



# WAKE UP

SANTA MONICA PIER

The Santa Monica Pier has a history stark in contrast from past to present. What was once a means to transport trash out to the sea is now a place of social enjoyment. The next step in its evolution brings art and energy production to its purpose, adding layers of sustainable consideration and furthering its cultural opportunities. **WAKE UP** is a proposal that transforms retired swan boats into contemporary energy generating pieces of water art.

**WAKE UP** at the Santa Monica Pier combines the pier's history, present and future goals in a dynamic spectacle that reflects the pier's amusement character. Like most industries, amusement parks replace old, worn equipment often; however, in the case of an amusement park, the equipment has personality: old merry-go-round animals with wild expressions, child-size locomotives in primary paint and oversized swans that act as boats. This project questions whether the retired personalities of amusement parks can serve a new function, changing their purpose and keeping them out of landfills. Even more-so, what if the equipment became a new element that showcased and functioned in a way to raise social awareness about reuse and sustainable practices? In this way the repurposing process becomes an event, a thing people come to see, gather together to discuss, and then spread the message to their family and friends.

