

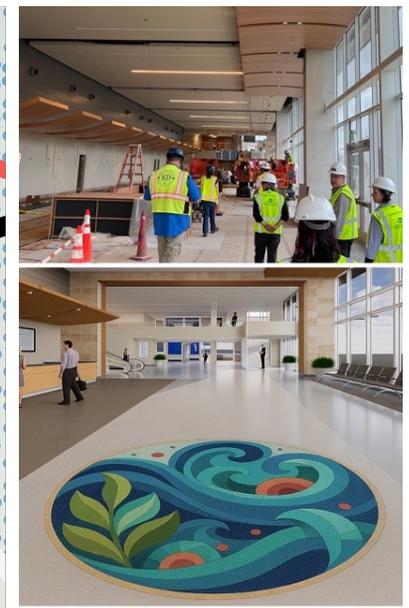
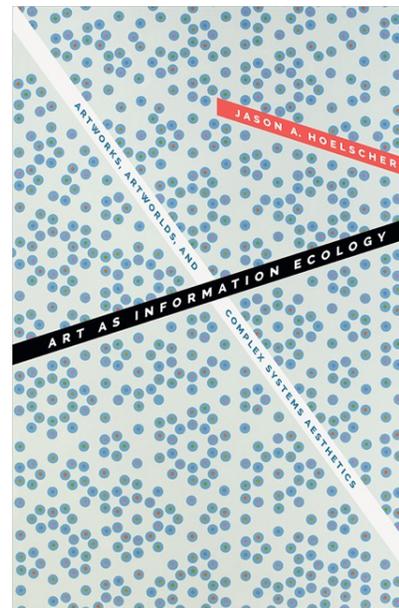
Artist Introduction: I'm an artist, professor, and author—three passions united by a focus on the power of sharing:

- As an artist, I share forms, colors, meanings, and ideas that invite viewers to see the familiar in new ways.
- As a professor at GSU, I share information, insights, and creative tools that help my students discover and become the best versions of their artistic selves.
- As an author with Duke University Press, I create and share frameworks for understanding how art, narrative, and information shape our experience of the world.

I earned a BFA from RMCAD in Denver (1998) an MFA from the Pratt Institute in NYC (2000), and a PhD in aesthetics and art theory from IDSVA (2018). My first two solo shows were at Edge Gallery and Rule Gallery in Denver in 1998, and I've since exhibited, curated, and installed art projects across the U.S., Europe, and Asia.

My studio painting practice focuses on gallery and museum exhibitions, and through my public-art practice—under the banner *Effloresce Aesthetics*—I've realized projects that range from crane-lifting a 9 x 20 x 9-foot walk-in sculpture titled *Pollinate* into Boston City Hall Plaza (a Harvard/MIT commission voted “one of Boston’s most Instagrammable spots” the week it was installed) to an in-progress suite of terrazzo floor medallions for the new concourse at GSP International Airport, which will be finished in a few weeks.

Across this range of media, my goal remains the same—to create, share, connect, and communicate through vivid, expressive works that spark curiosity, foster community, and balance conceptual depth with visual clarity.



Seasons, Cycles, People, and Place: Westminster's Stories Told Through Shape

- Proposal Overview
- Concept Inspiration and Narrative
- Visual Presentation



Artwork Title: Season Sentinels

Sentinel of Wind, Water, and Wing (left) and Sentinel of Sun, Moon, and Leaf (right)

Season Sentinels transforms Westminster's natural rhythms of wind & water, sun & moon, and growth & migration into two luminous 10-foot sculptural storytellers that stand watch at the thresholds where one landscape becomes another—celebrating the living pulse of the Front Range and inviting the community to see their landscape as both familiar and extraordinary.

Sentinel of Sun, Moon, and Leaf

Sentinel of Sun, Moon, and Leaf traces the dependable cadence of day and night. Its two sides mirror the day's rhythm: one rises across the arc of a day—prairie grass, ponderosa pine cones, and flowers reach from dawn to dusk toward the sun—while the other side forms an arc of night—columbine, rabbit, fox, and elk thrive across dusk to dawn beneath the moon and stars.

This Sentinel watches over a 24-hour loop of renewal, as light becomes darkness and returns to light again. The piece celebrates the endurance of the smaller patterns of the land, life, and people of Westminster within the vast and ongoing flow of time.

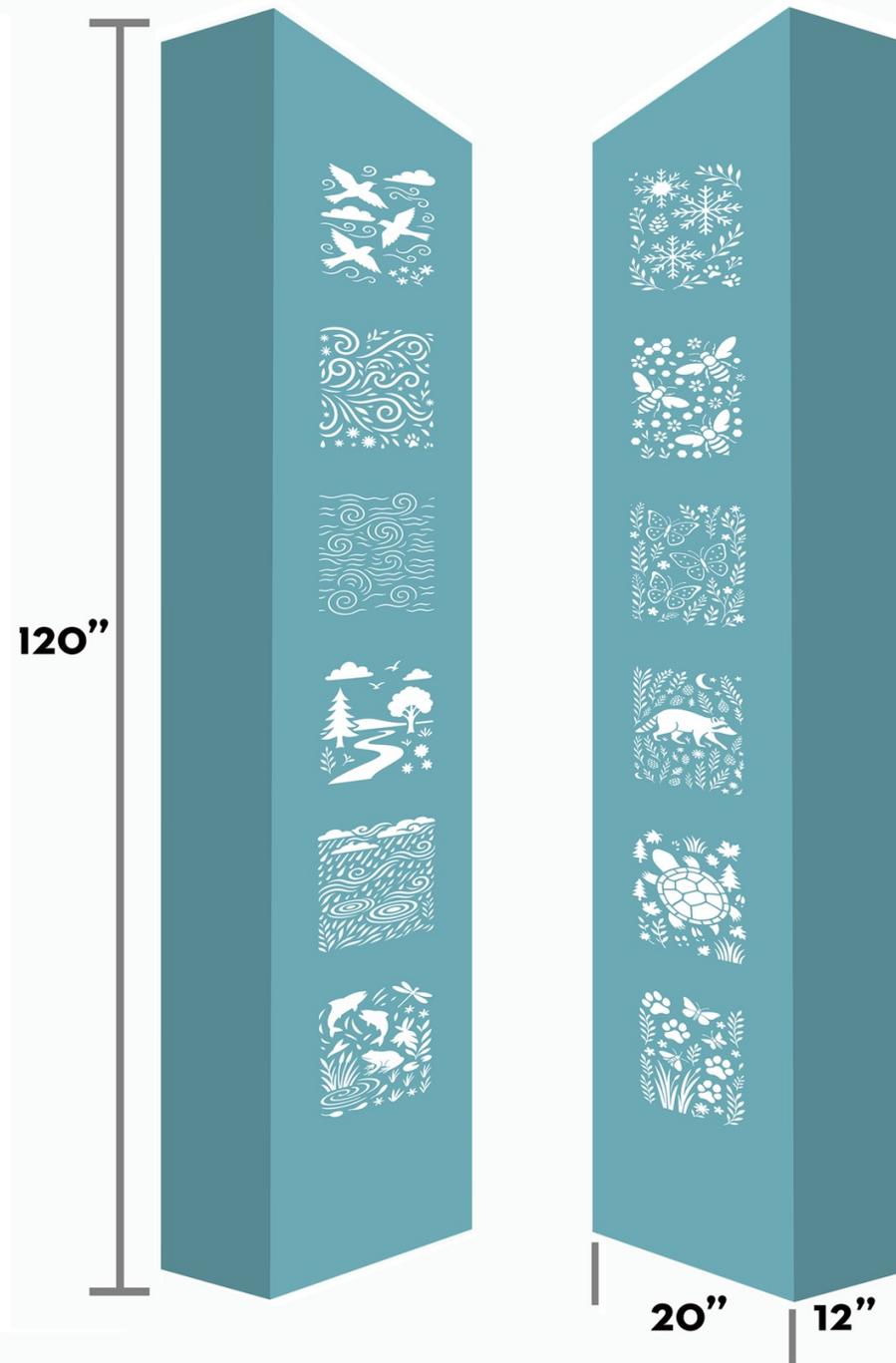
120"



Sentinel of Sun, Moon, and Leaf

Sentinel of Wind, Water, and Wing
Sentinel of Wind, Water, and Wing speaks in the language of motion—seasonal currents, changing weather systems, and the migrations of animal and plant. One face follows the water cycle, from pond and ripple to cloud and wind; the other climbs a seasonal arc, rising from summer paw prints and turtle shells to butterflies, bees, and snow.

Akin to a sculptural weather pattern, this Sentinel expresses the lively dialogues of stillness and flow between Westminster's land, sky, and people. Each image flows into the next like water to wind, forming continuity within constant change.



Sentinel of Wind, Water, and Wing



A Story that Unfolds Both at a Glance and Over Time

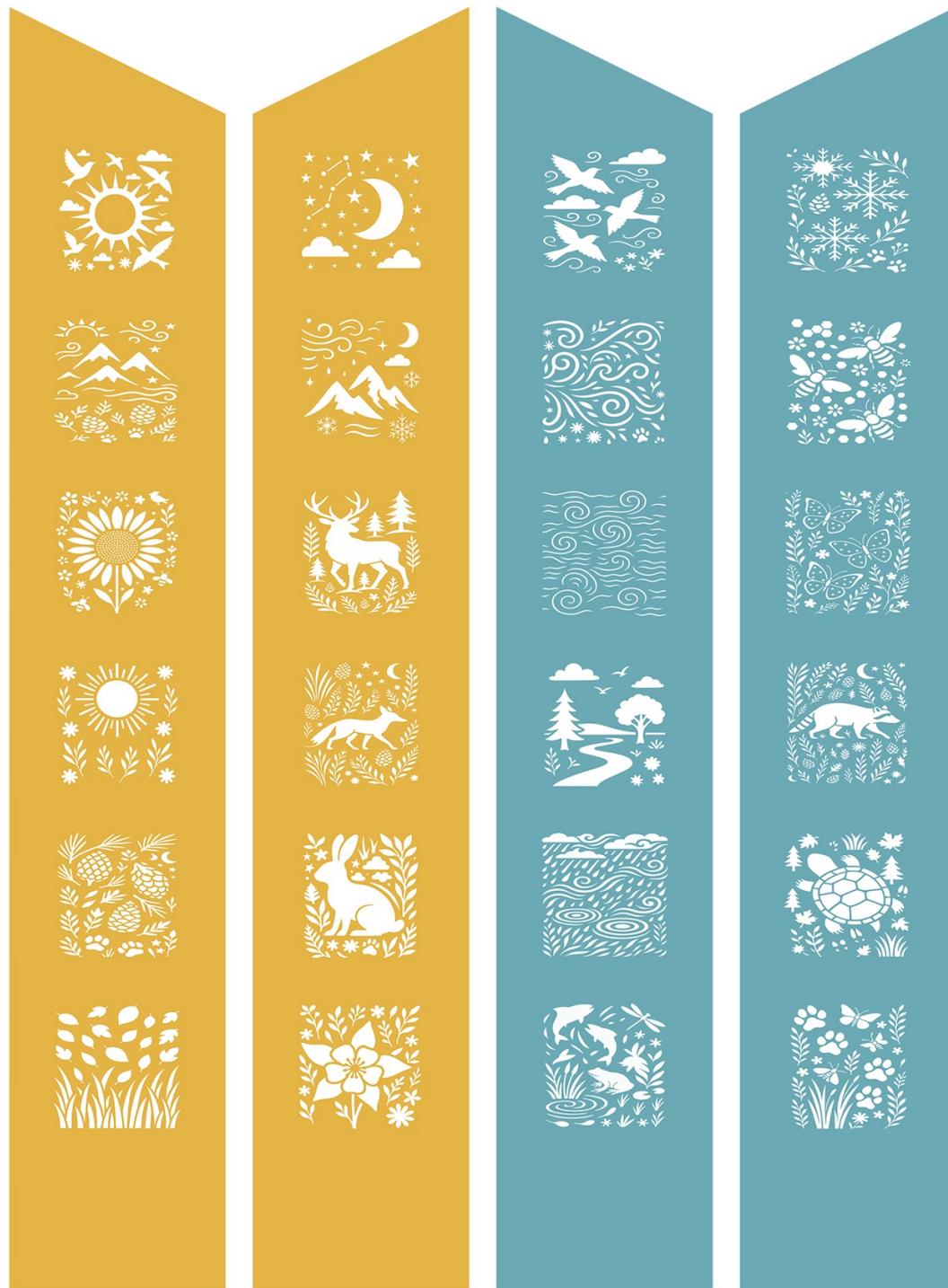
The *Season Sentinels* embody Westminster's call for colorful, site-specific artworks that celebrate the city's landscape and community through durable, educational design. Both sculptures are designed to be legible from any approach: Read vertically as a sculpture (shown here from left to right for image clarity), each Sentinel's lower icons ground the viewer in Westminster's grass, roots, soil, and water, then move up past the horizon to sky, light, wind, and flight.

Intended as a gathering and learning landmark, the *Season Sentinels* encourage exploration and discovery for residents, families, and visitors alike. Children and school kids will enjoy the vivid imagery instantly, while others, like Kensington Park's joggers, might notice there's a story being told only after repeat passings. Like nature itself, the Sentinels reward both a quick, passing glance and patient attention.

A Story Told in East & West, and North & South

The orientation of each *Season Sentinel* carries meaning. *Sun, Moon, and Leaf* aligns east-west, tracing the passage of the sun across the day, while *Wind, Water, and Wing* aligns north-south, echoing the flight paths of migratory birds and seasonal weather fronts. Similarly, the narratives can be read not only top to bottom or bottom to top, but also from side to side and from sculpture to sculpture.

The site at Kensington Park thus becomes a subtle compass—a place where orientation itself tells a story of different thresholds, marking the meeting of earth and sky, morning and dusk, plain and foothill, and people and place.



Formal Simplicity as a Vessel for Narrative Complexity

As a college professor, I understand the power of simplicity in conveying complex ideas. I began this project with a question: how can a sculpture express a rich story of the land and its people—and of the people and their land—while maintaining clarity and visual strength?

A complicated artistic form might distract from the story, while an over-constructed story might diminish the art. I realized that a simple, streamlined form would serve as the perfect compositional vessel—able to balance, contain, and communicate the richness of Westminster's natural cycles of day, night, season, and elements with a visually impactful artistic presence.

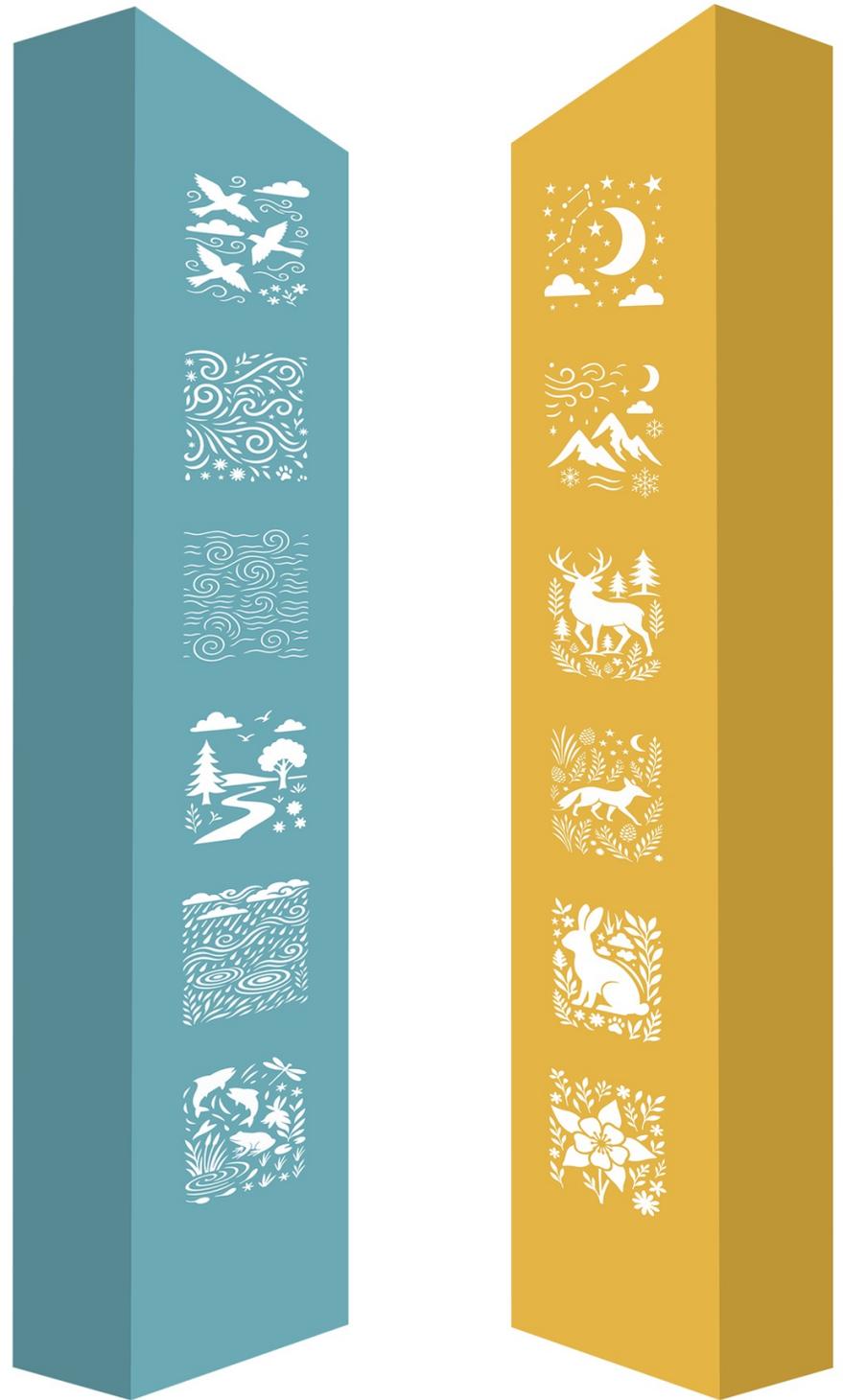




Figure at center = 6' tall

A Westminster Story

Every icon's animal forms, plant forms, and colors are based on those inherent to Westminster's landscape—the foothill horizons, prairie grasses, shifting mountain winds, and the glimmer of sunlight off Standley Lake. The cool blue-green and the warm golden yellow—colors that are simultaneously windy and watery and solar and lunar in hue—echo the living palette of the Front Range. Together, they translate the region's rhythms into color: warmth meeting air, light meeting flow. The sculptures turn familiar natural symbols into a shared, evolving narrative—rooted in place yet open to new interpretations with every season and every viewer.



Vertical Storytelling and Site Legacy

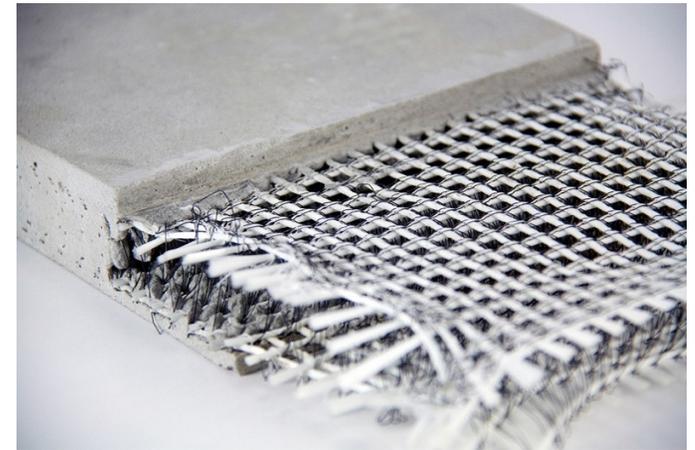
While the *Season Sentinels* do not draw from traditional Indigenous totemic forms, they acknowledge the site's history through their shared use of vertical storytelling. Like the earlier artworks, the Sentinels employ upright, sequential imagery to express the layered relationships between people, place, and the living environment. In doing so, they carry forward the spirit of honoring history, connection, and narrative through form while reflecting Westminster's diverse, contemporary community.

From Concept to Construction

- Materials: Features and Durability
- Colors
- Engineering and Installation
- Installation Process

Material and Finish: Overview

- Materials: The sculptures will be cast GFRC (Glass Fiber Reinforced Concrete). The icons/images will be powder-coated steel inlays, embedded flush into the GFRC.
- GFRC is a form of concrete reinforced with glass fibers (top image) that is both stronger and more durable than regular concrete, while also weighing about 80-95% less. Additional GFRC details are listed on the following slides.
- Finish: A tinted Polished finish (bottom image) with a non-sacrificial anti-graffiti clearcoat. This finish creates a smooth surface with a look of polished marble or granite
- The name sounds industrial, but GFRC is a beautiful material that can be fabricated to look like everything from rough concrete or wood (see next slide), to polished marble or granite (bottom image)
- GFRC is very color-durable, as the pigment is not applied to the material but is mixed into the concrete from the start (see top and bottom images on the next slide)
- GFRC is very low maintenance and can easily last for 50 years or more in an environment like that of the Colorado Front Range. Source:
<https://www.gfrinfo.com/gfrc-info-life-cycle-costing/>
- Designed and finished for a 25+ year life cycle with minimal maintenance needs, this material and finish ensures long-term resilience and low cost of care for the city.



Materials: GFRC (Glass Fiber Reinforced Concrete)

- **Lightweight:** GFRC weighs 80% to 95% less than solid concrete. This makes it easier and faster to install and will reduce the load on the Kensington Park concrete pad. The lighter weight and stronger material also saves transport costs, allows more design freedom and, by using less material, reduces environmental impact.
- **Beautiful:** GFRC provides the look and feel of natural stone, granite, marble, architectural precast concrete, terra cotta, wood, or smooth panels (top image). It allows the designer more freedom in shape, color and texture than any material.
- **Endless color options:** GFRC can be cast in any natural or Pantone color (top and bottom images). The pigment is mixed into the concrete from the start, which increases color durability and prevents fading.
- **Durable:** GFRC is fire resistant, waterproof and non-porous—making it simultaneously less susceptible to weather erosion and more resistant to freezing and thawing than conventional concrete. The use of glass fibers for reinforcement rather than steel means it will not rust. It is also resistant to chipping and cracking.

Source:

<https://www.strombergarchitectural.com/materials/gfrc>



Materials: GFRC (Glass Fiber Reinforced Concrete)
[continued]

- **Superior Strength:** GFRC is stronger than regular concrete, with a proven ability to withstand seismic loads and Category 5 hurricane-force winds.
- **Naturally Friendly to the Environment:** GFRC has a much lower environmental impact than conventional concrete, stone or other materials. Made with minerals—cement, aggregates, glass fibers and, in some cases mineral pigments and special polymers—GFRC is designed to be long lasting and earth friendly.
- **Disaster Resistant:** Hurricanes, floods, fires and earthquakes are no match for GFRC. Over the years it has proven itself both in the lab and in the real world.

Source:

<https://www.strombergarchitectural.com/materials/gfrc>



WIND LOADS

We've all seen the damage done by hurricanes, tropical storms, thunderstorms and high winds. Building owners, architects, builders, code officials and insurers are all aware of the need to build strong, wind-resistant structures. Stromberg has a 25-year track record of successful Glass Fiber Reinforced Concrete (GFRC) installations, some of which have been through multiple hurricanes (including a Category 5 hurricane) with no damage other than a few minor scratches from flying debris. Per the International Building Code wind speed map, the highest listed wind speed for all 50 states in the USA is 150 mph. For special applications, Stromberg GFRC components have been designed and tested for wind speeds in excess of 240 mph. The main constraint for wind load resistance in GFRC elements and cladding panels is usually the attachment to the structure. For attachment, metal stud frames can be cast into GFRC panels. Special "flex anchors" are used to attach the GFRC to the light gauge metal stud frames. Other options include threaded inserts, weld plates, wedge anchors and bolts cast into the GFRC. Stromberg's and their engineers will be happy to work with you to design the GFRC system connection that meets your needs.

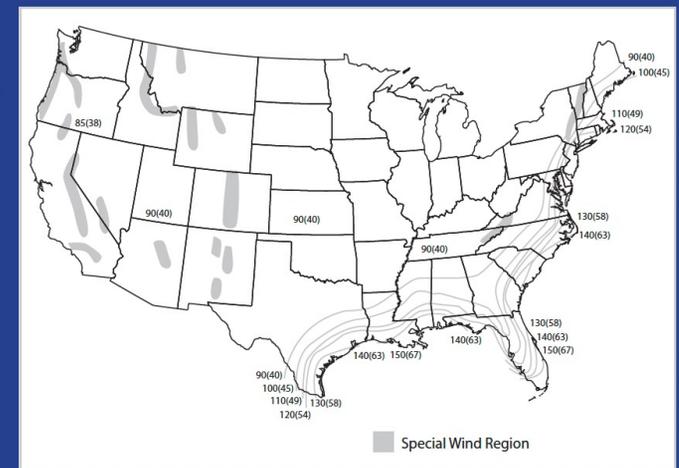
GFRC: Wind load information

The fabricator I will work with has long-established relationships with structural engineers who will evaluate and stamp all work prior to fabrication. They have assured me GFRC is a great material for a project like this, particularly in terms of wind concerns, but cannot offer a wind load analysis until the project gets greenlit. In the meantime, they directed me to the resource at right, from an architecture firm that specializes in GFRC building facades. Note in particular the statement of GFRC's ability to stand up to Category 5 hurricane-force winds. I can forward the PDF of this document if desired.

BUILDING CODES

Stromberg GFRC (Glass Fiber Reinforced Concrete) has proven itself, both in the testing lab and in the real world in Category 5 hurricanes. The International Building Code (IBC) has now been adopted in most areas of the United States. It sets up certain standards of wind resistance. All US building codes use the engineering standard published by the American Society of Civil Engineers, ASCE7 "Minimum Design Loads for Buildings and Other Structures" as the basis for wind load design and calculations.

Both the International Building Code and ASCE7 include a wind speed map. The wind speed map is based on data compiled by the National Weather Service (NWS) from information gathered at airfields around the United States.



Anti-Vandalism

- GFRC has a number of options for anti-vandalism coatings. These primarily fall into two categories, called sacrificial and non-sacrificial:
- Sacrificial anti-graffiti coat: Coats the GFRC surface with a clear film that prevents graffiti absorption. If tagged, the coating comes off with power-washing and so does the graffiti, with a new sacrificial coat applied to the affected area.
- Non-sacrificial anti-graffiti coat: Coats the GFRC surface with a clear film that prevents graffiti from sticking. The leader in this category is *VandlGuard Original Non-Sacrificial Anti-Graffiti Coating*, which protects surfaces from graffiti damage by creating a barrier between the surface and any tagging. The coating creates a clear semi-satin barrier that will not yellow, crack, or peel over time, and graffiti comes off with a power-wash that leaves the anti-graffiti coating intact. VandlGuard Original Non-Sacrificial Anti-Graffiti Coating is eligible for a 1-, 5-, or 10-year warranty.

Both options are good, but I would recommend the latter, non-sacrificial coating with the 10-year warranty as the best option, which can be applied during fabrication and before delivery:

Features & Benefits of VandlGuard Original Non-Sacrificial Anti-Graffiti Coating

- Protects interior and exterior, painted and unpainted, vertical surfaces such as concrete, stucco, EIFS, brick, and wood while still letting the surface breathe
- Apply with an airless sprayer or roller—use one coat for 1 year of protection, 2 coats for 5 years of protection, and 3 coats for 10 years of protection
- Dries clear with a semi-satin finish that will not yellow, crack, or peel over time
- Water-based formula is low VOC, low odor, and easy to use
- Protects the surface for up to 10 years and is eligible for a warranty

Source: (<https://concretedecorstore.com/products/vandlguard-original-rtu>)



Rainguard Pro

VandlGuard Original Non-Sacrificial Anti-Graffiti Coating - Concentrate

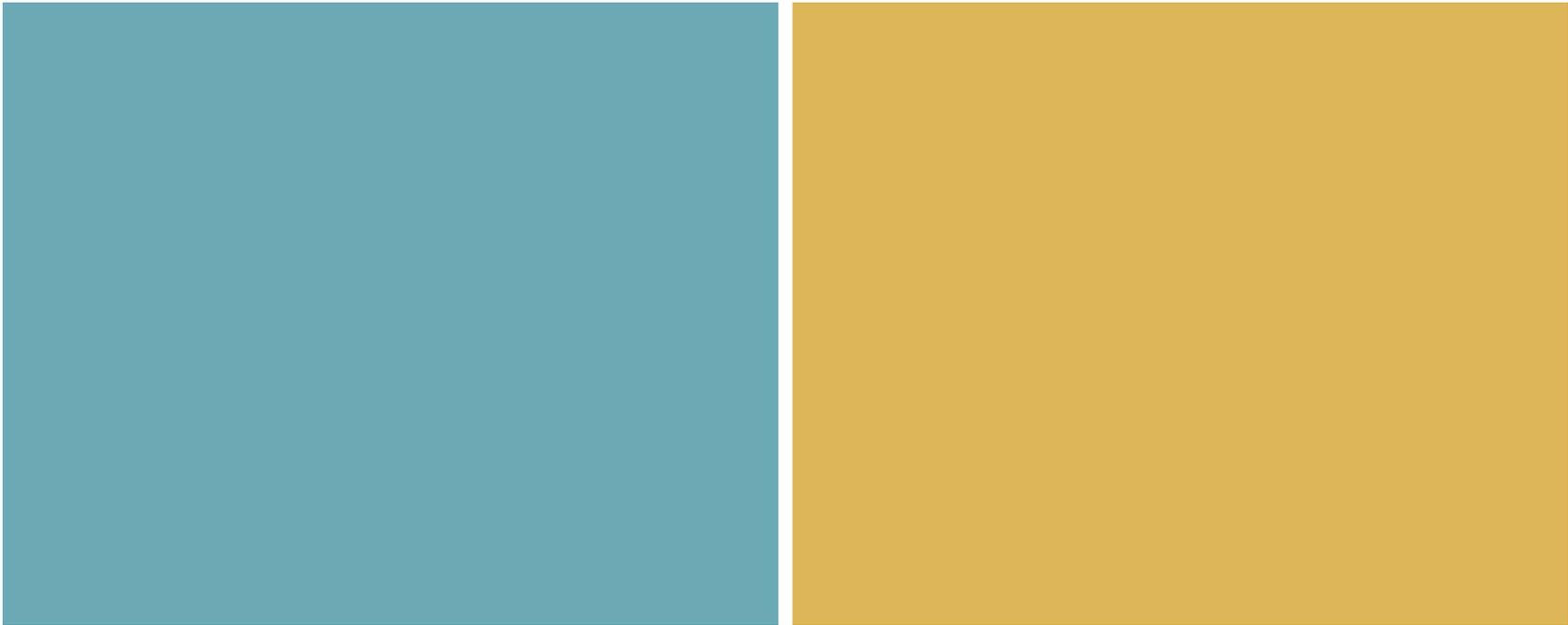
From **\$48.06**



Rainguard Pro

VandlTop Sacrificial Anti-Graffiti Coating - 5 Gallon

\$220.80



Colors, slide 1 of 4

- ***Color approach:*** Vivid colors that are both eye-catching and rich, and which convey the Sentinels' stories in their own way. Having taught color theory for years, I selected the colors specifically to be fun and bold but also sophisticated and complex—adding a burst of color and playfulness to the park without making it look like a daycare or kid's room.
- ***Practical aspects:*** As described on a previous slide, the pigment is mixed into the GFRC from the start, which adds to the color longevity—rather than fading to become dull or boring, colored GFRC ages like a brick ages: like all colors it becomes less intense, but still retains its color quality and richness. Additionally, and as described further on the next two slides, these particular colors are among the most UV-resistant options available. Finally, as mid-tone and mid-value color variants, these two hues will mask environmental wear and airborne dust better than pale or dark extremes.

Colors, slide 2 of 4

Sentinel of Sun, Moon, and Leaf

Solar Sun Gold: RGB 228-180-69

Narrative & symbolism: Contributes to the artwork's story in its own way, with a feeling of warm, radiant life-giving that ties directly to the sculpture's theme of sunlight, growth, and daily rhythm. Resonates with the Front Range's native grasses and late-day light, reading as bright but not artificial.

Practical aspects: Ochre-based yellows like this are among the most colorfast, UV-stable pigments available, and even as it lightens over the years it will do so evenly toward a (still contextually appropriate) soft straw yellow rather than a chalky, faded beige



Colors, slide 3 of 4:

Sentinel of Wind, Water, and Wing

Blue/Green: RGB 107-170-181

Narrative & symbolism: Contributes to the artwork's storytelling by conveying air, water, and seasonal movement. Situated on the color wheel almost exactly between blue and green, the color's subtleties link grass and earth and water to Westminster's sky and foliage and the wetlands around Standley Lake.

Practical aspects: Blue with a high green component and a mid-value tone is highly UV-stable, and significantly more fade-resistant than colors like pure cyan or ultramarine. Accordingly, this color will retain its richness even under Colorado's intense sun—slightly desaturating while retaining its color integrity, rather than turning washed-out or gray





Colors, slide 4 of 4:

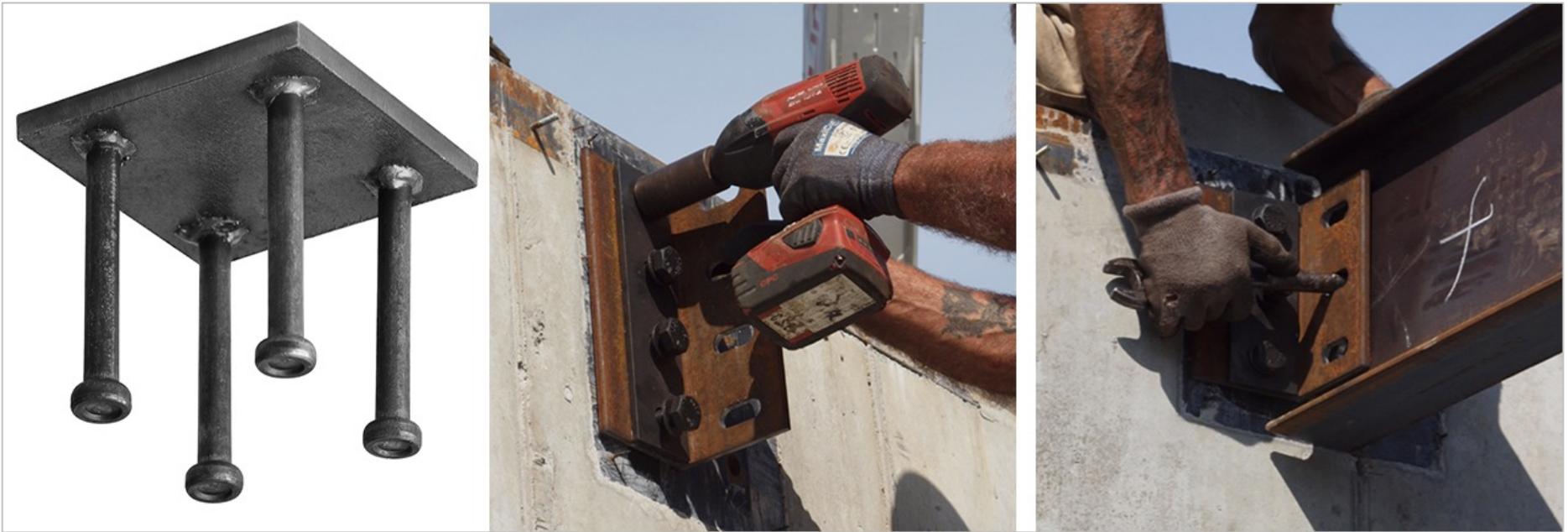
GFRC can be pigmented with essentially any color. If the proposed *Season Sentinel* colors don't appeal for whatever reason, the above colors would work well too, and all have been selected for UV resistance and longevity.

Fabrication and Installation, slide 1 of 3

This project would be built and installed in tandem with licensed, long-established local fabricators who know how to work with the climate and conditions of the Front Range—from the high-altitude sun intensity and drastic temperature shifts to wind-shear and precipitation factors.

- I will work with Raw Creative to fabricate, deliver, and install the work based on my final designs and concepts, as coordinated with the committee. I will personally proof color palettes and surface finishes; mold-making, pouring, and fabrication; and coordinate and supervise delivery and installation.
- Founded in 2014 and based in Denver, Raw Creative has implemented artistic and architectural projects across the Front Range and Rocky Mountain region—including a heavy emphasis on GFRC projects, from small-scale room fixtures to sculptures large and small, to multistory building facades and more.
- (<https://www.rawcreativedenver.com/work>)





Fabrication and Installation, slide 2 of 3

- As per my conversations with the director of Raw Creative, the GFRC will be cast over a structural steel frame with an integral baseplate, with the baseplate bolted to an embed plate cast into a concrete caisson, which will itself be embedded into the site's concrete pad.
- The above image at left shows an embed plate. The bolts are embedded and anchored into the caisson, with only the flat face showing above ground.
- This flat plate is shown in the middle image, as a construction worker attaches a bracket, which is attached in the photo to a girder to hold up a building foundation—but in this case, would attach the *Season Sentinels* to the concrete pad at Kensington Park.

Combining GFRC's ability to sustain Category 5 hurricane-force winds (meaning wind speeds of 157 mph or higher), attached with brackets typically used to sustain a multistory building, with colors chosen for UV-resistance, and anti-graffiti coating warranted for ten years, the result will be an educational, joyful, and curiosity-sparking artwork that celebrates the people and place of Westminster for decades to come.

Delivery and Installation

Raw Creative has long-established relationships with licensed crews that specialize in the delivery and installation of public art projects along the Front Range, using a flatbed truck and SpyderCrane.

When I asked the director if there were any special needs regarding site access or preparation needs, the reply I received was, “This should be a straightforward install. We will provide an installation plan prior for all to approve and be informed of.”

Based on their extensive experience (and my own experience over the years)—plus the fact that the delivery and installation process is already factored into their cost quote—I feel confident this will be a direct and no-nonsense install.



Turning Stories into Structures: Budget Overview and Timeline

Budget overview

ITEMIZED BUDGET FOR SEASON SENTINELS DESIGN, FABRICATION, AND INSTALLATION:

Fabrication and Installation

Item Description	Quantity	Dimensions	Total Cost
1 Season Sentinel sculpture	2	120" x 12" x 20"	\$18,241.24
2 Powder-coat steel icon tiles	24	12" x 12"	\$9,250.60
3 Internal steel structure and embed plate	2	n/a	\$7,861.50
4 Shop drawings/project management	1	n/a	\$8,262.72
5 Structural engineer stamp	1	n/a	\$2,800.00
6 Delivery and installation	1	n/a	\$4,851.70
FABRICATION AND INSTALLATION TOTAL			\$51,267.76
7 Jason Hoelscher: Artist fee			\$4,000.00
8 Contingency allowance (added to artist fee if not used)			\$4,500.00
GRAND TOTAL			\$59,767.76

Alignment with Budget Expectations

The *Season Sentinels* proposal was developed specifically to meet Westminster's fixed \$60,000 budget. An initial idea stayed within budget but was too close for comfort; with minor revision, it now comes firmly and safely within budget.

- ***Scope control:*** Two sculptures (10 ft x 20 in x 12 in) fit the site parameters and fabrication capabilities while staying comfortably within the total allocation.
- ***Materials efficiency:*** The GFRC + powder-coated metal icon system offers high visual impact with low maintenance and proven outdoor longevity, minimizing long-term cost to the City.
- ***Vendor readiness:*** The fabrication estimate and scaled revisions show precise, transparent costs across fabrication, engineering, and installation.
- ***Budget fit:*** No additional City costs are required beyond the existing pad and standard site coordination, ensuring full compliance with Westminster's expectation that artists deliver a turnkey installation within the project total.

Timeline: Schedule and Deliverables

Phase	Dates
Final Concept Approval	Nov-Dec 2025
Engineering Drawings	Jan-Feb 2026
Fabrication	Mar-Apr 2026
Powder Coating & Assembly	Apr-May 2026
Installation & Inspection	May-June 2026
Dedication Event	June-July 2026

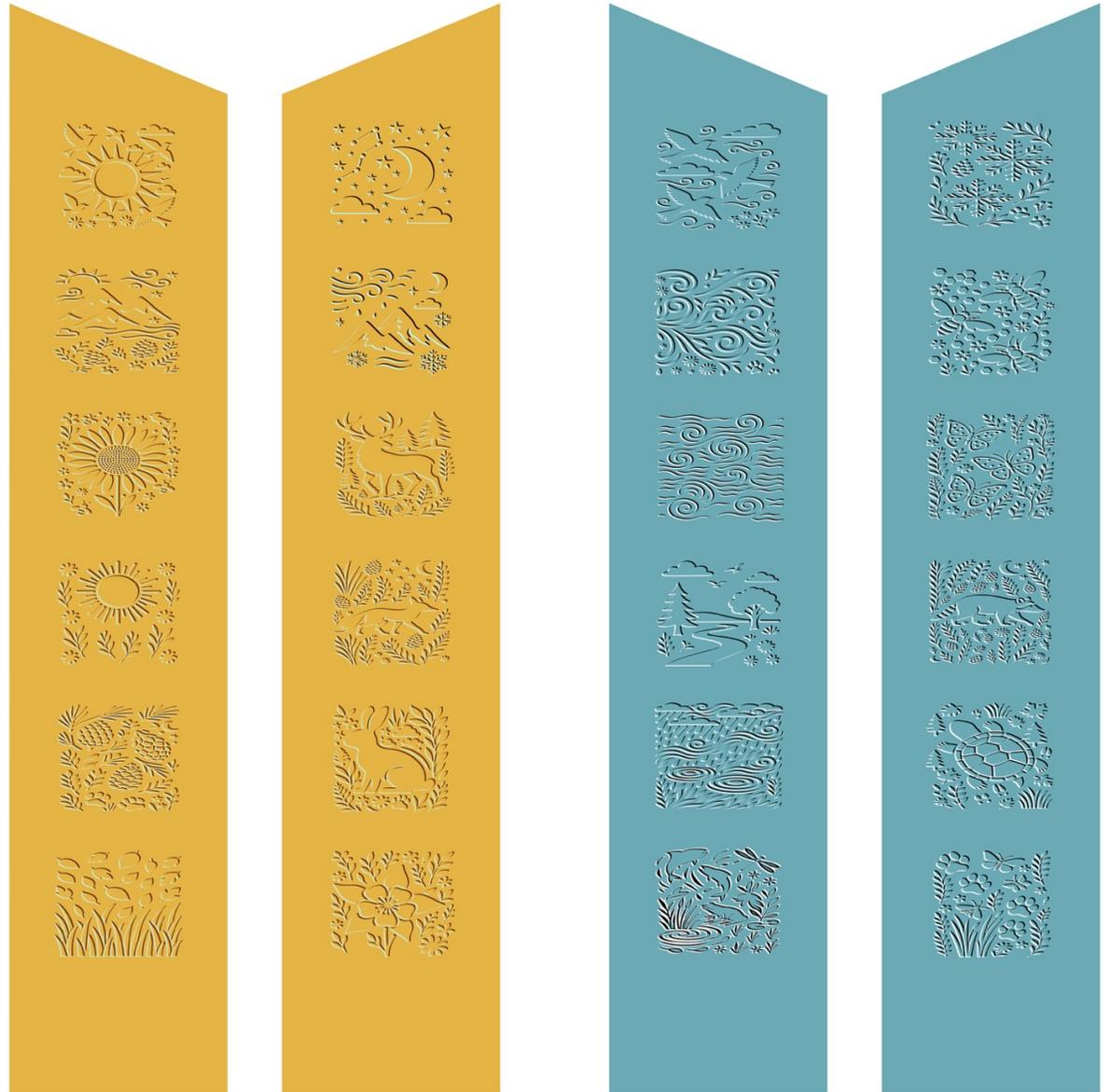
Just to cover all the bases (and since I've already done the research and mocked up the images):

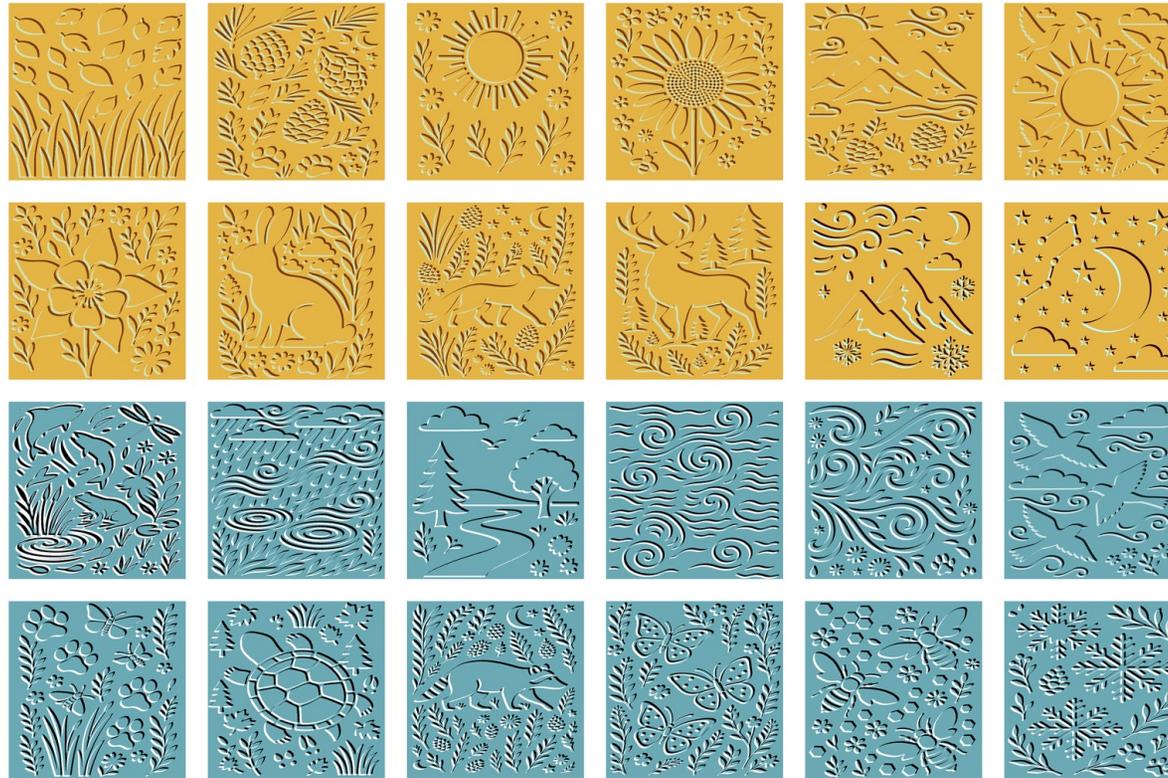
An alternate fabrication path:
Cor-ten steel option

**An Alternate Fabrication
Path: Cor-ten Steel Option
Slide 1 of 4**

This alternate fabrication option keeps the same artwork, colors, height & width, and visual story as the GFRC *Season Sentinels*—but realized entirely in blade-like forms built with 2" Cor-ten steel.

In this case, the icons are precision-cut into the surface with water-jet graphic routing. This creates a clean, sculptural debossed-type effect where light and shadow articulate the icons' forms, instead of the GFRC version's embedded powder-coated steel creating a white-on-color effect. This look is unified and timeless—one material, one tone—offering a more minimalist expression of the same narrative.





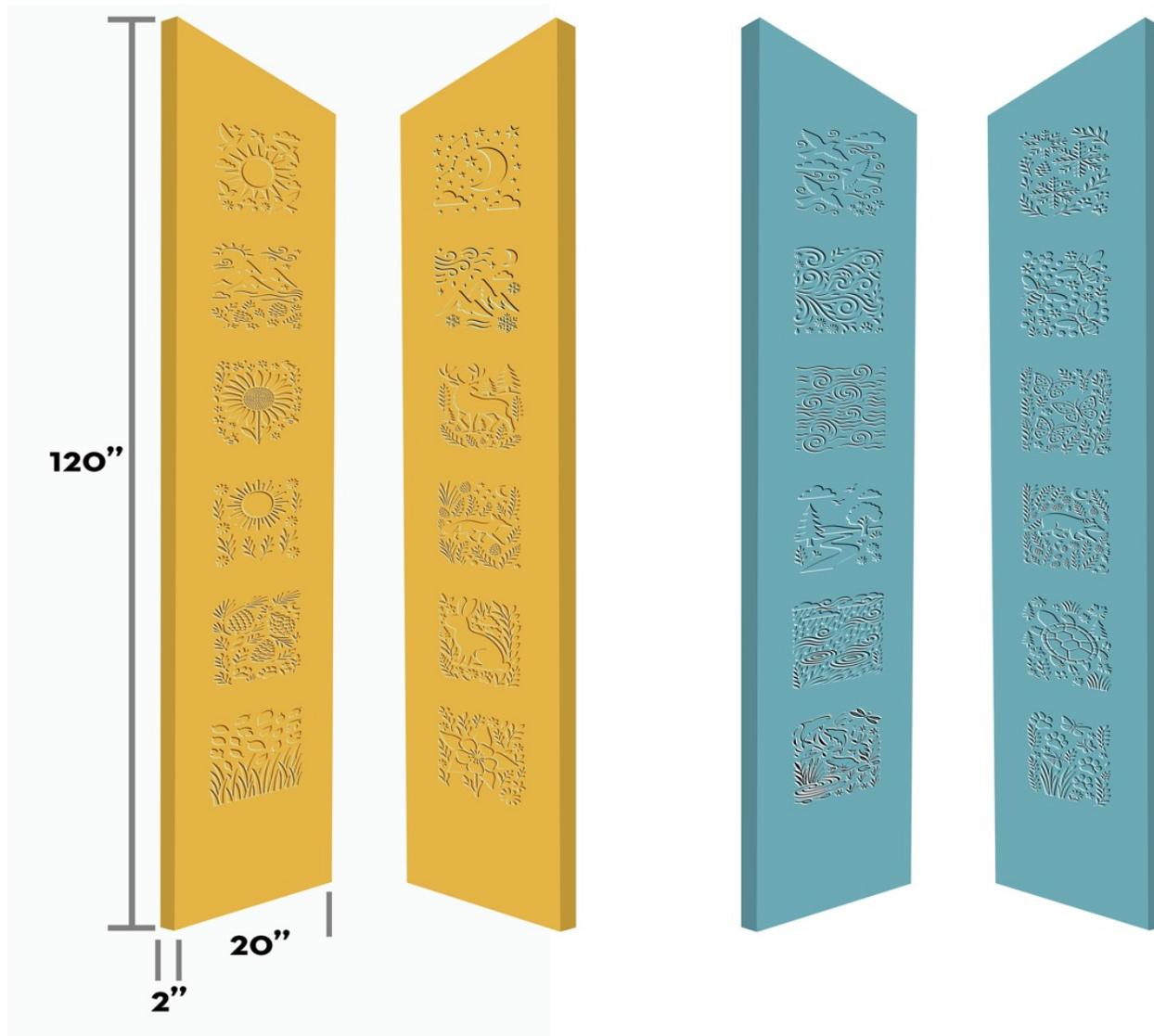
Cor-ten Steel Option, slide 2 of 4: Materials, Finish, Durability, and Visual Impact

- **Material:** ASTM A588 Cor-ten steel = Corrosion-resistance + tensile integrity
- **Finish option:** Catalyzed Polyurethane tri-coat Tnemec finish and sealant, with a graffiti-repellent VandlGuard 10-year clearcoat. As with GFRC, this surface can be finished with essentially any color option.
- **Durability:** Structural lifespan: 60–80 years in a low-humidity environment like the Front Range. As with the GFRC option, the selected colors are extremely UV-resistant. Easy to clean and maintain; no repainting required.
- **Visual impact:** Same colors as the GFRC option. The primary differences are the thickness of the narrow dimension (from 12” to 2”), and the icons as debossed-style cutout forms articulated by the passage of light and shadow, rather than by white forms on powder-coated plates embedded in the GFRC.



Cor-ten Steel Option, slide 3 of 4: Engineering and Installation

- Fabrication and installation by Demiurge, a leading Colorado-based sculpture fabricator with in-house engineering, welding, and coatings divisions: <https://www.demiurgedesign.com/>
- Transported via flatbed truck and installed with SpyderCrane 506 mini-crane, part of Demiurge's in-house fleet.
- Installation (quoting the Demiurge director): "Anchors will be installed by drilling into the existing concrete slab at marked locations, cleaning each hole with compressed air and brushes to remove debris. A structural epoxy adhesive will be injected per manufacturer specifications, and anchor bolts inserted and rotated for full bond coverage. After the epoxy cures, anchors will be torque- or pull-tested to verify strength. The base plate will be set and bolted to the anchors, creating a secure connection between the new structure and the existing slab."
- Fully engineer-stamped for wind-load compliance, with turnkey logistics and safety certification.



Cor-ten Steel Option, slide 4 of 4: Budget, Timeline, and Maintenance

- Estimated total: Approximately \$59,000, including fabrication, finish, and installation, plus contingency and artist fee.
- Schedule: 3-4 months from approval to installation, with weekly production updates.
- Maintenance: virtually none beyond routine inspection and a power wash every few years.



Season Sentinels stands ready: two clear, luminous columns translating Westminster's rhythms—sun and moon, wind and water—into a vertical story the whole community can read. The forms are timeless; the color vivid yet grounded; the fabrication practical, engineered, and within budget. Installed with care and built for decades of low maintenance, the Sentinels will mark Kensington Park as a place to pause, orient, and return—day after day, season after season. With fabrication partners confirmed, engineering verified, and materials proven across comparable public-art projects, I'm fully prepared to deliver the artwork this site deserves—confident, durable, and alive with Westminster's light and air.

Thank you for your time, attention, and consideration

I look forward to your questions and to the possibility of working together—of sharing the experience of bringing the *Season Sentinels* home to Kensington Park in Westminster.

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