



SOUND | LIGHT | PERFORMANCE

EXHIBIT B

1.0 ORGANIZATION STRUCTURE

1.1 Masary Studios, Incorporated in Massachusetts

Masary Studios
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1.2 N/A

2.0 SUMMARY OF ACTIVITY

2.1 Please provide a description of your proposed activity for the activation of the Charlestown Navy Yard waterfront and water's edge.

At this time, our interest is in either of two areas of intervention.

A. The design and production of a performative music and large-scale video-projection event situated within the existing structures of the Charlestown Navy Yard. This might take place in the Shipyard Park, along Pier 5, or near the dry-dock area. This event would be created specifically for the location - inspired by the history of the shipyard, the workers and community members that have made it what it is today.

The event could take place for one evening, or be repeated over a series of evenings. The programming would include additional local performing artists integrated into the work, or as opening or closing acts.

The video and light spectacle would be evocative of the area, inspired by the shipyard's history, yet remain relatively abstract in nature. Our combination of musical composition and video animation strives to unlock or awaken architecture and spaces revealing the "hidden music" in a public space. Our goal is to not only provide an exciting immersive performance,

but to create a new lens for community members to view their park, local architecture, streets and piers.

A relative side-note, our signature local project “Waking the Monster” which took place as a part of the Illuminus Festival in 2015 at Fenway Park on Lansdowne Street attracted over 30,000 spectators for the one-night event. As well, our recent site-specific installation at the Boston Center for the Arts Cyclorama drew crowds over a three-night performance run in March 2017.

B. The second option is to create a temporary light and sound installation that is physical in nature and installed at the site for a month or more. In this instance, we would design, fabricate and install a series of waterproof polyethylene cubes of various sizes at the site. For this concept, we are most interested in the opportunity to create a rich, colorfully designed space at the Pier 5 site.

This concept would be building on our experience with “Sound Sculpture” a series of durable, mapped, plastic cubes outfitted with location devices, batteries and an LED light array. Each cube is relative to a musical note or event in time, and is part of a pre-programmed sound-score. We would compose a number of sound and light scores to be displayed or performed by the piece each day and evening, on a rotating schedule. The cubes would light in correspondence to the musical events, creating a synaesthetic ripple down the pier.

The installation would occur at Pier 5, affixing the cubes to the pier as well as extending into the water adjacent to the pier, using various sizes and arranging so as to encourage exploration, climbing, photos and more. We would create, record and playback a musical and environmental score through installed all-weather speakers music relative to the site and inspired by the Navy Yard area. This might include historical text embedded in the music, as well as contemporary sounds from the shipyard or recreated historical sounds.

The cubes would be a stark, repeating form in the day, a stark and bold repeating design visible from great distances. At night, the piece would come alive with color and pre-programmed, coordinated light and sound events - sending sound and color pulsating down the pier and back again. The possibility of installing a number of cubes in the water adjacent to the pier as well interests us, in effect bridging the two environments with the art-work.

2.2 Please detail how your proposal would achieve the goals detailed in the RFI, namely the activation of the Charlestown Navy Yard waterfront and water’s edge.

Proposal A above would address the interest to draw visitors to the Navy Yard and activate the existing infrastructure in a contemporary and dynamic way. The one- to three-night spectacle is a useful way to focus attention, launch a season of programming, be an anchor-event to pitch to press, and will undoubtedly provide the Navy Yard with a trove of quality photo and video going forward.

Proposal B would address the interest to activate Pier 5 and create a unique destination for community members. The environmental treatment of the area would encourage visitors to stay, explore the installation and provide a sense of place to the pier. As well, the durational aspect of the work would allow Navy Yard planning agencies and affiliated presenters to couple additional events, openings, performances, and more with the installation.

Additionally both works would provide striking photos and videos from the scale of the pedestrian to the scale of the whole pier / site.. The BPDA and the Navy Yard could be certain that strong placemaking would occur, deeply enriching the pedestrian experience - and the affiliated parties would gain valuable photo and video assets.

The duration of Proposal B is flexible. It might be installed for the entire summer, or perhaps just for a few weeks to open or close the season of programming. The opening and de-installation might coincide with a series of special events and thereby draw particular attention, in addition to the durational experience and standing invitation to visit the artwork.

3.0 FINANCIAL VIABILITY AND CAPABILITY

3.1 Please provide evidence of the financial viability of your organization.

Masary Studios has taken multiple projects over the last 5 years from ideation to proposal and from design to delivery. Our projects have ranged from small events to multiple projects budgets over \$50,000 involving full production teams, artists, designers, engineers and more.

3.2 Please describe your plans to fund or contribute to the costs of your activity, funding sources, contingency plans, and insurance requirements.

Our proposal would require funding from the BPDA and affiliated agencies.

Masary Studios is incorporated in MA and carries business insurance.

4.0 ORGANIZATION PROGRAMMING AND SERVICE DELIVERY

Masary would work with the BPDA and local stakeholders to target user groups and market the events proposed herein. Our expertise is in the creation and execution of large-scale projects, and we would work closely with Navy Yard and City / Parks representatives to provide marketing materials and content to advertise the project.

5.0 COLLABORATION OPPORTUNITIES

5.1 If the Proposal would require, facilitate, or benefit from a partnership with another organization, the BPDA, or a department within the City of Boston, please explain.

Both proposal set out above would require collaboration from the Boston Planning & Development Agency representatives in the permitting and particular site-requirements. We would work closely with the appropriate parties over the course of the project, while all design, installation and management would be done by our group or by approved, qualified sub-contractors.

There are additionally many opportunities to engage collaborators in the process of creating the work. For example, in Proposal A we might offer an open call to local composers to contribute new works for the performance project. As well, we might engage local performance groups to be a part of the presentation and performance programming.

We always source subcontractors, fabricators, hired labor and the like as locally to the site as possible, in line with our deep-commitment to site-specific work that is relevant to the community.

Prepared By Ryan Edwards
May 10, 2017