# AURORA

SIMONS, WEST EDMONTON MALL
EDMONTON, ALBERTA - 2013

**Philip Beesley**
Living Architecture Systems Group



I   Simons Aurora, installation view - 2013.

**2** Simons Aurora, installation view - 2013.

## INTRODUCTION

The opening of Simons at the West Edmonton Mall marks the esteemed retailer's first location outside the province of Quebec. With seven unique locations and a 170 year history to its name, Simons is well recognized as a purveyor and supporter of Canadian fashion, art and architecture.

Simons has commissioned Philip Beesley to create a major permanent installation for the interior of their new 115,000 square foot West Edmonton Mall location. *Aurora* takes its inspiration from the aurora borealis, with its natural plays of light and dance of elements dependent on chance interactions and energetic collisions. Beesley has envisioned a large scale installation that enlivens the human experience at the heart of these exchanges, and offers the public its own interaction within an ever-adapting sculptural architecture.

The sculpture is composed of hundreds of thousands of individual components including laser-cut stainless steel, acrylic and mylar, densely massed glass vessels, and custom computer-controlled circuitry. *Aurora* will create an ethereal overhead canopy designed to gently swell and ripple in an ocean of intelligent LED lights that responds to viewers gathering below.

# EXHIBITION CREDITS

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**3** Simons Aurora, installation view - 2013.
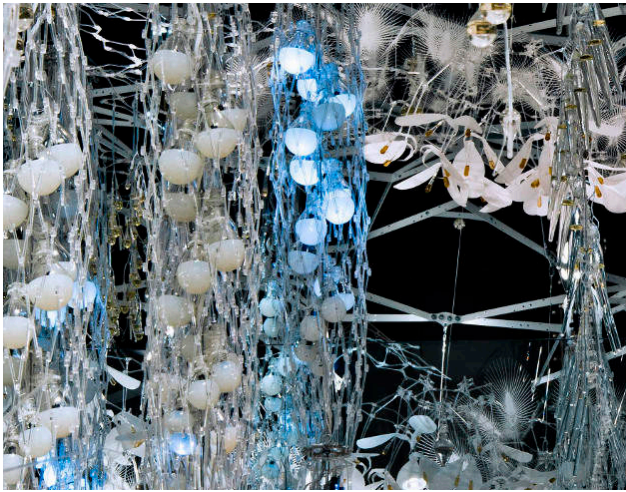


**4** Simons Aurora, installation view - 2013.



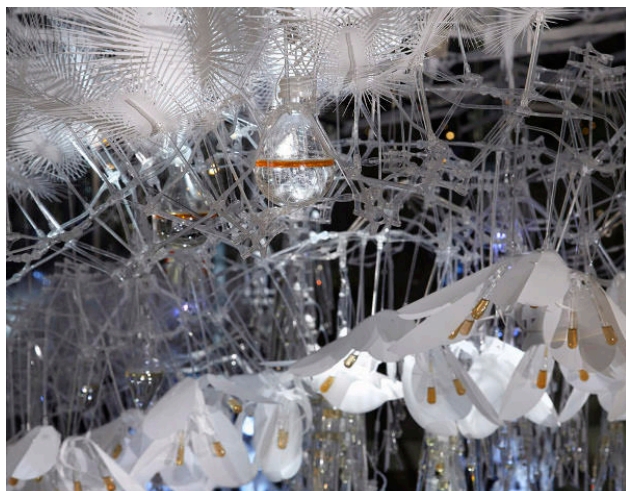**5** Simons Aurora, installation view - 2013.



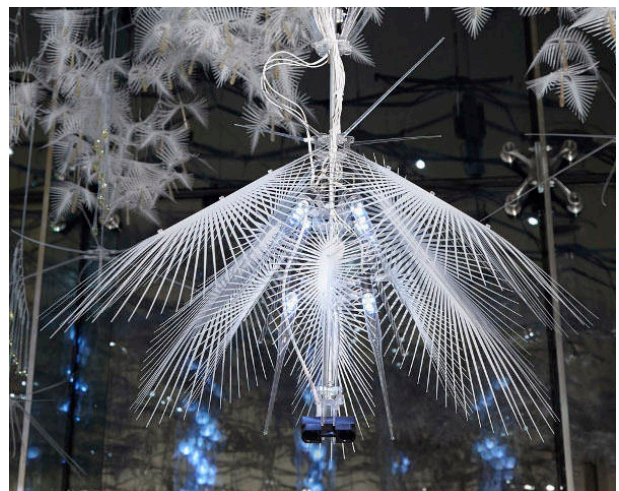**6** Simons Aurora, installation view - 2013.



**7** Simons Aurora, installation view - 2013.

**8** Simons Aurora, installation view - 2013.



**9** Simons Aurora, installation view - 2013.



**10** Simons Aurora, installation view - 2013.

11 Simons Aurora, installation view - 2013.

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