

# Palm Springs Public Arts Commission

Beautiful Shade:

January 2025

## #7

The Word On The Street-  
Big Bloom

Scott Froschauer

Street sign as flower  
designed to cast shade.

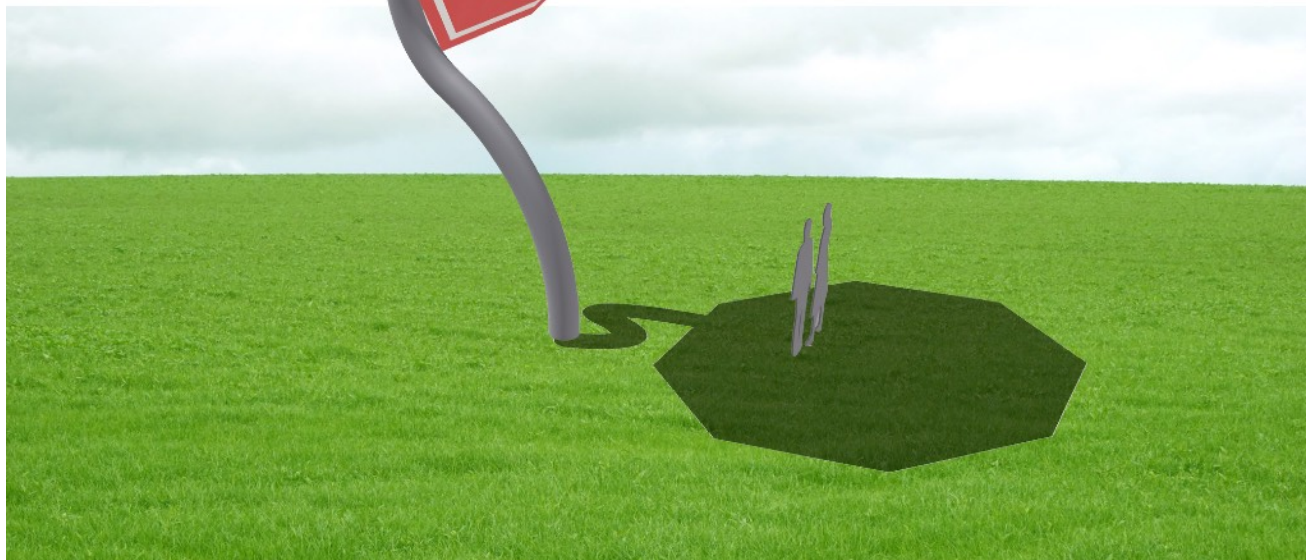
Aircraft aluminum and  
engineering-grade vinyl  
25' T x 12' W



Application for:

## **Beautiful Shade**

The Word On The Street-Big Bloom



A proposal by:  
Scott Froschauer

## **The Word On The Street-Big Bloom**

My proposal for the Beautiful Shade installation at the \$50,000 level is a playful representation of my nationally known street signs which I call The Word On The Street.

“Big Bloom” is an 12’x12’ street sign elevated 25’ above the ground on a curved pipe resembling a flower stem. Participants will value the shade the piece provides and enjoy the playful and inspiring messages that the piece displays above their heads.

The inspiring and iconic sign can be customized in cooperation with the arts commission.

## **Fabrication**

The sign for Big Bloom will be fabricated of aircraft aluminum and engineering grade vinyl, which are the same materials all street signs are fabricated from. The structural post is steel tube.

## The Word On The Street

The Word On The Street project uses the same fabrication techniques the Department of Transportation uses to produce signage that is durable and recognizable, but the typically negative and controlling language is replaced with inspiring and playful messages.

These works are installed in public spaces, galleries, museums and private collections across the country.

One of these signs, Imagine Art Here is also a logo for Palm Springs Public Art.



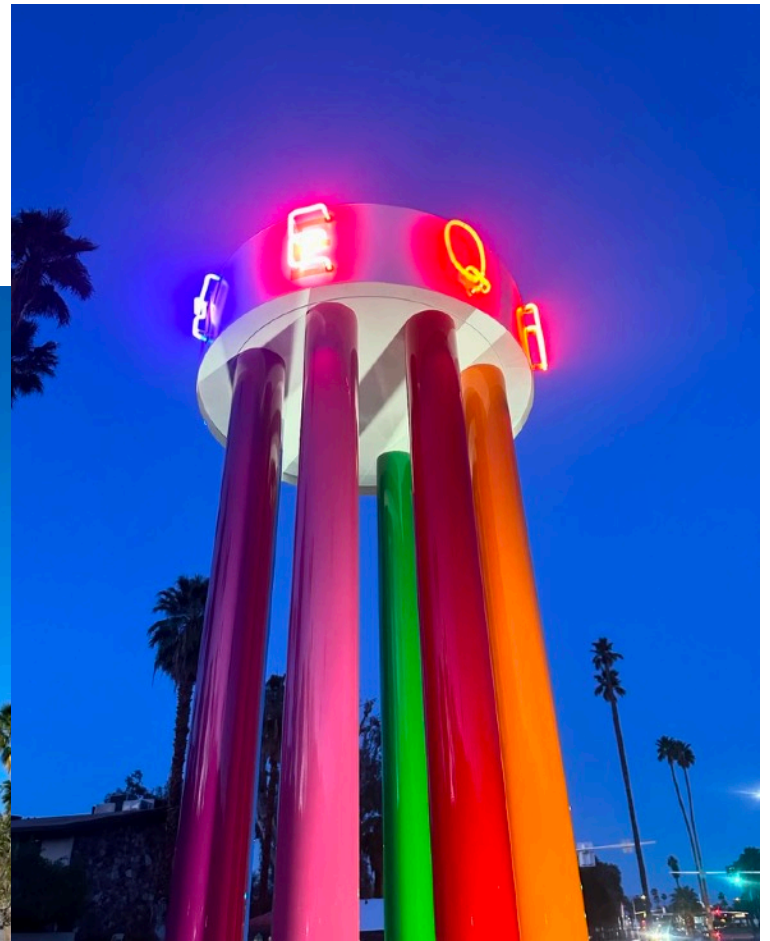
## Artists Selected Related Works

### **The Equality Pillar (2024)**

Large Scale Steel Installation with Neon Component for the City of Palm Springs

Relevance to this project.

This iconic piece was commissioned by Palm Springs Public Art and delivered on time and on budget.



## Relax/UROK and One Love (2020)

Large Scale Neon installations for the City of West Hollywood

Relevance to this project.

These two 10' tall works were commissioned by the City of West Hollywood and reside in the center median of Santa Monica Blvd in the heart of West Hollywood. They are a result of working with city officials and engineers, navigating permits and delivering an exceptional product, on-time on a set budget. They are placed on existing concrete pads and tied into existing electrical. The artists' vision was brought to its fruition completely. Both pieces were originally obtained via a two-year lease and upon the expiration of the lease with pieces were purchased by the City to become a part of the City's permanent collection.



## The Droplet (2017)

Large Scale Sculpture for La Monnaie, Paris, France

Relevance to this project.

This 40' tall work was commissioned by Lola Karimova-Tilyaeva and Marcos Lutyens for display at La Monnaie in Paris, France in 2017 as part of a larger experience on global warming education. The piece itself was taken from a napkin sketch and full realized through Scott's designs and work with his engineering team to create an elegant and strong sculpture from Aluminum tubing. Scott's background in engineering and skill at computer design software were critical in creating the final design. The entire piece was fabricated at Scott's shop in Los Angeles and designed to be disassembled, loaded into a 20' shipping container, shipped to Paris and reassembled by a French crew. This also entailed creating a comprehensive "instruction manual" for the French team to use to reassemble the piece.



## **Relevant Background on the Artist/CV**

I appreciate the opportunity to reimagine some of my most well known work into practical art for the City of Palm Springs.

My background as an artist spans from street art in Los Angeles and large scale sculpture at Burning Man. A highlight of my art career is having three pieces in the Renwick Gallery of the Smithsonian in Washington DC. My process is also informed by my background in engineering, computer aided design and my degree in linguistics. My work is showcased in municipalities across the country and is a testament to my interest in navigating the bureaucracy that comes with public art. As an elected official on the Foothill trails District Neighborhood Council I am a part of the Los Angeles City Council system I sit on both sides of the table when it comes to approvals of municipal projects.

I love and appreciate the City of Palm Springs. My work is already a part of the DNA of Public Art in Palm Springs with my installation of "The Equality Pillar," "Finding Our Way" and the use of my piece "Imagine Art Here" as a branded element in the Palm Springs Public Art Zeitgeist.

# Scott Froschauer

ScottFroschauer.com | SF@ScottFroschauer.com | 213-216-5039 | @SFroschauerArt  
Representation by: Wallspace Gallery, Los Angeles - Artspace Warehouse, Los Angeles -  
Helm Gallery, Bristol, UK - JasperIGrace Gallery, Westlake, CA

## Education

1994 BA Textual Studies, Syracuse University  
1989 Aeronautical Engineering, University of Colorado, Boulder

## Selected Public Exhibitions/Installations

2024 *Equality Pillar* - City of Palm Springs  
2023 *Large Peace Signs* - Life is Beautiful Festival, Las Vegas, NV  
2022 *RELAX/UROK and ONE LOVE* - City of West Hollywood, CA  
2022-Present *The Yellow Bike Project* - Los Angeles, CA  
2019-2022 *ART Prize* - Various Locations, Grand Rapids, WI  
2019-2023 *The Word on The Street* - Life is Beautiful Festival  
2017-2023 *The Word on The Street* - Burning Man  
2021 *The Word on The Street* - Art Week, Wynwood Walls, Miami, FL  
2020 *The Word on The Street* - The Distillery District, Toronto, Ontario, Canada  
2020 *How Far To NOW?* - University of California Irvine, CA  
2019 *The Peace Signs* - Hollywood Sculpture Garden, Hollywood, CA  
2019 *Finding Our Way* - City of Palm Springs CA  
2019 *The Word on The Street* - City of Newport Beach, CA  
2019 *The Word on The Street* - City of Glendale, CA  
2018 *The Word on The Street* - City of Laguna Beach, CA  
2018 *You Deserve This* - MOCA Toronto, Ontario

## Selected Museum Group Shows

2019 *No Spectators, The Art of Burning Man* - Oakland Museum of California  
2019 *No Spectators, The Art of Burning Man* - Cincinnati Museum of Art  
2018 *No Spectators, The Art of Burning Man* - Renwick Gallery, The Smithsonian, DC  
2018 *Beyond the Age of Reason* - San Diego Art Institute, San Diego, CA

## Awards

2019 1st Place -15th Annual Sculpture Garden Kemp Center For The Arts, Wichita Falls, TX  
2018 1st Place - ALT 66, Millard Sheets Gallery, Pomona Fairplex, Pomona CA  
2018 3rd Place -14th Annual Sculpture Garden Kemp Center For The Arts, Wichita Falls, TX

## Selected Press

ABC7 - Leanne Suter - "Marine veteran... honored with first-ever LA "Yellow Bike" memorial"  
Los Angeles Times - Jeff Landa "New Glendale street art installation..."  
WeHo Times - Paulo Murillo "RELAX, UR OK' - Meet Street Artist Scott Froschauer"  
S/ Magazine "Volkswagen and Scott Froschauer Unveil Outdoor Exhibit at MOCA"

## Permanent Collections

WNDR Museum - Chicago, IL  
City of Aldine, TX  
City of West Hollywood, CA  
City of Danville, IL  
City of Palm Springs, CA  
City of Evergreen, CO  
City of Deland, FL  
City of Sheridan, WY

## Notable Positions

Board President - Ruckus Roots [www.ruckusroots.org](http://www.ruckusroots.org)  
Board Member - Los Angeles River Arts  
Artist in Residence - S.A.F.E. [www.streetsareforeveryone.org](http://www.streetsareforeveryone.org)  
Host/Creator - Build to Burn Podcast [www.buildtoburn.com](http://www.buildtoburn.com)

## **Maintenance of the Piece**

The piece is designed for exterior installation. The steel sculpture itself is designed to withstand the elements including, but not limited to seismic events and wind events. The signs are fabricated to Department of Transportation Specification and endure the elements as well as any stop sign in the city.

**ATTACHMENT B: QUOTE/PRICING SCHEDULE – REVISED  
PER ADDENDUM NO. 2**

1. Refer to “Sample Service Agreement” Contract Terms and Conditions before completing quote.
2. Quote your best price, including freight, for each item. If shipping is required shipping shall be quoted FOB Destination, Freight Included.
3. In submitting this quote, vendor certifies that the prices in this quote have been arrived at independently, without consultation, communication, or agreement with any other vendor or competitor, for the purpose of restricting competition with regard to prices.

DESCRIPTION	UOM	PRICE TOTAL
Materials	LumpSum	\$8,000
Fabrication	LumpSum	\$10,000
Exterior Finishes	LumpSum	\$7,000
Transportation	LumpSum	\$2,500
Installation	LumpSum	\$3,000
Structural Engineer	LumpSum	\$3,000
Insurance	LumpSum	\$1,500
Artist Fee	LumpSum	\$15,000
<b>TOTAL</b>		<b>\$50,000</b>

**Installation Name:** Big Bloom

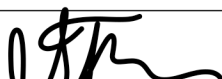
COMPANY: Big Show Industries, Inc.

NAME OF PERSON AUTHORIZED TO SIGN: Scott Froschauer

ADDRESS: 10401 Tuxford St CITY / STATE / ZIP: LA/CA/91352

PHONE: 213-216-5039 EMAIL: SF@ScottFroschauer.com

FAX: \_\_\_\_\_ DATE: 11/15/2024

SIGNATURE:  TITLE: Owner

**THE CITY RESERVES THE RIGHT TO REJECT OR CANCEL ANY OR ALL QUOTES. TO WAIVE ANY INFORMALITIES OR IRREGULARITIES IN THE QUOTES RECEIVED AND TO CANCEL OR POSTPONE THIS PROJECT UNTIL A LATER DATE.**