

Sing the River:

Celebrating the Mississippi Riverfront

2020 IDA Submission:

Baton Rouge Downtown Development District



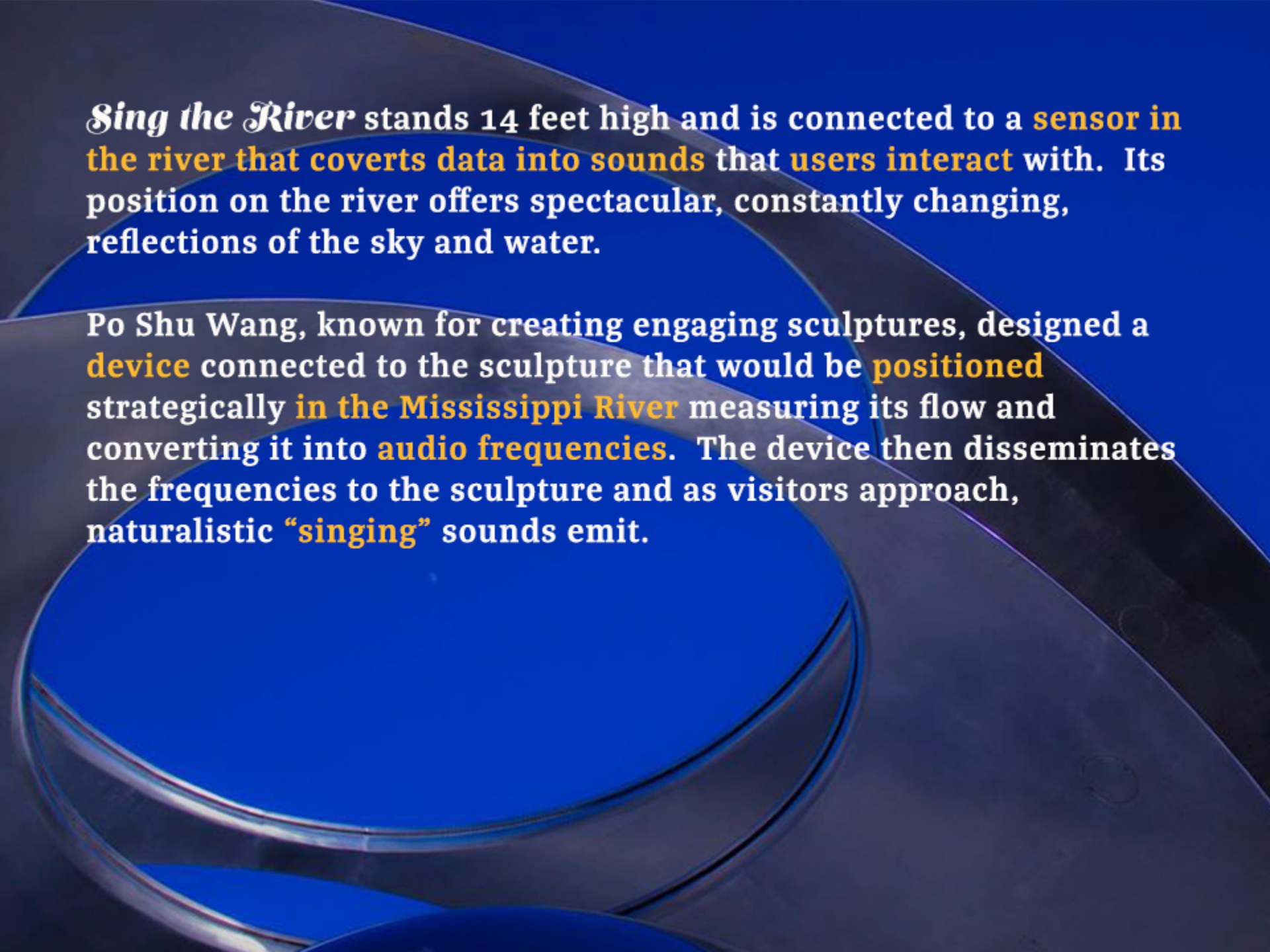


In celebration of their 100-Year Anniversary, the Rotary Club of Baton Rouge donated a unique spherical sculpture to the City of Baton Rouge.

In 2015, the **Rotary Club issued a competitive request** for project proposals from community organizations to identify the project that would best celebrate their commitment to the city over the past one hundred years.

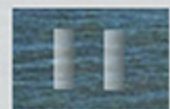
The **Downtown Development District (DDD)**, having recently completed a project that allowed people access to the Mississippi River, **submitted a project concept** that would attract diverse crowds and not only reconnect them to the river, but also bridge the city's perceived socioeconomic dividing line at Florida Street.





Sing the River stands 14 feet high and is connected to a **sensor in the river that coverts data into sounds** that **users interact** with. Its position on the river offers spectacular, constantly changing, reflections of the sky and water.

Po Shu Wang, known for creating engaging sculptures, designed a **device** connected to the sculpture that would be **positioned** strategically **in the Mississippi River** measuring its flow and converting it into **audio frequencies**. The device then disseminates the frequencies to the sculpture and as visitors approach, naturalistic **“singing”** sounds emit.



independent water sensor
installed in the river, with
Zigbee type wifi data
transmission

river data stream to receiver antenna

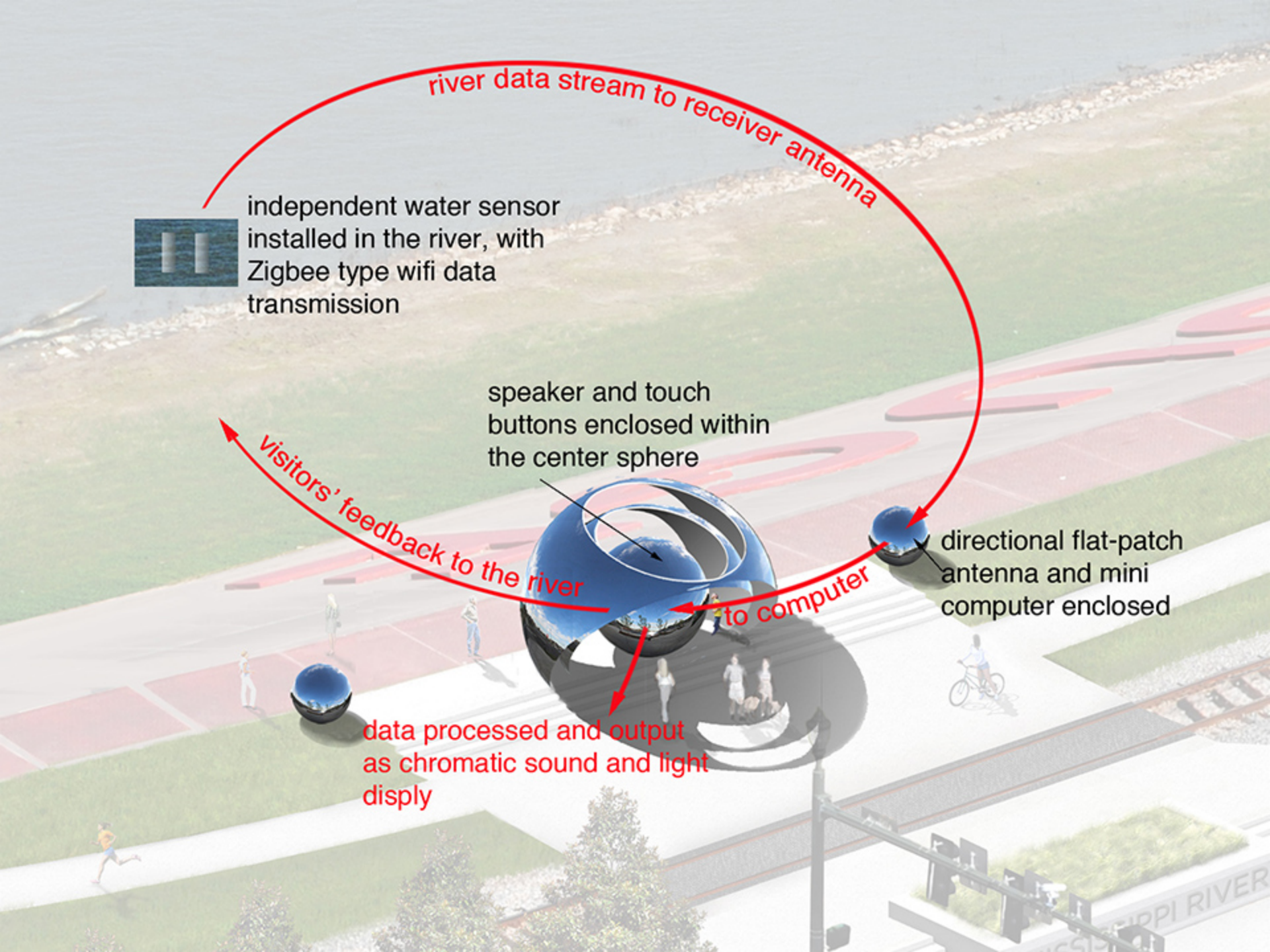
speaker and touch
buttons enclosed within
the center sphere

visitors' feedback to the river

to computer

directional flat-patch
antenna and mini
computer enclosed

data processed and output
as chromatic sound and light
display





The *Sing the River* sculpture **satisfies** a core recommendation of the Riverfront **Master Plan**, recommending multiple projects and initiatives to **reconnect** citizens to the river with access points and attractions.

Its successful **implementation** required the **DDD** to coordinate between multiple agencies and navigate the many obstacles associated with its advanced technologies and the mighty, unpredictable nature of the Mississippi River.

Showcasing a simplistic form with reflections of the surrounding sky and landscape, the *Sing the River* sculpture creates a mesmerizing experience of the riverfront. It has become a regional attraction already attracting thousands of visitors.

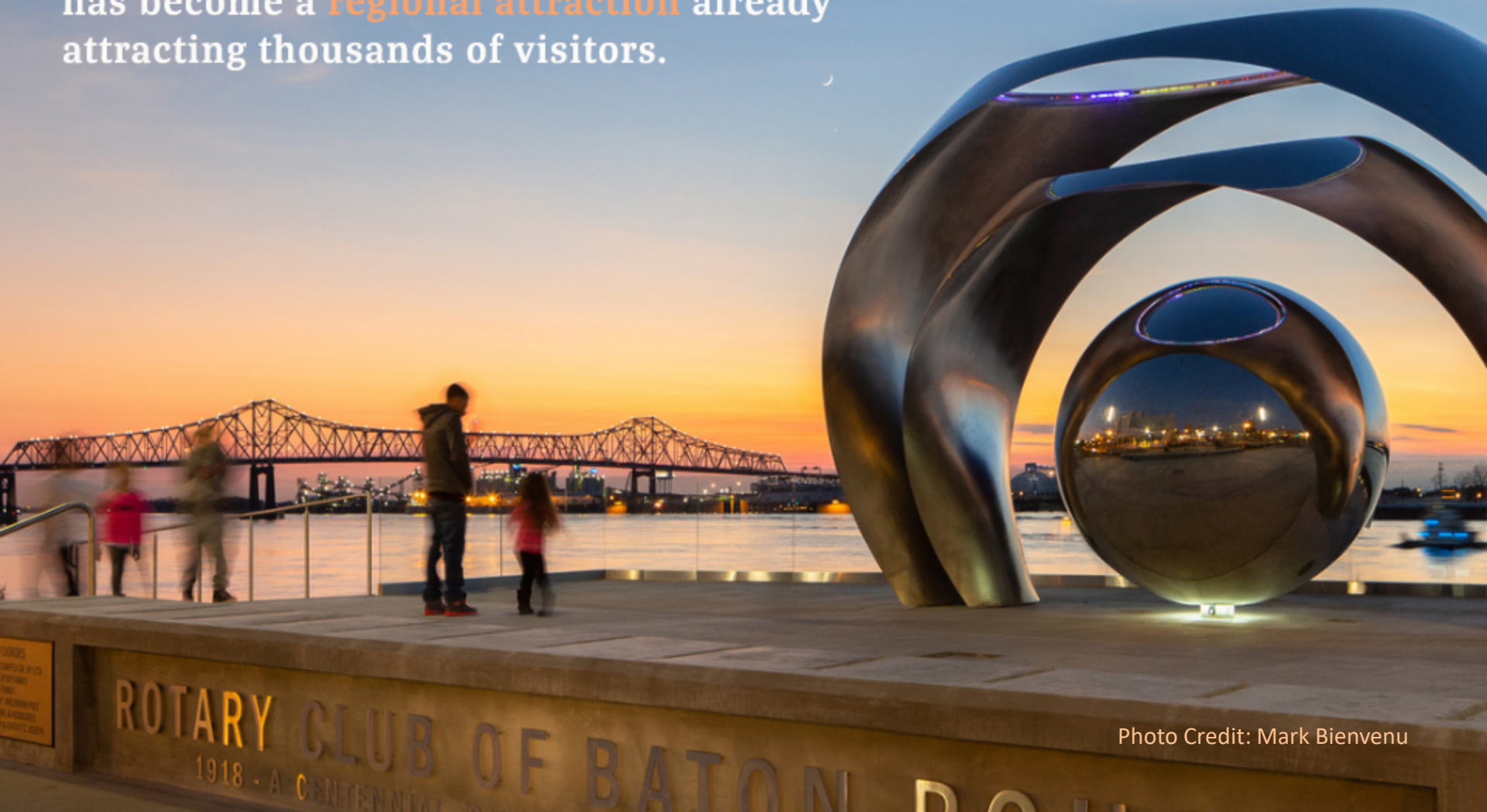


Photo Credit: Mark Bienvenu

Media has **flocked to photograph** and report on the progressive interactive sculpture, leading to massive exposure for downtown and encouraging **social media campaigns** that are measured to track its popularity.





The sculpture, known as *Sing the River*, offers a unique landmark for all to enjoy. Like a futuristic globe sitting on the edge of the mighty river, people are drawn to it; to see reflections of themselves and the city that surrounds it.



Due to the **DDD's leadership and vision**, the Rotary Club's project intent was met and our ongoing goal to further reconnect people to the Mississippi River is being met. The sculpture project is a 'shining' example of how **placemaking** can help **transform** a **downtown**.



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SPECIAL THANKS:

Design and Construction Team

Donor: Rotary Club of Baton Rouge

Artist / Sculptor: Po Shu Wang

Rotary Centennial Chairman: Beau Olinde

Architect: Skipper Post, Post Architects

Structural Engineer: Ragland Aderman & Associates, Inc.

Contractor: Boh Bros Construction Co. & Turner Industries

EBR City-Parish: Public Works, Department of Transportation & Drainage

Project Oversight: Downtown Development District