

JESS PFOHL  
INSTALLATION CONCEPTS 2016  
FULL EPK



JESS  
PFOHL

INTERACTIVE MULTI-MEDIA HANGING GALLERIES  
USING HAMMOCKS AND SWINGS



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## Concept 1:

### Jess Pfohl's *REST* (2016)

An artistic hammock installation that excites multiple senses. Physical installation holds concept relatable to music, frames will double as visual art gallery with detailed painting, while soothing body and soul by providing relaxation all inspired by: *Rest*

Mixed media on wood cut out frames depicting musical rest notes used as anchors for 3 separate operational hammocks. Illuminates at night. All weatherproof. Doubles as charging station. Hammocks are for a single person to encourage self-thought and reflection.

Height: 15ft (Frame)

Width: 6ft (Frame)

13 ft (Frame with Hammock)

Preferably staggered over 70ft , for aesthetics.



## Concept 2:

### Jess Pfohl's *SWING* (2016)

An artistic swing installation that doubles as a dance tent and charging station. Structure is available in two designs; circular and square, based on use and intimacy desired. Swings hold two guests, to promote coupling and to create a speakeasy-like environment with spectators surrounding the dance floor.

Installation includes audio from the past 100 years of the swing music movement. Playlists will progress throughout the day from big band jazz ensembles from the roaring 20s to present day Electro Swing that will play in the evening with audio-censored lights after dusk. Music will include genre specific arrangements as well as musicians and bands directly influenced by the movement and its inclusion in soul, blues, rock 'n roll and now EDM. Dance floor and swings are also visual art gallery hand painted by the artist. Installation encourages all enjoyments from the movement, especially dancing and canoodling.



Octagon:

Height: 20ft.

Width: 25ft. x 25ft.

Swing: 3ft. x 5ft.

Includes 8 swings

Seats 16, 2 per swing.

Square:

Height: 20ft.

Width: 40ft. x 40ft.

Swing: 3ft. x 5ft.

Includes 12 swings

Seats 24, 2 per swing.



## Artist Accomplishments // Jess! Pfohl



Photography by David Moog / Courtesy Burchfield Penney

### Artist Contact:

JessMessin'  
Established: 2009  
Baltimore, Maryland

(410) 916-2175  
PfohlJL@gmail.com  
www.JessMessin.com



### Endorsements:

- Music is Art
- Campbell's Soup
- PRS Guitars
- Sixpoint Brewery
- Heineken
- Red Bull
- Absolut
- Mayor Stefanie Rawlings-Blake

### Galleries & Venues:

- Music is Art, Delaware Park; Buffalo, NY
- Allentown Art Festival; Buffalo, NY
- Kleinhans Music Hall; Buffalo, NY
- Brooklyn Bowl; Brooklyn, NY
- GenArt Resurrection Gallery; New York, NY
- Sullivan Hall; New York, NY
- Artscape; Baltimore, MD
- Hard Rock Café; Baltimore, MD
- Eden's Lounge; Baltimore, MD
- The Alchemy of Art; Baltimore
- Gallery 788; Baltimore, MD
- Towson Arts Collective; Baltimore, MD
- The 8x10; Baltimore, MD
- Rams Head, Live!; Baltimore, MD
- The Fillmore; Silver Spring, MD
- Gathering of the Vibes; Bridgeport, CT
- MoBoogie.net; Denver, CO
- Mass MoCA; North Adams, MA
- E-Villa; Atlanta, GA

### Collaborations:

- Michael Weintrob Photography
- NYC Freaks
- Music4More.org
- Believe in Music

### Permanent Installations:

- Brooklyn Bowl; Brooklyn, NY
- E-Villa; Atlanta, GA
- The Alchemy of Art; Baltimore, MD

### Licensing Considerations:

- Enesco, LLC.

### Video:

- The Who, Fragments
- Justin Kreuzman, In the Attic Jam
- Jam Cam, Jam Cruise 5

## **REST & SWING // SPECS & FAQ**

### **INSTALLATION:**

#### **REST:**

Hammock Structure: Metal X scaffolding weighted and staked deep into group. Hammock connects for stability. Night lighting rigs to metal structure. All weatherproof.

*REST* Structure. Physical “rests” act more as an illusion, covering scaffolding to deliver concept, but hammock is not reliant on wood structure for weight or stability. Made in three sections per pillar, as a cube. Install from bottom to top, and secure. Charging outlets present in one pillar per installation. Pillars also act as a visual art gallery; hand painted by artist and is sealed.

Height: 15ft /per Pillar  
Width: 6ft /per Pillar)  
13ft /two pillars with hammock  
Preferably staggered over 70ft, for aesthetics.

Larger layout concepts and custom art available. Please refer to pricelist list for breakdown.

#### **SWING:**

Swing Structure: Metal X scaffolding weighted and staked deep into group. Swings connect for stability. Sound rigged within structure. Night lighting rigs to metal structure. All weatherproof. Both octagon and square are of basic event tenting concept, easy up and easy down. Swings and dance floor are constructed from hand painted finished wood and sealed.

#### Octagon:

Height: 20ft.  
Width: 25ft. x25ft.  
Swing: 3ft. x 5ft.

#### Square:

Height: 20ft.  
Width: 40ft. x 40ft.  
Swing: 3ft. x 5ft.

Includes 8 swings  
Seats 16, 2 per swing.

Includes 12 swings  
Seats 24, 2 per swing.

Charging station available in each swing, compatible for two.

#### **RENT vs. BUY:**

Rental: Price varies per day/per piece and transportation is calculated based on event, BEST WAY, is guaranteed based on availability.

Buy: Price varies based on size and changes in design. Artist is available to update installation for future events.

Please refer to pricelist list for breakdown.

(cont.)

(cont.)

### **WHAT CAN THIS WORK BE USED FOR?**

- Interactive Art Installation
- General Admission Installation
- Hospitality/VIP Lounge
- Camping Villages
- Phone Charging Stations
- Corporate Retreats
- Advertising/ Marketing Campaigns
- Location Landmark
- Silent Disco, Yoga, Meditation
- Reflection Parks

### **HOW IS THIS DIFFERENT FROM OTHER HAMMOCK-LIKE INSTALLATIONS**

Inspired by the popularity of hammock installations, *REST* and *SWING* encourages full circle thinking through the represented concept; how it relates to one's surroundings, passions and interests. Allowing guests to "float" and feel rested in an excited surrounding.

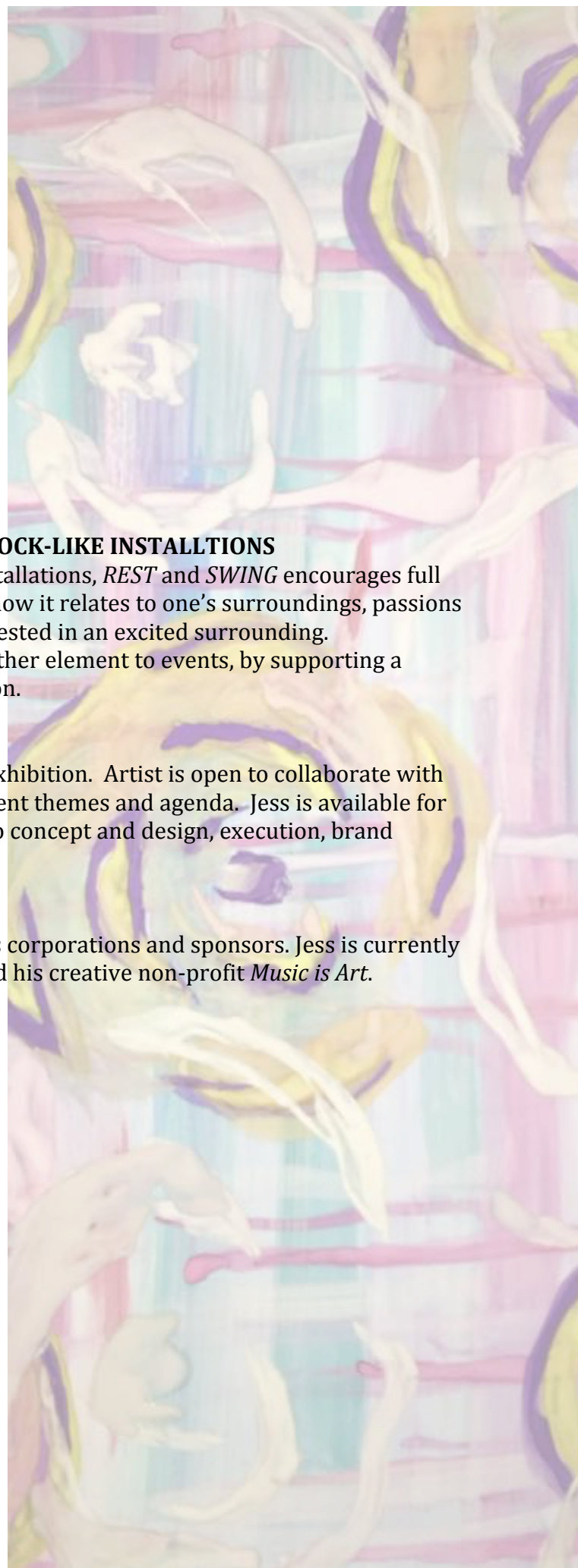
Being a visual art installation brings in another element to events, by supporting a multitude of mediums of art, within one installation.

### **HOW INVOLVED IS THE ARTIST?**

Jess personally builds, paints and installs exhibition. Artist is open to collaborate with event teams to ensure that *both options* best fit event themes and agenda. Jess is available for open forum discussions and workshops relating to concept and design, execution, brand development and marketing.

### **CREDIBILITY**

Jess' work has been endorsed by numerous corporations and sponsors. Jess is currently endorsed by Robby Takac of the Goo Goo Dolls and his creative non-profit *Music is Art*. References are available upon request.



(Available as attachment in email)

<b>REST//SWING Agenda Pricing</b>				
<b>PRICING:</b>				
<b>REST:</b>	3 Units	12 Units	24 Units	Extra Large
<b>BUY</b>	\$5,000	\$12,500	\$20,000	custom
<b>RENT</b>				
1 Day	\$1,500	n/a	n/a	n/a
2 Day	\$2,500	\$5,000	n/a	n/a
3 Day	\$3,200	\$6,400	\$12,800	n/a
4 Day	\$3,700	\$7,400	\$14,800	n/a
7 Day	\$7,000	\$14,000	\$24,000	n/a
14 Day	\$10,000	\$20,000	\$40,000	n/a
<b>SWING:</b>				
Octagon	1 Unit	2 Units	3Units	
<b>BUY</b>	\$7,000	\$14,500	\$20,000	custom
<b>RENT</b>				
1 Day	\$1,500	n/a	n/a	n/a
2 Day	\$2,500	\$5,000	n/a	n/a
3 Day	\$3,200	\$6,400	\$12,800	n/a
4 Day	\$3,700	\$7,400	\$14,800	n/a
7 Day	\$7,000	\$14,000	\$24,000	n/a
14 Day	\$10,000	\$20,000	\$40,000	n/a
Square	1 Unit	2 Units	3Units	
<b>BUY</b>	\$10,000	\$17,500	\$23,000	custom
<b>RENT</b>				
1 Day	\$1,500	n/a	n/a	n/a
2 Day	\$2,500	\$5,000	n/a	n/a
3 Day	\$3,200	\$6,400	\$12,800	n/a
4 Day	\$3,700	\$7,400	\$14,800	n/a
7 Day	\$7,000	\$14,000	\$24,000	n/a
14 Day	\$10,000	\$20,000	\$40,000	n/a
<b>SHIPPING (one way):</b>				
via CONTAINER				
East Coast Est.	\$1,400	\$1,500	\$1,600	custom
South East Est.	\$3,200	\$5,300	\$6,400	custom
Mid Atlantic Est.	\$1,600	\$1,700	\$1,850	custom
West Coast Est.	\$5,300	\$9,300	\$11,000	custom
via DRIVING				
\$80.00-120.00/day + .30/mile quote depends varies based on departure location (travel time only)				
<b>INSTALLATION:</b>				
IN	1 Day	1 Day	1 Day	custom
OUT	1/2 Day	1 Day	1 Day	custom
<b>LODGING:</b>				
determined per event				
<b>HOSPITALITY:</b>				
determined per event				
<b>ARTIST COMMITMENTS:</b>				
determined per event				



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Contract for Hire

A promise of exchange between *Patron* and *Artist*, in agreement to pay for produced, one-of-a-kind original work from Jess! Pfohl.

*Installation Request (select that which applies)*

**REST**

1 Unit BUY / RENT \_\_\_\_\_ (# of Days)

2 Units BUY / RENT \_\_\_\_\_ (# of Days)

3 Units BUY / RENT \_\_\_\_\_ (# of Days)

Other:

**SWING**

1 Unit BUY / RENT \_\_\_\_\_ (# of Days)

2 Units BUY / RENT \_\_\_\_\_ (# of Days)

3 Units BUY / RENT \_\_\_\_\_ (# of Days)

Other:

Event Name:

Event Date:

Event Location:

Final Contract will include an addendum with final dates and agreements.

**50/50 Deal:** 50% deposit due at once / 50% due 10 days prior to event.

Acceptable payments include PayPal or Venmo ([PfohlJL@gmail.com](mailto:PfohlJL@gmail.com).)

**Please send payment as “gift” to avoid fees.**

**If you wish to send as “goods and services” note that artist is not responsible for service fees.**

Patron Signature/ Date: \_\_\_\_\_

Artist Signature/ Date: \_\_\_\_\_