



**NATIONAL
CALL TO ARTISTS**

Parkland 17 Memorial

Due: March 17, 2023

The Parkland 17 Memorial Foundation is inviting artists to submit conceptual design proposals for a memorial to the 17 victims of the massacre which took place on February 14, 2018, at the Marjory Stoneman Douglas High School in Parkland, Florida.

Parkland 17 Memorial Foundation

The Parkland 17 Memorial Foundation was established to build and maintain the official public memorial to the 17 victims of the massacre which took place on February 14, 2018 at the Marjory Stoneman Douglas High School in Parkland, Florida. The Foundation's board consists of individuals representing families of the deceased, residents, and elected officials from both Parkland and Coral Springs. These communities were directly affected by the loss of life.

The 17 victims:

Alyssa Alhadeff
Scott Beigel
Martin Duque
Nicholas Dworet
Aaron Feis
Jaime Guttenberg
Chris Hixon
Luke Hoyer
Cara Loughran
Gina Montalto
Joaquin Oliver
Alaina Petty
Meadow Pollack
Helena Ramsay
Alex Schachter
Carmen Schentrup
Peter Wang

Website: <https://parkland17.org>

Michael Moser, Chair
Joy Carter, Secretary

Tony Montalto, Vice Chair
Bonnie Barnett, Director
Alice Zendel Simon, Director

Rich Walker, Treasurer
Theresa Brier, Director

PARKLAND 17 MEMORIAL FOUNDATION, INC.

www.Parkland17.org • 501(c)(3) #86-2227892

PO BOX 8975 • Coral Springs, Florida 33075-8975

Call to Artists

This Memorial differs from a typical public art installation by the sensitivity of its purpose, and submitting artists are asked to be a part of our collective healing process by extending compassion and empathy along with their creative designs. The Memorial will be built by the Parkland 17 Memorial Foundation, a single purpose non-profit organization that exists solely to construct and maintain this Memorial. The Foundation may wish to utilize design elements from multiple artists and may therefore pursue agreements with more than one artist to collaboratively integrate the desired elements into a single design that best achieves its vision for this project. Though non-traditional, the Foundation hopes that submitting artists will understand our desire for dialogue and flexibility.

Memorial Design

The memorial will honor and pay tribute to the 17 individuals who were murdered, as further described in the attached report compiled by the Marjory Stoneman Douglas High School Public Safety Commission. It will serve as a place where all are welcome to mourn or peacefully reflect, especially families, friends, and residents of the Parkland and Coral Springs communities. The memorial will be open during daylight hours and some evenings, and may serve as a gathering place for events held to remember the victims.

Memorial design considerations:

- The memorial will respond to the site and the natural environment, in appearance and through the selected materials.
- Seating and landscaping should be included in the design and provide pedestrian access between the parking area and the memorial.
- The memorial should be accessible by and will comply with the Americans with Disabilities Act.
- The memorial should require only moderate maintenance, able to withstand the Florida environment, and comply with the Florida building code.
- Water, fountains, and lighting may be included in the design.
- The memorial will incorporate a tribute to each victim.

The memorial will **not include**:

- Literal depictions of the victims;
- Religious or political statements or imagery;
- Play, playground, or interactive elements;
- Reference donors to the memorial;
- Post tragedy references;
- Will not contain visual references or comments on guns, ammunition, or shootings.

Location for the Memorial

The outdoor permanent memorial will be located within the North Springs Improvement District's nature preserve. The nature preserve borders the cities of Parkland and Coral Springs. The site has been leased to the Parkland 17 Memorial Foundation for the memorial.



Memorial site from southeast parking area

Artistic Services

The selected artist(s) or artist team(s) will interact and collaborate with the Parkland 17 Memorial Foundation. The design should be scalable should funds be limited, or additional funds become available. The selected artist or team will enter into an agreement with the Parkland 17 Memorial Foundation and may be required to hire Florida licensed general contractor, engineers, landscape architect, architect, and others qualified to design, fabricate, and install the artwork in compliance with Florida building codes.

Other services include:

- Design development of approved conceptual design
- Permitting
- Fabrication, delivery and installation of the artwork and associated components
- Community engagement and outreach

Memorial Budget & Funding

The Parkland 17 Memorial Foundation is accepting donations to fund the memorial and for future conservation and maintenance.

There will be no reimbursement to artists who submit conceptual designs in response to this call to artists. The Parkland 17 Memorial Foundation may offer honorariums to shortlisted artists or teams.

Applicants Eligibility

This Call to Artists is open to professional artists and design professionals, eighteen years of age or older; residing in the United States. Design teams consisting of an artists and landscape architect are encouraged to apply and collaborate with other professionals including engineers, contractors, or architects. Applicants should demonstrate through their submission materials that they have the skills and experience to successfully complete the project.



Memorial site looking northwest

Selection Process

Conceptual design proposals will be reviewed by an Artist Selection Panel comprised of the families of the victims. It's anticipated that the families will recommend a shortlist to the Parkland 17 Memorial Foundation.

Conceptual design proposals will include a written narrative, visual materials necessary to convey the artist's or the team's approach to the project, estimated project budget, conceptual project schedule, and future maintenance schedule. Proposals become property of the Parkland 17 Foundation and will not be returned.



Memorial site looking east

Selection Criteria

- Artistic excellence and professional experience of the artist and/or team
- Consideration given to the purpose of the memorial and approach to the site
- Ability to complete the project
- Demonstrated ability to work collaboratively as a team or assemble a team that can successfully complete the project

Application Requirements

Applications must be submitted via the Submittable website: [Broward County Cultural Division Submission Manager \(submittable.com\)](https://www.submittable.com) and must include:

- ✓ **Professional Résumé**
- ✓ **Electronic Images** – **Submit 10 digital images of relevant work.** Artists and teams are encouraged to submit work samples that best illustrate their qualifications for this opportunity. 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.
- ✓ **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.
- ✓ **Letter of Interest** – please provide a brief narrative describing your proposed approach to the project. The narrative should be no more than one-half of a page long.
- ✓ **Conceptual Design Proposal & Budget** – please provide a conceptual design proposal and estimated budget for the memorial.
- ✓ **List of Professional References (minimum of 3):** Include name, address, phone number, and email address for each individual.

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

Application Deadline

March 17, 2023 at 11:59 pm **Eastern Standard Time (EST)**

Questions

Contact: Leslie Fordham

954-357-7532

Email: lfordham@broward.org

Members of the Parkland 17 Memorial Foundation Board

Mike Moser, Chair & First Responder Representative

Tony Montalto, Vice Chair & Family Representative

Rich Walker, Treasurer & Parkland Commission Representative

Joy Carter, Secretary & Coral Springs Commission Representative

Christine Hunschofsky, Director & Parkland Resident Representative

Alice Zendel Simon, Director & Coral Springs Resident Representative

Bonnie Barnett, Director & At Large Representative

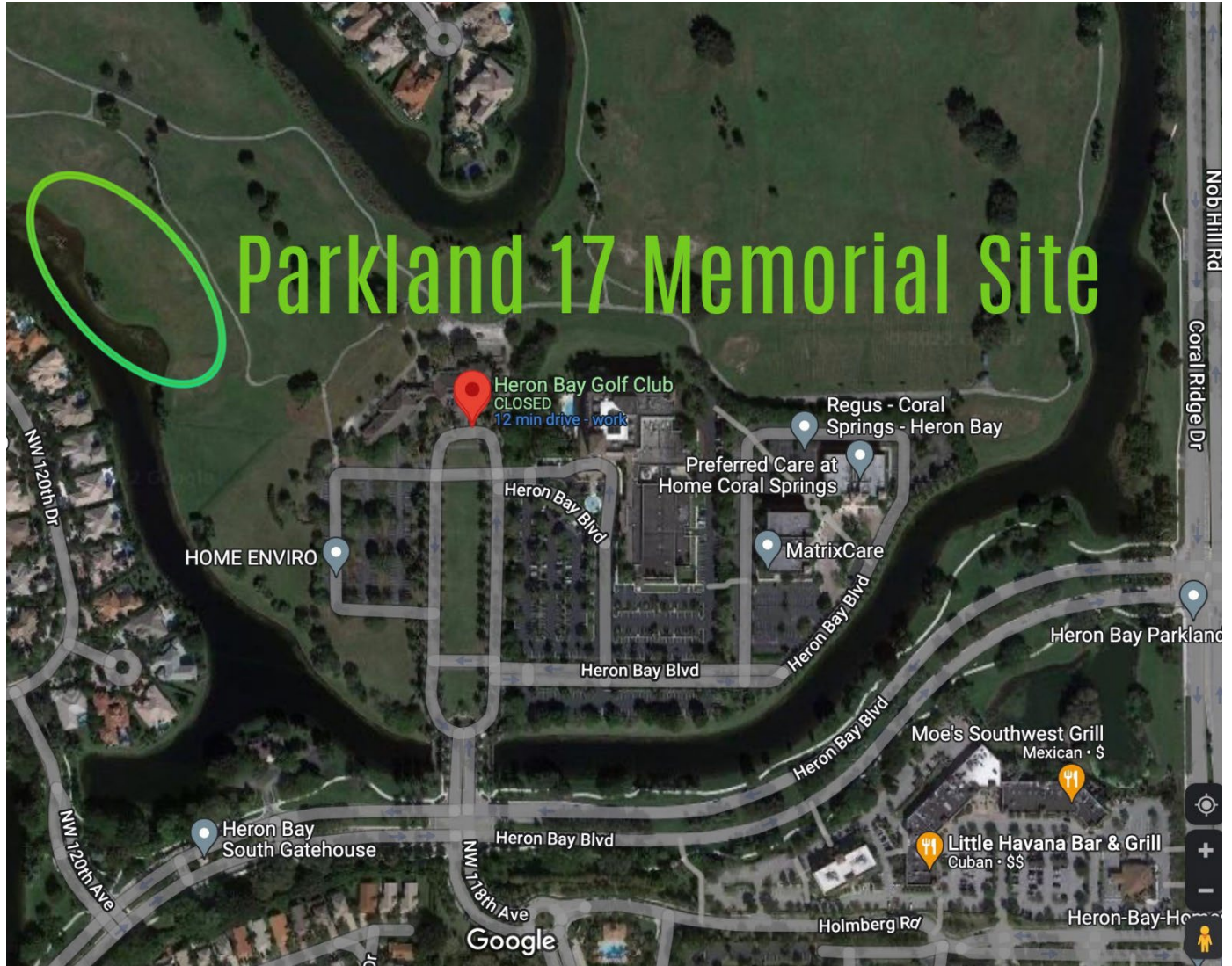
Parkland, Florida

Parkland is a suburban city in northern Broward County, Florida, United States, established in 1963. The city has grown from humble beginnings and is home to nine parks and five public schools. As of the 2020 census, the population of Parkland was 34,670.

Coral Springs, Florida

Coral Springs, officially the City of Coral Springs, is a city in Broward County, Florida, United States. As of the 2010 United States Census, the city had a population of 121,096 and a land area of 24 square miles. Coral Springs is known for its family atmosphere, thriving businesses, advanced recreational facilities, and top-rated schools.

Site Plans & Images





Memorial site as seen from southeast parking area



Memorial site looking east



Memorial site looking northwest



Panorama of memorial site

