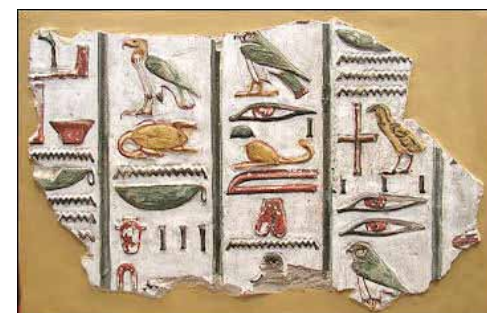
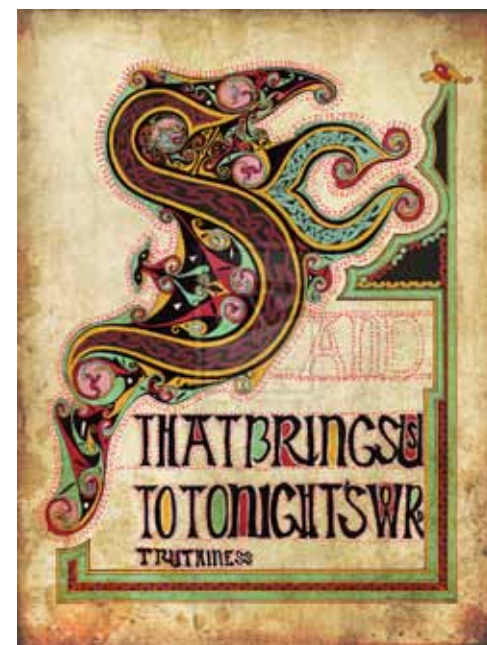
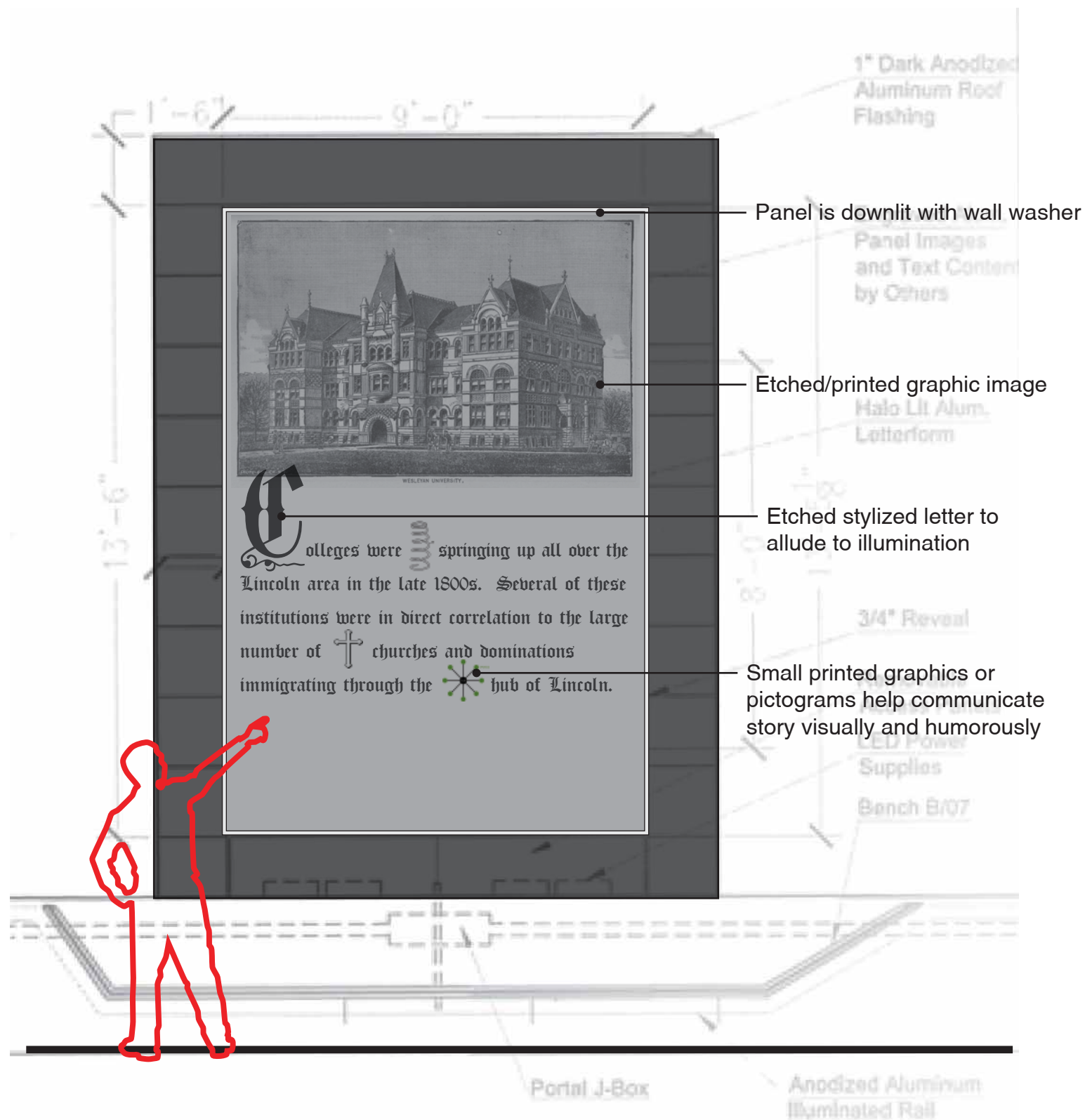


PROS

1. Literally recording all of Lincoln
2. Texture of names doesn't take away from clean/simple forms of portals
3. Database driven - minimal outside/public involvement (efficient execution)
4. Adds another layer of intrigue to the bridge that sports/news casters share
5. Singular story/statement

CONS

1. Do you need consent for names to be posted public - even from census?
2. It is dated immediately
3. People might write/scratch profanities about person on the list
4. People might add themselves to the list post fabrication
5. Singular story/statement

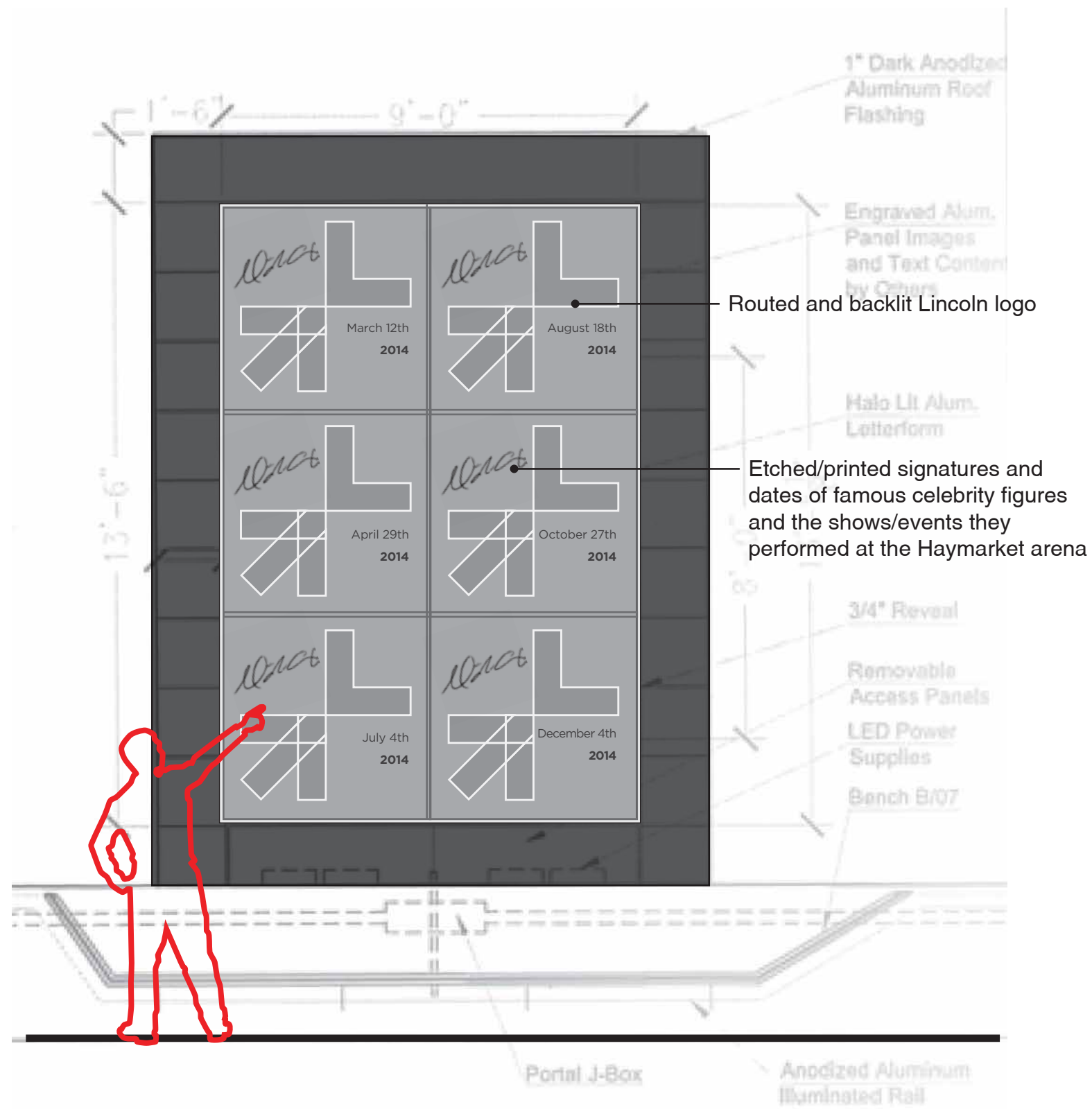


PROS

1. Unique & "fun" pictorial narrative of Lincoln history (human & natural)
2. Juxtaposed ornate typeface on simple modern archway
3. Humor helps people with memory and association, so important facts every Lincolnite would spread socially

CONS

1. Could be construed as disrespectful and/or crude
2. Could be confusing to read
3. Might distract from the beauty of the letterform, portal, and lighting

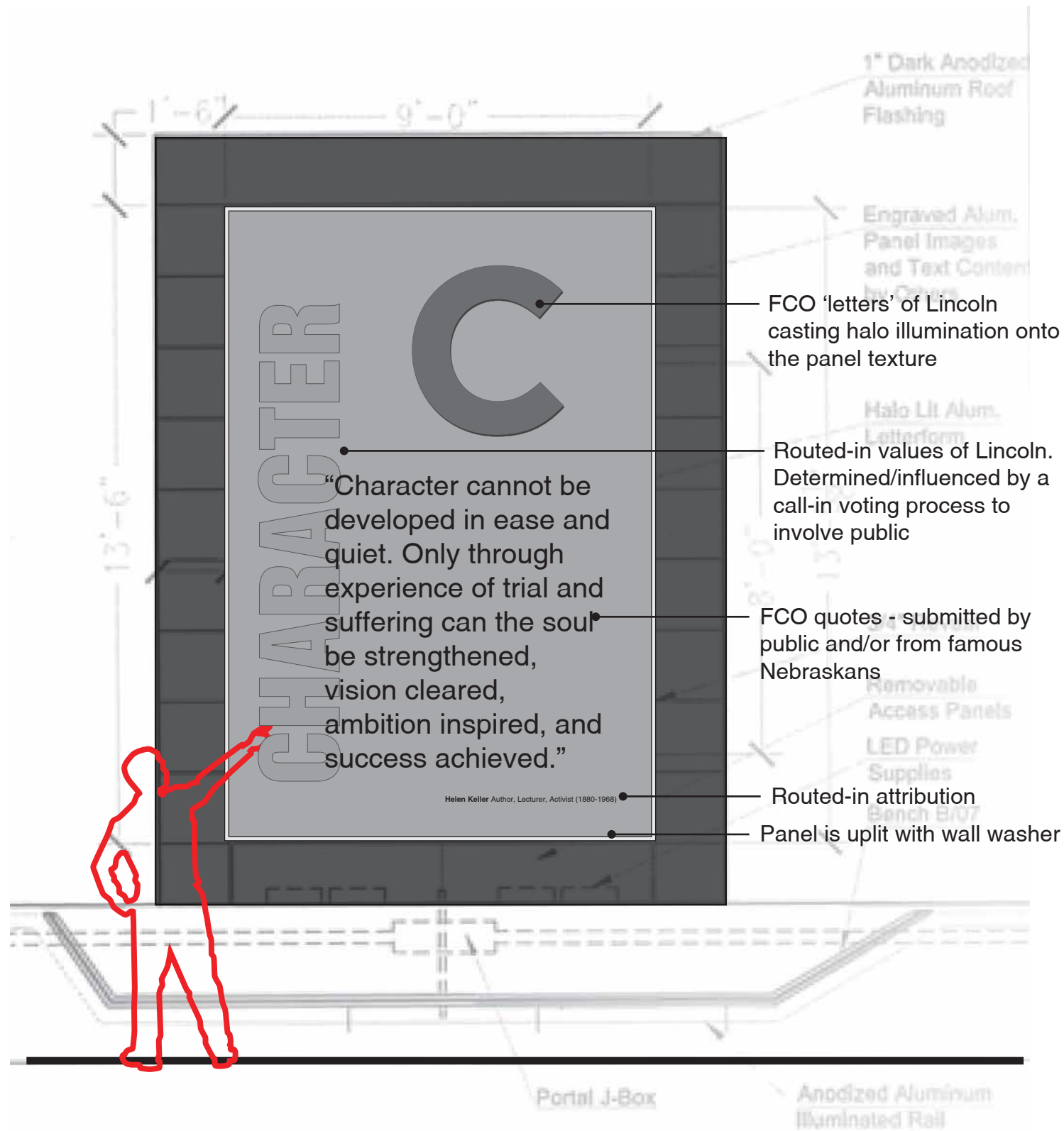


PROS

1. Creates a destination
2. Adds celebrity to the space
3. Changeable/updateable
4. Low tech

CONS

1. Could be seen as chintzy
2. Noted celebrity/artist my public humiliate themselves drawing negativity
3. Limited space
4. Low tech

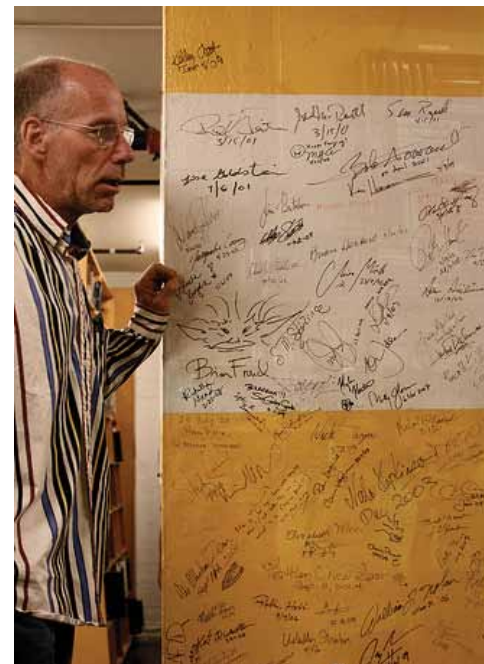
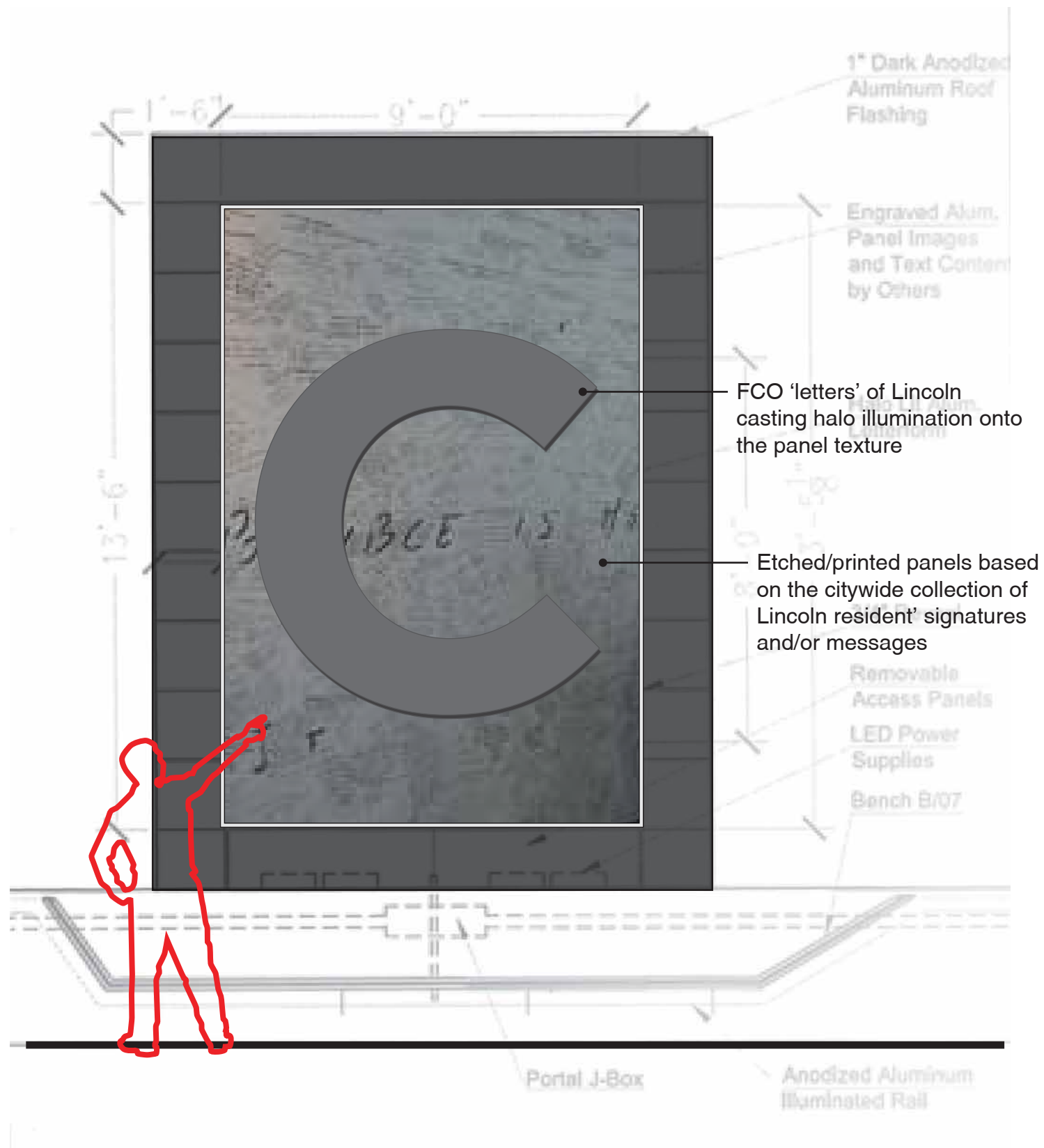


PROS

1. It's simple
2. It's bold
3. It is universal - common truths
4. Could have associations with famous Nebraskans
5. Would allow for community involvement in choosing values/quotes

CONS

1. It's simple
2. It is universal - not unique to Lincoln
3. Would allow for community involvement in choosing values/quotes

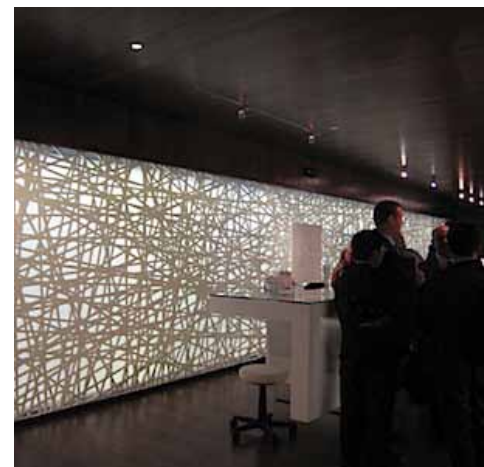
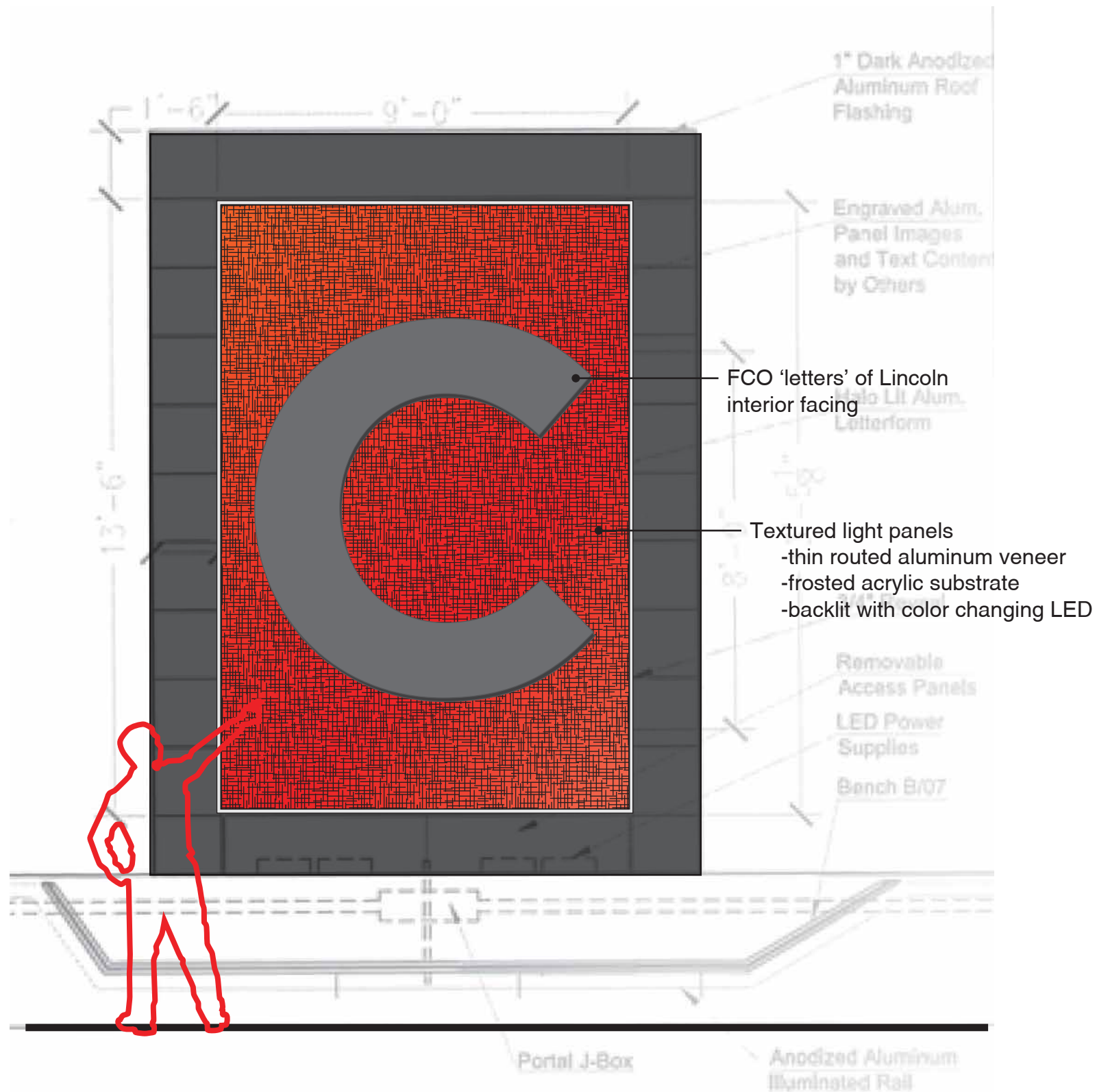


PROS

1. Creates beautiful texture
2. Encourages citywide community participation
3. Every name is unique
4. Adds another layer of information to the bridge that identifies Lincoln and can be shared socially
5. Singular story/statement

CONS

1. Gathering enough signatures in given manufacturing timeframe
2. Convincing participants of the safety of identity
3. People might write/scratch profanities about person on the list
4. People might add themselves to the list post fabrication
5. Singular story/statement



PROS

1. Minimal to no messaging
2. Creates light and/or movement in pedestrian level space
3. Can be observed from distance or while moving across the bridge
4. Provides opportunity to create city endorsed canvas/texture/brand

CONS

1. Could be seen as having less meaning
2. Potentially higher associated costs (lighting)

