KICKTURN
STUDIO

www.kickturnstudio.com

ABOUT US

Kickturn Studio is a creative studio based in Sioux Falls, South Dakota, founded by artist and designer Wes Eisenhauer. Rooted in curiosity and experimentation, Kickturn specializes in crafting unique, visually striking installations that blend art, light, and technology. Each piece is custom-built for the space it inhabits, thoughtfully designed to complement its environment and create a one-of-a-kind experience. Every project aims to surprise, inspire, and delight viewers, transforming ordinary spaces into immersive moments that spark imagination and connection. Kickturn collaborates with clients and communities to turn bold ideas into unforgettable visual experiences. The result is work that transforms spaces and leaves a lasting impression on everyone who experiences it.

Wes Eisenhauer
Artist

Becca Eisenhauer
Project Manager

Isaac Show
Creative Director

Wavelengths

Meaning: The distance between successive crests (or troughs) of a wave, such as light, sound, or water, often used to describe the physical measurement of a wave's length in space.

Figurative: A shared understanding or connection between people — being "in sync" or "on the same wavelength."

Wavelengths is a site-specific light installation designed to enhance the Sioux Falls Regional Airport through form, material, and illumination. The artwork consists of a series of perforated aluminum panels *backwashed* with full RGB LED lighting, and an illuminated bold blue sculptural wave form fastened to the front of the perforated panels. The form references both the airport's visual identity and the flowing movement of the Big Sioux River that defines Falls Park.

During daylight hours, the panels and blue wave element provide a sculptural presence serving as a visual focal point that reflects the identity of the city and the existing architecture within the airport.

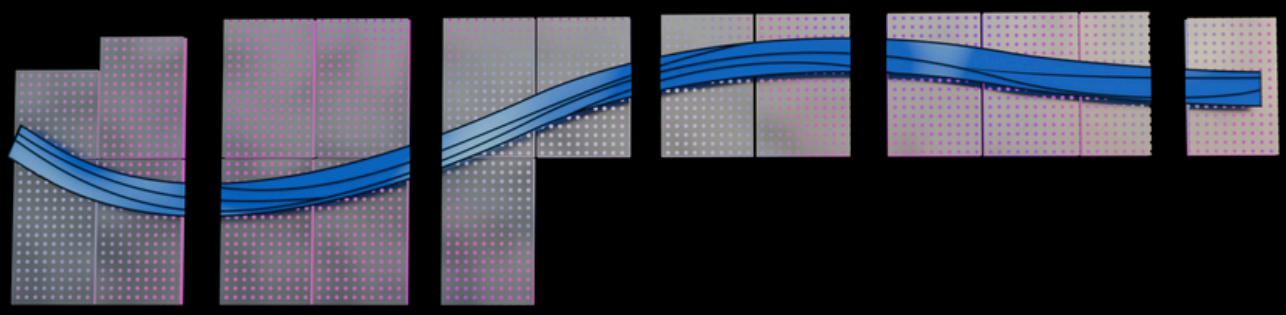
In the evening, the piece comes to life. The wall is backwashed with colorful LED lighting that creates gradients and depth, while the wave is illuminated with white backlighting to reveal movement and dimensionality. Each element is custom designed to blend seamlessly with the existing environment and enhance the spatial experience. The RGB wash activates automatically at a set time, transforming the piece into a vibrant focal point. Dynamic color flows across the perforated surface in smooth gradients, complementing rather than competing with the terminal's ambient lighting.

The installation's placement ensures visibility from both interior and exterior vantage points. From outside the terminal, the blue wave presents a striking focal element that draws attention through the glass façade in daytime and nighttime settings. For those waiting to pick up passengers, the piece offers a welcoming visual connection to the interior space and the city, serving as an identifiable marker that expresses the airport's sense of place and creates continuity between arrival, waiting, and welcome.

Interaction & Engagement
The installation will include an interactive lighting element that responds to passenger movement according to parameters that we set. For instance - as travelers pass through the catwalk doors, discreet motion sensors could trigger a subtle flourish of light that travels from right to left across the blue wave, evoking the gentle motion of water flowing downstream. This effect could also be programmed to automatically happen every hour. This moment of interactivity would create a welcoming and memorable experience, connecting visitors to the work through movement while reinforcing the piece's themes of flow, energy, and arrival.

Installation will be assisted by Pride Neon, a trusted local partner with an established relationship with the Sioux Falls Regional Airport. Pride Neon brings extensive support, experience, and craftsmanship to the project.

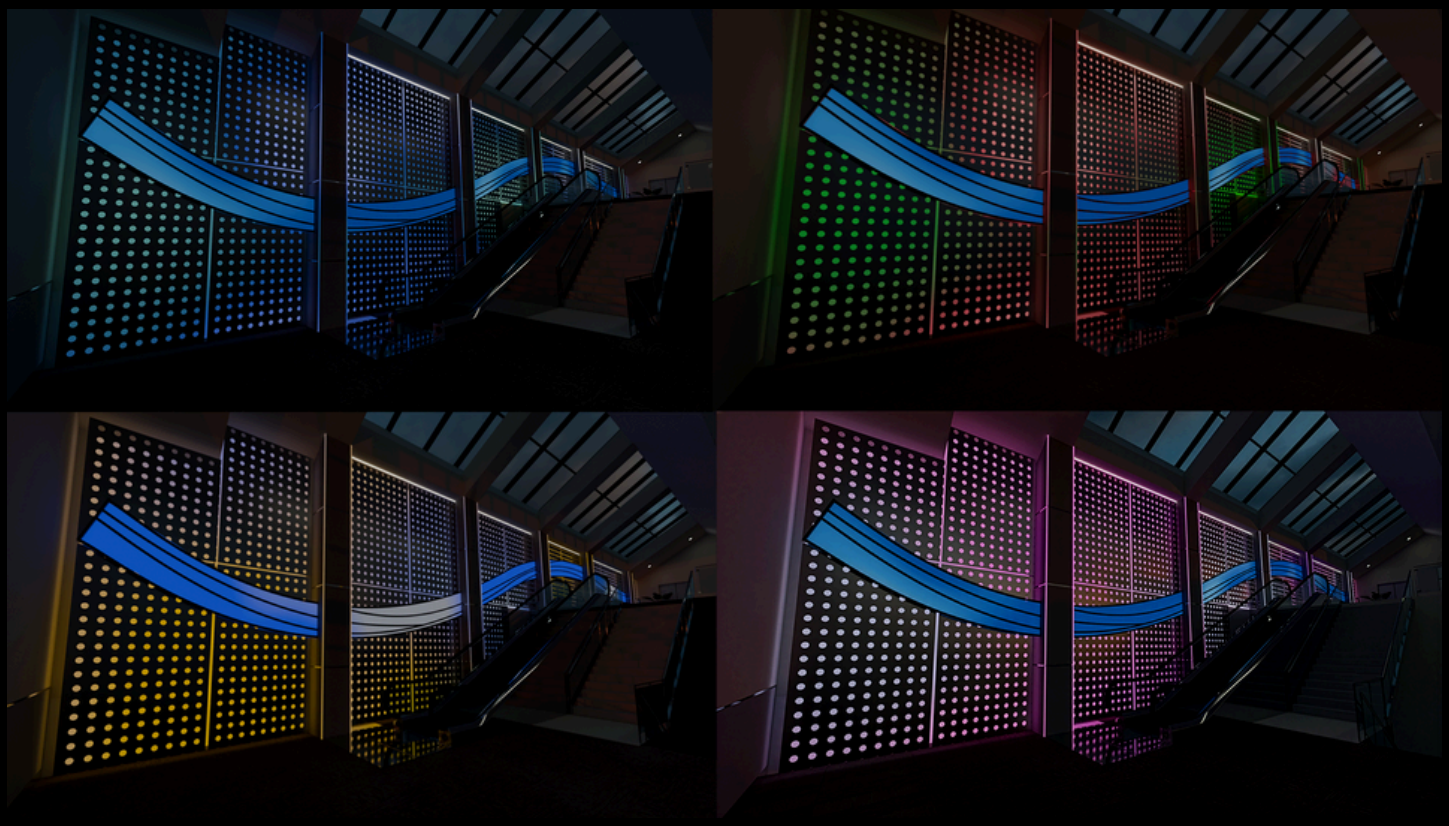
This concept represents an early vision for the installation intended to be a starting point to spark conversation and exploration. We're fully open to collaboration with the Sioux Falls Regional Airport team to refine the design, materials, and lighting behavior until we arrive at a piece that feels aligned with the space and the spirit of the airport. I'm open to adjusting the scale or scope of the project to ensure we land in a place that aligns with the budget and that feels right for everyone involved.



Option 01

A wall of modular, perforated aluminum panels backwashed with full RGB LED lighting, designed to compliment the existing ambient lighting in the space. Flowing across the surface is a raised, illuminated, blue wave element that sits atop the panels. Its form inspired by the movement of water and the iconic falls of Sioux Falls.

Investment



Option 01 - *Raised sculptural illuminated blue wave with perforated aluminum wall with full RGB wall wash backlighting,*
Estimated Cost range: $425,000 - $465,000

Interactive Blue Wave Lighting System
Estimated Cost range: $100,000 - $125,000

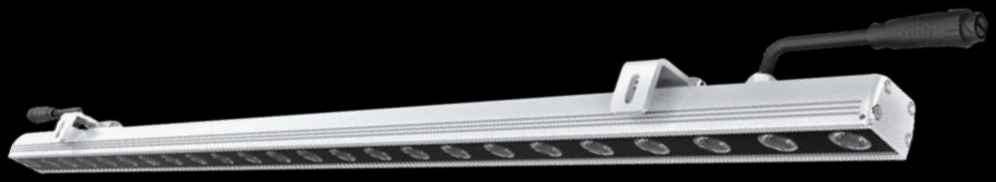
Option 01 with interactive lighting integration
Estimated total project cost: $525,000 - $590,000

The final cost will depend on a few factors that will require further assessment during the design and engineering phase. These include how easily the new system can be mounted to the existing wall structure, how accessible the electrical infrastructure is for integrating the LED lighting and control systems, and the level of interactivity and programming ultimately selected.

Once site-specific details are confirmed and engineering drawings are complete, we can refine these estimates through collaboration with Pride Neon and airport project managers to arrive at a precise and transparent final budget before final approval of the project.

Showcase Linear RGBW Lights

The LED backlighting system offers control over color, brightness, and motion, allowing the light to shift gradually horizontally to create vertical gradient effects in response to programmed sequences. This flexibility makes it possible to create subtle ambient gradients, flowing waves of motion, or bold, saturated color events tied to seasons, time of day, or community celebrations. The system's versatility ensures that Wavelengths can continually evolve—transforming the atmosphere of the terminal and offering travelers a fresh visual experience .



Showcase Linear is an ultra-slim, highly reliable, and energy-efficient interior / exterior LED liner with a unique waterproof structure and excellent lighting effect. The robust Showcase Linear offers a variety of color and white CCT options and dynamic control options via standard DMX-512. It is ideal for wall-washing applications to create dynamic lighting experiences with smooth gradients while maintaining superior color consistency. This product is intended for use in high-quality colored light applications and comes with a 3-year manufacturers warranty.

Daytime vs Nightime Impact

Wavelengths is designed to transform naturally with the rhythm of the day. In daylight, when the backlighting remains off, the installation stands as a sculptural centerpiece, its perforated metal panels and blue waveform interacting with ambient sunlight from the terminal's skylights. The translucent acrylic blue wave diffuses natural light, and remains a bold focal point in the daytime. This allows the piece to maintain a strong visual presence without the need for illumination during the day, emphasizing its material qualities and integration with the architectural environment.

As evening approaches, the installation takes on a new character. A programmable RGB lighting system gently washes the wall behind the blue wave form, introducing rich color gradients and subtle motion that bring the piece to life after dark. The dynamic lighting reveals depth and contrast across the perforated panels, enhancing the sculptural qualities of the wave while creating a sense of movement and energy. Carefully tuned to complement, rather than compete with the terminal's existing ambient lighting, the illumination produces a cohesive and inviting visual atmosphere. From both inside and outside the building, the softly glowing wave becomes a defining focal point, visible to travelers arriving, departing, or waiting to greet loved ones.

The programmed lighting schedule not only enhances the visual experience but also significantly extends the system's lifespan. By operating the lighting primarily during evening hours, the LEDs are projected to maintain performance for up to twenty years, ensuring long-term efficiency and durability while reducing maintenance requirements.

Preliminary cost framework includes the following general categories:

- **Design, Engineering & Project Management: 10–15%**
- **Fabrication & Materials (aluminum panels, acrylic wave, mounting structure) 40–50%**
- **Lighting & Control Systems (LED fixtures, drivers, control hardware, programming, automation) 20–25%**
- **Installation, Site Preparation & Coordination: 10–15%**
- **Contingency & Testing: 5–10%**

Design, Engineering & Project Management
Concept refinement, digital modeling, engineering documentation, coordination with Pride Neon and airport representatives.

Fabrication – Perforated Aluminum Wall System
Fabrication and painting of modular aluminum panels, mounting framework, and structural supports.

Lighting System – LED Backlighting
Commercial-grade white LED fixtures, drivers, controllers, wiring, and power integration.

Blue Sculptural Wave Fabrication
Fabrication of raised sculptural wave element from formed aluminum or cast acrylic with embedded LED illumination; painted finish in airport blue.

Installation & Site Integration
On-site installation of panels, lighting, and wave components; electrical integration with existing infrastructure; testing and commissioning.

Contingency, Testing & Documentation
System testing, calibration, as-built documentation, and contingency for unforeseen adjustments.

Lighting Integration & Control System
Development of interactive lighting behavior, motion sensor placement, and integration with the existing LED system. Includes programming for subtle wave-like motion triggered by passenger movement.

Maintenance & Longevity
The installation will be built with durable materials suitable for high-traffic public spaces. LED lighting is energy-efficient and long-lasting, and Pride Neon will provide guidance for ongoing maintenance to ensure the artwork remains vibrant and fully operational.

The blue wave element will be fabricated from a precision-formed aluminum casing designed for strength, durability, and seamless integration with the perforated wall system. The aluminum structure will house the internal LED lighting while maintaining a clean, sculptural appearance. The wave will be securely mounted to the perforated aluminum panels using a reinforced internal framework and tamper-resistant hardware, ensuring stability and safety in a high-traffic public environment. All materials and attachment methods will meet commercial architectural standards, providing long-term structural integrity and minimal maintenance while preserving the smooth, flowing aesthetic of the design.

The LED lighting system is engineered for long-term reliability and minimal maintenance, with an expected lifespan of 50,000 - 100,000 hours, the equivalent of up to 20 years of daily use at 12 hours per day. The system features commercial-grade components designed for consistent performance in public environments

Routine maintenance will primarily involve periodic cleaning and occasional inspection or replacement of drivers and power supplies as needed to ensure optimal function. Both the lighting and panel systems are designed to withstand the demands of a high-traffic public space, ensuring that Wavelengths remains visually consistent and structurally sound for many years with minimal upkeep. The installation utilizes commercial-grade components, robust finishes, and energy-efficient LED technology, all engineered for long-term performance and easy access for periodic servicing.

Overall, the system is virtually maintenance-free, no different than any other lighting or signage throughout the airport, requiring only occasional cleaning and infrequent component replacement to ensure optimal performance over decades of operation.

Through a proactive annual maintenance plan that includes inspection, and system diagnostics, the artwork will continue to perform reliably and maintain its visual impact for years to come.

Annual Inspection & Maintenance Schedule (1x per year)

- Recalibrate RGB color output for optimal consistency and visual effect
- Inspect seals, cabling, and power supplies for integrity
- Test all safety systems, circuit protection, and DMX lighting controls
- Review and update maintenance documentation and programming
- Update system firmware and operating systems

Fabrication & Collaboration

The perforated aluminum panels will be fabricated as a surface-mounted system, attaching directly to the existing wall structure without the need for demolition or invasive construction. This approach preserves the integrity of the terminal architecture while allowing for efficient installation. Electrical integration can likely be achieved by tapping into the existing power infrastructure, minimizing additional work and seamlessly connecting the programmable LED system.

The panels will be fabricated in modular sections off-site, allowing for efficient transport and seamless on-site assembly. This approach makes installation minimally invasive and ensures the new system can be linked together cleanly while keeping disturbances to existing walls or infrastructure to a minimum.

The estimated project timeline spans approximately 6 to 9 months from design approval to completion:

- Design & Engineering: 2 – 3 months
- Fabrication: 3 – 4 months
- Installation & Programming: 1 – 2 months
- This schedule allows for careful coordination with airport operations to minimize disruption while ensuring the installation is executed to the highest standards.

In Conclusion

Thank you so much for the opportunity imagine what this could be. Your initial thoughts, questions, and feedback were very helpful in putting this revised proposal together.

It would be a dream come true to collaborate with you on this project!

Letter of Partnership and Capability Statement

Pride Neon is proud to express our commitment to partnering with artist Wes Eisenhauer and Kickturn Studio on the proposed Wavelengths art installation at the Sioux Falls Regional Airport. Our team fully supports the vision and scope outlined in this proposal, and we confirm that all fabrication, lighting integration, and installation elements described are well within our technical capabilities and expertise.

Pride Neon has a long-standing working relationship with the Sioux Falls Regional Airport, having successfully completed multiple signage and lighting projects on site. Our familiarity with the facility's infrastructure, safety protocols, and operational standards ensures that the Wavelengths installation can be executed efficiently, safely, and with minimal disruption to airport operations.

With decades of experience in large-scale illuminated signage, architectural lighting, and custom metal fabrication, we are confident in our ability to bring this project to life to the highest standards of quality and craftsmanship. We look forward to continuing our partnership with the airport and collaborating closely with Wes Eisenhauer to deliver a signature artwork that will represent Sioux Falls for years to come.

- Bret Menke, President of Pride Neon

One Sheet Summary

Wavelengths – Design Concept for Sioux Falls Regional Airport
Artist / Studio: Kickturn Studio | Lead: Wes Eisenhauer
Location: Terminal main concourse wall, Sioux Falls Regional Airport (FSD)

Project Mission:
To create a landmark installation that embodies the spirit of motion, connection and place-making for Sioux Falls. Reinforces the airport's brand as "Your Gateway to Anywhere".

Artist Statement
As a Sioux Falls-based creator, I see this installation as a physical reflection of our community's innovation, and forward motion. It is designed to greet every traveler with presence, and to reflect the airport's role as both landmark and launch-pad.

Key Project Highlights
• Illuminated panels + illuminated wave element
• Daytime sculptural form & Evening dynamic LED lighting mode
• Creates a striking visual focal point visible during daylight, anchoring the arrival zone with local identity
• Automated evening LED back-wash and wave backlighting
• Activates after hours to transform the terminal environment into a dynamic, memorable space, amplifying brand and traveler experience
• Seamless integration of structure, surface and lighting
• Minimises operational impact, aligns with terminal materials and ambient lighting,
• Custom materials + modular panels for easy service access
• Ensures durability and ease of maintenance, aligning with FSD's value of efficiency and long-term sustainability
• Yearly Maintenance Inspection by Kickturn Studio
• Aligns with FSD's mission of connectivity, service and identity.

Timeline
- Design & Engineering: Q4 (2025)
- Fabrication: Q1–Q2 (2026)
- Installation: Q3-Q4 (2026)

Budget Overview
- Base Budget: $425,000 - $465,000
- Interactive Upgrade: $100,000 - $125,00
- Estimated Total w/ Interactive Feature: $525,000 - $590,00

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Project Inspiration Images