



urv collective *Flow Factory*

Location: 12th Street, Manor Road, Red River Street
District: 1, 9, 9

Duration: September 9, October 10, November 12

Materials: Accelerometer, Gyroscope, Wireless transmitter, CPU, LED lights, Speakers, Projection Equipment

Description: The Flow Factory is a temporary, mobile, and interactive artwork that aims to strengthen relationships between people and places in Austin's Soul-y Districts. It is designed to engage the public on sidewalks and in parking lots and provide participants the opportunity to experience a flow state.

Concept: Creative flow is what makes a community vibrant and distinct. It is the bellowing blues heritage of Austin's East End, the pounding drum beats of Red River, and the theatrical electricity that pulls audiences on Manor Rd. to the edge of their seats with bated breath. The Soul-y initiative gives merchants access to resources that will preserve and protect their businesses and, ultimately, our city's creative communities—our flow factories.

Programming: The Flow Factory art project will travel from place-to-place within Soul-y districts, documenting energy where creativity and commerce meet, strengthening participants' emotional connections to spaces, and raising awareness for the initiative. Data 'prints' of each flow experience will be exhibited during E.A.S.T. along with open source code and manufacturing instructions. The artists will lead workshops in which citizens collaborate to create Flow Factories of their own.

