



INVITATIONAL CALL TO ARTISTS

Light Project

Due: May 19, 2005

illuminating Broward, Enlightening Communities

The Broward County Commission Cultural Division's Public Art & Design Program is seeking to commission an artist proficient in the medium of light to create a design for a **Light-Based Artwork**, with an option for implementing additional light-based projects over a multi-year period throughout downtown Broward County. The work must be compatible with the year-long celebration of the Public Art and Design program's 30th anniversary which commences in early 2006. This light-based work is intended to reinforce Broward County's unique *Sense of Place*, focus favorable community awareness on the County's Public Art and Design program, and celebrate public art as practiced on the highest level of artistic creativity and imagination.

Artwork Scope:

One site-specific design for a temporary or permanent project to be located in downtown Broward identified by artist following research and interaction with County and Community representatives. Maximum public impact and visibility is highly desirable. Artwork should reinforce a memorable *Sense of Place* in the collective imagination of residents and visitors that is compatible with Broward County objectives.

- *Schematic Design and Budget*
- *Timeline for fabrication and installation compatible with anniversary celebration during 2006*
- *Optional Plan for multi-year implementation of additional light-based projects as funds become available*

Anticipated Art Project Schedule:

Artist Shortlisting: June, 2005

Finalist Interviews: July 2005

Completion of Schematic Design: December 2005

Fabrication of Artwork : January 2006 – September 2006

Installation: as early as October 2006

Art Project Budget

The Phase 1 Design budget has been established in an amount not to exceed \$50,000. This budget includes but is not limited to all costs associated with developing schematic design for the Light-Based Artwork, i.e. research, community and agency meetings, insurance, proposal presentations and travel. At the discretion of the Broward Cultural Division, a separate Phase 2 Fabrication budget of \$100,000 may be established for fabrication and installation of the Light-Based Artwork. Additional funding is being sought from public and private entities for implementation of additional designs proposed by commissioned artist.

Artist Eligibility

This is an **Invitational Call to Artists** with prior experience working in the medium of light. ***Artist must be able to work effectively within the aggressive project timeline as indicated above.*** Artists who reside outside of the mainland United States must be available to communicate in the English language with Project Manager during regular U.S. Eastern Standard Time business hours, or provide for an administrative assistant who can communicate accordingly.

Application Process

The Broward Cultural Division manages the application process. An Artist Selection Panel consisting of a member of the Public Art and Design Committee, arts professionals and agency and community representatives will review applications and invite a short list of artists to be interviewed by the Artist Selection Panel. Shortlisted candidates must be prepared to discuss preliminary ideas and approaches to addressing the scope of work during the interview, although no specific designs will be requested or viewed at that time.

Application Requirements

Submission Materials must arrive (*not postmarked*) at Broward Cultural Division before May 19, 2005.

One (1) Copy of the following Submission Materials:

Letter of interest - The one-page maximum letter should state interest in the project, outline artist's approach to practicing public art on a scale similar to this project, and highlight relevant past experience on projects of similar budget and scope.

Professional resumé - Include public art experience with budget size of past projects.

Annotated List (slide/CD/video) - Name of Artist, title of work, media, size, location of artwork, project budget, slide number and any other relevant information.

Visuals - Artist should submit one set of slides, labeled with artist's name, artwork title, slide number and arrow clearly indicating top of slide. A maximum of 10 slides (35 mm) may be submitted. *NOTE: Artists may substitute one CD (not to exceed 10 images presented in JPG or TIFF formats ONLY; all digital images must have a resolution within the range of 150 to 300 dpi and must be saved using a file name and number that corresponds to the Annotated List), or a video (not to exceed three (3) minutes in length) if moving images are necessary to interpret the artwork(s) submitted.*

Return Envelope - Self-addressed and stamped. *Note that only slides/CD/video will be returned.*

Deadline

5 p.m. Thursday, May 19, 2005

Send to:

Public Art and Design Program
Broward Cultural Division
100 S. Andrews Ave, Sixth Floor
Fort Lauderdale, FL 33301
Attn: Light Project

Questions

Contact: ***Claire Garrett, Public Art and Design Project Manager***

Phone: (954) 357- 7236

FAX: (954) 357-5769

Email: cgarrett@broward.org

Website: www.broward.org/arts

Public Art and Design Committee Members

Pam Wilson, Chair,

George Bolge, Lou Anne Colodny, Deborah Fabian-Strelkow, David Rivera, Teen Woon, AIA, and Chris Wren

Broward Cultural Division

Mary A. Becht, Director

Public Art and Design Staff

Patricia Romeu, Interim Public Art and Design Program Manager

Mary Ann Caldron, Belkis Ferro, Claire Garrett, Grace Kewl, Lisa Lopez, Tin Ly, Greta Willis

Public Art and Design Program

Broward County's Public Art and Design program commissions artists to create artworks in diverse settings throughout the County from major projects at the airport, port and regional parks to community based projects at homeless assistance centers and neighborhood libraries. The Broward public art program is one of the oldest in the nation, having been established in 1976. Artworks in the public collection number approximately 200 and the current annual budget is \$2 million.

Founded in 1976, the public art program took a dramatic shift in 1995 when the allocation from county construction projects was raised to two percent (2%). The program was renamed "Public Art and Design" to reflect a renewed dedication to enhancing architecture and urban spaces through the ideas and creations of visual artists. Funds are distributed as follows: art (70 percent), project support (15 percent) and conservation (15 percent). The Public Art and Design Committee is composed of seven Broward County citizens appointed by the Broward Cultural Council. Composed of artists, curators, designers and urban planners, the Committee recommends the purchase of all artwork and artistic services for the Broward County Board of County Commissioners. Appointed professional and citizen artist selection panels recommend purchases to the Committee.

The Broward County Public Art collection includes commissions by: Alice Adams, Tobey Archer, Carolyn Braaksma, Clyde Butcher, James Carpenter, Carl Cheng, Miles Coolidge, Dale Eldred, Jim Green, Jim Hirshfield / Sonya Ishii, Harries / Heder Collaborative, Ralph Helmick, Duane Hanson, Larry Kirkland, Patricia Leighton, Tin Ly, Gary Moore, Barbara Neijna, Jody Pinto, Joe Sam, Thomas H. Sayre, Martha Schwartz, and Ned Smyth.

Broward County, Florida

For 50 years after the arrival of the railroad in 1892, one-third of Broward County was drained to support agriculture, with the re-routing of water from the Everglades to the Atlantic Ocean through an extensive network of canals that controlled flooding, provided transportation and supported agriculture. Today farming has nearly disappeared and 410 square miles have become a typical post-1945 urban/suburban development of roads and one and two-story buildings. High-rise and mid-rise development exists at various locations throughout the county particularly downtown, mid-town (Cypress Creek/I-95 area) and along the Atlantic Ocean. Over 1.7 million people live in 30 municipalities, as well as at the Seminole Tribe of Florida and in unincorporated county areas. The adult population is 58% white, 20% black, 17% Hispanic, 2% Asian and 3% other races. Among the unusual characteristics are the 246 miles of canals, and the fact that the highest point is 25 feet above mean sea level. Broward County welcomes numerous seasonal residents and 7.5 million annual tourists, many of whom come to embark on vacations departing from Broward's Port Everglades which is one of the world's busiest cruise ship ports. Environmentally, 810 square miles or 66 percent of the county is protected Everglades. The climate is sub-tropical (75.4F aver. temp.), with wet summers and falls, and dry springs and winters.

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