

# The Message-Maker

An icon where we power and create messages & icons

The Message-Maker responds to the goals for the project:

- **Iconic:** The world's first giant, human-powered, messaging machine is a dramatic symbol of interaction, innovation and inclusiveness worthy of a city looking to 'make a statement'.
- The landmark in effect *is* the people. They are its total equation – a people-powered, people-created, people-enjoyed messaging experience.
- **Innovative:** The innovative goal is addressed symbolically by projecting and showcasing human creativity in the form of a 'perpetual art installation', but also by the innovative uniqueness of a giant, zero-energy, text messaging machine, where the content, audience and power all comes from human interaction.
- **Visible:** It will be visible both day and night – a constantly-changing site people will want to watch.
- **Inclusive:** It welcomes everyone's participation, in both powering the machine and in submitting messages and in the progressiveness of the messages themselves.
- It is not a landmark that tells the people what it stands for. The people speak for themselves in messages by the people for the people.
- **Civic pride:** Fed by the people, in energy and well as creativity, it will become the pride of the city because of its living quality and the participation of the community in these critical human interactions.
- **Community-oriented:** It will be a focal point of community life in an active, collaborate way, as people work to power it together, but also contribute to its positive messages on site or from home.
- **International:** Its connection to everyone extends throughout the world. Everyone is welcome, not just as audience but importantly as participant, whether on site or remotely.
- **Net-zero energy:** A net-zero energy project, the machine purposefully only works when enough power is created by us, sending a strong message about sustainability and dependence on resources.

The Message-Maker is not a typical landmark. People give it words and they give it fuel. We are its actors, its audience, its energy, its very essence. The machine in fact needs us more than we need it. It depends on us to nourish it, for its physical and intellectual sustenance. It becomes part of our lives, and we take care of it so others can enjoy its messages.