



**Broward County Florida  
CALL TO ARTISTS**

**Greater Fort Lauderdale Broward County Convention Center  
Mural**

**Broward Cultural Division  
Public Art & Design Program  
100 S. Andrews Ave  
Fort Lauderdale, FL 33301**



## NATIONAL CALL TO ARTISTS

### Public Art & Design

#### RE: Call to Artists

**Project Name:** CONVENTION CENTER MURAL

**Introduction:**

Broward Cultural Division's Public Art & Design Program is seeking to commission an artist or artist team to design, fabricate, and install exterior artwork for Port Everglades, located in Fort Lauderdale, Florida. The artwork will be an interpretation of the phrase "Everything Under the Sun"

**Project Location:** GREATER FORT LAUDERDALE BROWARD COUNTY CONVENTION CENTER  
Eisenhower Blvd,  
Fort Lauderdale, FL 33316

**Deadline Date:** April 19, 2023

**Total Project Budget:** \$100,000

**Eligibility:** All professional artists will be considered. Professional artists with strong experience in executing their ideas through to completion, meeting deadlines and budgets are encouraged to apply.

**How to Apply:** Submit the following materials no later than:  
**Wednesday, April 19, 2023, 11:59pm**

- 10 images of completed work
- Annotated image list
- CV/Resume
- Brief statement describing your approach to the project (optional)

**Submit to:** <https://browardcountyculturaldivision.submittable.com/submit>

**For additional information contact:**

**Fraser Poorman, Project Manager**

**Public Art & Design**

**954-357-4795**

**Email:** [fpoorman@broward.org](mailto:fpoorman@broward.org)

## Agency: Greater Fort Lauderdale Convention Center and Visitors Bureau (Visit Lauderdale)

Visit Lauderdale, the destination marketing organization for Broward County, Florida, in partnership with the Broward Cultural Division's Public Art & Design Program is seeking to commission one artist or artist team (Artist) to design, fabricate, and install artwork on the rear façade of the Greater Fort Lauderdale Broward County Convention Center (The Center), above the loading docks facing Eisenhower Boulevard. The artwork should be a hand painted mural visible to motorists traveling both northbound and southbound on Eisenhower Boulevard. The commissioned artist or artist team will take into consideration the location used for display of temporary event banners on far-left side of the building's west façade.

The artwork will reflect Visit Lauderdale's brand tag line "Everyone under the Sun" which is defined thusly: *as Florida's most inclusive and diverse destination, Greater Fort Lauderdale welcomes everyone to a vibrant community that's filled with both tropical beauty and cosmopolitan delights, home to golden beaches, endless waterways, sophisticated luxuries, and unexpected adventures.* Further, the artwork will be bold, modern, and professional, while clearly conveying a sense of place that expresses the essence of the destination.

The Center is undergoing a significant renovation and expansion project that will enable the community to expand to host larger and more sophisticated conferences. Every design decision in the reimagined center has been taken to reflect the need to stand out in the competitive convention center industry.

For more information on the Everyone Under the Sun brand, see:  
<https://www.visitlauderdale.com/visit-lauderdale-brand-launch/>.



[Site for artwork](#)

### **Artwork Opportunity**

The Cultural Division's Public Art & Design Program and the Greater Fort Lauderdale Convention Center are interested in commissioning dynamic exterior mural that:

- Creatively uses wording and imagery that reflect Broward County and the Convention Center;
- Creatively enhances the outdoor environment;
- Greets visitors and residents traveling to/by the Convention Center;
- Utilizes the "Everyone Under the Sun" phrase;
- Creates a sense of place.



Aerial view of the site

The site for the artwork is a wall approximately 226 feet long for a total of 22,368 SF of surface. The wall is located just above the loading docks facing Eisenhower Blvd.



## Project Budget

The total budget established for this project shall not exceed \$100,000. The budget must include Artist's design fee, presentation expenses, meetings, Artist's contingency, and all applicable taxes. The budget shall also include the cost to hire a Florida licensed general contractor, Florida licensed structural and electrical engineers as needed, and other engineer(s) required to prepare the permit drawings. Permit fees, and all construction costs required to complete the artwork will also be the responsibility of the Artist(s).

## Artistic Services

- Interaction with Agency
- Enter into agreement with County [http://broward.org/Arts/Documents/2019-02-26\\_CommissionedArtworkorArtisticServicesAgreement.pdf](http://broward.org/Arts/Documents/2019-02-26_CommissionedArtworkorArtisticServicesAgreement.pdf)
- Design development of approved conceptual design
- Engineering, permitting
- Fabrication, delivery, and installation

## Conceptual Project Schedule

(Subject to change)

Estimated Project Schedule (subject to change)	
Artist Submission Deadline	April 19, 2023
Staff review	no later than April 22, 2023
Artist Selection Panel review of qualifications	April 24, 2023
Shortlisted Artists notified	April 27, 2023
Project orientation meeting	Week of May 1st
Shortlisted artists proposals due	June 1, 2023
Artist Selection Panel review of proposals	June 7, 2023
Public Art & Design Committee Approval of recommended Artist	July 2023
Broward Cultural Council Approval of recommended Artist	July 2023
Board Approval of recommended Artist	TBD
Notice to proceed	TBD
Completion of Project	TBD

## Applicant's Eligibility

Broward Cultural Council understands that Broward County's cultural vibrancy is due to its diversity. As such, Broward Cultural Council acknowledges that all cultures are vital to the arts and the promotion of a culturally democratic world.

Therefore, Broward Cultural Council supports the development, expression, and preservation of art and culture of all communities, groups and individuals. The Council aims to ensure that diverse populations throughout the County have opportunities to appreciate and value the arts and to participate.

## Application Process and Selection Criteria

The Broward Cultural Division manages the application process. An Artist Selection Panel (Panel) reviews the applications to this Call to Artists. This Panel includes a member of the Public Art & Design Committee, arts professionals, and agency and community representatives. The Panel shortlists applicants on the basis of excellence of past work of similar scope, as demonstrated by the visuals and other submission materials. The Panel also considers the versatility and appropriateness of the media in which the applicants have demonstrated proficiency, as it relates to the scope of the project.

Shortlisted Artists will be invited to develop preliminary conceptual design proposals to present to the Artist Selection Panel. Each shortlisted artist will receive information about the project and have a minimum of one (1) month to prepare a preliminary conceptual design proposal for review by the Artist Selection Panel. Shortlisted artists will be paid an honorarium of **\$1,250** for the proposal and presentation.

The County 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.

## Application Requirements

All applicants are encouraged to review the County's standard public art agreement before submitting an application for this Call to Artists.

Applications must be submitted via the Submittable website:

<https://browardcountyculturaldivision.submittable.com/submit> and must include:

- **Electronic Images – Submit 10 digital images of relevant work.** Artists 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.
- **Résumé** – Includes all contact information (phone number, email, and mailing address).
- **Brief statement: Describe your interest in the project, any initial ideas, demonstrate your understanding of the objectives.**

## Application Deadline

Wednesday, April 19 at 11:59 pm **Eastern Standard Time (EST)**

## **Questions**

Fraser Poorman, Project Manager

Public Art & Design

Phone: (954) 357-4795

Website: [www.broward.org/arts](http://www.broward.org/arts)

Email: [fpoorman@broward.org](mailto:fpoorman@broward.org)

## **Public Art & Design Committee Members**

Gregory Reed, Chair, Cathy Donnelly, Linda Flynn, Kristen Hoover, Tayina Deravile, Marc Aptakin

## **Broward Cultural Division**

Phillip Dunlap, 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, the local community and constituent groups, during the design phase of each project. The Committee makes recommendations to the Broward Cultural Council.

The Broward County Public Art & Design Program is recognized with distinction in national and international circles. In 2022, two County public artworks were shortlisted for a CODAworx People's Choice Award. In 2017, two public artworks received Community Appearance awards from the City of Fort Lauderdale. Broward County Public Art & Design program is a national leader in developing model public art policies and best practices and commissioning exemplary public artworks. Broward County has received seven Americans for the Arts Year in Review awards for public art, "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: 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, Roberto Behar and Rosario Marquardt, Sara Morris, Sam Gilliam, Vanessa Till Hooper, Alice Aycock, Rein Triefeldt, Wendy Klemperer, Doug Kornfeld, Manuel Di Rita (PEETA), and Olalekan Jeyifous.