

Impulsion comes to WestWorld

Written by Nicole Royse

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Installation of the new massive steel sculpture "Impulsion" by valley artist Zischke began this week at the entrance of WestWorld!

In April it was announced that Jeff Zischke sculpture "Impulsion" had been chosen from over 200 applicants as the new iconic sculpture for the entrance of WestWorld. [WestWorld](#) has the reputation of being one of the premier and nationally recognized equestrian center in the country. The Tony Nelssen Equestrian Center at WestWorld has recently undergone a huge renovation and expansion, which expectedly cost around \$51.3 million. Included in this expansion was a new entrance sculpture allocating \$380,000 to Scottsdale Public Art for its creation. [Scottsdale Public Art](#) is a leading force of the arts in Arizona, providing wonderful cultural events, exhibitions, and installations that truly contribute to the growth and development of our community on so many levels.



The latest commission and beautiful new addition to the SPA permanent collection is a sculpture titled "Impulsion" for WestWorld. Jeff Zischke, a valley native created the massive steel sculpture, which was recently installed at WestWorld. So who is [Jeff Zischke](#) you ask? Zischke is an artist and designer who works in both the public and private art, creating cutting edge of sculpture, public art, mixed media and urban transformation. Zischke work is a response to nature and the urban environment, which he addresses through his interactive installations that center on organic shapes and modern technology.



"Impulsion" is said to be "an artwork that will reflect, animate, and embody the character of WestWorld with charisma and grace, is approaching the finish line", said Zischke. Zischke has created a unique, educational, and interactive sculpture that is massive in scale standing at 20' tall and it is made up entirely of 1.5' square brushed stainless steel tubing. The inspiration behind the sculpture were various breeds of race horses while Zischke's desire to showcase the beauty, power, and nobility of the horse species.



Don't miss the first annual [Holiday Horse Lighting](#) on December 11 will take place from 6:30-8pm at the Tony Nelssen Equestrian Center Expansion of WestWorld, located at 16601 N Pima Road , Scottsdale 85260. Instead of a tree lighting how about a horse lighting for the

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holidays?! The night will feature holiday treats, warm drinks, sculpture lighting, while you listen to SPA Director, Donna Isaac, the artist, and Mayor Jim Lane speak more about this project. Impulsion is an incredible work of art that embodies the equine spirit and is a perfect addition to the dazzling new WestWorld! Images courtesy of SPA and artist.

