

# Words That Light

Light City Installation Proposal  
Peter Quinn and Todd Evans  
August 27, 2018

# Idea:

Imagine, one day, being presented with an idea instead of directions. Our daily lives are riddled with guides, barriers, and rules cast upon us like warning signs on a highway. What if we could physically shift those moments and messages in a way that helps us navigate the world through words that light.

**Words That Light** is a project that will transform classic solar powered road work message boards physically using the light of the sun to light up short-burst poems that will surprise, delight, and inspire people as they go on their way during the week of Light City.

With the Light City team, we will identify heavily trafficked areas entering and exiting downtown and flip these signs that we identify as headaches into reflective messages that help us imagine our human potential.

Light is a symbol of life, inspiration, and transformation.  
Let's bring it to people where they need it – and least expect it.



# Idea:



The message boards are delivered by a company, solar powered, insured for theft or damage, and picked up at the end of the week. Besides the time and labor of project management, overseeing of installation, and the writing process, these units are self-contained and will require very little effort.

The project is meant to be the prototype for a model of future installations that would exhibit in Baltimore and other cities which would be curated using local creative talent through submissions.

# About the Artists:

Peter Quinn and Todd Evans are collaborators who straddle the line between commercial application and experimental art. Peter Quinn is an artist, musician, former professor, and a creative director who currently heads a creative team at FleishmanHillard in D.C. working on messaging and behavior change campaigns. Todd Evans is an artist and filmmaker who currently works for the Maryland Institute College of Art in Baltimore helping run the MFA program for film. Both are interested in creating art that bridges the gaps of social equity in a way that fosters change. Resumes available on request.



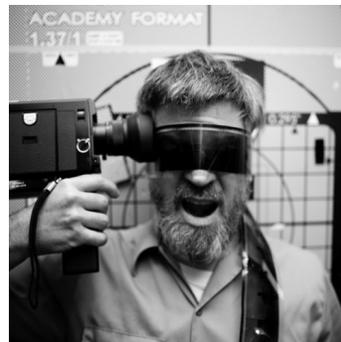
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