



## CITY OF FORT LAUDERDALE-HOLIDAY PARK MURAL



**Due: 02/16/2024**

The City of Fort Lauderdale invites proposals from individual artists or creative groups for a commissioned project that involves conceptualizing and painting a permanent, protected artwork on a city park building. This project aims to capture the essence of the park and the surrounding community. The designated site for this artistic endeavor is the Activity Center, situated along one of the city's busiest streets, Federal Highway, between Sunrise Boulevard and SE 6th Street.

The chosen canvas for this project is the north end of the Activity Center's exterior wall, measuring approximately 125 feet in width and 25 feet in length, totaling approximately 33,125 square feet. This prominent location along a bustling thoroughfare provides a unique opportunity for the creation of highly visible and vibrant artwork. The artwork will contribute significantly to the cultural landscape of the community and enhance the overall sense of place within the city.

We invite artists to submit proposals that reflect their artistic vision and interpretation of the park and its surroundings. The selected artist or creative group will play a pivotal role in adding aesthetic value to the Activity Center, making a lasting impact on the community's cultural experience.

### **Holiday Park**

Nestled in Fort Lauderdale, Florida, Holiday Park is a vibrant community space with vast green lawns, sports fields, and winding trails. At its heart lies the Activity Center, a central hub for events and gatherings. Located along Federal Highway, it welcomes residents to celebrate, connect, and enjoy



cultural, athletic and community programs. Holiday Park embodies Fort Lauderdale's commitment to community well-being, cultural richness, and outdoor enjoyment.

### **Public Art in Fort Lauderdale**

Public art plays a crucial role in Fort Lauderdale's diverse and vibrant community. Beyond aesthetics, it provides a platform for contemporary artists to contribute to the city's image and economy, showcasing the uniqueness that defines Fort Lauderdale. This call seeks artists who can add a distinctive touch to one of our most popular parks.

### **Artist Services and Art Project Budget:**

The selected artist for this project is required to enter into an agreement with the City, conduct a site visit, and oversee the installation of the artwork. The total budget for this project is limited to Thirty-Five Thousand Dollars (\$35,000) and must be comprehensive, covering all costs associated with the artist's engagement. This includes design fees, presentation expenses, meetings with City officials and stakeholders, engineering, artwork fabrication, delivery, installation, insurance, travel, artist's contingency, equipment, supplies, and applicable taxes.

### **Artist Eligibility:**

This Call to Artists is open to professional artists aged eighteen or older with demonstrated experience managing and implementing public art projects. Submissions should demonstrate the artist's skills and experience relevant to the successful completion of the project. Recognizing the cultural diversity that contributes to the City's vibrancy, the City acknowledges the importance of all cultures in the arts and the promotion of a culturally democratic world.

### **Application Process and Selection Criteria:**

The City of Fort Lauderdale, through its Public Art and Placement Advisory Board, will manage the application process. The Board will evaluate qualifications, considering past work excellence, media versatility, and appropriateness to the project scope. Shortlisted artists will be invited to develop conceptual design proposals.

Three (3) shortlisted artists will be invited to develop conceptual design proposals to present to the Board. Artists will receive information about the project and have a minimum of three weeks to prepare a conceptual design proposal for review by the board. Shortlisted artists will be paid an honorarium of One Thousand Dollars (\$1,000) for the proposal and presentation. Proposals must include a written narrative, visual materials necessary to convey the initial concept or approach to the project, estimated project budget, schematic project schedule, and future maintenance schedule. Proposals, including materials, become property of the City and will not be returned. Shortlisted Artists must submit digital files of their full presentation five (5) business days prior to the scheduled date of the presentation. The City reserves the right to re-issue this Call to Artists, to reject any and all responses to this Call to Artists, and to negotiate with any qualified Artist selected for this project.

The Public Art and Placement Advisory Board will make the final recommendation of artwork selection to the City Commission.



### **Anticipated Art Project Schedule**

- Shortlisting of Proposals: Spring 2024
- Interviews and/or Conceptual Design Proposal Selection: Spring 2024
- Artwork Completion and Installation: Summer 2024

### **Submission Requirements:**

- Artwork concept and brief proposal description
- Resume
- Electronic Images: 10 digital images of relevant work
- Annotated Image List: Artist's name, title of work, year, media, size, location, project budget, image number, and other relevant information

Note: Hard copy materials will not be accepted for this Call to Artists.

### **Application Deadline**

02/16/2024

### **Questions:**

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