Traffic Signal Cabinets

Due: September 11, 2016

In partnership with the Broward Municipal Services District, the Broward Cultural Division’s Public Art & Design program is seeking to commission one artist or artist team (Artist), to design, fabricate and install eight site specific artworks to be applied to eight traffic signal cabinets located in the Municipal Services District, Broward County, Florida. The approved artworks shall be printed on vinyl wraps and applied to the traffic signal cabinets. The goal of this project is to enhance the aesthetic appeal of the general area by turning the traffic signal cabinets into works of art.

Broward Municipal Services District

The traffic signal cabinets are located in the Broward Municipal Services District (BMSD). The BMSD encompasses 11.4 square miles with a 2015 estimated population of 14,515. The Board of County Commissioners is the governing body of the BMSD and the provider of its municipal services that include but are not limited to business development, building permitting and housing development, libraries and parks facilities, roadway maintenance, street enhancements, zoning, and code enforcement.

Artwork Scope

The selected Artist shall design, fabricate and install eight unique, site specific, artworks to be applied to eight traffic signal cabinets located in the BMSD. The artwork shall be reflective of the community located in the immediate surroundings of the traffic signal cabinets, and be a source of community pride. The selected Artist shall hire, mentor and train two local artists, residing in the BMSD, to create the designs for two of the eight traffic signal cabinets. The two local artists shall be selected by the County. The Artist’s sub-contractor shall print the approved artworks designs on vinyl wraps and install them on the traffic signal cabinets. Long-term maintenance of the vinyl wraps must be minimal, and assured by the proper selection and installation method of the material. The selected Artist shall protect the artworks with anti-graffiti coating as needed. The artworks may be abstract or representational in nature.

Design Parameters

The proposed designs shall be free of copyright restrictions. The County strongly recommends that the shortlisted artists visit all of the sites within the BMSD where the traffic signal cabinets are located to familiarize themselves with the surrounding neighborhoods, and identify the best vantage points for each traffic signal cabinets. The selected Artist shall receive the traffic signal cabinets’ specifications and all information needed to start the community outreach and community engagement activities. The selected Artists shall conduct a minimum of 2 community engagement activities with the local Home Owners Associations, and with Dillard High School students. These community engagement activities shall be completed prior to the design of the artworks. The selected Artist may be required to hire the services of a community engagement facilitator to assist during the community outreach and community engagement phases of the project. Considering that some of the traffic signal cabinets are properties of the Florida Department of Transportation (FDOT), the selected Artist, the two local artists, and sub-contractors shall agree to all FDOT terms, and be aware that the artworks could be removed at any time.

Artist Services

The following activities will be required:

Interaction with agencies shall be required. Other activities may include but are not limited to:

- Community outreach
- Community engagement activities
• Development of approved conceptual designs
• Submittal of final digital wrap layouts for approval
• Coordinate printing, delivery and installation of artworks with the Artist’s sub-contractor and agency representatives.

**Art Project Budget**
The total budget established for this project shall not exceed $17,000. The budget must include all Artist’s cost including but not limited to Artist’s design fee, local Artists fees ($500 per artist for a total of $1,000), community engagement facilitator’s fee, if required, presentation expenses, artwork printing and installation (not to exceed $600 per traffic signal cabinet), artwork delivery, payment of sub-contractors as required, community outreach activities, insurance, travel, Artist’s contingency, and all applicable taxes.

**Artist Eligibility**
Call to Artists is open to professional artists, twenty-one years of age or older; residing in the Broward Municipal Service District, who have not been previously selected for a Public Art project in the past 5 years. It is desirable but not necessary that the applicants have previous experience in public art. Proven community engagement skills are desirable. The Artist shall review and accept the terms of the Broward County Standard Agreement before applying to the Call to Artists. Please refer to the Agreement: http://www.broward.org/Arts/PublicArt/Documents/Artistic%20Services%20Boilerplate%20Agreement.pdf

**Application Process and Selection Criteria**
The Broward Cultural Division manages the application process. An Artist Selection Panel (Panel) shall review the applications for the Call to Artists. This Panel includes a member of the Public Art & Design Committee, arts professionals, and an agency and community representative. The Panel will review the applications and select a shortlist of artists to be interviewed by the Panel. Finalists must submit two (2) digital copies (PC compatible media) of their full presentation five (5) business days prior to the scheduled date of the finalists’ interviews. An Artist and alternate will be selected on the basis of the excellence of past work of similar scope as demonstrated by the visuals, community engagement plan, and other submission materials. The recommendation of the Artist Selection Panel will be reviewed and approved by the Public Art & Design Committee and the Broward Cultural Council.

**Anticipated Art Project Schedule**
**Selection of Finalists:** September 2016.
**Finalist Interviews:** September 2016.
**Artwork Completion and Installation:** TBD

**Application Requirements**
Applications must be submitted via the Submittable website, https://browardcountyculturaldivision.submittable.com/submit/64340, or in person no later than two days prior to the September 11 deadline. Artists applying in person should submit two (2) identical digital copies (PC compatible media), of the application material to Broward Cultural Division (Attn: Dominique Denis), 100 South Andrews Avenue, 6th Floor, Fort Lauderdale, FL 33301. Our business hours are from 8:30 am to 5:00 pm. Please be aware that submittal materials will not be returned. Application must include:

- **Letter of Interest** – The letter should state interest in the project and outline prior public art projects or any other experience of similar scope that is relevant to this project. Applicants are encouraged to familiarize themselves with the Municipal Services District and state how their qualifications and past work relate to the project scope of work (1 page max.).
✓ **Professional Résumé** – Include public art commissions with contact information for Project Manager or Program Director and budget size of past projects.

✓ **Electronic Images** – Artist may submit up to 10 digital images of most recent relevant work in one PDF document format. All images must be saved using a file name and number that corresponds to the Annotated Image List (see below). Each digital image must feature a single work. Composites of various artworks in a single image will not be considered.

✓ **Annotated Image List** – Include name of artist, title of work, year, media, size, and location of artwork and/or project, project budget, image number and any other relevant information.

**Application Deadline**
Sunday, September 11, 2016 at 11:59 pm **Eastern Standard Time (EST)** if using submittable, or Friday September 9, 2016 if submitting application materials in person.

**Questions**
Contact: Dominique Denis, Public Art & Design Project Manager
Phone: (954) 357-7236
Website: www.broward.org/arts
Email: ddenis@broward.org

**Public Art & Design Committee Members**
Diane Weinbrum, Chair, Alan J. Levy, Dr. Wilma Bulkin Siegel, Mario Cartaya, Jeff Suiter, Anthony (Tony) Abbate.

**Broward Cultural Division**
Earl F. Bosworth, Division Director
Leslie Fordham, Public Art & Design Administrator

**Public Art & Design Program**
The Broward County Public Art & Design Program was established in 1976. The purpose of the program is to contribute to the enhancement of the built environment through the commission of works of art that create a sense of place, that improve the visual environment for the citizens of Broward County, and that advance the missions of the County departments where the projects are situated. Commissioned artworks are the result of a dynamic interaction between selected artists and local community and constituent groups during the design phase of each project.

The Broward County Public Art & Design Program is recognized with distinction in national and international circles. In 2002, four of Broward County’s public artworks were selected among an international ensemble of some of the world’s finest public artworks and listed in the Australian publication, “Designing the World’s Best Public Art”. Broward County Public Art & Design program is a national leader in developing model public art policies and best practices, producing exemplary public artworks synthesizing design excellence. Broward County has received five Americans for the Arts Year in Review public art awards over the past eight years, an indicator of the program’s outstanding commitment in advancing art and design,” said Liesel Fenner ASLA, former manager of Public Art Network for Americans for the Arts. Broward County public art installations include works by: Clyde Butcher, James Carpenter, Carl Cheng, George Gadamson, Duane Hanson, Chris Janney, Lorna Jordan, Patricia Leighton, Gary Moore, Barbara Neijna, Jody Pinto, Ray Olivero, Beth Ravitz, Martha Schwartz, Ned Smyth, Ritsuko Taho, Liam Gillick, Miles Coolidge, Robert Behar and Rosario Marquart and Alice Aycock. At Port Everglades, Broward County public art installations also include the work of Dale Chihuly, Michele Oka Doner, Larry Kirkland, Laura Atria and others.
An Artist Selection Panel is created for each project. The Selection Panel reviews applications and recommends artists to the Public Art & Design Committee. The Public Art & Design Committee is composed of up to seven individuals including artists, arts administrators, designers and urban planners appointed by the Broward Cultural Council. Upon recommendation by the Public Art & Design Committee, the Broward Cultural Council reviews and determines recommendations for the commission of all artwork and artist services to the Broward County Board of County Commissioners. For more information, go to www.broward.org/arts.

**Broward County, Florida**

Broward County, named after Napoleon Bonaparte Broward, was established in 1915. By the 1960s, Broward County was considered a leader in agriculture products and services within the State of Florida. The region, which stretches across 409.8 square miles of developable area, was transformed in the 1970s when mid-rise and high-rise development replaced farmland. Today, over 1.8 million people live in the County’s 31 municipalities and municipal service districts, as well as the Seminole Tribe of Florida reservation. Broward is one of six counties in Florida where minorities constitute the majority. The undeveloped, protected western two-thirds of the county consists of wetlands and the Everglades. Among Broward County’s unusual characteristics are 246 miles of canals; highest point is 25 feet above mean sea level; numerous seasonal residents; 7.5 million annual tourists and a major cruise ship terminal. The climate is sub-tropical (75.4°F average annual temperature) with wet summer and fall, and dry spring and winter seasons. For more information, visit www.sunny.org.