

PUBLIC ART COMPANY

TAFFY BY STEPHANIE LIN FOR PALM DESERT



ABOUT PAC

Public Art Company (PAC) is a curatorial and production agency dedicated to creating large-scale art and design that transforms space and deepens cultural resonance.

We have created work for:

- **Festival environments**
- **Public spaces**
- **Branded activations**
- **Community gatherings**

At the heart of our practice is a belief that art is not just ornamental—it is a vehicle for *memory*, *belonging*, and *connection*.



OUR SERVICES

- Curatorial Strategy
- Art Direction & Design
- Production Management
- Site-Specific Installations
- Environmental Design
- Festival & Event Integration
- Pop-Ups & Brand Collaborations
- International Artist Network

A BIT ABOUT *TAFFY* AND STEPHANIE LIN

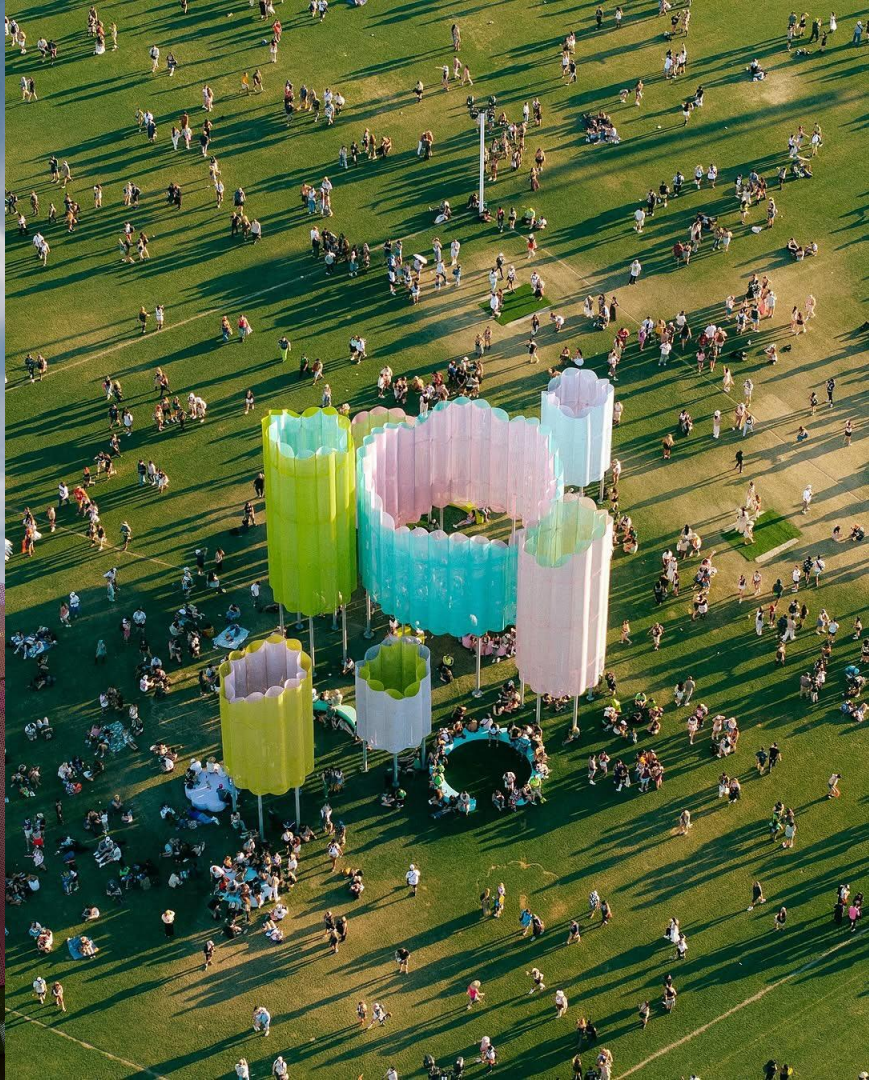
Stephanie Lin is a Canadian designer and educator based in New York and Arizona, leading the innovative design studio Present Forms.

Lin has exhibited work both independently and with her design collective, Office III, at prestigious venues including MoMA and the National Academy of Design.

Taffy is a vibrant, large-scale installation originally composed of seven cloud-like towers ranging from 25 to 50 feet in height, each clad in a double-layered, scalloped mesh that creates dynamic moiré patterns. The towers' colors, inspired by midcentury desert modernism, shift subtly with the movement of the sun and dramatically transform through lighting at night. Beneath this pastel canopy, plywood benches echoing the towers' forms and hues invite visitors to gather, pause, and look up. Taffy serves as an immersive visual frame for the event, evoking the ephemeral beauty of desert light and air and fostering a connection with the landscape.















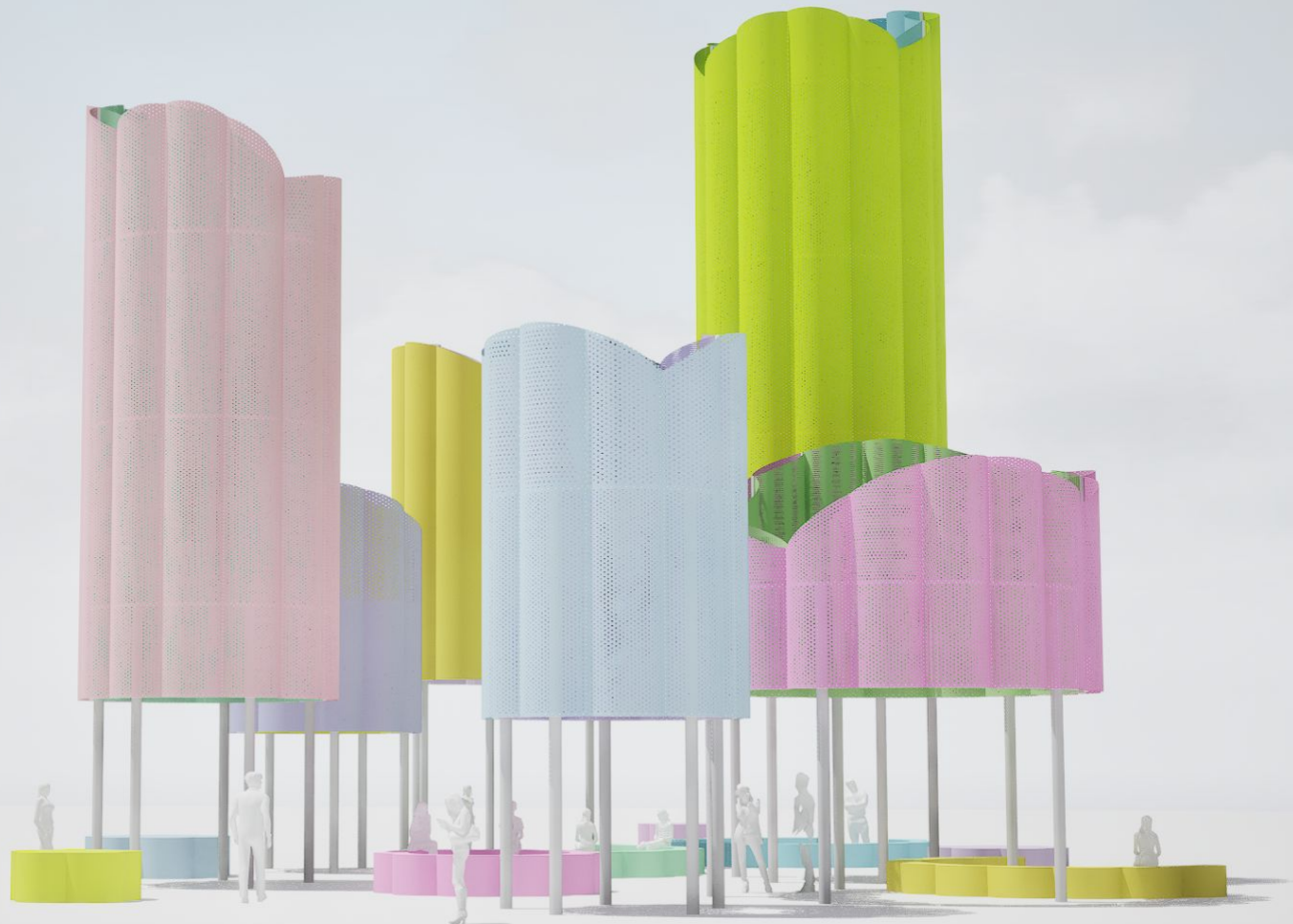




Taffy

Artist: Stephanie Lin

Stephanie Lin's Taffy is a vibrant, cloud-like spectacle that captivates the senses. Rising majestically above the ground, this stunning installation comprises a collection of towering cylinders, ranging from 25 to 50 feet tall, each adorned with a playful scalloped mesh that creates a dynamic moiré pattern. The colors of the towers were inspired by midcentury desert modernism, with two hues per tower, creating a kaleidoscope of visual delight that shifts with the sun's movement throughout the day. Beneath this colorful canopy, open-circle plywood benches weave through the installation, echoing the towers' proportions and colors and inviting people to sit, lie down, or explore. Taffy not only serves as a stunning visual frame for its context but also evokes the ephemeral beauty of desert blooms and flowers, encouraging a connection with the landscape and a sense of wonder that evolves from day to night. Taffy was one of three artworks created for the Coachella Valley Arts and Music Festival for 2025 in collaboration with Public Art Company and Goldenvoice.



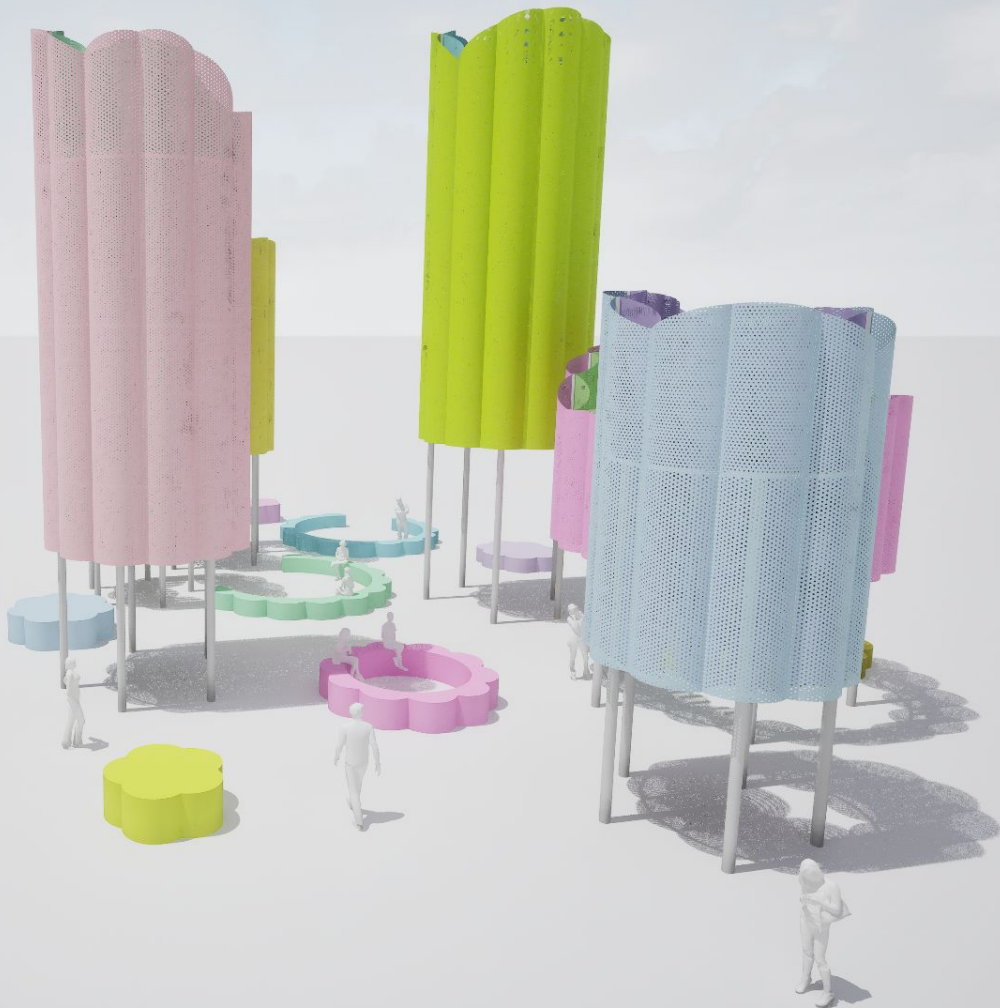
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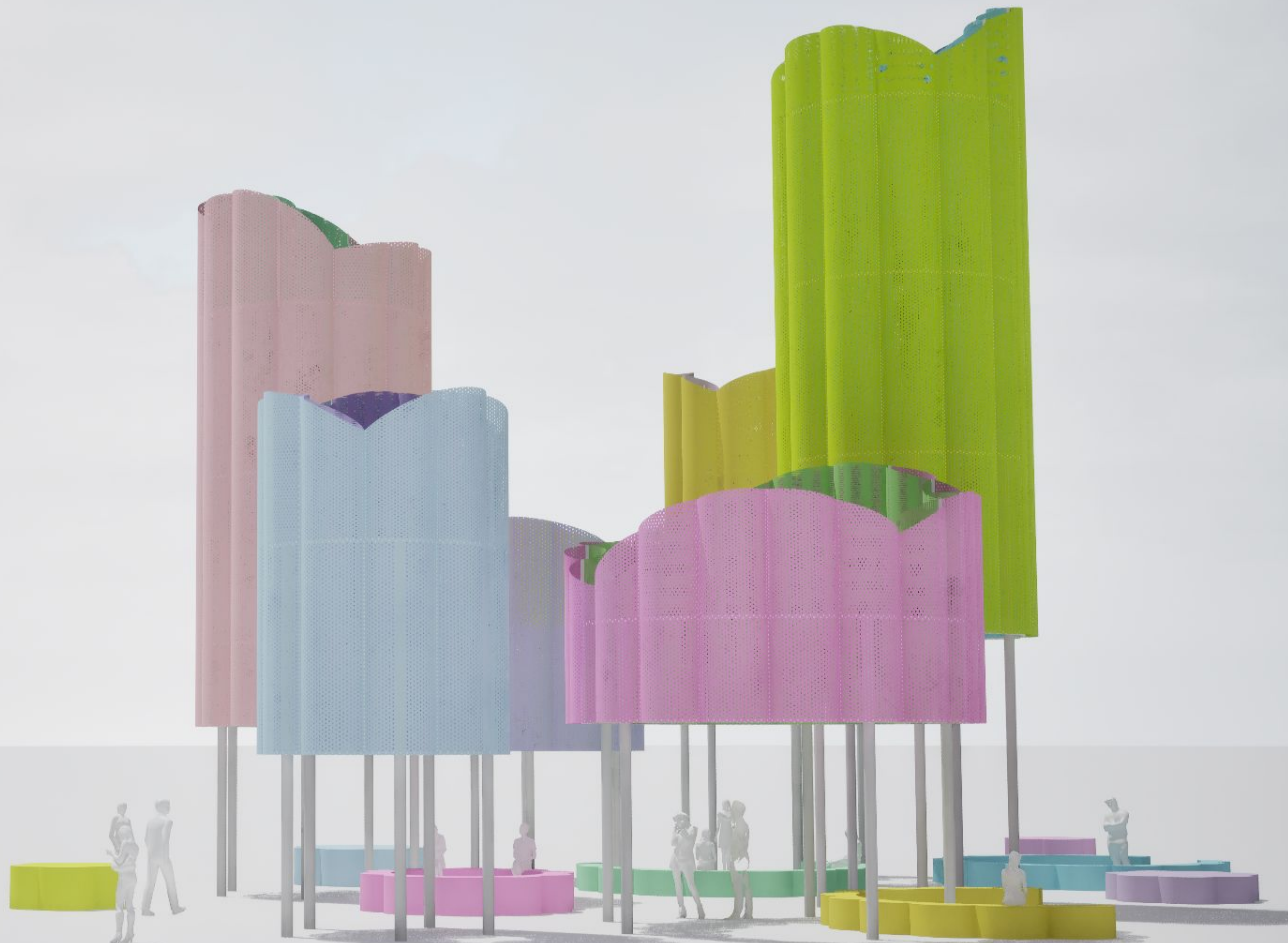
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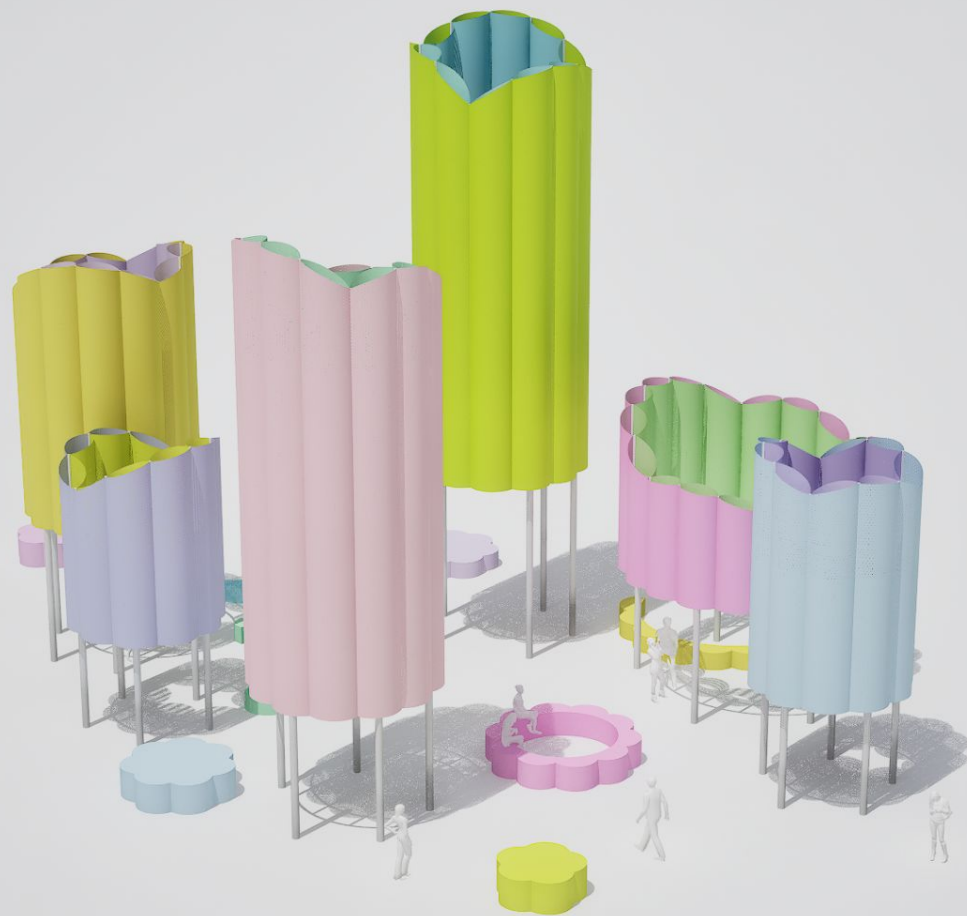


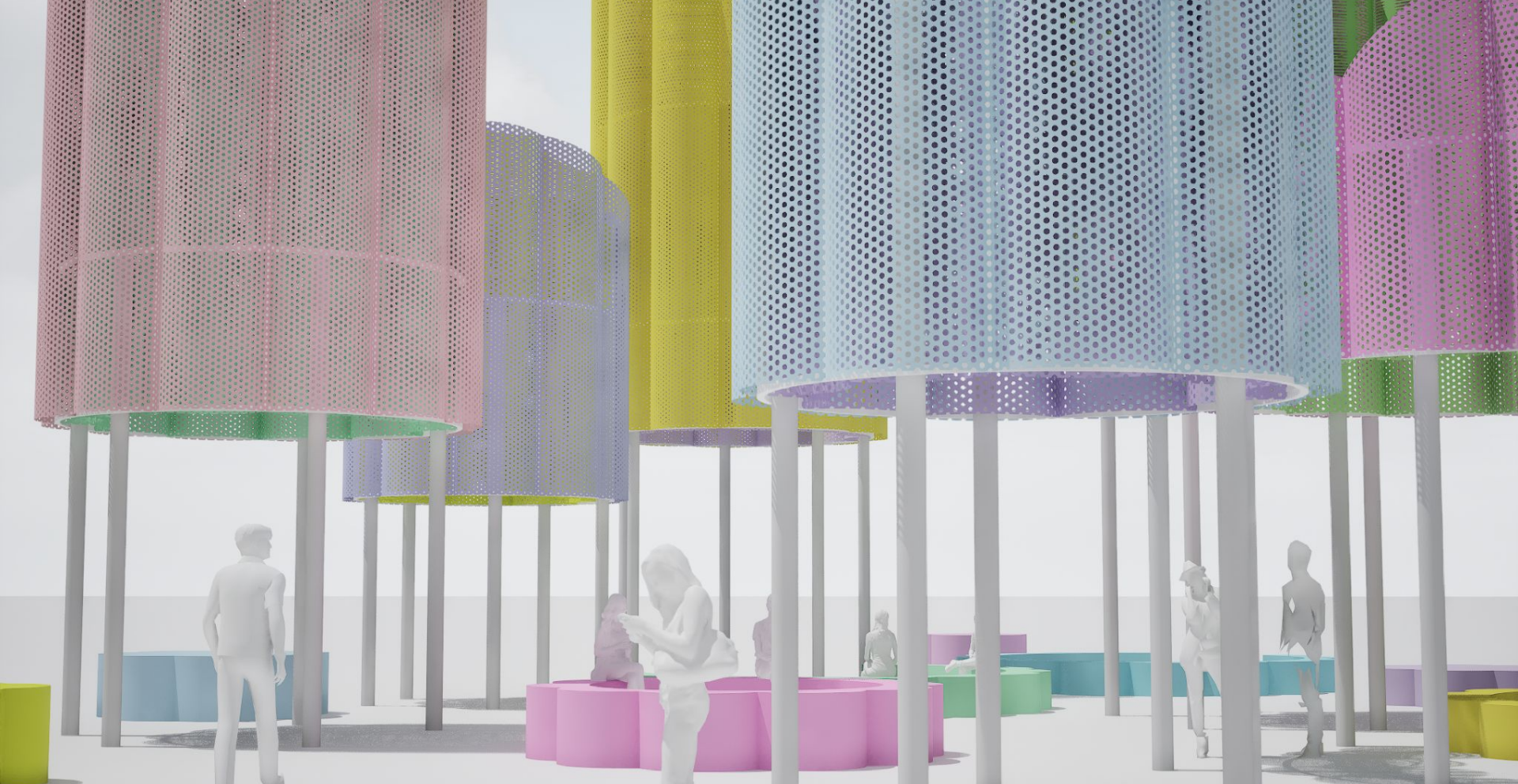
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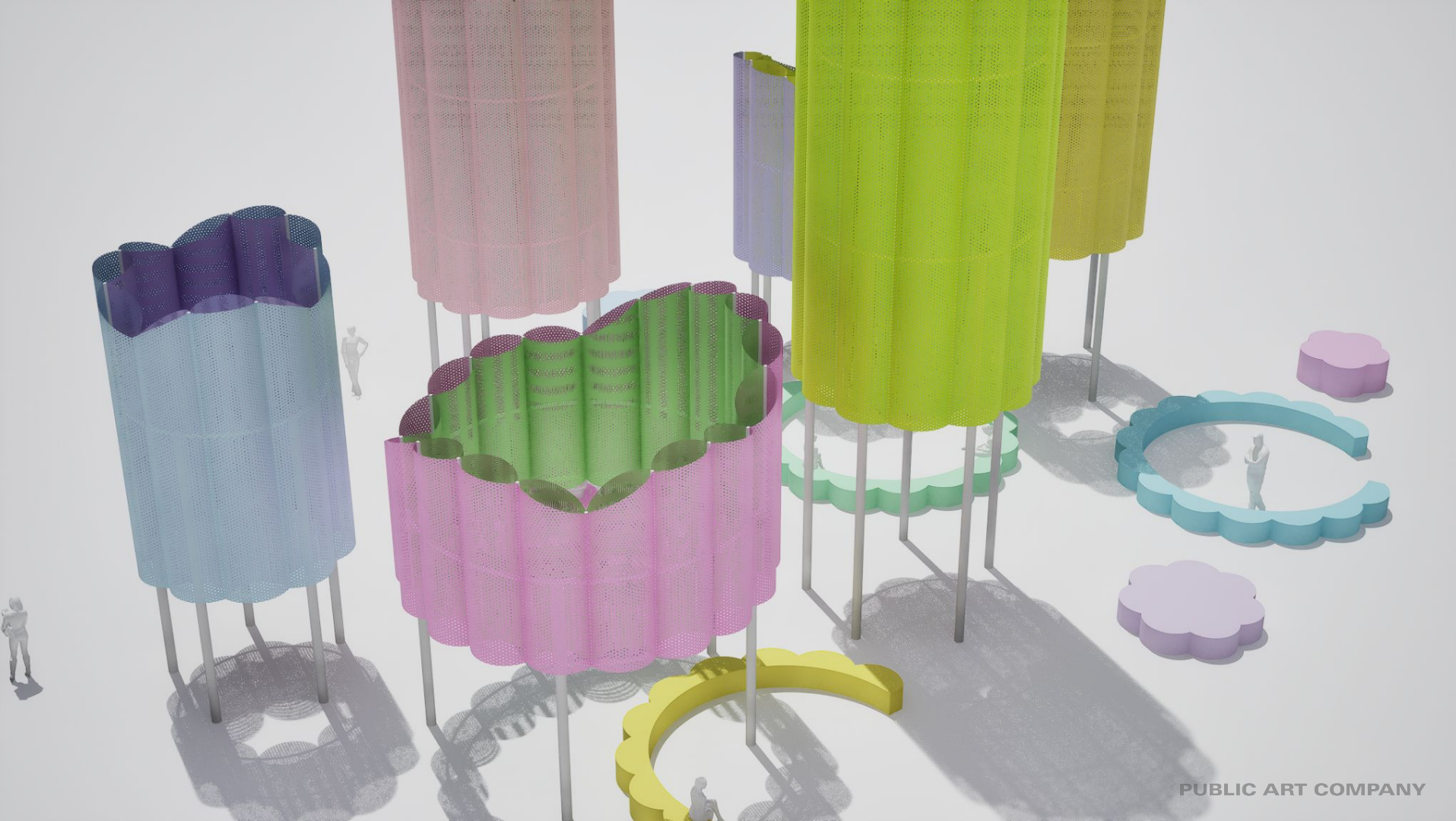
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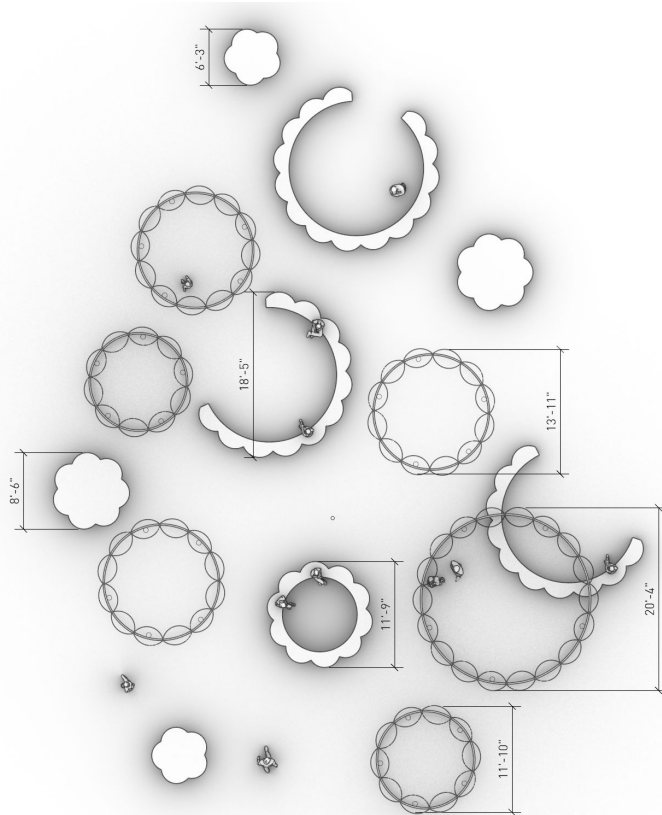


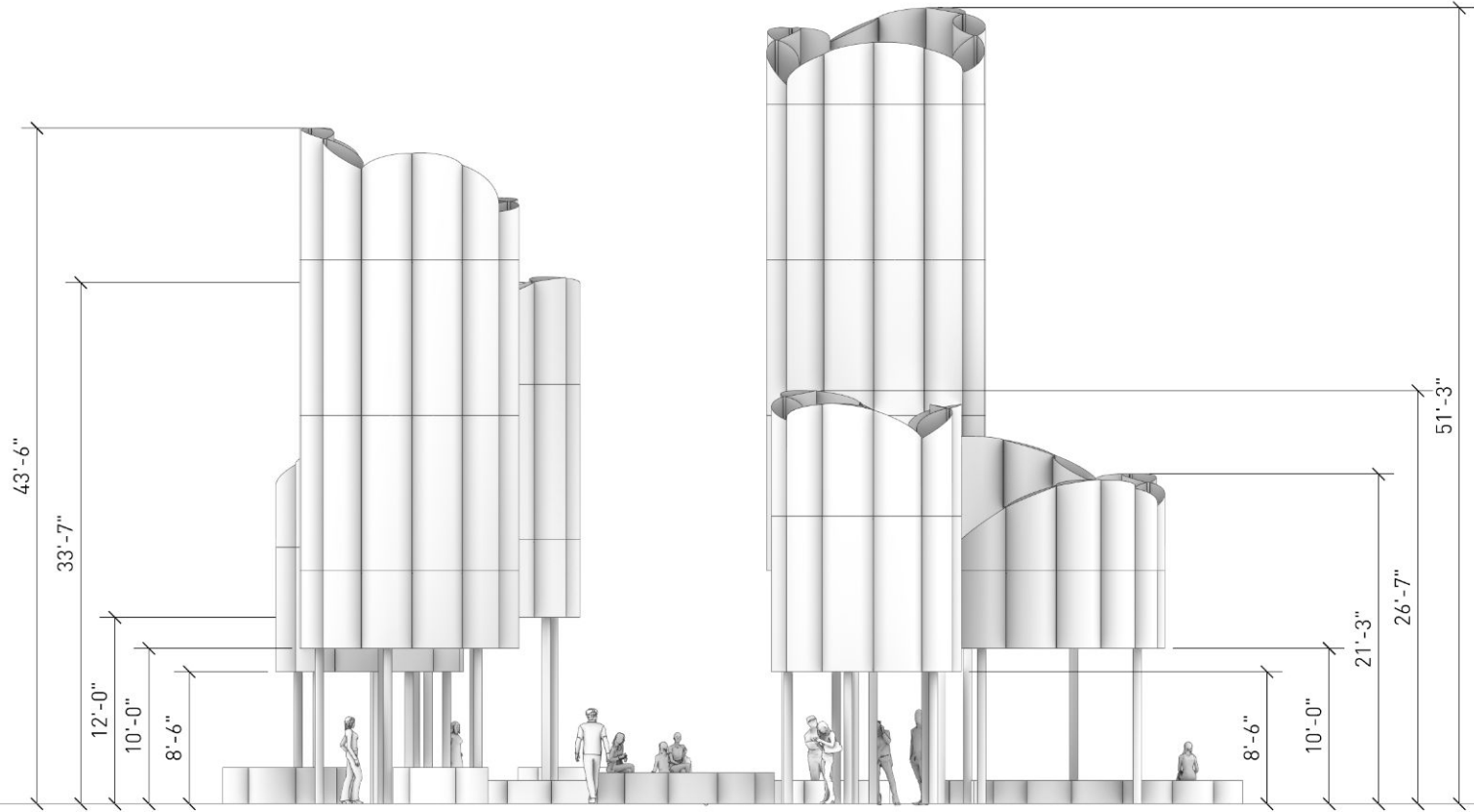


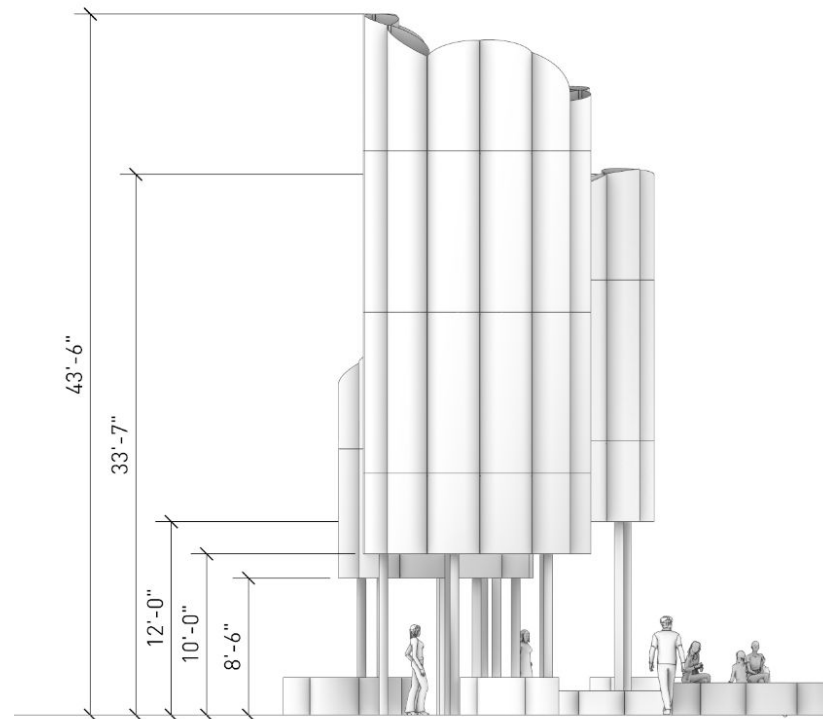
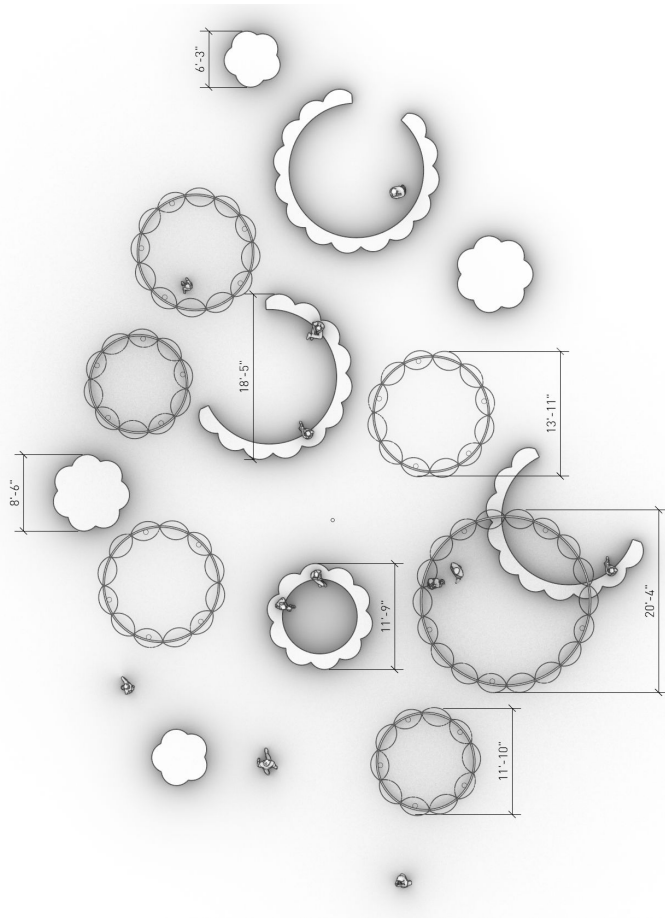


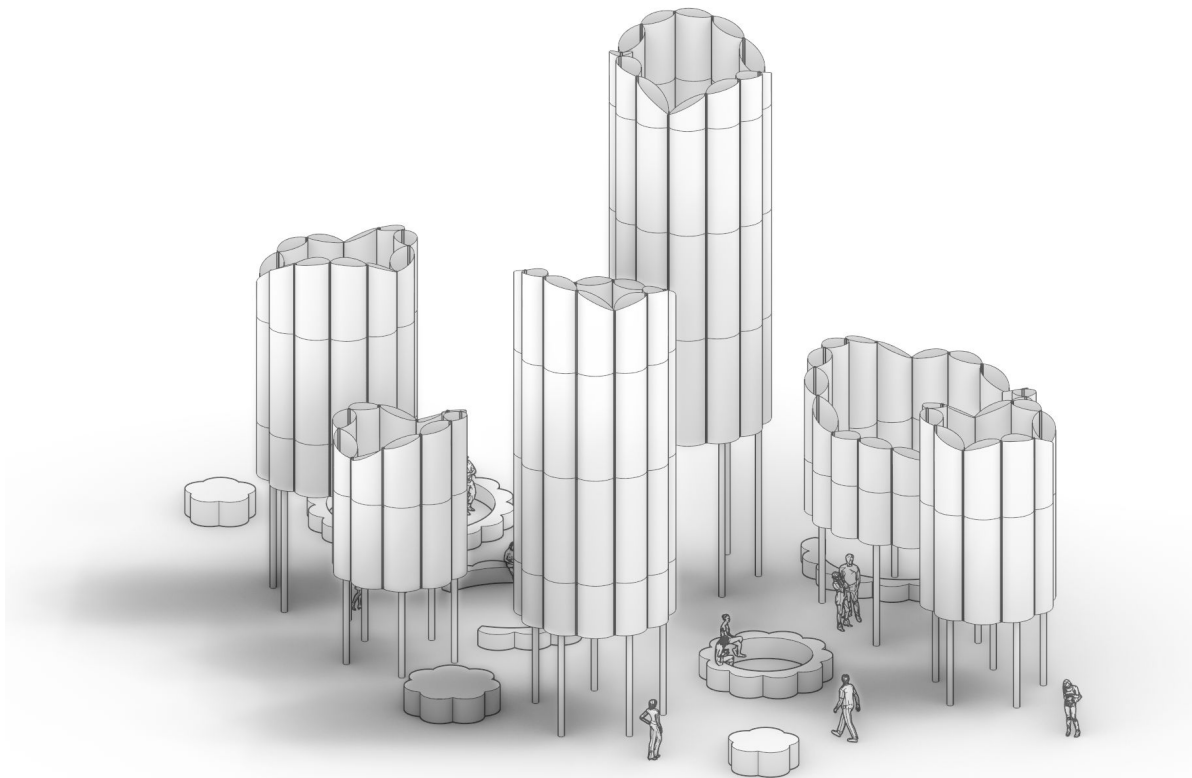












BUDGET OVERVIEW

ARTIST/ PAC FEE	\$68,500.00	EPOXY INSPECTION	\$500.00
TRUCKING	\$5,000.00	BOOM LIFT x2	\$5,000.00
CRANE	\$25,000.00	TOUCH UP PAINT	\$3,000.00
PREP LABOR	\$36,000.00	HARDWARE	\$2,200.00
INSTALL & TOUCH UP LABOR	\$13,500.00	ENGINEERING	\$5,000.00
Total with 10% contingency = \$180,070.00			

OTHER DETAILS

CONSTRUCTION TIME

- 4 months

INSTALL TIME

- 3 weeks

DE-INSTALL TIME

- 3 days

OPERATIONAL DATES

- April 11-20, 2025

HEIGHT

- 9 feet - 60 feet

FOOTPRINT

- 100 feet x 100 feet

MATERIAL

- Steel, Paint

ORIGINAL LOCATION

- Coachella Music and Arts Festival Indio, CA

PUBLIC ART
COMPANY

THANK YOU!