

Media Release

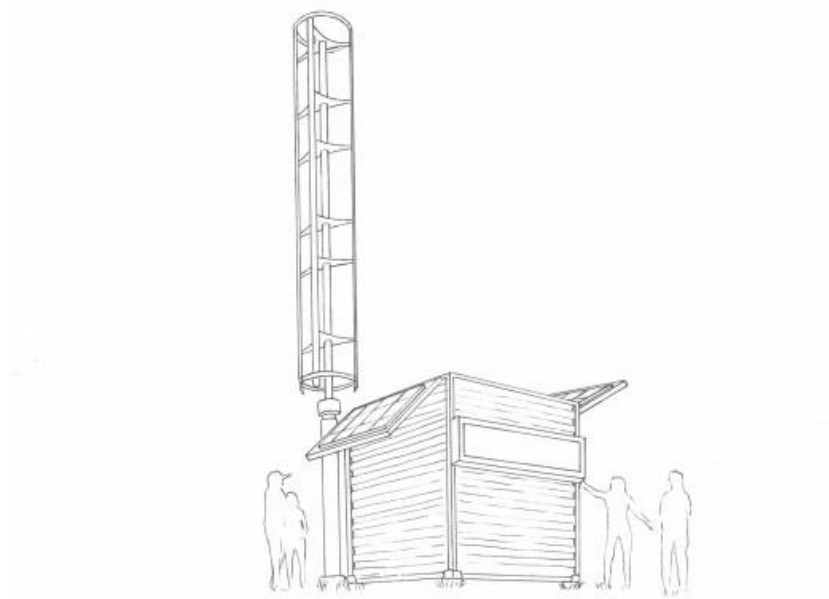
Storstac, Inc., 90 North Queen Street, Etobicoke, ON M8Z 2C9 Phone: 416-231-9100 Fax: 416-231-7517 Email: info@storstac.com www.storstac.com

Proud sponsors to The Green Corridor, Windsor, ON



November 25, 2010

[GREEN CORRIDOR LAUNCHES NEW PUBLIC ART PIECE](#)



Green Corridor is exploring the possibilities of alternative energy in a new public art project called *Poet's Blox*. The launch of this piece features on a state-of-the-art wind meter and an urban-scale wind turbine recently donated by James Lorenzen of Lorenzen Engineering. These wind-propelled devices will bring together art and technology in a new and innovative way.

Under the direction of Noel Harding and Justin Langlois, this semester's Green Corridor students are hard at work designing and building the *Poets Blox*. This public art installation will be located on the corner of College Avenue and Huron Church Road in front of the School of Visual Arts, facing the busy traffic of Huron Church Road. This piece features a shipping crate converted into an artist's studio or "eco lab" where visitors, writers and poets will be able to transmit messages to a large-scale LED screen, mounted on the outside of the container. The LED sign will feature works from prominent Canadian poets as well as display real-time environmental data such as wind speed.

To collect this data, a wind meter with built-in solar panels will be mounted on a modified shipping container, built by [Storstac Inc.](#), measuring the speed of the wind produced by passing traffic. The data is then transferred in real-time to the LED screen, again making visible the information to the roadway commuters. The wind turbine helps fuel the structure by providing energy to run the eco lab inside the shipping crate.

This project will highlight environmental design as public art, encourage interaction with sustainable energy, as well as communicate with border city traffic.