



"MESSAGE IN LIGHTS" 2020 TREE OF LIGHT PROPOSAL

"Message in Lights" will be a quiet, peaceful and reflective point of inspiration and celebration for the people of the town.

It will inspire a sense of wonder first with a book whose pages magically whirl into action, and a tree dotted with hundreds of lit-up messages of joy and hope that comes to life to put our messages up into the tree.

It will draw hundreds of people to take part individually in a very personal (even private) experience that they can come back to again and again. It celebrates our own messages to family, friends and loved one and our place in our wider community.

Concept:

Special star-backed tree-lights will blink in Morse code names and messages from the people of Macclesfield.

People of Macclesfield will text the name of someone they wish to celebrate or commemorate, or a short message of hope for the future, and see their words up in lights as a tree light blinking in Morse code all Christmas.

As more names and messages are submitted more tree lights will twinkle with public but private messages.

The messages will also trigger quiet auto-generated music with unique and ever-changing harmonies: each colour a tone, the letters the rhythms.

On the way to and from Market Place, there will also be 10 flickering lanterns around the town - leading people to the tree and giving a glimpse of the project. In line with other trails in LIT, people will be invited to discover and decode them.

Under a cover (alongside the nativity scene), there will be a book in a well-lit Perspex-protected shelter. Anyone approaching, walking past, or standing and waving will trigger a light to come on and the book to open itself. On the page will be instructions and information. Further movement will cause the pages to automatically flick over and then back to show more information. The instructions will tell them how to submit a message for the tree.

Each new message or reminder triggers a sequence of lights that lead the eye up and down the Christmas tree to the point of light that will blink the message.



In November, a callout will ask local people, families and businesses to think about what their special message could be on the star, and then send it in a text message (choosing a colour). They will then be sent a code back. Every time they send that code it will trigger all other lights to disappear on their tree and their message up in lights will momentarily appear.

When the Tree of Light is switched on, on Saturday 21st November, individuals or bubbles will be able to





approach the Christmas tree (socially distanced) and see their own message in lights among all the others.

As most of our group live in Macclesfield, we understand the importance to our community of the light switch-on and tree as a centre-point. We have experience of creating trails, public events in Macclesfield Market place and collaborating with shops and businesses, schools and local people.

In the weeks before, we will work with schools to be involved in learning Morse code to better appreciate the messages in the lanterns and on the tree. We will also engage nearby shops and businesses so that they appreciate and understand the messages and sounds, with the option of having their message also in the tree.

Risk Considerations

CoViD-19/Flu

The installation will operate with no public touch points.

Health

Photosensitivity and Epilepsy risk will be reduced or avoided by regulating the frequency of flashing LEDs below 3 beats per second (bps), reducing total intensity by splitting the lights into odd and even numbered groups that will flash together at least 25% less often than aligned LEDs.

We will undertake a robust risk assessment and provide method statements for the installation.

Timeline

- Thurs 8th October - Order equipment
- Across October – Finalise installation
- Wed 28th October – Complete Installation Check
- Fri 30th October - Installation / H&S Assessment Approved
- Sat 1st November - Assembly
- Sat 14th November - Pre-Installation Test
- Mon 16th November - Installation begin
- 17th 20th November - Test
- Sat 21st November - Light Switch On
- Duration: Nov – Jan – Daily check and optional maintenance
- Wed 6th Jan 2021 - Get Out

Technical

The installation will be robust and well designed to be stable and safe in December weather.

Sound and music will be amplification to be loud enough to be heard only locally over ambient noise and lights will be as bright as possible within power and health & safety constraints.

Through experience from previous projects, we have all necessary equipment and will test to ensure that:

- lights display encoded Morse code messages
- that text messages can be entered successfully (screened against rude words)
- the book is triggering with servo and actuators working, instructions & information clear and visible

All anonymously submitted messages will be stored locally in the installation and be available afterwards.