

## **CITY OF FORT LAUDERDALE-WRAPPING OF FOUR LIFEGUARD TOWERS**

### **CALL TO ARTISTS**



### **Fort Lauderdale Beach – Four Lifeguard Towers**

**Due: 02/16/2024**

The City of Fort Lauderdale invites professional artists to submit proposals for a unique public art project that will adorn four lifeguard towers along the city's bustling beachfront, enhancing the cultural tapestry of the community and contributing to its vibrant atmosphere. This initiative is a testament to the city's commitment to showcasing diverse artistic expressions and fostering a sense of place.

### **Fort Lauderdale Beach**

Situated between Sunrise Boulevard and Seabreeze Boulevard, the lifeguard towers stand as iconic landmarks in the heart of Fort Lauderdale's business district. As a central hub for tourism and special events, the beach attracts millions of visitors annually, making it a prime canvas for artists to leave their mark. In 2018 alone, Greater Fort Lauderdale welcomed over 8 million overnight hotel stays, generating substantial revenue and creating numerous job opportunities.

### **Art at Fort Lauderdale Beach**

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 four lifeguard towers, transforming them into engaging works of art.

## Site and Design Parameters

The selected lifeguard towers for this project are located at the following addresses (from South to North)

1. Sebastian Street Beach, 170 N Fort Lauderdale Beach Boulevard (lifeguard tower 8\*).
2. N Fort Lauderdale Beach Boulevard; between Grenada and Seville Street, (lifeguard tower 9).
3. N Fort Lauderdale Beach Boulevard and Riomar Street (lifeguard tower 10).
4. N Fort Lauderdale Beach Boulevard and Terramar Street (lifeguard tower 11).

\*Tower 8, reflecting the historically LGBTQIA+ friendly environment of Sebastian Street Beach, is designated for an LGBTQIA+ theme. All artworks must withstand humid outdoor conditions, adhere to Florida building codes, and use durable vinyl wrapping. The visibility of essential beach signage (warning flags, rip currents, lifeguard status, and tower numbers) must be maintained. See image below for current signage:

Shortlisted artists will receive detailed information about the lifeguard towers, including their respective sizes.



### **Artist Services**

The chosen artist or artist team will enter into an agreement with the City, undertake site visits, and oversee the installation of the artwork.

### **Art Project Budget**

The total budget for this project is capped at \$45,000, covering the artist's design fee, presentation expenses, meetings with the City and stakeholders, engineering, artwork fabrication, delivery, installation, insurance, travel, artist's contingency, and applicable taxes.

### **Artist Eligibility**

This Call to Artists is open to professional artists aged 18 and older with demonstrated experience managing and implementing public art projects.

### **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.

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 one (1) month to prepare a conceptual design proposal for review by the board. Shortlisted artists will be paid an honorarium 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: Fall 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:**

**Joshua Carden, Cultural Affairs Officer, City of Fort Lauderdale**

Phone: (954) 828-5044

Email: [jcarden@fortlauderdale.gov](mailto:jcarden@fortlauderdale.gov)