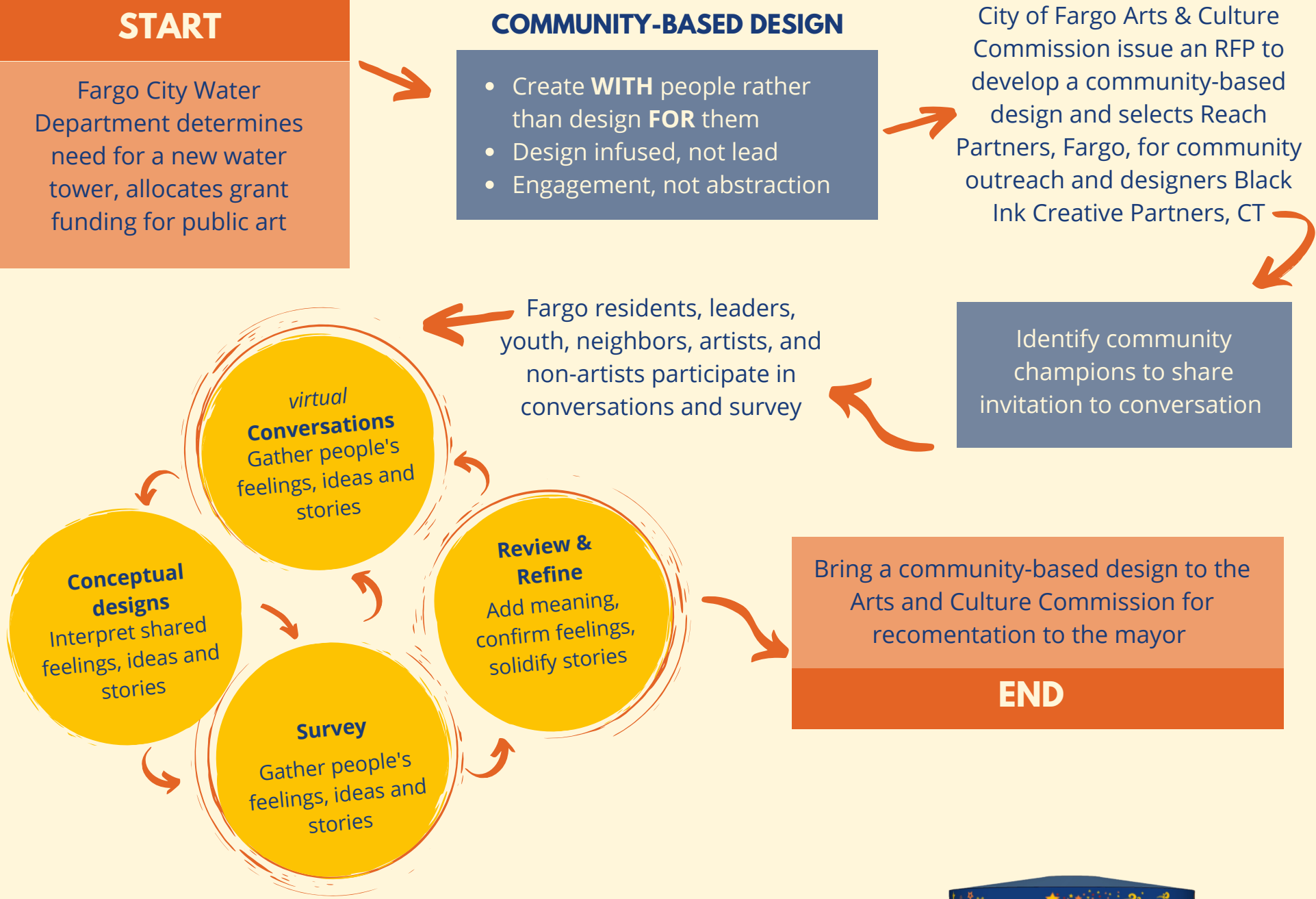




FARGO COMMUNITY WATER TOWER

DESIGN PROCESS



DESIGN NARRATIVE

The community is inspired by the Red River as the historic and highly valued life source from the early native people to Fargo's generations of tomorrow as the river plays a key feature in Fargo's landscape, ecology, and as the city's primary source of water.

An aerial view of the Red River, outlined in red and yellow, forms the foundation of the design along the bowl of the tower and establishes a vibrant color palette. Figures engaged in outdoor activities along the Red River include fishing, kayaking and children sledding invite the viewer closer to discover small details.

The lines that wrap around the tower represent the continuity and unity of the city, while the many figures and elements in the landscape represent the diverse and vibrant makeup of the community.

The choice to form the city's name with a dynamic ribbon of roads suggests movement, a thriving community life, and journeys of the city's people. A few of Fargo's landmark buildings represented include the Black Building, the Forum, and the iconic Fargo Theatre while other icons nod to the connection to Fargo's agriculture business and commerce. A bison represents both the university and the natural history of the region.



Construction begins in 2021 on the tower located near 7th Av N and University

The red tree in the midground is representative of the tree of life, a symbol drawn from many cultures, here represents the deep roots of both long-standing families and communities who have deep roots planted in Fargo, but also those who come to plant roots.