



Project Proposal

Prepared for: City of Waukesha Christmas Parade Memorial

Prepared by: Carmen De La Paz

July 8, 2022

EXECUTIVE SUMMARY

Biography:

Designer Carmen De La Paz is an international TV personality known for her home makeovers, and renovations via 2 Emmy Nominated seasons on the Oprah Winfrey Network (OWN) show “Home Made Simple” and 10 plays for Home and Garden Television (HGTV), including; Hammer Heads and Design Star. Carmen can also be seen in 18 Spanish-language countries via FOX International Channels. Carmen has served as a producer on many of her shows, managing and coordinating budgets, timelines, and staffing.

Accustomed to wielding large budgets and strict timelines, Carmen has also worked as the Director of TV publicity & Marketing for Warner Bros. Studios.

Relocating back to her hometown of Waukesha after surviving a Hemorrhagic Stroke caused by an aneurysm burst, Carmen is thrilled to be back to what she loves as the Director of Fabrication for Majic Productions. Carmen has served for two years on the Waukesha Landmarks and Restoration Commission, recently being nominated as the new chairperson. www.carmendelapaz.com

Design concept:

The objective is to create a space within a space in Grede park to serve as a meditation/ reflective area and peaceful memorial where family members and the community at large can gather in memory of those who made “Waukesha Strong.”

Featured Design Element:

Cupped hands (in bronze) holding a mosaic-tiled heart. This part of the design inspires directly by the “Waukesha Strong” theme with heart. Instead of demonstrating a closed hand, like a fist, Carmen has chosen to open the hand as a welcoming gesture and cradle the heart, showing the gentle strength of our community. The proportions of the hands are purposely meant to create an overpowering feeling to the viewer as it will stand much taller than most people who visit it.

Narrative of design: (Please refer to images below)

With entrances from two opposite sides of a circle defined by trees and bushes. The soft scape will outline the space and also create a sound barrier. As well as make the area feel majestic and private.

Featuring a 7’ - 8’ bronze sculpture of hands cupped, holding a blue mosaic-tiled heart. The outer portion of the heart will be blue for the “Waukesha Strong” theme with a central heart in red - representing the life of souls living on.

6 trees planted in an arch and facing the hands will represent each victim. Each tree will have up lighting that will fade back and forth from blue to white every:30 seconds.

6 benches will follow the same arch of the trees 12 - 16 feet back from the cupped hands.

In the very center of the space will be a 36” domed powerful light with a 6” brass collar embedded into the floor - shooting a powerful beam of light to be seen from miles away; this light represents the souls of those lost living on and shining brightly down on Waukesha.

3D moquette and in person presentation available upon request.

Illustrations:





Approximate dimensions:

6 Benches: 4' long each spaced between the trees

Bronze Hands and Heart: 7' - 8' tall

Raised Circular pad to support bronze hands: 8'

Mature trees Representing each victims to be placed 8 - 10' apart.

Timeline for completion:

From time project is approved and commissioned: 6-8 months.

Project Phases:

Month 1:

Electricity will be plotted and run on actual site.

Commissioned artist will begin work in their studios

Month 2:

Hardscape, I.e cement pad over electric at the actual location.

Pad to support Bronze sculpture poured with installation supports and rigging imbedded for installation.

Month 3:

Soft scape (trees and bushes) will start to be installed to allow them to root and develop well before winter.

All signage and plaques finalized and ordered.

Month 4:

All signage and plaques installed in final locations.

Month 5:

Lights fixtures to be installed according the lighting plot.

Test run lighting.

Month 6:

Bronze sculpture and heart installed and secured.

BUDGET:

To be finalized upon request. Bids for subcontractors have been requested. Awaiting response.

Should this proposal be considered further, budget will be presented at that time.

Proposed vendors required:

Bronze Sculpture Foundry:

Electrician: lighting elements: 6 up lights at the base of the trees (fading from blue to white light)

Center dome light with brass collar imbedded into floor.

Spotlighting for the hands

Overhead lighting to light the whole areas

Landscaper: installation for trees and soft scape

Cement/stone Installation to support bronze hands and define meditation area

Tile artist: mosaic tile the heart over cement (Carmen De La Paz to sculpt the heart and co create the mosaic tile application)
