

Prologue

PURPOSE OF THE MASTER PLAN



An effective and focused master plan is one that provides strong direction for change that needs to occur over time, yet is pliable enough to accept modifications and adaptations. Looking into the future ten to twenty years is challenging, as so much change can occur to make even the best-laid plans obsolete. A master plan then, should be view as a living document and a guidepost for making decisions. And it should evolve and change as the reality at the airport changes, which is what our team strove to accomplish.

A good plan is robust, so that changes that are made do not effect the core components of the plan, but merely change how the components are expressed. A vigorous well thought out plan educates all stakeholders about the interrelatedness of issues for a given project so that those projects do not occur haphazardly or preclude other important ideas from emerging. The idea is to identify opportunities for specific art expression, as well as to identify the atmosphere in which future unscripted opportunities can occur, that ultimately serve to strengthen the overall airport experience.

The ideas and structure of the Public Art Master Plan are intended to carry out the objectives identified in the 1999 Seagrass to Sawgrass Broward County Identity/Vision Committee Report for the airport's public art program. Our plan is consistent with previous plans and yet offers a new way of looking at the type of work and how it is integrated into the experience and design of the airport.

The work of the art master plan team has been divided into two-documents; the actual master plan, and an appendix-reference document. The master plan document identifies a list of 33 projects that are subsequently subdivided into high, medium and low priority categories. The appendix document contains supporting information and may to relevant to the County, Curators, Artists and Art Consultants depending on the projects selected. Distribution of this material is left at the discretion of the Broward County Public Art and Design Program. The intent of the plan is not to serve as a dogmatic rule based document that specifically describes all aspects of a project. Rigidity in a plan inevitably leads to unsuccessful implementation phases, as they can't account for future changes in context that ultimately occur.

We have chosen an approach that conceptually interprets the types of spatial and activity opportunities that exist at the airport, now and in the future and identify a suggested range of projects that should be vetted against each of these opportunities. Because of this approach, the County and its Administrators are free to chose from the list of projects, and apply them to the areas of the airport that are most appropriate at that given time, with a general sense of priority based on the degree to which the art will generate a transformative identifiable presence. The eventual goal is that with each new project, the total airport experience is enriched.

An essential plan must start with a compelling vision - in our case the expression of this place Broward county, and the idea of creating a virtual Ecotone that celebrates the interchange between people from all over the world visiting the South Florida landscape. This idea must expand outward to ask compelling questions about what is possible and achievable. It must be tempered with the straightforward pragmatic issues that govern the airport's primary business, which is to serve as an interchange for travel. A insightful plan always looks wider that merely the confines of it's own site - in this case, it seeks to understand the airport's connections to the larger community, ecosystems and economy. Our discussion and analysis resolved and drew inspiration from what we learned in this wider context.