



TheAMP.org



TheAMPMemorial



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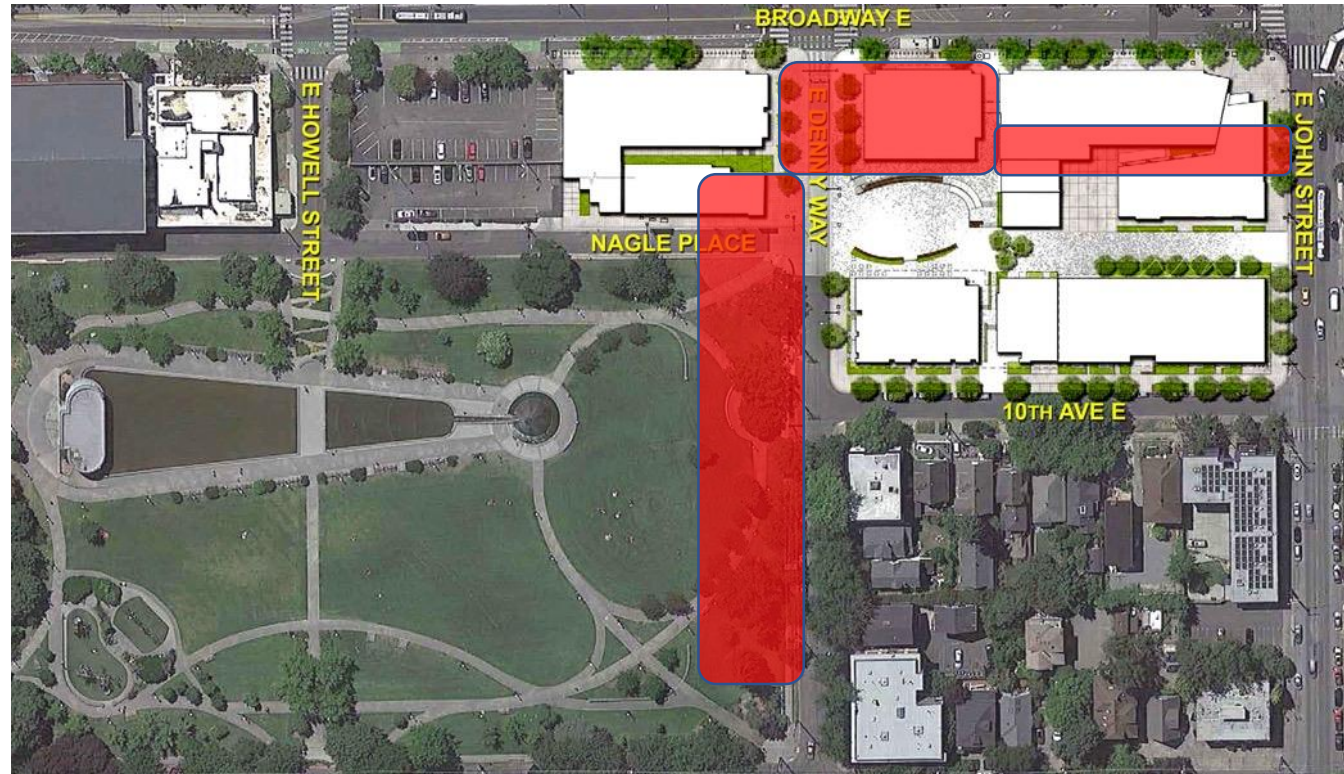
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In early 2020, the plaza over Seattle's Capitol Hill Light Rail Station and the north edge of Cal Anderson Park will become home to **The AMP: AIDS Memorial Pathway**.



In 2016, with start up funding from City Council, Tom Rasmussen, Leonard Garfield, and Michele Hasson convened a small group of stakeholders to identify sites for the memorial, engage with community leaders, identify design parameters, and create a Community Action Group (CAG).

After an extensive search, the site was secured in 2017.



Being at the heart of Capitol Hill provides a deep cultural and historical connection as this neighborhood was the locus of King County's AIDS epidemic.

The AMP, community driven and collaboratively funded, will use public art to:

- Create a physical place for remembrance and reflection
- Utilize technology to share stories about the epidemic & the diverse community responses to the crisis
- Provide a call to action to end HIV/AIDS, stigma, and discrimination



The Master Art Plan

Horatio Hung-Yan Law was hired as Lead Artist to develop The AMP: AIDS Memorial Pathway Master Art Plan, which was completed in January 2019.

The Art Plan includes a group of essays that convey background histories, personal experiences, and a sense of place regarding HIV/AIDS in Seattle and King County. It also recommends concepts and inspirations, and includes pertinent information of the designated art zones and the physical sites.

The plan also specified artwork costs within the overall AMP budget of \$2.94M.

The AMP: AIDS Memorial Pathway Master Art Plan Seattle, Washington

HEALING IN REMEMBERING



Prepared by
Horatio Hung-Yan Law
January, 2019

The Layout of The AMP

The AMP has three major segments with each focused on different emotional and symbolic aspects:

- Remembrance and Reflection
- Celebrating Creativity and Life
- Honoring Community Courage and Resilience

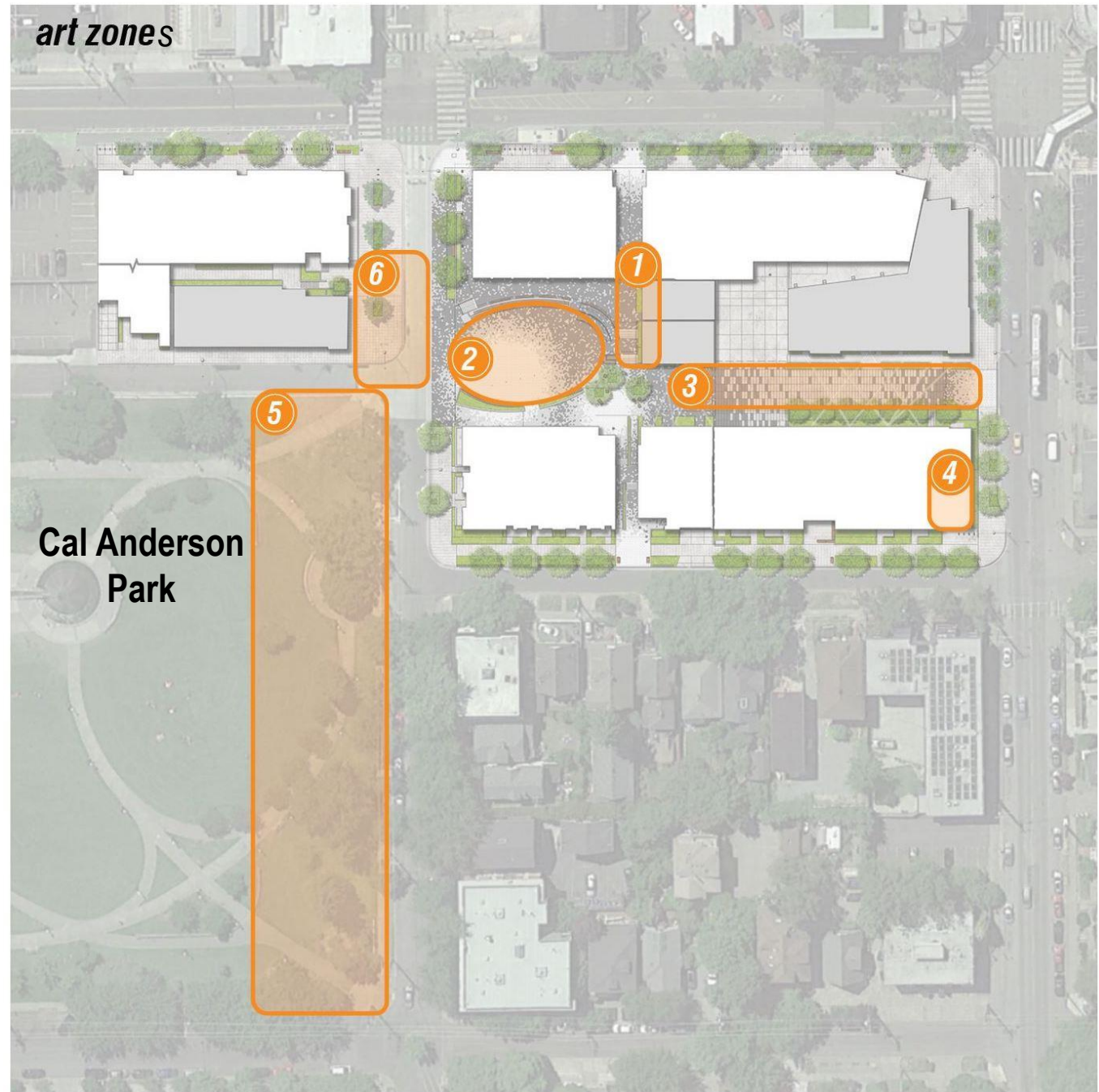


The Artwork of The AMP

For each art zone, the art plan provides a site description, and intended function of the site.

The six mapped areas are included in four distinct art zones:

- Centerpiece Artwork (1)
- Connecting Artworks (3,2,6)
- Community Room (4)
- Cal Anderson Park (5)



Community Story Collection



An ongoing effort of The AMP: AIDS Memorial Pathway is the collection of interviews with people impacted by HIV/AIDS, to tell the stories of our shared history.

The first year of recordings were supported by a Department of Neighborhoods grant that specifically focused on communities of color.

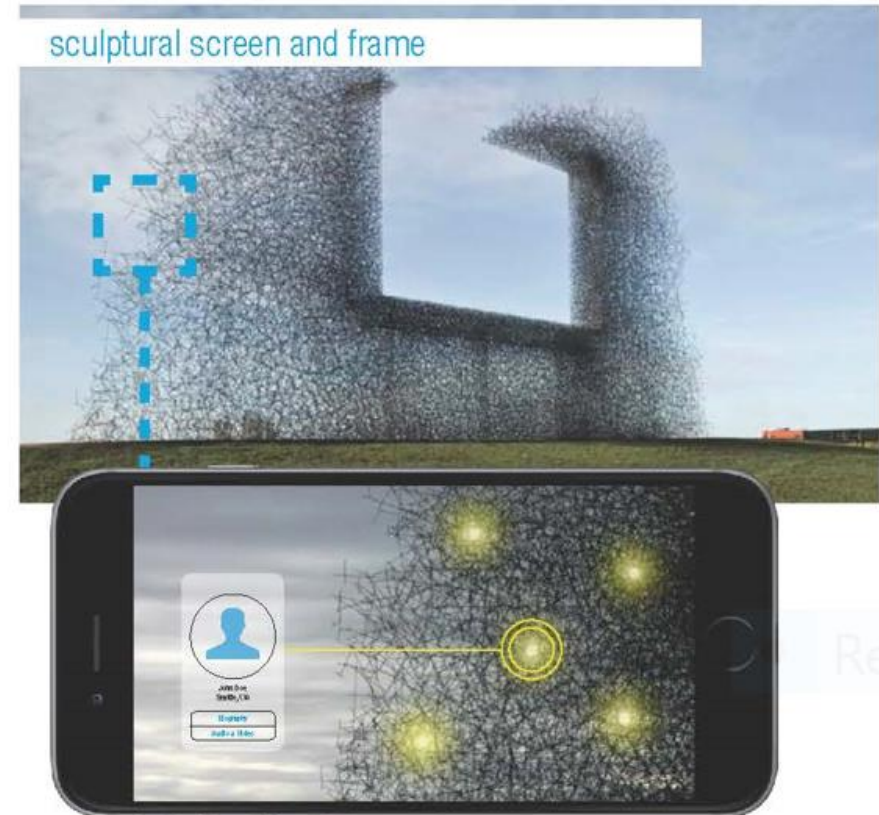
By sharing these stories online and at community events we strive to promote historical awareness, encourage empathy, and provide a call to action to end stigma, discrimination, and HIV/AIDS.

Digital Story-telling: Augmented Reality (A/XR)

An independent creative digital team will be contracted to construct an integral augmented/extended reality (A/XR) component.

The A/XR technology will be instrumental to fulfilling the project goals of telling the stories of HIV/AIDS, and may include information about the epidemic, available resources, and a list of names of those lost.

The A/XR digital team will also work with the creative team to integrate art experiences with this technology platform.



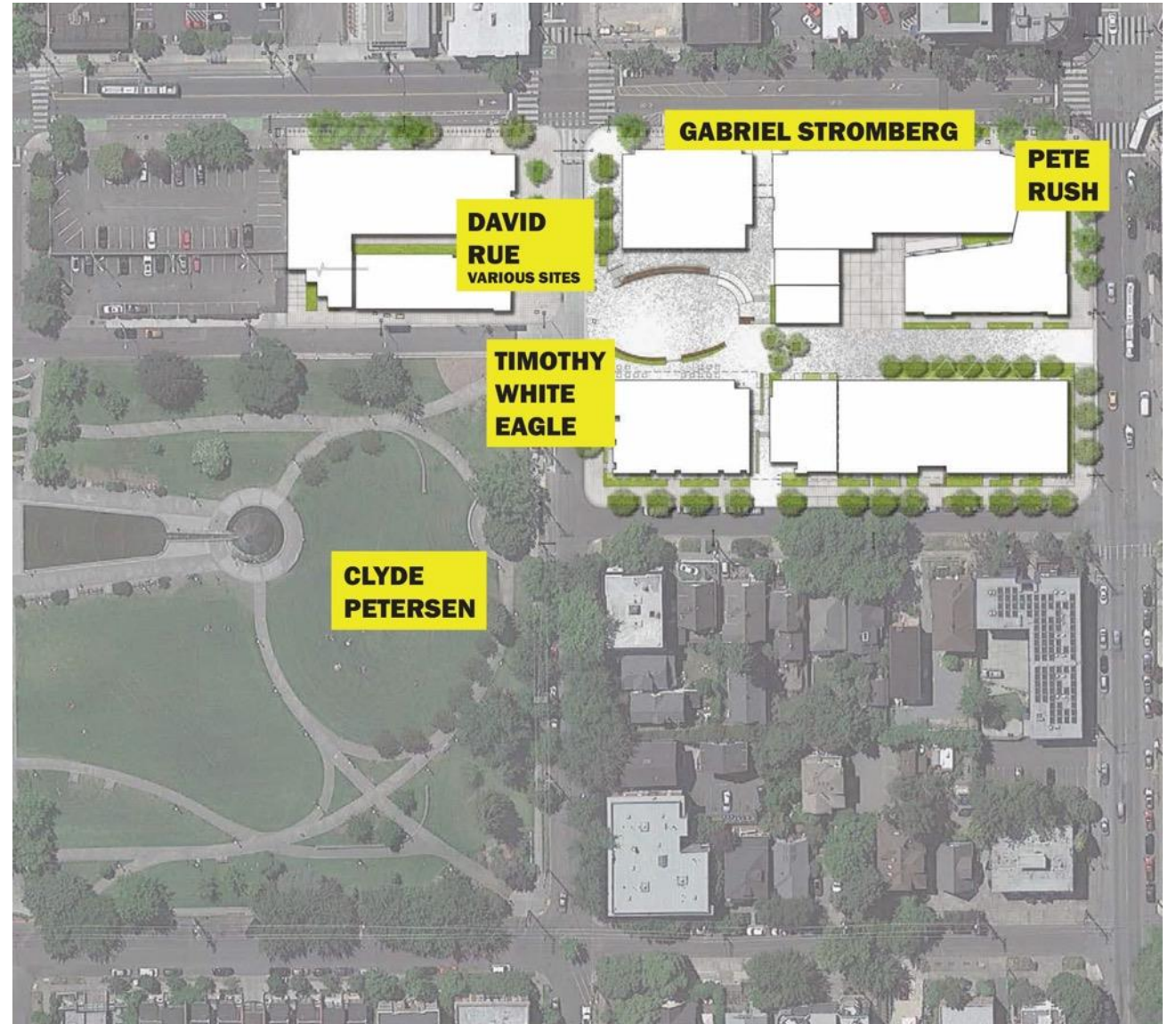
Augmented Reality (AR) overlay of “constellations” of lights on the public art. Clicking on a pulsating light could reveal a personal story of someone impacted by the AIDS crisis.

AMPLify Memories | Temporary Project Sites

The AMP: AIDS Memorial Pathway has also commissioned five artists to produce temporary artworks around the future permanent site while construction is underway.

These works, collectively titled AMPLify Memories, will promote the mission of The AMP and raise awareness.

The works will engage with a wide variety of audiences, and are allowing local artists to participate in The AMP and our vision.





Project Timeline

JUN 2018

Panel selected Lead Artist to develop Master Art Plan

AUG - NOV 2018

Intensive community engagement (interviews, workshops, group discussions, etc.), meetings with key stakeholders (e.g. TOD development team, The AMP committees), research, and planning

JAN 2019

Final art plan delivered

APR - SEP 2019

Artists selected for each Art Zone

JUNE 2019

Temporary Artworks open in conjunction with Queer Art Walk (June 13)

AUG - DEC 2019

Final concepts and construction documents completed

JAN 2020 – JUN 2020

Artists fabricate and install artworks on site

JUL 2020

Capitol Hill TOD public art projects complete, Cal Anderson Park public art projects to be completed soon after



Stakeholder agencies and organizations:

Seattle Parks Foundation
Seattle Office of Arts & Culture (ARTS)
Gerding Edlen (TOD developer)
Sound Transit
Seattle Parks Department
Seattle Department of Neighborhoods
Seattle Department of Transportation (SDOT)
Seattle Public Utilities (SPU)

Berger Partnership
Schemata Workshop
Hewitt Architects
Lease Crutcher Lewis



gerding edlen | capitol hill housing | howitt | schemata workshop | berger partnership



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The Centerpiece Artwork will be sited at the north end of the plaza, near the south face of the large vent shaft wall.

The intended emotional aspect of this art zone is “Celebrating Creativity and Life” and the artwork can symbolize the lives and achievements of individuals lost to, and affected by, HIV/AIDS.

