

prospectus: the Last Salmon

a public video art project
proposed by Eric Carlson
11/12/2018



frame from demonstration video found at <https://youtu.be/vxK7e4uU5mY> copyright Eric E. Carlson

Concept

Most people know that salmon are in decline in the Salish Sea. What can citizens do about this? We propose large outdoor video billboards highlighting the plight of these iconic species and spurring civic engagement. Buildings and other public structures will serve as screens for a short, large format video projection. Working in partnership with Long Live the Kings, a respected not - for – profit in salmon recovery, we will create a compelling call to action.

Production Plan and Schedule

While no hard date for a premier showing has been established we have assumed a 6 month production as shown on the attached schedule. If the production clock were to start running now, work would be complete somewhere in early-to-mid May, 2019. A critical milestone is a Go/No Go production decision about Jan. 15, 2019, assuming technical feasibility and sponsorship have been established.

Partnerships

We assume LLTK will assist in securing the cooperation of a building owner to use their property as a prominent giant public screen for the video. The illustration below shows how a video installation might look on the UW Burke Museum but numerous other building facades in the downtown Seattle and Eastside areas could serve in similar, high visibility capacity.



one example of a projection on the new UW Burke Museum

Budget and Sponsorship Considerations

We assume installation and nightly showing of the program at one outdoor public venue for approximately 2 months. Rental of powerful outdoor projection equipment is expensive. Longer show runs and multiple venues, if chosen, will add to costs. We will prepare a production budget as part of a feasibility study completed during the next 45 days.

Eric Carlson proposes to donate his time as Creative Director and Producer for this program and is also willing to donate some seed funding to the project. As well as providing the overall creative direction to the project Eric will collaborate on the script/storyboard with LLTK and manage the day-to-day production. The balance of the production budget will require fund raising and sponsorships to cover direct expenses such as professional video editing and sound, insurance, marketing and miscellaneous equipment.

Technical Assumptions

We assume that this piece will be created primarily with existing video footage of salmon. We also assume, given the not for profit and public service objectives of the piece, that licenses to use such footage will be available at little or no cost. We assume that LLTK will use its contacts and influence to help secure this footage. As noted above, we also assume the partnership and cooperation of building owners/organizations to serve as screening hosts for the program.

About Eric Carlson

Eric Carlson is designer, consultant and philanthropist. A Seattle native, he spent most of his professional life in the Washington, DC area as a consultant on environment and energy initiatives at the international, national and local levels, before returning to the Pacific Northwest. In DC he consulted for the World Bank and UN agencies on coastal and marine environmental projects throughout Latin America, the Caribbean and Middle East regions as well as for US government agencies.

As a designer and producer Eric has created interactive media programs and videos for organizations such as the US Departments of Energy, Transportation, Environmental Protection Agency and American Institute of Architects. He has also created and produced environmental content and exhibits for the Smithsonian Institution and New England Aquarium in Boston.

Eric is also a painter and sculptor and his work has been exhibited at the Corcoran Gallery of Art in Washington, DC. He is a registered architect and holds graduate degrees in architecture and environmental studies from the University of Washington and Yale University, respectively.

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