

**FIS CORPORATE ART      JACKSONVILLE, FLORIDA USA**  
INVITATIONAL & OPEN CALL FOR INTERNATIONAL, NATIONAL, AND REGIONAL ARTISTS  
**SEEKING NEW WORKS OR EXISTING INVENTORY      Installation: June 27-30, 2022**

**PROJECT OVERVIEW**

NAME:	FIS Corporate Headquarters Tower Public Art – LOCATION C
LOCATION + ADDRESS:	Corporate Headquarters Tower and Parking Facility located at 601 Riverside Avenue, Jacksonville, FL 32204 (between Alfred duPont Place and Dora Street)
BUDGET:	\$127,500
ONE SENTENCE DESCRIPTION:	Three-dimensional (3D) object of art adjacent to Alfred duPont Place with a focus on specified mediums: digital art projected onto stone substrate
OBJECTIVE(s): SEE PAGES 5-10	<ol style="list-style-type: none"> <li>1. Reflective of FIS mission and vision.</li> <li>2. Reflective of services provided by FIS to local community, and the world at large.</li> <li>3. Open to international, national, and regional artists.</li> </ol>
INSTALL BY:	JUNE 30, 2022

**DESCRIPTIONS, SCHEDULE, AND BUDGET**

**ARTWORK DESCRIPTION**

Three-dimensional (3D) object of art situated at FIS’ new corporate headquarters tower and adjacent to Alfred duPont Place with a focus on specified mediums: digital art projected onto stone substrate.

**ARTIST SERVICES** - *The following activities will be required:*

- Proposal Development
- Maquette Development (where applicable, pre-existing sculpture omitted)
- Final Design Presentation (where applicable, pre-existing sculpture omitted)
- Coordination with FIS/CCGJ and Permitting with the City of Jacksonville
- Fabrication and Installation
- Lighting Consultation as Needed
- Photographic Documentation

## **DESCRIPTIONS, SCHEDULE, AND BUDGET, continued**

### **SITE LOCATION DESCRIPTION:**

Outdoor Sculpture Focal Point B Art will be located adjacent to corner area of FIS' new corporate headquarters tower and facing the primary view corridor of Riverside Avenue  
Photographs available upon request, site under construction.

### **ANTICIPATED ART PROJECT SCHEDULE**

Call to Artist Execution Date: February 10, 2022

Call to Artist Application Deadline: March 18, 2022 11:59PM MST

Artist Selection Panel Review & Voting on Top Three Selections by Panel: March 21-24, 2022

Commissioned Artist Notification: March 25, 2022

Contract Execution: March 28, 2022

Artist Visits for Community Engagement/Site Visits NOT MANDATORY, provided as needed and will be offered virtually: March 29-31, 2022

Concept Design: INCLUDED IN APPLICATION DUE TO PROJECT TIME-FRAME

Final Design: April 8, 2022

Site Prep & Install: June 27-30, 2022

Dedication Ceremony: TBD

### **PROJECT BUDGET**

Public Art Budget: \$127,500

*The budget includes all costs to the artist: i.e., artwork proposals, artwork, mounting materials, artwork shipping/delivery, insurance, travel, and any applicable sales tax. Client will provide site preparation and assist with installation as part of construction process.*

## **APPLICATION PARAMETERS**

### **ARTIST ELIGIBILITY**

The project is open to artists over 21-year-old, who are not students in a formal degree program and who have been practicing artists for more than three years. Artist is defined broadly to include the traditional arts and the design arts.

## **APPLICATION PARAMETERS, continued**

### **APPLICATION REQUIREMENTS**

The information and documentation below must be submitted through CAFE by 11:59 MST on March 18, 2022.

1. **Artist Statement:** Upload an artist statement with the following (copy and paste is acceptable.)
  - a. If needed, I am/We are available to visit the site in person for community engagement requirements during the months of March-April 2022 and complete the design as per the project schedule.
  - b. I am/We are over 21 years old, not a student in a formal degree program and have been creating and installing public art for more than three years.
  - c. I /We have or will acquire the required coverages for additional insured certificates for general commercial liability for the contract period.
2. **Resume:** A current and professional resume, emphasizing public art experience and public commissions (if any). On key public art projects, please note engaged government agencies.
3. **Images:** The artist(s) will upload a minimum of 2 completed projects in 8 images and up to 2 videos. The videos are limited to 120 seconds each.
4. **File names:** Statement, resume and images should start with Last Name-First Name-statement, Last Name-First Name-resume, Last Name-First Name-image1, Last Name-First Name-image2, etc.
5. **COLORIZED SKETCH OR COMPUTER RENDERING OF SUBMITTED CONCEPT DESIGN SHOWN FROM THE FRONT, BACK AND SIDE – OR – HIGH RESOLUTION IMAGES OF PRE-EXISTING WORKS DEPICTING SAME. DIMENSIONS MUST BE INCLUDED.**
6. **NARRATIVE DESCRIBING ARTWORK SYMBOLISM, INTENTION, AND TECHNICAL DETAIL**
  - a. Artworks submitted must be sculpture appropriate for permanent exterior exhibit and pass hurricane rating once adhered into ground.

### **DEADLINE: UPLOADED BY**

11:59 MST on March 18, 2022

### **COMPLETE THE APPLICATION**

CaFE: [https://artist.callforentry.org/festivals\\_unique\\_info.php?ID=10119](https://artist.callforentry.org/festivals_unique_info.php?ID=10119)

CULTURAL COUNCIL WEBSITE: <https://www.culturalcouncil.org/call-to-artists>

OR: Email / Upload the required materials to [ashley@culturalcouncil.org](mailto:ashley@culturalcouncil.org)



## **PUBLIC ART IN JACKSONVILLE**

Public art by the City of Jacksonville, WPA, and community associations has been a part of the city fabric since the rebuilding after the 1901 great fire. In 1997, the City officially created a public art program and awarded management in 2007 to the Cultural Council. The first major works included Jaume Plensa, Larry Kirkland, Al Held and several others. Around 2016, Art Republic began commissioning numerous large murals downtown and Preston Haskell sponsored the downtown sculpture initiative. Today with the leadership of the Cultural Council, the City, and multiple non-profits to create works throughout Jacksonville.

## **ABOUT THE CULTURAL COUNCIL OF GREATER JACKSONVILLE**

Founded in 1971, the Cultural Council of Greater Jacksonville is a non-profit organization responsible for igniting the creative economy of our region by providing three pillars for community success. It manages and facilitates the City of Jacksonville's Cultural Service Grant Program, regranteeing \$3 million plus annually from the City to our community's critically needed arts and culture organizations. It facilitates the City of Jacksonville's Public Art program, known as Art in Public Places, a department project- managing the development and delivery of permanent works of public art throughout Duval County with an average total value of \$1.5 million per year. The Cultural Council also supports individual artists by offering career advancement workshops, grant writing courses, and professional networking events, as well as financial opportunities including participation in the Art in Public Places program, access to artist grants, and connection to collectors through pop-up art galleries. The mission of the Cultural Council of Greater Jacksonville is to enrich life in Northeast Florida by investing in arts and culture. Learn more, [www.culturalcouncil.org](http://www.culturalcouncil.org).

## **CONTACT US**

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Ashley Wolfe, Project Manager  
E-mail: [Jen@culturalcouncil.org](mailto:Jen@culturalcouncil.org)  
[Ashley@culturalcouncil.org](mailto:Ashley@culturalcouncil.org)  
Phone: (904) 358-3600  
Website: [www.culturalcouncil.org](http://www.culturalcouncil.org)

## MISSION, VISION, BRAND DEFINITION, GLOBAL REACH



# PUBLIC ART

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Briefing Discussion

## OUR FRAME OF REFERENCE

**WE ARE THE  
HEART AND SOUL  
OF COMMERCE AND  
FINANCIAL  
TRANSACTIONS  
THAT POWER THE  
WORLD'S  
ECONOMY**

## OUR PURPOSE

**HELPING  
BUSINESSES AND  
COMMUNITIES  
THRIVE, BY  
ADVANCING  
COMMERCE AND  
THE FINANCIAL  
WORLD**

## OUR CORE AUDIENCES

**CLIENTS**

**COLLEAGUES**

**COMMUNITIES**

## OUR CORE VALUES

**WIN AS ONE**

**LEAD WITH  
INTEGRITY**

**BE THE CHANGE**

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## VALUES AND BEHAVIORS

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### WIN AS ONE TEAM

- We work together, connecting to achieve outcomes with speed.
- We are inclusive and embrace our diverse strengths.
- We make things happen and celebrate together.

### LEAD WITH INTEGRITY

- We're accountable and work in a way that makes us proud.
- We empower one another to take ownership. We have the courage to be open and transparent –to build trust.

### BE THE CHANGE

- We challenge each other to improve and simplify the way things are done.
- We're innovative and dynamic in how we develop ideas to solutions.
- We give back to make a positive impact on the world.

## WHAT WE WANT TO BE

**THE  
DESTINATION  
FOR  
INNOVATORS  
TO INNOVATE**

## WHAT WE WANT TO BE KNOWN FOR

**ESSENTIAL  
INNOVATION  
THAT MOVES  
ECONOMIES  
FORWARD**

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## FIS AT A GLANCE

**IF YOU HAVE - USED A CREDIT CARD, DEBIT CARD, TRADED A STOCK, ONLINE BANK, MOBILE BANK, HAVE A 401K OR RETIREMENT ACCOUNT, BEEN PAID AN INSURANCE CLAIM, YOU HAVE PROBABLY USED FIS TECHNOLOGY**

<b>PAY</b>	<b>BANK</b>	<b>INVEST</b>
Supporting <b>1m merchant locations</b> (that's 225 for every city in the world)	Move <b>\$8.11 trillion annually</b>	<b>\$40 trillion processed</b> via. our asset management tech ( <b>about half the worlds total</b> )
We accept <b>300 payment methods, 126 currencies</b> , across <b>markets covering 99% of the world's GDP</b>	Support <b>260.1m DDA accounts</b>	<b>80% of top 50 largest asset managers use us</b>
Process for <b>8/10</b> of the world's global retailers, airlines, and internet companies.	<b>Process 14.3B annual US card transactions</b>	- Managing <b>90,000+ investment portfolios</b>
Serve <b>60% of the world's largest merchants</b>	Move <b>\$112.7B</b> annual US dollars	- <b>Processing \$26 trillion</b> through our investment operations systems
	Provide access to <b>99% of global loan data</b>	<b>90% of the world's largest private equity firms, processing \$4 trillion</b> in our PE systems
	Service more than <b>\$2.3 trillion through FIS retirement services</b> (more than the GDP of Australia and Italy combined)	<b>80% of the top 50 insurance companies use us</b>
	<b>#1 global acquirer</b>	<b>88% of exchange traded and cleared derivatives market processed</b> using our tech.
	<b>40B+ global annual transactions</b>	<b>17 of the top 20 clearing firms use us</b> managing more than \$150b in US customer balances.

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# WE HELP OUR CLIENTS THRIVE IN AN UNPREDICTABLE WORLD

We pioneer the world's most innovative financial technology that attracts everyone from major corporations to hot new startups and market disruptors. From local and regional banks to local and global retailers.

**Business rely on us. Innovators build on us. Economies run on us.**

## OUR VOICE & TONE

Our brand voice is our unique way of communicating—it's our distinct personality as an organization, and it ensures that our audience can connect with the people who work hard for FIS every day.

**FIS is a catalyst for change.** Our voice and tone always reinforces that we are **experts who provide solutions and make life easier**. We are always focused on staying true to who we are when we speak to fintech clients, partners and FIS colleagues.

### **Our best practices**

- Take a conversational tone, so your audience feels like they're talking to a real person
- Keep language active to ensure our audience feels motivated—always avoid passive voice
- Break down the details, especially when it comes to complex or dense topics
- Consider your audience, their understanding level, and their relationship with us
- Personalize content whenever we have the opportunity
- Mix up your sentence structure like we do as real people. Some sentences are long. Some are short.
- Use inviting and engaging pronouns, so it doesn't feel like our audience is communicating with an institution
- Say less, not more—especially when it's not necessary.





**Cultural Council**  
OF GREATER JACKSONVILLE

MORE ART. MORE CULTURE. MORE BUSINESS.



## OUR VISUAL IDENTITY

Our visual identity is bold and vibrant, a reflection of our forward-thinking, humanistic approach to advancing the financial world. It has a variety of elements that come together simply and seamlessly.

**Our visual expression reinforces FIS as a tech brand with a boldly simple and modern look.**

- Bold and vibrant
- Simple and seamless
- Forward-looking
- Humanistic

**We create a balance of boldness and simplicity**

We use just a single hero element per piece, giving our designs a singular feel and focus

**We begin with whitespace and build from there, adding color and elements strategically**

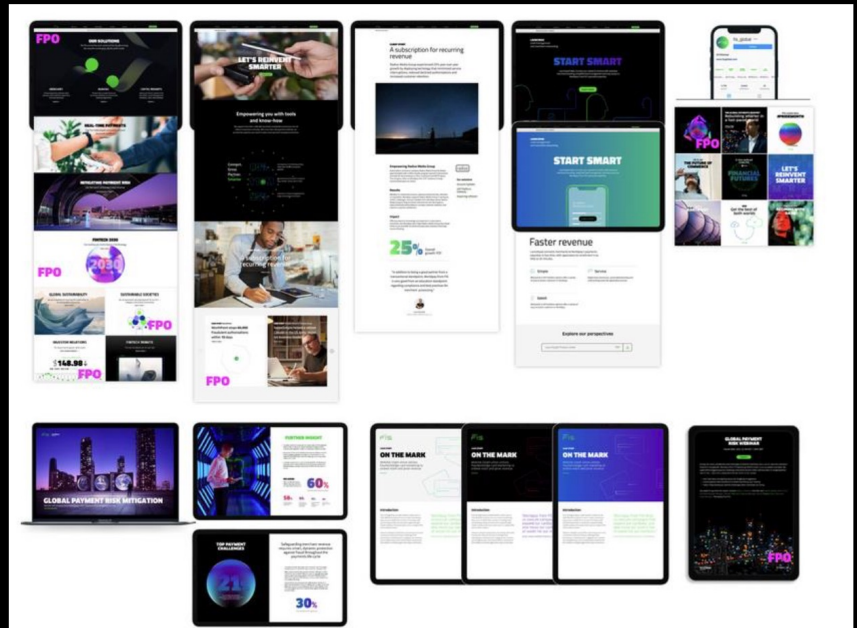
- We apply a crisp, clean form language
- We keep designs open by utilizing whitespace

**“Hero” elements and “Singularity”**

Hero elements are the hallmark visual queues of our brand.: Horizon Line, photography, illustration, insight patterns, and bold, graphic use of typography

**“Dots”**

The dots in our visual language is a device that is used to showcase an ‘enablement moment’, a connection point where FIS is interacting with the real world. Dots are used in our logo, illustrations, and animations.

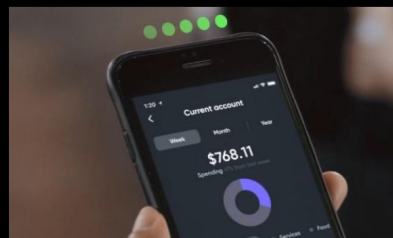
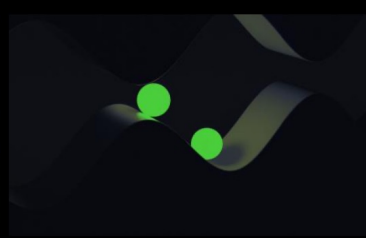


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## KEY BRAND ASSET



- The dots represent our role in advancing commerce and the financial world. They convey movement and connectivity while being open and integrated through simple forms.
- Elevating the dots across the expression creates greater connection and meaning between our logo and graphic elements, including illustrations, animations and patterns.
- We flex the dots to achieve a dynamic look. Dots can represent simplicity and rigor when applied at a fine scale and represent our reach and impact when applied boldly.



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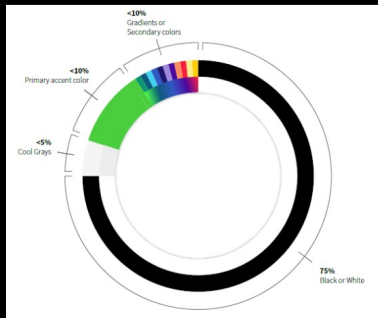
# OUR VISUAL IDENTITY – COLOR PALETTE

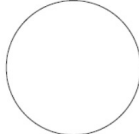









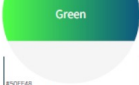

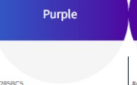
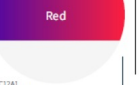





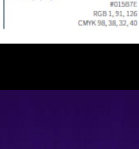









At our core, we are a green brand, though we use it strategically. The same is true for our broader color palette, which brings dynamism and flexibility to our communications.

We include generous white space and black backgrounds and use accent colors thoughtfully for a crisp and vibrant look.

- We use a white/black + accent color methodology
- We apply green, our primary accent color in small amounts through our logo, interactive elements, core green line, and dots in illustrations
- We use the gradient as a background or as an accent to create focus

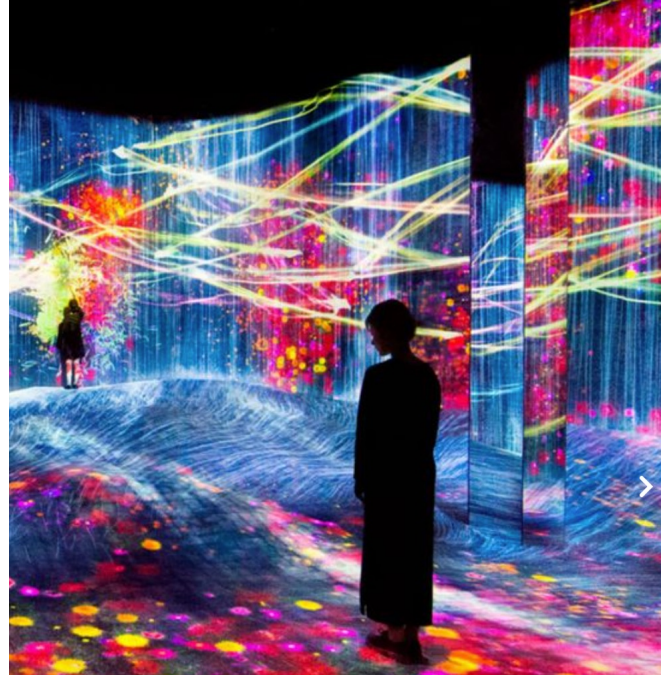
## General color proportion



Background colors	Primary accent color	Secondary accent colors
 #FFFFFF  #000000 <small>Note: Use the rich black CMYK for a black of black such as backgrounds in prints</small>	 #8BC34A <small>RGB: 76, 202, 62 CMYK: 76, 0, 100, 0 PMS 2421 C</small>	 #0070C0 <small>RGB: 0, 111, 126 CMYK: 100, 0, 70, 0 PMS 284 C</small>
 #F0F0F0 <small>RGB: 240, 240, 240 CMYK: 0, 0, 0, 9 PMS Cool Gray 1 C 20%</small>	 #0056B3 <small>RGB: 0, 86, 181 CMYK: 100, 0, 0, 0 PMS 281 C</small>	 #00B0F0 <small>RGB: 0, 176, 240 CMYK: 96, 0, 7, 0 PMS 313 C</small>
 #808080 <small>RGB: 128, 128, 128 CMYK: 0, 0, 0, 10 PMS Cool Gray 1 C 50%</small>	 #6A329F <small>RGB: 106, 51, 157 CMYK: 95, 68, 0, 0 PMS 2728 C</small>	 #330066 <small>RGB: 51, 0, 102 CMYK: 100, 100, 23, 17 PMS 2728 C</small>
 #FFFFFF  #000000	 #50F788 <small>RGB: 80, 230, 72 CMYK: 31, 4, 97, 4</small>	 #0070C0 <small>RGB: 0, 111, 126 CMYK: 100, 0, 70, 0</small>
 #FFFFFF  #000000	 #0056B3 <small>RGB: 0, 86, 181 CMYK: 100, 0, 0, 0</small>	 #6A329F <small>RGB: 106, 51, 157 CMYK: 95, 68, 0, 0</small>
 #FFFFFF  #000000	 #330066 <small>RGB: 51, 0, 102 CMYK: 100, 100, 23, 17</small>	 #FF3333 <small>RGB: 255, 51, 51 CMYK: 0, 90, 70, 0</small>
 #FFFFFF  #000000	 #FF5722 <small>RGB: 255, 87, 34 CMYK: 0, 73, 87, 0</small>	 #FFEB3B <small>RGB: 255, 231, 59 CMYK: 0, 10, 43, 3 PMS 1205 C</small>
 #FFFFFF  #000000	 #FFC107 <small>RGB: 255, 193, 7 CMYK: 0, 22, 85, 0 PMS 123 C</small>	



## INSPIRATION IDEAS & IMAGES FOR THIS PROJECT



“Borderless Shanghai Museum” by teamLab  
Copyright teamLab  
Projection on stone  
Compliments of  
Borderless Shanghai  
Museum and  
<https://thespaces.com/teamlab-is-opening-its-surreal-shanghai-museum-next-week>

## INSPIRATION IDEAS & IMAGES FOR THIS PROJECT



### Article: L.A.'s Walt Disney Concert Hall Will Be Lit by Algorithms in Dream-Like Light Show

The [Walt Disney Concert Hall](#) is set to be transformed through digital art projections by media artist Refik Anadol and Google Arts & Culture. Created for the [Los Angeles](#) Philharmonic's centennial, the light show will be made through deep neural network connections projected as light. Designed for [WDCH Dreams](#), the digital projections draw together the L.A. Philharmonic orchestra's digital archives and translate them into data points.

Compliments of <https://www.archdaily.com/902277/s-walt-disney-concert-hall-will-be-lit-by-algorithms-in-dream-like-light-show>

<https://www.archpaper.com/2018/09/walt-disney-concert-hall-light-show/>

## LOCATION C

- Art will be situated at main entrance.
- Space available for placement is in pre-set area 21'6" w X 7'6" d
- First floor sits at 15' and client desires works are proportionate



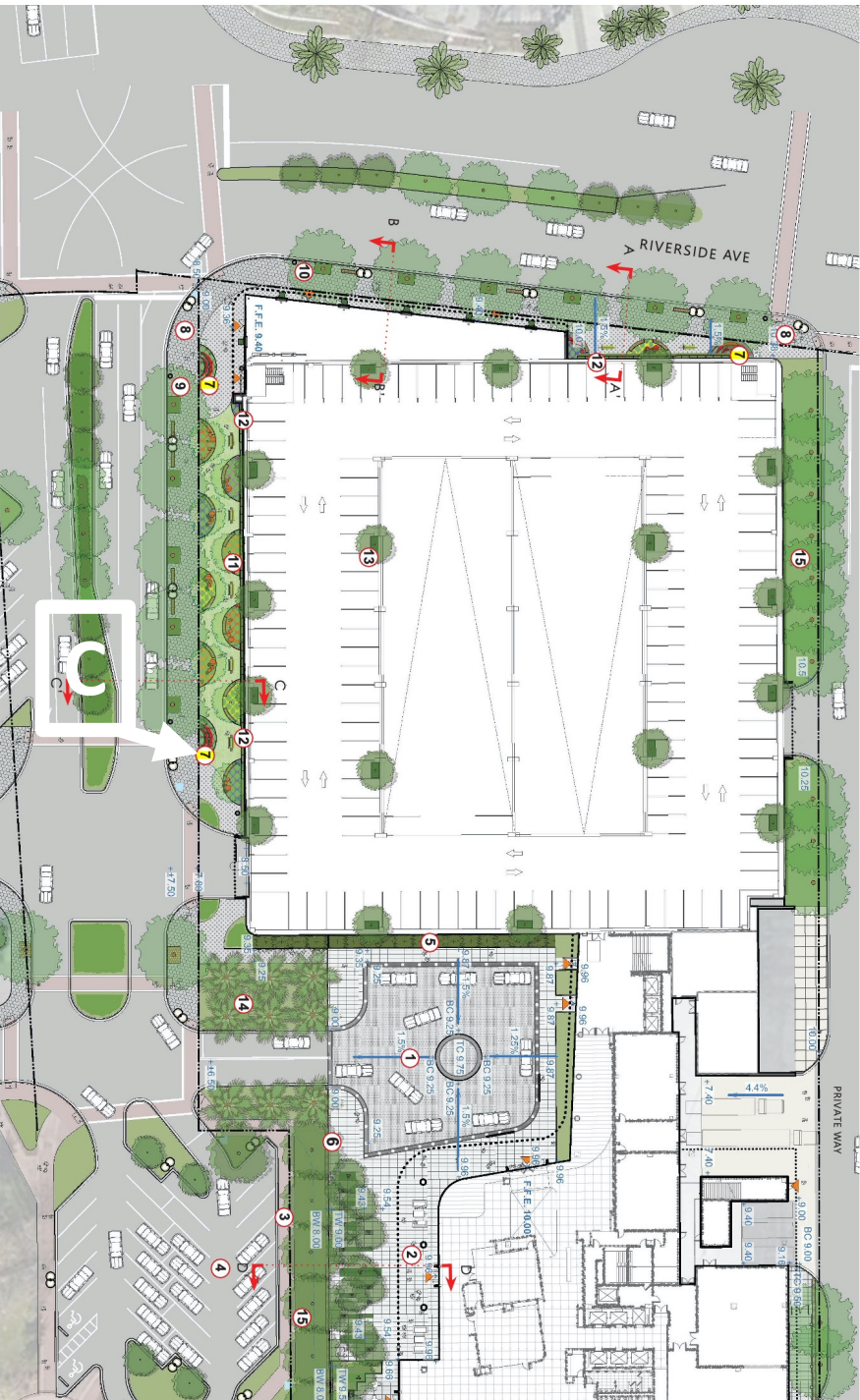
## CLIENT INTENTION FOR ART SELECTED

- This primary focal space must exhibit an innovative and powerful work
- Desired material here is digital art projected onto stone substrate
- Representative of global nature of company, works in 110 different countries
- Please study brand deck (pages 5-10) for best sense of FIS' mission, vision, purpose and reach for subjective or objective inclusion in the artwork

# SITE MAP

## LANDSCAPE PLAN - ENLARGEMENT

SCALE 0 25 30'



### LEGEND

- 1 ARRIVAL COURT
- 2 LOBBY COURT
- 3 PUBLIC CONNECTION TO RIVERWALK
- 4 NORTHBANK RIVERWALK PARKING
- 5 PLANTED SCREEN
- 6 ORNAMENTAL FENCE/WALL
- 7 PUBLIC ART
- 8 STREETSCAPE PER CITY GUIDELINES
- 9 STREET TREE - 6" CALIPER EVERGREEN WITH IRRIGATION
- 10 STREET TREE - 5" CALIPER EVERGREEN WITH IRRIGATION
- 11 ORNAMENTAL TREE - 4" CALIPER DECIDUOUS
- 12 GREEN WALL WITH VINES
- 13 GARAGE ROOF TREES - 3" CAL EVERGREEN TREES IN RAISED PLANTERS
- 14 EVERGREEN TREE
- 15 SHADE TREES

## LOCATIONS A, B & C

**This Call-to-Artist is 1 of 3 for the total project.**

Please visit <https://www.culturalcouncil.org/call-to-artists> to view each Call-to-Artist and apply.

