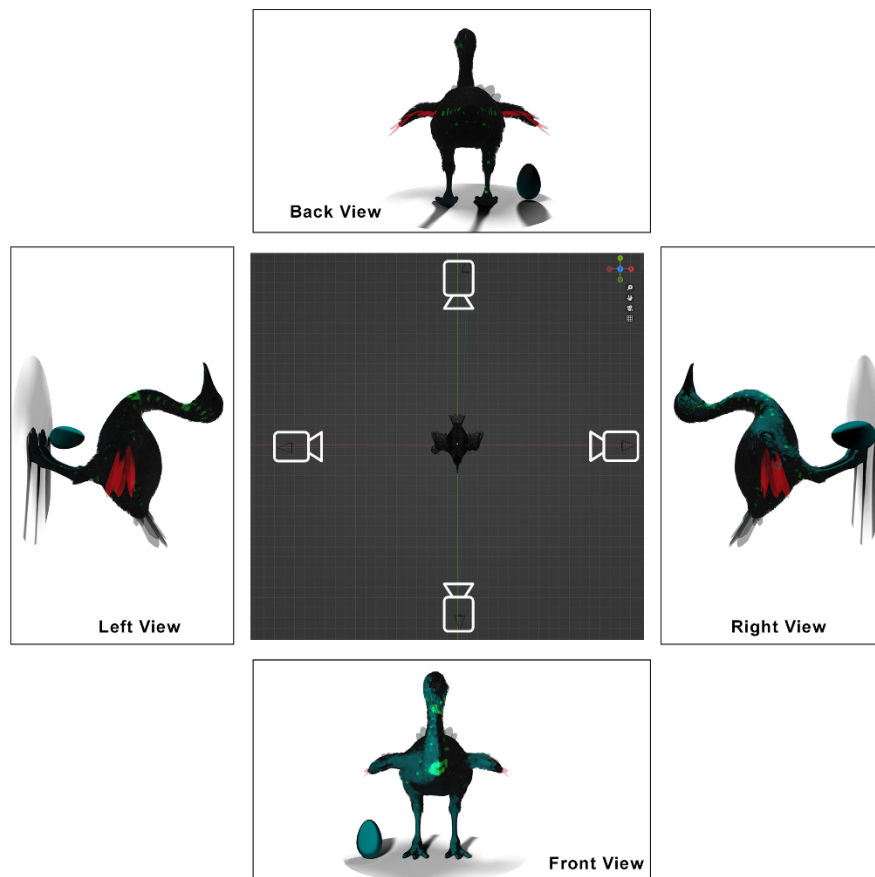
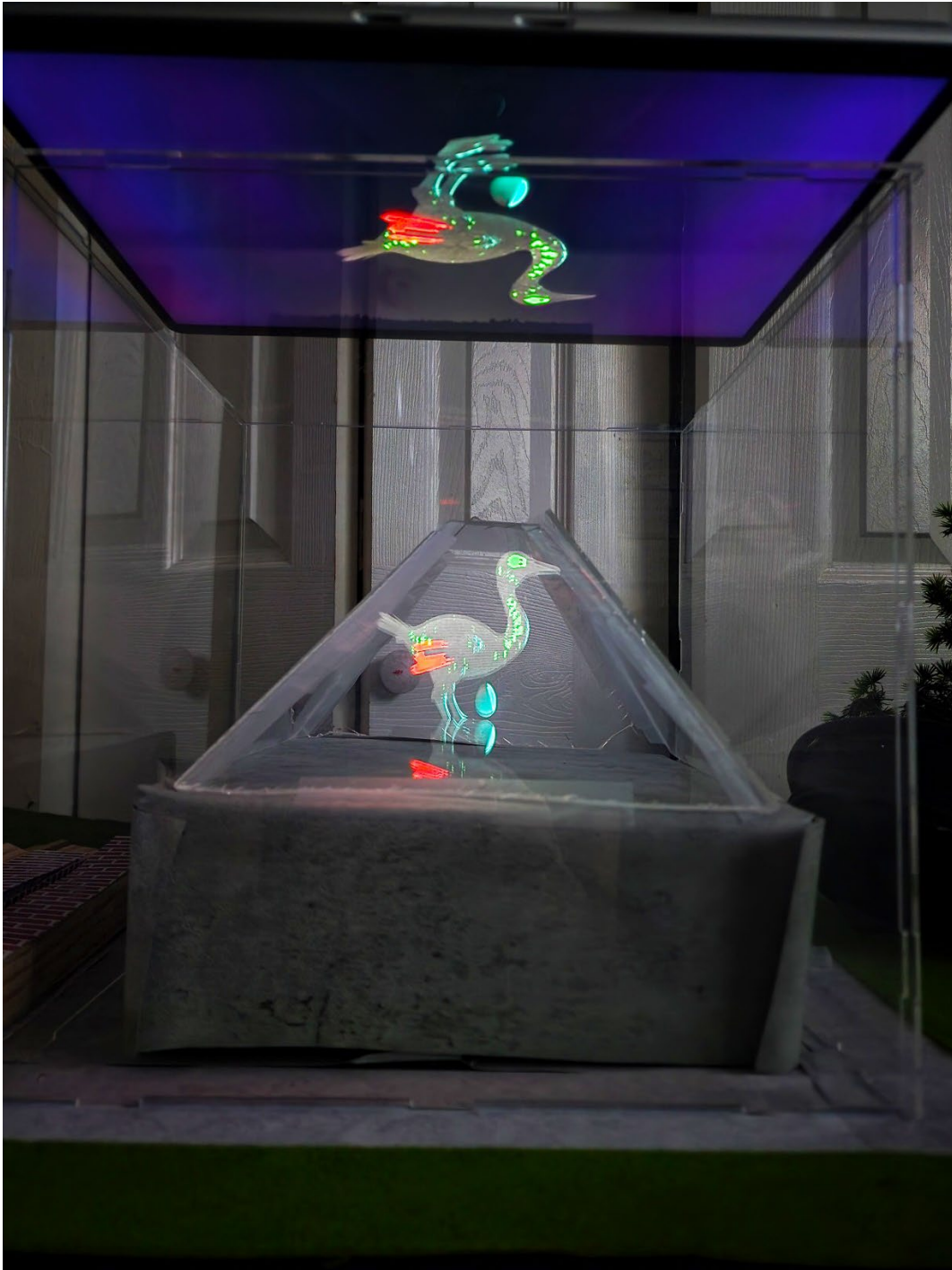Example Plaque honoring Dr. Patricia Hillard-Nunn

3D Sculpture of Sankofa by Justin Johnson
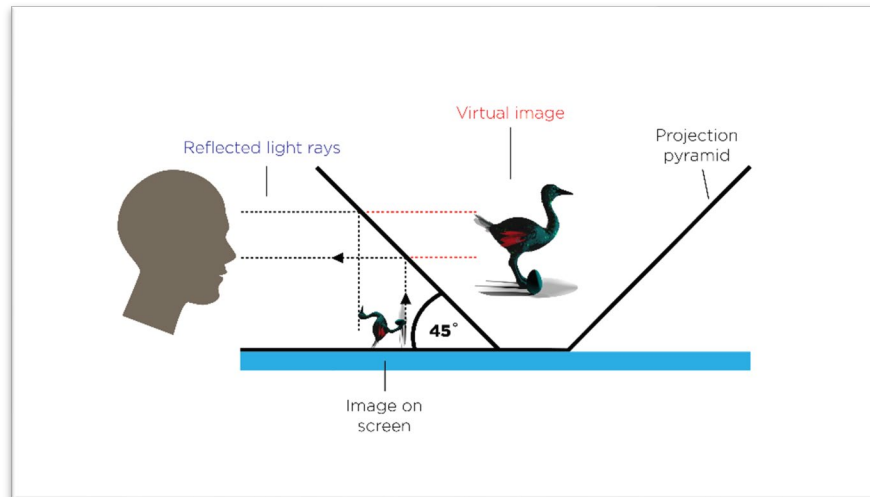
Example of how Pepper's Ghost Pyramid works

Sankofa game engine, digital cameras are placed around 3D object creating the 4-sided hologram.

Demonstration of a Pepper's Ghost hologram with acrylic glass pyramid and laptop monitor

Sankofa Hologram Proposal Update

This proposal is a collaboration between Gainesville natives Jay Rosen and Christopher Fillie, along with New York City based digital artist Justin Johnson. The concept is to create a large-scale 12 ft hologram utilizing projections and reflections that can dynamically display an animated digital Sankofa representations along with other digital artworks and potential advertising opportunities to generate revenue for the city. This hologram technique is called a "Pepper's Ghost Pyramid" in which a projected image is reflected at a 45-degree angle into a glass pyramid to create the illusion of a floating 3D object. By having 4 projected screens or Televisions attached to the ceiling of the structure, a visitor can walk around the glass pyramid seeing all 4 sides of the virtual object. Any 3D or 2D imagery can be displayed in the HoloCube Glass Pyramid, it doesn't necessarily require the digital asset to be rendered from all 4 camera angles, but it does create a more immersive affect. With this stated, all other Sankofa submissions could potentially be displayed in this HoloCube – it doesn't have to only display Jay or Justin's version of Sankofa – but can display any artist interpretation.

Jay Rosen designed the structure of the installation to be minimal and upgradable. Each of the 12 ft glass walls will comprise of (3) 4x12 ft fenestrations of laminated hurricane-resistant glass in aluminum sill. The exterior structure could be all glass and aluminum or have brick siding to match the Administration building (as pictured in the illustrations). Projections can be cast directly onto the glass panes as well to create multi-dimensional affect (displaying up to 8 digital screens when combined with Glass Pyramid), and the Glass Pyramid could be replaced in future if hologram technology becomes more advanced. There will be an 8ft tall sliding glass door in the rear (facing the building) to allow for maintenance of the structure. The interior is not meant for visitors, only 1 authorized person will be allowed at a time, however in the concept art additional sidewalks will be installed to make it easier for people to walk around the sculpture and flower garden. Computers, sensors, air-conditioning, cameras, speakers, touch-screen capacitive film, solar panels, and more can all be added to this installation over time as this artwork is expected to generate revenue if allowed to display 3D advertisements within the sculpture and in the companion App/Website.

Justin Johnson and Jay Rosen have been working together for past 6 months on a new NFT videogame for Interplay called ED3N **https://ed3n.world/** . Justin is the Art Director for ED3N, creating all the 3D assets and animations for the videogame, while Jay is programming the game design and integration into Blockchain NFT technology. Sankofa digital creature will be running on its own game engine built in Unity. The Sankofa game engine will render 4 cameras simultaneously to cast the live feed into the HoloCube Glass Pyramid. The Sankofa creature designed by the team will grow over time, from an egg to a baby chick, to a full-grown bird that can respond and interact with environment. This is a digital bird that will be programmed to fly around and eat during the daytime, and sleep at night – it is not a static object – but to entertain the illusion that is alive. Justin's idea for Sankofa is to create a realistic bird, but painterly with brush strokes moving upon the bird and egg. The Sankofa game engine will also be repurposed for other applications so other artists can utilize 4 camera system for their own 3D animations. Since this is a digital platform, updates can be performed remotely and the Sankofa game engine should continually improve over time.

A mobile app and website will be built along with the Sankofa game engine so people can learn more about the project and eventually interact directly with the sculpture. The app will be educational and be capable of displaying ads to help fund this on-going development. The Sankofa bird could respond to

people when they open the Sankofa app, and people can interact with the Bird by digitally feeding or petting the bird in the app, and seeing the hologram sculpture react in real time. By having a mobile app, there can also be fun expansions such as augmented reality component to turn the rest of the Administration Lawn in to a digital landscape full of artworks and areas to explore – a new way to see Gainesville from the city center. All the other Sankofa submissions should be on display in this Augmented Reality Digital Sculpture Garden, along with animated alligators and other Gainesville-centric designs to make use of the large space in Gainesville's own Metaverse. This Digital Sculpture Garden can be curated and updated seasonly on rest of the Administration building Lawns. Much like Pokémon Go, these artworks will only exist by pointing in-app camera at this GPS-specific location to display imaginary digital sculptures – a permanent NFT Sculpture Garden.

<div align="center">Potential Revenue Generation from Sankofa HoloCube</div>

Sankofa NFT – The final design of the Sankofa digital artwork to be projected in the HoloCube will be minted as a limited edition of 100 or fewer NFTs. The NFTs will be distributed to parties involved in the creation of the project as a completion bonus. The NFTs can be sold on the market for auction value or held onto as a digital asset and can be displayed in popular Metaverses and NFT Marketplaces. Although the main Sankofa NFT owned by the City of Gainesville is not meant to be sold, it is capable of being transferred / loaned out to other institutions to display in museums, etc – all movements of the NFT collection will be recorded on the blockchain. The limited edition of Sankofa NFTs can be sold to help fund future expansions to the HoloCube and continual development of the digital project.

Advertisements - The HoloCube's 4-8 projection screens can display short video ads on a scheduled basis. Ideally the Sankofa or NFT Artwork will appear majority of the time, but scheduled ads can be displayed say 5 minutes every 1 hour. These ads can be sold to sponsors, and even encourages new forms of digital advertising to maximize the effect of the 3D holographic space. Imagine Pepsi Co. paying a million dollars to have a 3D rotating Pepsi or Gatorade bottle display once an hour – a new revenue stream for the city!

Additionally, to the HoloCube video ads, online ads can be placed in the companion App / website. At the HoloCube will be scannable QR Code and information for how to access the Sankofa website and App for Apple/Android phones. The App can display digital banner ads paid by sponsors and can link to other Gainesville resources. The Augmented Reality experience can also contain ads, once again encouraging advertisers to maximize the effect of holographic / Augmented reality advertising.

Gainesville NFT Marketplace – One of the potential use cases for the Sankofa HoloCube is to display curated artwork/NFTs from the community – to encourage artists to create in the digital art form, and to have their artwork displayed in the middle of downtown Gainesville. Each individual artwork that will be on display in the HoloCube will be minted as an NFT on a blockchain such as Ethereum or Solana, to prove that it is a true original artwork. The NFT can then be sold online and a percentage of the sale such as 10% commission can be redistributed to City of Gainesville and the Development Team. With some NFTs selling for millions of dollars, this could be a very lucrative business model while attracting the growing NFT/Art collector community.

Jay's bigger vision of the HoloCube is to create a Gainesville NFT Marketplace to make it easier to highlight Gainesville & Florida based artists, allowing them to sell their work locally and online. The Gainesville NFT Marketplace will be easy to access from the Sankofa App. Both the Sankofa App & Gainesville NFT Marketplace will provide educational information on what Blockchain, NFTs, Metaverse are, and how to create NFTs to join the digital revolution. Percentage of all sales within Gainesville NFT Marketplace, such as 3% can also be redistributed to City of Gainesville and Development Team.

Events & Education – Monthly educational events could take place at the Sankofa to educate the topic of NFTs and Digital Art outside of the traditional University setting. Community gathering events can take place at Sankofa which can generate revenue from event admissions. During special events such as Friday nights or monthly Art Walk, the HoloCube could become a place of gathering for Art performances, or even used as an interactive town map to highlight what galleries have art on display for the evening.

Tourism – If selected, this sculpture will be the 1st of its kind - a permanent outdoor Hologram NFT along with Augmented Reality NFT Sculpture Garden. This new art form will be historically and culturally significant to both the Art and Crypto Markets and become a real tourist spectacle once the story is picked up by the Press. If an annual Sankofa Call-to-Artists can be allowed, and each year the Sankofa digital artwork is rotated out with a new artist's interpretation of Sankofa – this will make the piece more temporal, and always a new experience when visiting Gainesville. The Annual Sankofa Art Competition will continually put Gainesville on the radar for artists all over the world. Years down the road when a few Sankofas have been created, a visitor could pay something like $5 through the Sankofa App to select a previous Sankofa (or pre-approved community NFT) of their choosing to display in the HoloCube for 10 minutes, kind of like a classic Jukebox but for the future of art.

Example of Augmented Reality NFT Sculpture Garden on West Lawn

The Team

Jay Rosen (Gainesville, FL)

Jay Rosen aka Mirror Vision explores the possibilities of perception and visual phenomena, by harnessing the immaterial, transient nature of light. Mirror Vision's mission is to heighten our awareness to the natural world by causing us to experientially stare directly into the invisible operations of optics at work. Jay's artistic medium has gradually evolved from traditional painting and collage to light installation art and wearable glass fashion sculptures. Jay is now focused on bridging the gap between his optical phenomenal sensory experiments with the digital metaverse – exploring use of holograms, machine learning and Augmented/Virtual Reality technologies to bring impossible designs to life.

Justin Johnson (Brooklyn, New York)

Justin Johnson is a multimedia artist and digital illustrator who's been working in the entertainment industry since 2011. He has worked on everything from tv pilots to music videos and commercials. Most notable names and brands he has worked with are 50 Cent's Sire Spirits, Calvin Klein, J Cole x Puma, and Supreme. He is currently working as a visual effect supervisor but is transitioning to a film director. His goal is to use his visual effects and illustration background to create fantasy and science fiction films from an African American perspective.

https://www.behance.net/Justinmjohnson

Christopher Fillie, MBC, LEED AP (Gainesville, FL)

Chris Fillie is a Community-centered Builder/Developer who is focused on Sustainable Design. He is Executive Director of Vibrant Community Development in Gainesville, and has overseen the construction of Crane Ramen, Curia on the Drag, Afternoon restaurant and many more. Chris holds a Master's degree in Building Construction & Sustainable Construction Management from University of Florida and is the former Director of Construction at Habitat of Humanity.