

Statement of Interest

Reed + Madden are American Institute of Architects' award-winning sculptors, designers, California contractors and certified welders. Trained as architects, they are the designers, fabricators, and installers of all their artwork. With no middleman, they can build more for the funds. They have completed over two-dozen public art pieces around the country on time and on budget. They listen well and enjoy working with other stake holders to create site-specific solutions that meet multiple user's needs.

This husband-and-wife team from the San Francisco Bay Area works primarily with stainless steel, bronze, concrete and programmable L.E.D.s. Their work aims to engage people of all ages and tastes. They love expressing stories that reveal the identity of the community. For example, their kinetic "Coming About" piece in Tiburon, California has a 20-ft. boat-like bench for gathering. The abstract forms change from sails, bird's wing, wave, gills, and feather to reinforce the town's relationship to the waterfront. To reinforce the town's name, 'Tiburon' means shark in Spanish, the closed sculptures form a shark's fin: a story of place at the heart of the community.

Their piece, "Changing Tide," is the City of Richmond's water gateway with 20,000 programmable L.E.D.s on "eelgrass" forms, custom-designed solar, and motion sensors. When lit, the sculpture shows the height of the tides. An educational plaque highlights the importance of eelgrass for a healthy Bay. The residents of Richmond can take pride that their city has 75% of the critical eelgrass in the Bay.

For the Veterans Memorial Park, the artists would be excited to propose a tall (20'-24') stainless-steel abstracted eagle coming in for a landing. As our national bird, the eagle is a symbol of strength, agility, and courage, and would make a fitting sculpture for veterans, adults and children alike. At this large scale the space between the eagle's legs would become an archway for framing the lovely views. Names of Veterans in the county could be included, as well as QR codes for further edification. A submerged footing would allow greater access both visually and tactilely. The form and the extent to which it is literal or abstract piece would be up for discussion.

Neither artist has served in the military, but both have uncles who served in Vietnam and Madden's father was a marine in the Pacific during WWII. They applaud the wish to honor all those who have served our country. "We don't know them all, but we owe them all."

Bios

Jeffrey Reed is a Southern California native. He received his 5-year Bachelor of Architecture degree from California Polytechnic State University, San Luis Obispo, and then went on to study design in Copenhagen, Denmark. After working in architecture and contracting administration, he founded Reed Studio in 1993, focusing on creating sculptural environments and public art. Ten years later, he joined forces with his wife to form Reed Madden Designs. Together they have created more than two-dozen public art sculptures for cities across the United States. Reed is not only a conceptual designer, but he is also a licensed California contractor and certified welder. The couple builds all their own work in their Richmond, California studio. Their firm has received multiple awards for their sculptures, including “Best in the Bay” for urban design as well as green design from the American Institute of Architects. See their website, www.ReedMadden.com for more information. In his free time, Reed can be found hiking the hills or kayaking on the Bay.

Jennifer Madden was raised outside Boston, Massachusetts. Madden grew up with a love for science, art and nature. Her mother was a painter and her father was an M.I.T. geophysicist (and former Marine). She traveled extensively before entering college at U.C. Santa Cruz. She studied a wide range of subjects, and spent a year at the University of Saint Andrews, Scotland. After college (BA Art History) she worked restoring a Victorian-house in Nahant, Massachusetts and worked as a textile artist while raising a family. At age 29, Madden returned to education and California, getting her Masters of Landscape Architecture from U.C. Berkeley. For nine years, she had her own design firm and taught landscape architecture at U. C. Davis. Over twenty years ago, she and her husband formed Reed Madden Designs, a design/build firm specializing in site-specific public art. In her free time, Madden can be found playing tennis, hiking or reading.

Jeffrey Reed

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CA Contractor Lic. #837135 www.ReedMadden.com

Education

University of Copenhagen, International Study Program,
CPSU's fifth-year program in Architecture
California Polytechnic State University, San Luis Obispo
Five-year Bachelor of Architecture Degree

Professional Experience

- 2000-Present Artist / Designer / Contractor – Reed Madden Designs, Richmond, CA
Design and fabricate large-scale public art, specializing in site-specific works in motion, water and solar.
- 1993-2000 Artist / Builder / Owner – Reed Studio, Oakland, CA
Design/build commissions for public and private sculpture
- 1987-1993 Architectural + Construction Supervisor – Rammed Earthworks Inc.

Art in Public Places

- 2023 Sentara Cancer Center, Norfolk, VI "Gratitude" Budget: \$100k
- 2022 Bob Sheldon Ballpark, Brookings, SD Budget: \$195k
"Play Ball" 50" stainless ball w/ 24' arcing bounce, LEDs + 12' concrete glove.
- 2022 Everglades Holiday Park, Broward County, FL Budget: \$190k
"Flight Path" a 12' stainless white egret and 20 flying birds silhouetted in pathway with educational identification plaque.
- 2021 Maitland Public Art, Maitland, FL Budget: \$195k
"Blossom" 20' tall stainless orange blossom with seating, pulsing LED stamen and educational plaques highlighting the importance of the orange to Maitland.
- 2021 City of Phoenix Housing Dept, Phoenix, AZ Budget: \$395k
"Soluna" 24' tall arcing sculpture with LED screen and programmed video with images of the sun, earth, moon and children's art. 20' earthen plaza with benches shows the arc of the sun and shape of the Americas.
- 2019 Richmond Public Art, Harbor Way, Richmond, Ca. Budget: \$300K + in-kind
"Changing Tide" Seven 20'-tall stainless steel "eelgrass," solar, 20k LED light show at night.
- 2019 Johnson City Public Art, Kings Park, Johnson City, TN. Budget: \$150k
"Passion Flowers" (the state wild flower) spin in the wind with 9,000 LED programmed lights that encourage visitors to the downtown at night.
- 2017 Laguna Hills Public Art Commission Laguna Hills, Ca. Budget: \$400k
"Gather" stainless/bronze trees, canopy, stage, seating & lighting.
- 2016 Aliso Viejo Public Art Commission Aliso Viejo, Ca. Budget: \$220k
"Windflowers" 7 eleven-foot tall spinning "poppies" lit by stamen of 250 LED programmed lights that change from dusk to dawn.
- 2016 Aliso Viejo Public Art Commission Aliso Viejo, Ca. Budget: \$75k
"Reeds" 60 choreographed LED lighting reeds in 3 reflective pools.
- 2011 Berkeley Public Art Berkeley Marina, Berkeley, Ca. Budget \$106K
"Open Circle" Habitat enclosure for burrowing owls + outdoor-classroom.
"earthen" concrete walls, rocks, grass-like fencing & educational plaques.
- 2010 San Francisco Airport, Terminal 2 redevelopment. Design fountain/seating for outside TSA. Budget: \$76k

Jeffrey Reed + Jennifer Madden

- 2010 Iowa Public Art Commission for Utilities Building on Capital Hill, Des Moines
"Prairie Song" Five stainless kinetic grasses make "shhh" sound in the wind.
- 2009 Sacramento Metropolitan Art Commission Youth Detention Facility. \$200k
"Taking Flight" 30 flapping birds, wing-like benches + in-ground poetry.
- 2008 San Mateo Public Art Commission Seal Point Park, San Mateo, California.
Eleven spinning sculptures for the Bay front park, 9 make musical sounds.
- 2006 City of Tiburon Commission Downtown Tiburon, Ca. Budget: \$310K + in-kind
"Coming About" Large 50'w x 16'h kinetic stainless steel, concrete and bronze fountain sculpture, seating, lighting and plaques.
- 2004 San Francisco Strybing Arboretum Golden Gate Park, Australian Garden.
"Encircle" sculptural seating walls, rocks and outdoor classroom. Budget \$70k
- 2002 Palo Alto Public Art Commission California Ave., Palo Alto, Ca.
"Sun Flowers" streetscape and dining court. 7 kinetic & solar lit sculptures.
- 1999 Municipal Commission Golden Gate National Parks Association, San Fran.
Design Presidio Promenade sculptural seating.
- 1998 San Jose Public Commission, supporting artist Wallenberg Park, San Jose
Foundational seating for S. Pacal Beran's kinetic "Tree of Life" Sculpture.
- 1997 Municipal Commission City of Danville, Hap Magee Ranch Park
24' Tall Drive-through Entry Gateway
- 1996 Municipal Commission San Jose Dorothy Ellenburg Memorial Park
"Grace" 9' high sculpture with inscribed birds in paving and signage
- 1994 Sacramento Metropolitan Arts Commission Cavanaugh Golf Course
Sculptural seating areas.
- 1993 Art in Public Places Commission, City of Davis, Ca. Central Park
"Source and Resource" Fountain, sculptural walls with integral seating.

Awards + Grants

- 2020 Gateway Foundation \$4,000 Grant for interactive sound for "Changing Tide"
- 2019 Gateway Foundation \$5,000 Grant for interactive lights for "Changing Tide"
- 2003 American Institute of Architects – Urban Design Honor Award "Best of the Bay"
American Institute of Architects – Green Design Honor Award "Best of the Bay"
(For Sun Flowers' transformation of a 10'-wide sidewalk strip into a well-used public seating and dining area both day and night; and for use of solar power, wind, water retention, recycled materials and educational components.)
- 1998 San Francisco Landscape Garden Show, 3 awards for sculpture garden including design award from American Society of Landscape Architects.
- 1992 National Compact House Competition, 2nd Place
Director of team, Rammed Earth Works, Napa, Ca., Book published, 1992

Exhibitions & Private Projects

- 2012 Post/Shayer Garden, Palo Alto, Ca.
Privately commissioned Sculpture Garden with Fountaintable™
- 2003 "Water's Edge" Water-wall, Belvedere, Ca.
Privately commissioned fountain sculpture
- 1997 Corporate Commission Livermore, Ca.
California State Auto Association, Entry plaza and dining court
- 1996 The Rammed Earth House, by David Easton – Architecture and text illustration.
- 1995 Hollis Street Project, Emeryville, Ca.
First solo show of "Signs of Life" sculptures
- 1994 Sister City Project, Leon, Nicaragua – Arch. management for community school
- 1993 Lightscapes at LIMN, San Francisco, CA – invitational exhibit.

Jennifer Madden

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Education

University of California, Berkeley
MLA – Masters of Landscape Architecture
University of California, Santa Cruz
BA – Art History

Professional Experience

- 2000- now Artist / Designer, Reed Madden Designs, Richmond, CA
Design public and private sculptural art commissions, architecture, gardens, custom fountains and furniture.
- 1994- 2003 Lecturer, Univ. of California at Davis, Dept. of Environmental Design, Landscape Architecture:
LDA 191: The Asphalt Garden: Form Follows Parking, 2003
LDA 191: Beyond Function: Designing w/ Personality Theory, 1999/2000/2002
LDA 70: Basic Landscape Design Studio, 2000, 2001, 2002, 2003
LDA 21: Landscape Graphic Communication, 1995 - 2003
LDA 11: Landscape Architecture Studio: Introduction, 1996, 1997
LDA 121: Advanced Graphics in Landscape Architecture, 1994
- 1994-1997 Landscape Designer Jennifer Madden, Albany, CA
- 1993-1994 Planner Community Development by Design, Berkeley, CA
- 1991-1993 Graduate Student Instructor, Chip Sullivan, Univ. of California, Berkeley
ED 104: Site Planning, 1993
LA 101: Introduction to Landscape Design, 1991 and 1992
- 1992 Research Assistant Professor Chip Sullivan, U.C. Berkeley
Researcher and editor for Sullivan's book: Climate and Gardens
- 1991 Research Assistant Professor Randolph Hester, U.C. Berkeley
- 1991 Lead designer for Arboretum in Jackson Demonstration State Forest, CA.

Public Art Commissions by Reed Madden Designs (see Reed's resume above)

Publications

- 2001 "A Language of Design Using Personality Theory"
Proceedings from the 3rd Symposium on Systems Research in the Arts.
Baden-Baden, Germany. August 1-4.
- 1993 "Cohousing: The American Pioneers" Masters Thesis
University of California, Berkeley (Thesis Advisor: Clare Cooper-Marcus)
- 1992 "Color Cards Improve Group Process"
Cohousing Newsletter. Berkeley, CA Fall.

Profession Services & Volunteer Work

- 2019 Produce a free dance and light show for "Bay Day" on the Richmond, California shoreline with a 500-person audience.
- 2006 Plaza Redesign Consultant, Tiburon, California. Create seating designs, recommend tree species and plaza resurfacing treatments.

Jeffrey Reed + Jennifer Madden

- 1995-1998 Site Development Committee, Berkeley Montessori School, Berkeley, CA
Research potential site acquisitions, interview architects for programming, summarize financial analysis for bank loans, create preliminary construction budget and timetable.
- 1996-1998 Site Improvement Committee, Berkeley Montessori School, Berkeley, CA
Create landscape design plans for preschool.
- 1997+1994 Book Reviewer, Drawing the Landscape, by Chip Sullivan; both original manuscript + revised edition, Van Nostrand Reinhold, NY
- 1996 Portfolio Review Committee, Univ. of California, Davis
Dept. of Landscape Architecture.
- 1994 Selected Juror, San Francisco Garden Club -- Student Design Awards, Univ. of California at Berkeley, Dept. of Landscape Architecture, Spring.
- 1990- Invited Guest Juror for dozens of design studios at both UCB & UCD.

Academic + Professional Honors

- 2020 Gateway Foundation \$4,000 Grant for interactive sound "Changing Tide"
- 2019 Gateway Foundation \$5,000 Grant for interactive lighting "Changing Tide"
- 2003 American Institute of Architects - Urban Design Honor Award
Northern California Chapter "Best of Bay"
(For Sun Flowers' transformation of a 10'-wide sidewalk strip into a well-used public seating and dining area for both day and night.)
American Institute of Architects - Green Design Honor Award
Northern California Chapter "Best of Bay"
(For Sun Flowers' use of solar power, wind, water retention, and recycled materials and educational components.)
- 2002 Univ. of California, Davis, Undergraduate Instructional Improvement Grant
For creating a new course: "The Asphalt Garden: Form Follows Function"
- 1999 Univ. of California, Davis, Undergraduate Instructional Improvement Grant
For creating a new course: "Beyond Function: Form Follows Personality"
- 1998 American Society of Landscape Architects – Design Award
ASLA - Northern California Chapter
For Reed-Madden's garden design "Who's Invited for Drinks at the California Watertable" San Francisco Landscape Garden Show, March.
San Francisco Landscape Garden Show - Water Smart Award
Reed Madden Designs debuts first "Fountaintable™" with drought-tolerant plants around a "cracked earth" table with recycled central water feature.
San Francisco Landscape Garden Show - Mediterranean Design Award
- 1995 Group Furniture Exhibition
Univ. of California, Berkeley, College of Environmental Design
Wurster Hall Design Gallery. Spring
- 1991 Univ. of California, Berkeley, Farrand Research Grant
For thesis research on "Cohousing: The American Pioneers"

Invited Speaking Engagements

- 2009 Palo Alto Art Commission "Public Art" Palo Alto, Ca. (Honorarium)
- 2003 Design Alliance, Davis, California. "Form Follows Personality"
February. City Arts Center. (Honorarium)
- 2002 Dept. of Environmental Design, Univ. of California at Davis
Fall Luncheon Lecture Series. "Preferences in Design"
- 2001 Symposium on Systems Research in the Arts. Baden-Baden, GERMANY
"A Language of Design Using Personality Theory" August.

Professional References

Karen Rudd
Project Manager for “Gratitude” 2023
Sentara Cancer Center, Norfolk Public Arts
Norfolk, VA
757-664-6883 or cell 757-284-8445
Karen.Rudd@norfolk.gov

Carmen Rentas
Project Manager for “Soluna” 2021
City of Phoenix – Housing Department – Development
602-262-7428
Carmen.Rentas@phoenix.gov

Michele Seville
Head of Richmond Arts and Culture, Richmond, CA
Project manager for “Changing Tide” 2019 by new ferry terminal
510-529-6261
mseville@ci.richmond.ca.us (recently retired, now michele4arts@gmail.com)

Phil Pindzola
Public Works and Public Art Director of Johnson City, Tennessee
Project manager for “Passion Flowers” in 2019
423-434-6080
ppindzola@johnsoncitytn.org

Miles Berger
Tiburon, CA Public Art Advisor and former Mayor
Project manager for “Coming About” in 2006
415-435-2337
miles@mb-aia.com

Ray Quesada
San Francisco Airport Architect
Project Manager for SFO Terminal 2 redesign
415-297-5276
rquesada51@me.com

ARTISTS' PUBLIC ART PORTFOLIO



- 1 **'Coming About'** 2006, 26'w x 12'h x 26'd
Stainless steel, bronze, reinforced concrete, pumps and lights
Public Art on Main Street, Tiburon, CA Budget: \$310K + in-kind

This kinetic sculpture and fountain in Tiburon's downtown waterfront area has become the icon of the town. The seven sail-like sculptures open and close to create different shapes and images. Their form changes from shark fin when closed ("Tiburon" means shark in Spanish,) to sails in a regatta when half rotated, to bird wing when fully open. Water flows over an infinity edge and boat-like seating encourages gathering. The sculpture greets visitors as they enter and exit the ferry and historic downtown.



2 'Gratitude' 2023, 20'h x 12'w x 12'd
Stainless steel, reinforced concrete, dichroic glass
Sentara Cancer Center, Norfolk Public Art, Norfolk, VA Budget: \$100k

The abstract and spiraling form changes from every point of view. With imagination, one can see hands coming together in prayer, a cancer ribbon, a leaf, an infinity symbol, a fish and more. The dichroic glass changes color as visitors walk by. Sitting under the sculpture is a place to find meaning in the layered symbolism, along with joy and serenity.



- 3** **'Changing Tide'** © 2019, 20' h x 50' w x 50' d
Stainless steel, solar panels, concrete benches and programmed LED strips
Richmond Public Art, Harbor Way, Richmond, CA, Budget: \$295K + in-kind

Seven "eel grass" and an educational plaque highlight the importance of this Bay species which exists in great number along the city's shoreline. 20,000 programmed LEDs show the current height of the adjacent tide, and watery images at night triggered by motion sensors. The green artful solar panels on the front power the nightly show. The piece has become a new gateway to the city on the Bay.



- 4** 'Soluna' © 2021, 24'h x 40'w x 100'd
Stainless steel, L.E.D. programmed lights, concrete plaza with stainless details, fiberglass imbedded images.
Phoenix Public Art, Soluna Housing at 19th and Roosevelt, Phoenix, AZ
Budget: \$385k

Community art events in the schools and parks created the artwork on the eight wall panels as well as on the nightly projection screen with images inspired by the sun, moon, and solar system. A 24-foot arc shows the location of the winter setting sun and lights up at night with programmed images of our galaxy. On the back, one of eight moon phases glows according to the real phase of the moon that night. 360 local school children's art (of suns, moons, and galaxy) is incorporated on eight 8'x2' panels lining the shade structures. A 20-foot-diameter tiled plaza of the Americas from space has a star placed in Phoenix. Surrounding the "globe" is a compass rose with the location of the solstice sun markers. Four under lighted benches encourage seating both day and night for this low-income housing development.



- 5 **'Windflowers'** 2016, 20'w x 15'h x 25'd
Stainless steel, acrylic, LED lights and programming
Aliso Viejo Public Art, Aliso Viejo Parkway, Aliso Viejo, CA Budget: \$200K

A kinetic sculpture that enlivens a busy intersection both day and night. The piece spins in the wind and at night a choreographed light show delights both pedestrians and drivers. The piece is inspired by Matilija poppies that are native to southern California.



- 6 **'Taking Flight'** © 2009, 20' h x 100' w x 60' d
Stainless steel, bronze patina, + concrete
Public Art, Juvenile Detention Facility, Sacramento, CA Budget: \$198K

Thirty "birds" flap their wings in the slightest breeze guiding teenagers away from the building and back into the world. On the ground words of inspiration in the shape of bird shadows light their way: "begin", "hope", "fly", "courage", "soar". A wing-like bench offers a place for parents to wait for their child's release.



- 7 **'Blossom'** © 2021, 20' h x 13' w x 13' d
Stainless steel, bronze patina + LED lights
Maitland Public Art, Maitland, FL Budget: \$195k

An orange blossom catches light day and night, highlighting Maitland's orange-growing history. Five integral seats in the shape of orange slices create a gathering place. Lit stamen pulse and an ovule rotates like a disco ball to fill the interior with dots of light. Ten plaques that extend the petals into the ground plane, give fun facts about the history of oranges.



- 8** **'Flight Path'** © 2022, 100' w x 12'h x 12'd
Stainless steel, concrete boulders, and fiberglass imbedded plaque.
Everglades Holiday Park, Broward County, FL Budget: \$190k

A 12-foot "egret" is just taking flight overlooking the Everglades, providing much needed shade and places to sit on artistic boulders. On the path are 20 important bird species in life-size silhouette and an educational plaque describing each bird – a fun identification game for kids of all ages.



- 9 **'Gather'** © 2017, 20' h x 45" w x 20' d
Stainless steel, bronze patina, concrete and acrylic
Laguna Hills Public Art, Laguna Hills, CA Budget: \$400K

Harking back to the sycamore grove that once inhabited the site, this shade canopy contains a 40' bench, 10' table and 20' stage beneath it. It creates a community gathering place for events. Integral lighting encourages safety and nighttime gathering as well.



- 10** **'Sun Flowers'** © 2002, 50' w x 11'h x 10'd (kinetic tops 5' wide)
Stainless steel, patina, L.E.D. lights, solar panels, gel battery
Palo Alto Public Arts Commission. California Ave., Palo Alto, CA
Budget: \$66K with an additional \$50K of work done by city.

Seven kinetic sculptural flowers spin in the slightest breeze. Solar panels hidden within the petals charge a lithium battery by day and light the sculptures by night. (24 L.E.D. lights are located within each Poppy-like collar.) This public seating area was the first "parklet" in California to turn former parking spaces into outdoor public eateries. This piece won two "Best of the Bay" A.I.A. awards for Green Design and Urban Design.

Work Experience and Working Within the Public Sector

Both Reed + Madden have stewarded dozens of projects in multiple states (most in the \$125k to \$400k range*) that involved input and feedback from the community and multiple stake holders. Madden worked for Community Development by Design (CDC) after graduate school; a planning firm that specialized in community participation in designing public lands and parks, and has extensive experience working with and presenting to large groups.

A recent piece (“Soluna” for a low-income housing complex in Phoenix, Arizona) engaged the community in the art creation, so that residents could take pride in their artwork for years to come. Together with a local art teacher, 350 pieces of children’s art about the Sun, Moon, and Solar System were created and assembled into eight large exterior wall plaques. Many of the images were digitized to include in the nightly light show, where these children could see their artwork exhibited across the tall sixteen-foot-high screen. The artists also participated in a residents’ art day to encourage all members of the community to create art for inclusion.

They would be happy to hear from the Carlsbad community, both veterans and non-veterans, about their hopes and wishes for the Veteran’s Memorial Sculpture. The artists have seen dozens of Veteran’s Parks around the country and would be happy to present their ideas on what works well and what doesn’t as an introductory slide show and get feedback from the community.

* For documentation of 3 public art budgets over \$125k, see recommenders above

Estimated Labor Costs, Materials Costs, Project Schedule and Value-Added

Reed and Madden produce large sculptures on small budgets because they design, fabricate, and install all aspects of their work out of their shop in Richmond, CA. There is no expensive middleman or metal shop to pay high hourly rates to. They have access to wholesale stainless steel, laser-cutters, and pre-polished finishes to cut down on pricing and labor. In general, they price design/model/meetings/presentations at 15% of the budget (not the 20-25% of many artists). Their shop time labor costs are less than two-thirds what other local metal shops charge (about \$95/hr. versus \$150/hr.)

Because Reed + Madden are California artists and licensed contractors, they can pull the permit, and install both the footing and the sculpture in Carlsbad without needing to oversee a separate contractor. Shipping will also be very reasonable due to Carlsbad's relatively proximity to their Richmond, CA shop. Flying to southern California to meet with the community is inexpensive on Southwest Airlines; or because they have family in Long Beach, they might combine business with pleasure and drive to Carlsbad. Lastly, Reed and Madden have no employees or high overhead. It is just this husband-and-wife team.

They would be available to start on design immediately. They would ask for a standard 12-month contract for completion of the sculptural installation.