

Life Sciences Addendum



SAN DIEGO
America's City of Life

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The Double Helix Dance of Life

Many people have commented that the proposed **City of Life** catchphrase favorably invokes San Diego's formidable Life Sciences industry, currently recognized as the third largest and one of the fastest growing Life Sciences clusters in the nation. (The Milken Institute, a non-profit economic think tank, in fact just released a new study at the 2004 Biotechnology Industry Organization annual conference ranking San Diego as the #1 biotechnology center in America.) This important San Diego industry is playing a pivotal role in improving and lengthening the quality of life for all Americans. With this in mind, we have enhanced the **City of Life** art campaign to include a series devoted to the Life Sciences entitled *The Double Helix Dance of Life*.

The Double Helix, first uncovered by Watson and Crick in 1953, is the three-dimensional physical structure of the DNA molecule that is comprised of two parallel strands of DNA coiled helically. (See front page.) As the structure of the most basic building block of life itself, the Double Helix is the perfect theme for an art campaign dedicated to the Life Sciences industry within the **City of Life**. (Pages 4 - 5 detail the ten artistic variations of *life bursting forth* from the Double Helix.)

In order to successfully implement this aspect of our branding strategy, we propose the ten variations of *The Double Helix Dance of Life* as large scale sculptures to be placed along the two major thoroughfares of San Diego's **Life Science Mesa**. (Nicknaming Torrey Mesa as such is an idea worthy of serious consideration.) The sculptures are to be placed on the median adjacent to each lighted intersection on North Torrey Pines Road extending from UCSD / Salk Institute to the south entrance of Torrey Pines State Reserve, and on Genesee Avenue from where it intersects North Torrey Pines Road to Highway 5. (See samples on pages 7 - 8.) Also note the fortuitous coincidence of the many eucalyptus trees on the median whose trunk bark mimics the upward spiral of the Double Helix. (See page 6.)

This addendum, as well as the original **City of Life** proposal, can be viewed and downloaded for printing and emailing at the StudioRevolution website:

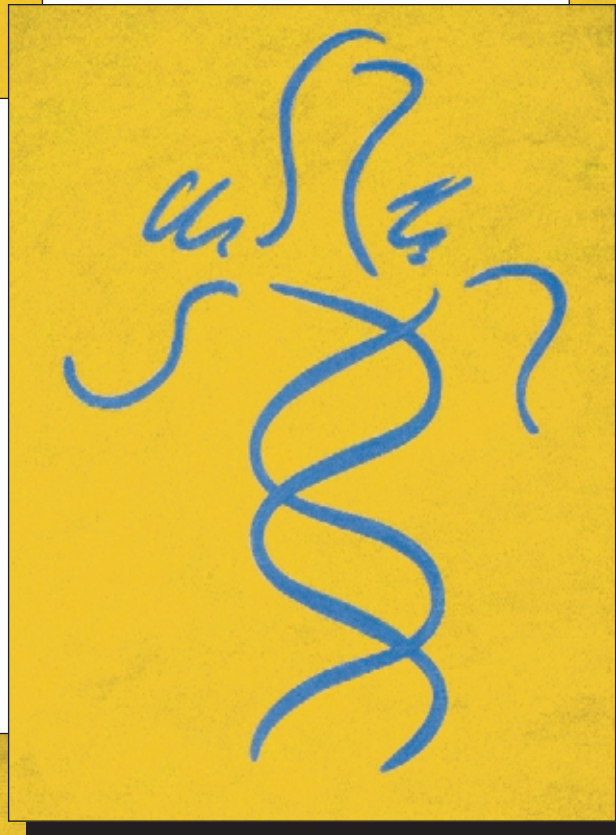
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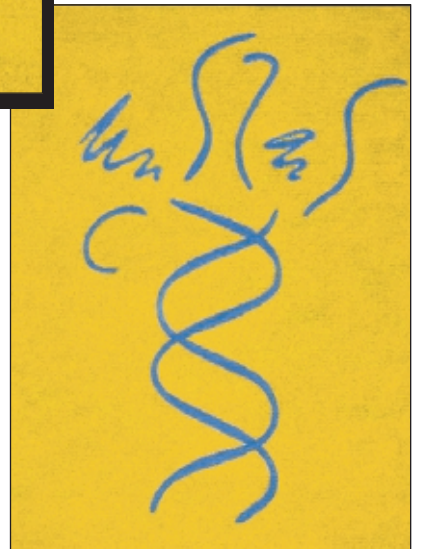
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The Double Helix Dance of Life I - V

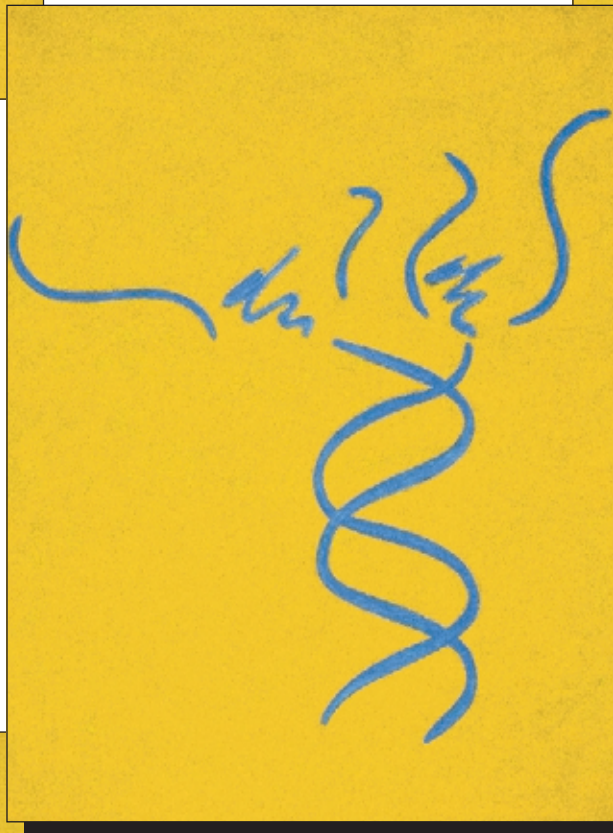
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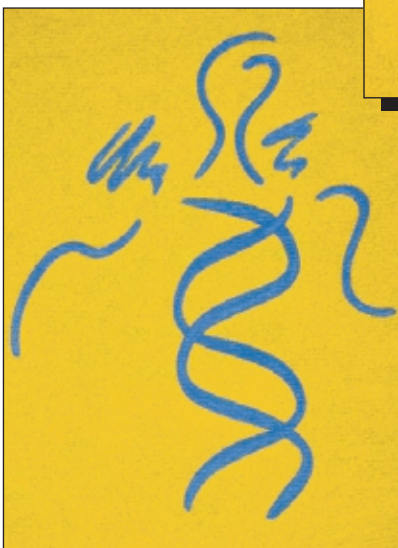
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The Double Helix Dance of Life VI - X
Oil on canvas



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Eucalyptus Trees on the median of North Torrey Pines Road exhibiting an upward spiral reminiscent of the Double Helix



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Intersection of North Torrey Pines Road and Genesee Avenue



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Intersection of North Torrey Pines Road and John J. Hopkins Drive



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Intersection of North Torrey Pines Road and Torrey Pines Science Park South