

Flower Carpet 2009

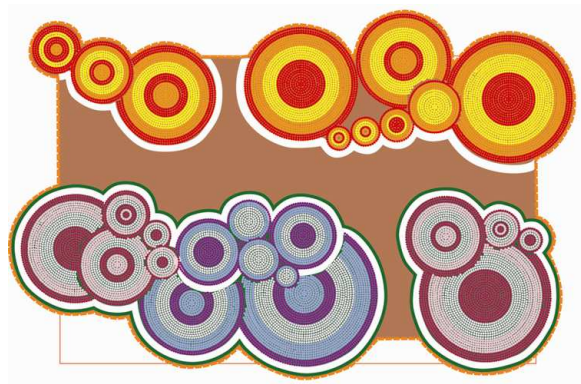
Design

The 2009 Fountain Square Flower Carpet abstractly represents the change of seasons from winter to spring. The circles which make up the design can symbolically be viewed in several different ways: simply as abstract flowers that bring color and vibrancy to spring, as ripples in water symbolizing both the rain of spring as well as the Genius of Water, the centerpiece of the square, or as the seed which changes and grows as it develops representing the potential of new life in spring. The use of circles also blends well aesthetically by visually mimicking the shape of the fountain, the café tables, and other curvilinear features of Fountain Square.



Design concept for the 2009 Flower Carpet.

The interactions of these circles represent the sun and warmth as it thaws cold ground, which begins to grow and blossom as winter gives way to spring. The sun and clouds of the upper portion of the composition shine down upon the frozen ground. Soon life emerges and the colors of spring overcome the cold of winter. The mulched area creates small winding paths where the public can interact with and observe the piece while it blooms.



How the design will be laid out on the Square.

FAQ

1. Local designer Joel Knueven was commissioned to design the Flower Carpet.
2. First year the design will “spill over” the borders.
3. Palette based on eight varieties of pansies: White, violet, yellow, red, rose, orange, blue and pink. Green is achieved with sod and brown with mulch.
4. The pansies are currently being grown by Natorp's Landscape Supply.
5. Installation begins Tuesday, April 7.
6. It will take the Cincinnati Park Board 2 days to complete the carpet.
7. The Flower Carpet is approximately 100 feet by 60 feet – a little less than 7,000 square feet.
8. The Flower Carpet is made up of 24,000 pansies, sod and mulch.
9. Pansies are used because they love cool temperatures.
10. There are excellent views of the Flower Carpet from the third floor of the Westin, Fountain Place (Palomino), and the top of the Carew Tower.
11. The Flower Carpet changes every day and after two weeks is in full bloom and very fragrant.
12. On Sunday, April 26, the display will be dismantled starting at 8 a.m. and the public will be allowed to take pansies home for free.



13. Remaining pansies will be planted in surrounding parks by the Park Board.
14. Brussels does a floral carpet of begonias every other year on the Grand-Place.
15. The City of Toronto was so impressed with the 2008 Flower Carpet, that they are installing one this spring. FSMG and the Park Board consulted on the project.
16. The Flower Carpet is made possible by a generous sponsorship from P&G.

Designer: Joel Knueven

Joel Knueven, a Graphic Designer from Cincinnati Ohio, graduated from Cincinnati State Technical and Community College where he earned an Associate's Degree in Communications. After working as an interactive designer for three years, Joel completed his Bachelors of Fine Arts in Graphic Design from Northern Kentucky University. While studying at NKU, he won several design awards for his work, including recognition as one of Cincinnati Summerfair's Emerging Artists.

Joel remains active in the design community through freelance work and his home based screen-printing studio, Wax Werx Printing Company. He has served as the Art Director for the Midpoint Music Festival and has also worked with nonprofit organizations to design both logos and accompanying visual materials.

Currently, Joel is a full time Instructor of Graphic Design at Cincinnati State Technical and Community College where he is helping to guide and influence a new generation of artists and designers.