



poppy field

a kinetic, public art installation

Artists: Brenda Heim, Abstract Expressionist & Doug Hays, Sculptor

Installation: "poppy field" is a kinetic installation designed for exterior environments.

A collaborative concept of Heim and Hays, the "poppy field" is visualized en masse (12 to 300 +) to create the impression of a field of larger than life – poppies. Depending on the site, the poppies can be arranged to match the scale of the landscape, using forced perspective to increase the perceived size of the "poppy field." Grouped together, the poppies tap into the adult inner child and children's sense of wonder as the poppies sway with the slightest of breeze...tickling the viewer with it's playful, kinetic presence.

Advantages: The installation offers a moment of respite from daily life, a smile without interpretation. The poppies engage, inspire and delight all ages. A memorable landmark. Visually engaging. Imaginative. Light hearted, contemporary art.

Potential disadvantages: People will have fun...they will frolic and no work will get done.

Materials: Constructed of mild steel, the dots are primed and painted (both sides) with an exterior grade enamel. They're kid, animal, earth friendly and easy to install. The ease of installation facilitates their suitability to many sites and are designed to be transported and installed quickly.

Dimensions: Height ranges 3' to 8' tall. The round poppy (disc) averages 6 - 8" diameter.

Concept and design of "poppy field": Heim and Hays, colleagues and often muses for each others' disciplines, have collaborated on client projects and commissions for more than fifteen years. Spring 2007 the "poppy field" vision emerged – as Heim's signature "orange/red dot" landed on the drawing table at Doug's studio – voila...Doug morphed the dot into a kinetic sculpture. Together, the concept of the "poppy field" en masse was realized.

Possible installation sites: enhance green spaces, beautify vacant urban lots, retention and recharge areas, hospitals and nursing homes

For more information, prices etc. contact:

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