



# Color Commons

New American Public Art | Rose Kennedy Greenway  
Wharf District 2017





blue

cyan

red

green

pink

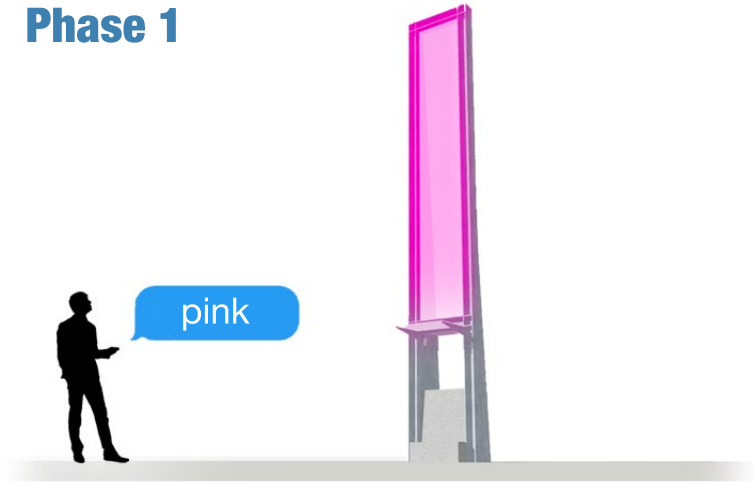
## Statement

Color Commons is an interactive public art piece that allows the public to change the color of the Wharf District Light Blades by sending text messages to them. Write any color you can think of and send it to the Light Blades' phone number. Instantly all the Light Blades will change and the park will be bathed in your chosen color.

This project provides a means for the public to creatively and elegantly add to the visual landscape of the Greenway. Color Commons offers the personal customization of an iconic landmark. The result is a place to show friends and a re-imagining of the Light Blades as interactive art.

# Project Phases

## Phase 1



**Phase 1** gets the project up and running. After implementation, Color Commons is a beautifully responsive work giving park users a chance to change their environment with light.

## Phase 2



**Phase 2** creates a conversation. Enhanced software identifies frequent users, texts them back unexpected phrases, and plays color shows. This cultivates community engagement.

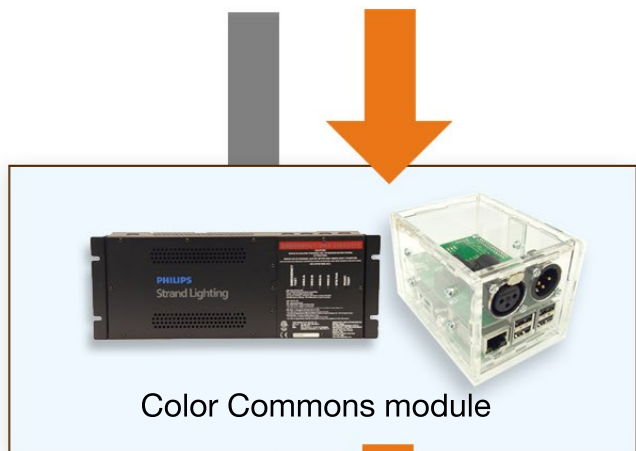
## Phase 3



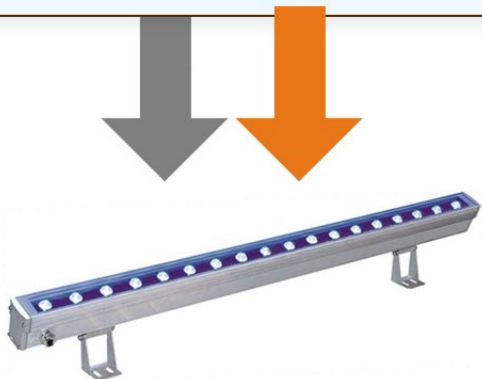
**Phase 3** introduces the Internet of Things. Color Commons comes alive by combining user metrics and chatbot AI. The work gains an online database, where graphs of interactions can be searched and customized by anyone.



DMX Pharos LPC controller



Color Commons module



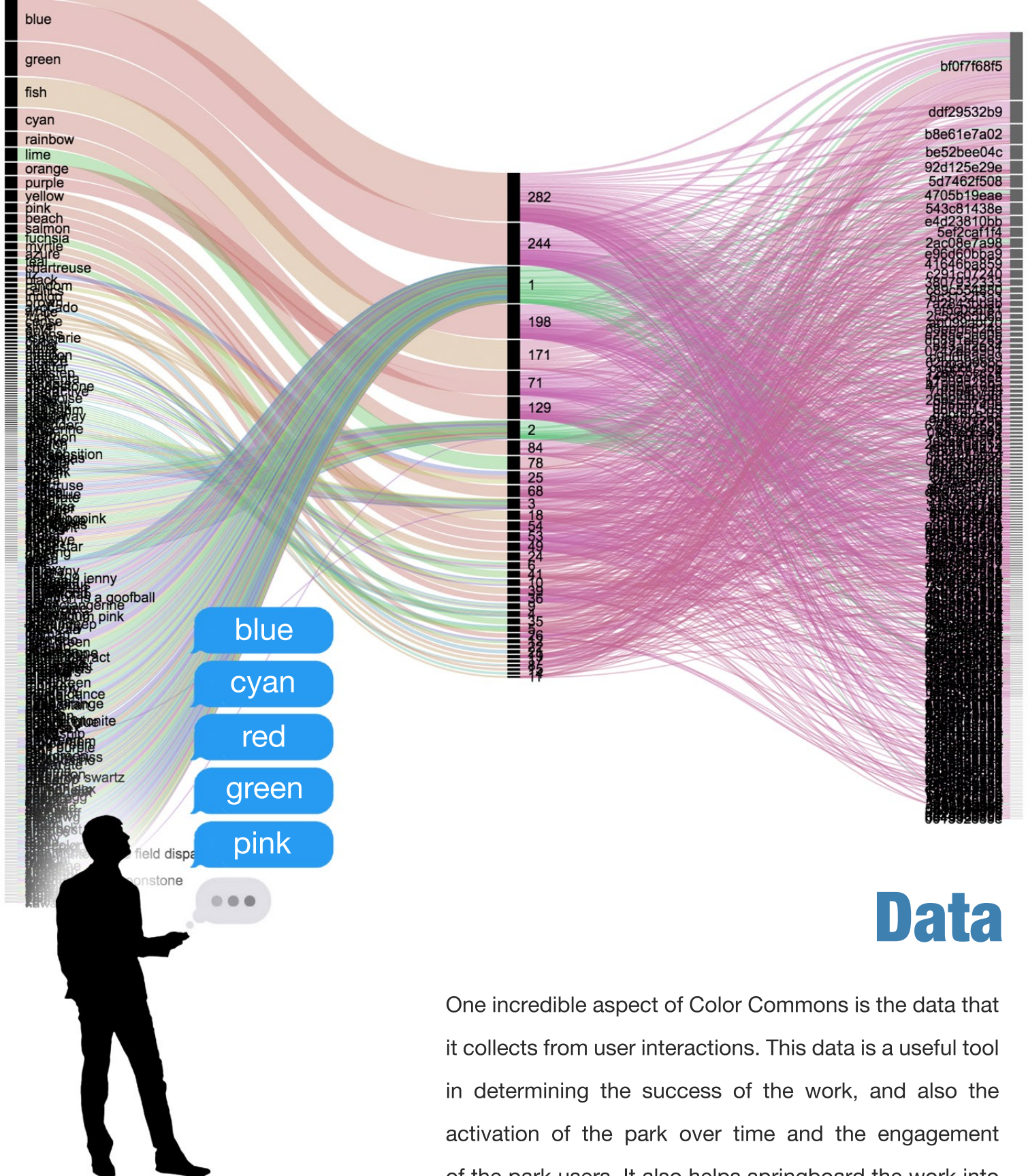
Light Blade DMX light

## Technology

From a maintenance and conservation perspective technological simplicity is a practical necessity. That's why we designed the Color Commons technology with industry-standard, off the shelf parts, with the ability to be installed modularly in any DMX system.

The Color Commons module can be installed downstream of any DMX controller. Its program is only triggered by user interactivity, then returns control to the original operating program. Administrators can control functionality remotely for special events, and implement overrides to the Color Commons behavior.





## Data

One incredible aspect of Color Commons is the data that it collects from user interactions. This data is a useful tool in determining the success of the work, and also the activation of the park over time and the engagement of the park users. It also helps springboard the work into its later development phases: data-driven behavioral changes can be implemented, leading to more sophisticated interactions with users.



# Install Requirements

- Limited access to the DMX controller
- An ethernet connection to the internet
  - Regular 120v electricity

## Contact

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