

KING STREET STATION ACTIVATIONS

MOVING ART PROJECTIONS

Creating opportunities for artists and creatives to
activate Seattle's Downtown public spaces for
community resiliency and economic recovery



OFFICE OF ARTS & CULTURE
SEATTLE

CONTEXT

Celebrate **Pioneer Square Landmark District** as an arts, culture, and entertainment district.

- Activate public spaces in alignment with ARTS' vision + Downtown Activation Plan (DAP) goals.
- Make Downtown a destination to visit and live.
- Offer multi-disciplinary programming: visual art installations, performance art, video/film screenings, dance, music/sound.
- Center creative placemaking: draw individuals and organizations to participate in the space with a focus on racial equity, cultural space, education, and artistic expression.
- Celebrate historic characteristics of KSS, centering and solidifying KSS identity as a historical and cultural site.



PROPOSAL

Year-round temporary **moving image projections** in the 3rd floor north-facing windows.

Project

- Temporary moving image art projections in 3rd floor windows of KSS, facing the plaza
- Rotating roster of video artists, inspired by the historical context and characteristics of the KSS building
- Installation of temporary window film + projectors from within

Considerations

- Collaborating with SDOT to ensure traffic safety
- Artwork only—moving image content does not include signage or branding



OPPORTUNITIES + IMPACT

Create enriching experiences for pedestrians, KSS visitors and participating artists.

KSS Visitors

- A welcoming visual for visitors entering KSS in the darker hours

Neighborhood Foot Traffic

- An unexpected arts experience for passersby

Artists

- Non-traditional public art platform to present moving image artworks

Downtown Activation Plan (DAP)

- Alignment with Mayor's plan to activate priority Downtown sites with temporary public art experiences



TIMELINE

Moving art projections would periodically illuminate the ARTS office windows.

Frequency + Duration:

- First Thursdays during Pioneer Square Art Walk
- Select evenings year-round aligned with exhibition schedules + special events
- Focusing on the darker months (November – April)
- Projections last a few hours in the evenings (after sundown)
- Technology (projectors + computer) expected to serve us up to 5 years
- Project would last 3-5 years, with option to extend when additional funding becomes available for artist commissions and technology upgrades

DAYTIME VIEW

Projections would not be visible until dark.

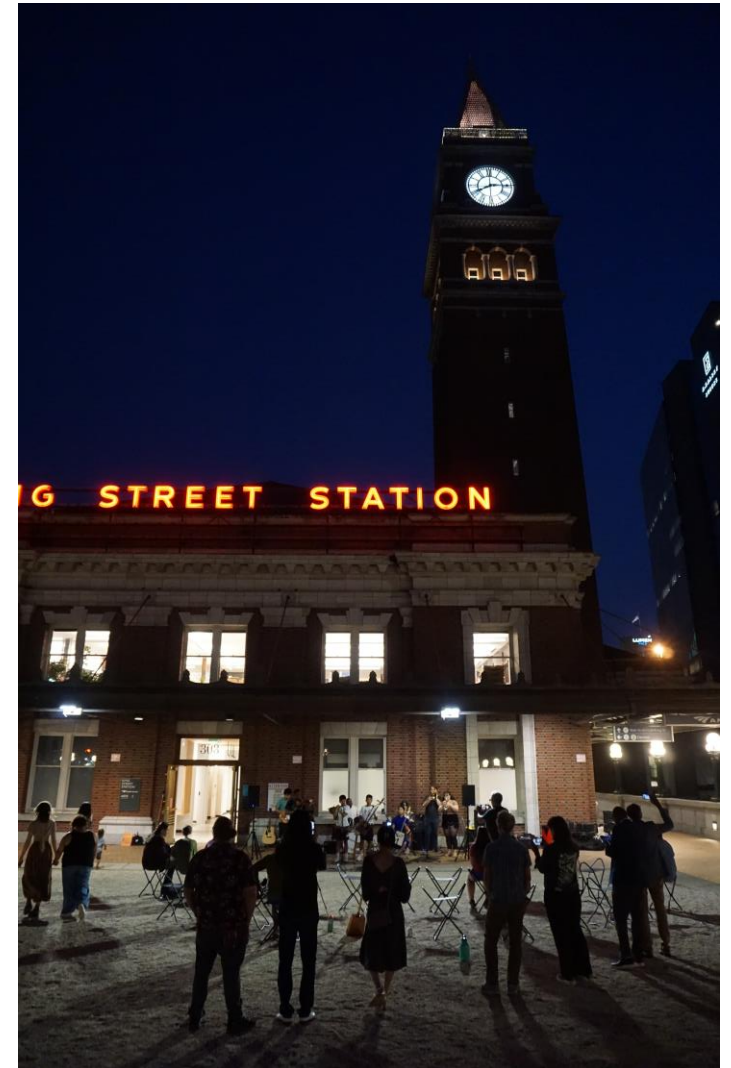
Observations:

- Reflections on windows
 - Sky as the light changes
 - Other buildings
- Ceiling lights visible in office



NIGHTTIME VIEW

Windows show office interior when lit without projections and open blinds.



PROOF OF CONCEPT

Moving image projections during *Longest Night: Solstice Ceremony* on December 21, 2024.



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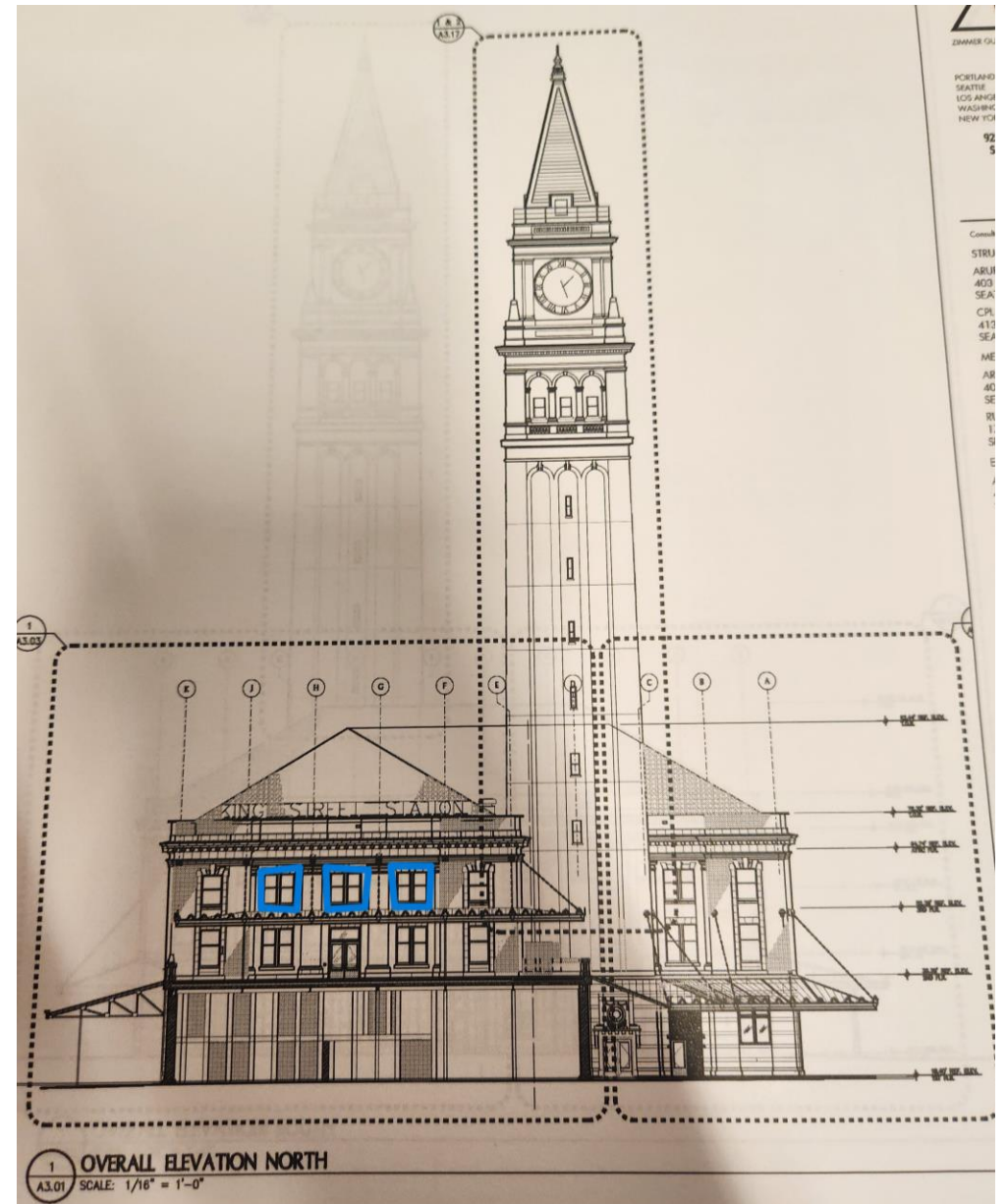
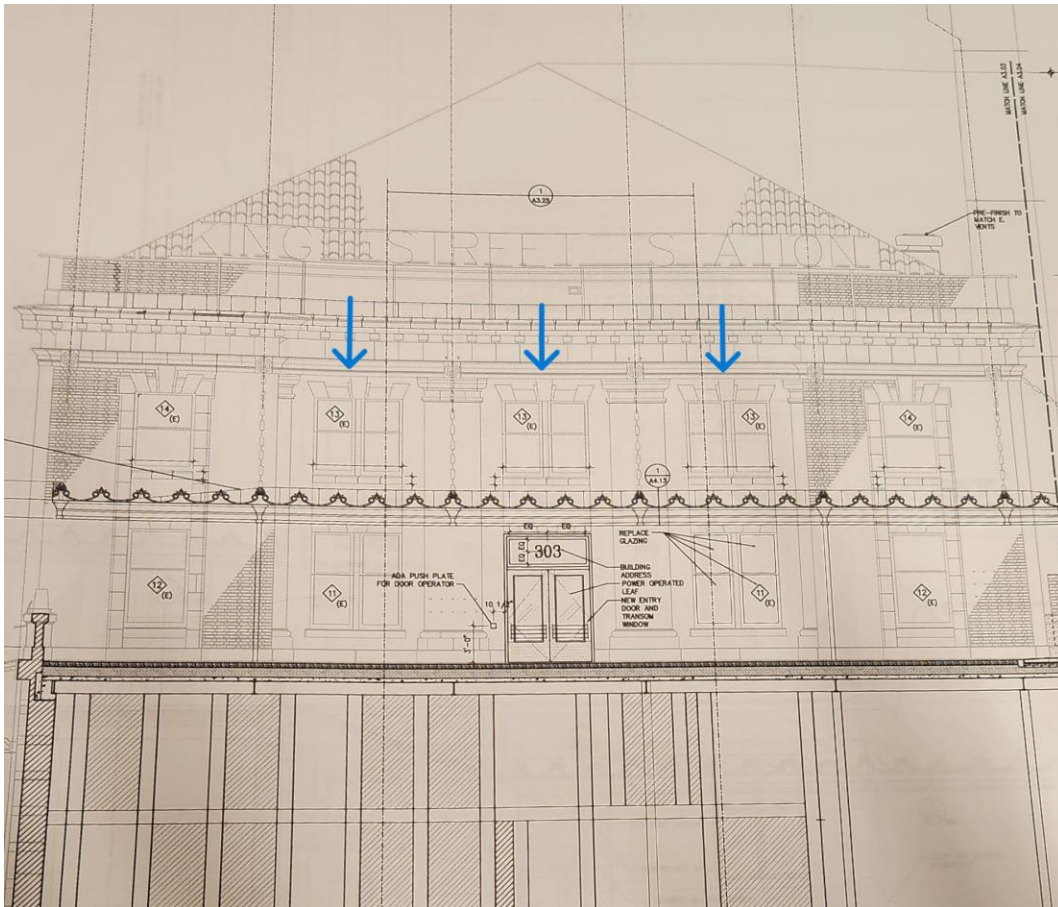
PROOF OF CONCEPT

Link to view test of projections: <https://youtu.be/1swTo530Na4>



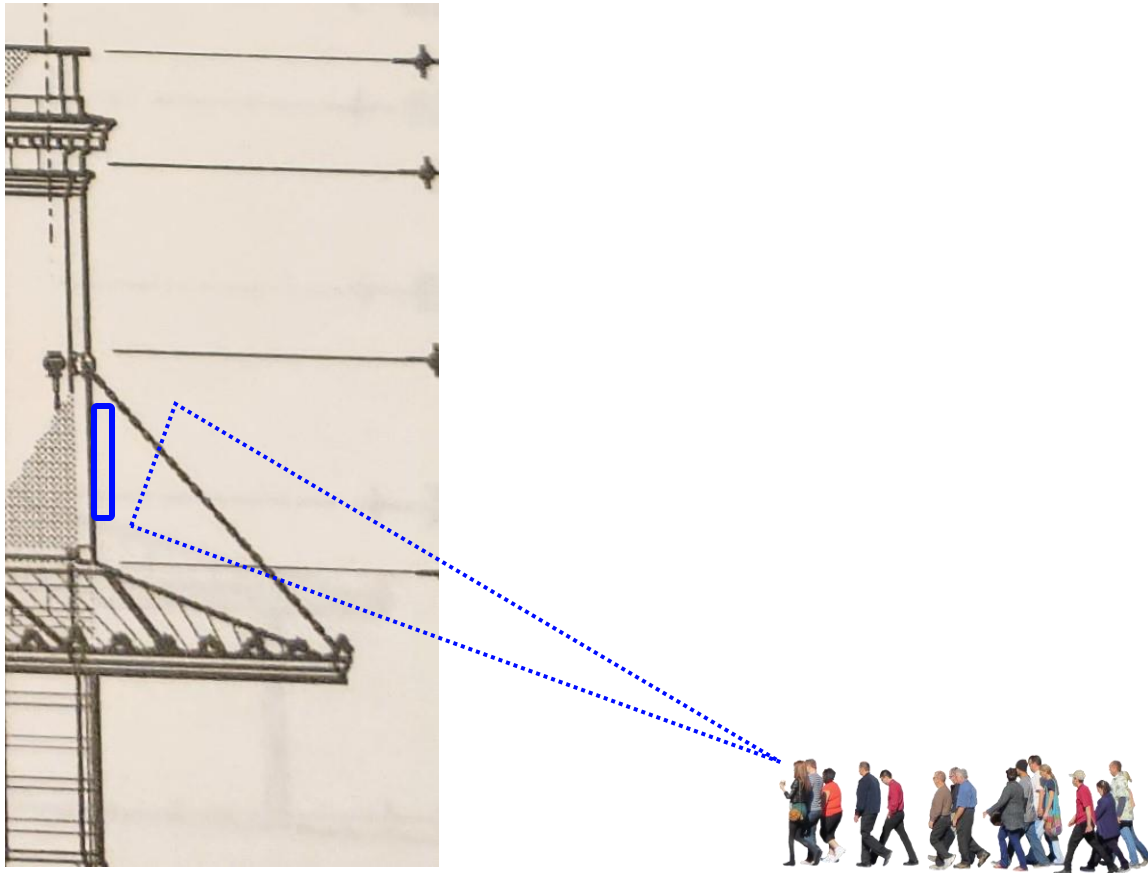
VIEW FROM PLAZA

Projections visible on ARTS windows from Plaza.



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Projections visible on ARTS windows from Plaza.

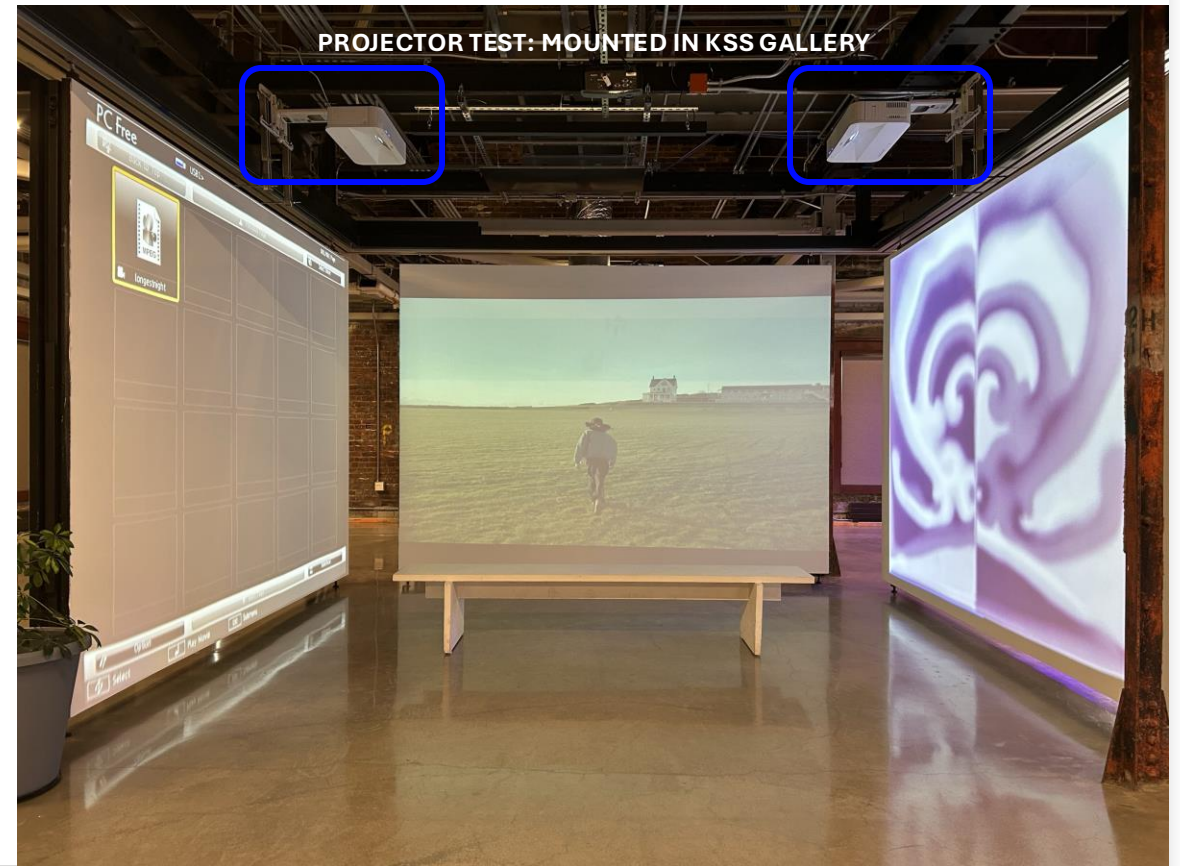


BEHIND THE SCENES

Translucent window film and a short throw projector make moving image magic!
Projector to be installed on interior of building along tops of windows inside office space.



EPSON SHORT THROW PROJECTOR WITH MOUNT



BEHIND THE SCENES

Pictured below: AAA battery-powered window film sample in a frame for ease of demonstration.

Enhanced Glass Smart Film:

- Test product sent by the company demonstrates how the film looks when it is activated/deactivated.
- The frosted effect (left) is used for the projections and the windows appear clear (right) for daily use the rest of the time.
- Film would be installed directly on the surface of the glass (touching only the glass) with no additional frame and is fully reversible.
- One side of film has "sticky" adhesive that clings to glass and leaves no residue when removed. Panels can be replaced if damage occurs.
- Film is installed/deinstalled with no damage to original building structure.



BEHIND THE SCENES

Pictured below: AAA battery-powered window film sample in a frame for ease of demonstration.

Enhanced Glass Smart Film:

- This special film allows us to switch easily between frosted and clear appearance with a small electrical current that is sent through the material.
- The rectangular sample is connected to a small AAA battery-operated wire to demonstrate how this material works (see wire extending from right of sample in images).
- The electrician we work with to do the install would assist us in utilizing a small electrical switch feature to activate/deactivate the frosted appearance.



INSTALLATION

Link to view Smart Film installation instructions: <https://www.youtube.com/watch?v=2T6pSobZNAQ>

NOTE: Installation on KSS windows would occur vertically, directly on windows in place. Video shows a Toronto supplier demonstrating the process.

Enhanced Glass Smart Film:

- Seattle + Bellevue based company installs the film. Electrician connects electrical components, designed to suit the space.
- Installation steps:
 - Clean glass surface, align film, remove protective layers, apply smoothly with a scraper.
- Electrical steps:
 - Low voltage power transformer included.
 - 0:54 – 1:07 of video shows wire extending from edge of film that connects to power transformer and is then connected to electrical source.
 - With the click of a button, switch glass from clear to frosted and back.



EQUIPMENT + SUPPLIES

Equipment installed on the interior of the building will be fully removable and reversible.

Equipment (\$41K)

- ☐ (3) Projectors + projector mounts:
 - Epson PowerLite 810E 5000-Lumen Pixel-Shift 4K Extreme-Short-Throw Laser
 - ELPMB75 Extreme-Short-Throw Mount
- ☐ (12) Window films for (6) double windows:
 - Removable film provided by Enhanced Glass
- ☐ (1) Computer + connecting devices:
 - Apple Mac Pro (M2 Ultra Tower) + cables to sync projectors

Labor (\$6K)

- ☐ Installation:
 - Ben Schreck (Curatorial Assistant & Artwork Conservationist | Seattle Office of Arts & Culture)
 - Ari Lindholm (Stage Technician Lead - Stage Crew Chief | Langston Hughes Performing Arts Institute)
 - Electrician (contract)

NEXT STEPS

We're almost there!

Planning

- ☒ Test projector visibility with narrative and abstract moving imagery
- ☒ Test window film and screen options
- ☒ Request early guidance from Historic Preservation Board
- ☒ Present final findings to Historic Preservation Board for approval to proceed: October 1, 2025

Acquisition / Installation

- ☐ Purchase equipment in 2025
- ☐ Install window film + projectors + electrical connections

Implementation

- ☐ Invite curatorial partner to develop artist roster
- ☐ Confirm and schedule participating artists, starting December 2025

CONTACT

Please contact our team for any additional information!

Creative Placemaking Division | Seattle Office of Arts & Culture

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THANK YOU!

With your support, ARTS at King Street Station and
Downtown Seattle are more vibrant than ever!



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