



City of Doral

*Call to Artist for Acquisition of Design & Installation of
Art at Doral Central Park Water Tank*

September 9, 2024

Parks and Recreation Department

8401 NW 53rd Terrace

Doral, FL 33166

(305)593-6600

culturalcenter@cityofdoral.com

Project Name: Call to Artists for Acquisition of Design & Installation of Art at Doral Central Park Water Tank

SUMMARY

The City of Doral Parks & Recreation Department is seeking professional artists, creatives, and design experts to submit their qualifications to craft and install an artistic concept for the Doral Central Park Water Tank. The selected artist will develop a site-specific project with an original and imaginative perspective, seeking to transform the Water Tank into a captivating artistic focal point within the community. The selected artist(s) will design site specific artwork including elements of Doral in the art work that will provide City of Doral residents and visitors with a visual experience while adding to the sense of place as you enter Doral Central Park.

PROJECT LOCATION

Doral Central Park
3005 NW 92nd Ave
Doral, FL 33172



ELIGIBILITY

This opportunity is open to all artists, design professionals or artist teams over the age of 18. While previous experience in public art is desirable, it is not mandatory. Employees of the City of Doral, their spouses, and members of the Public Art Advisory Board will not be considered.

BUDGET

Costs to the City for this project will not exceed \$60,000. This includes design, engineering, fabrication, installation, and any other cost associated with the implementation of the work. The City will pay the expenses to the artist in a not to exceed amount of the project budget \$60,000.

PROJECT OBJECTIVE

The primary goal of this call is to transform structural elements into impactful visual and cultural landmarks representing the essence and identity of the Doral community.

This Call to Artists is intended to engage new or established artists. The City of Doral is seeking applications from artists and design professionals who demonstrate innovative, contemporary, and creative approaches in tackling temporary design projects tailored to specific sites. Artists are encouraged to make proposals in any medium, including but not limited to painted murals, lighting displays, or some combination of media.

While the City welcomes diverse proposals, preference will be given to applicants with exceptional work quality, robust conceptual strength, strong design skills, a proven history of successful project execution of similar structure, inclusion of representation of Doral in design and the capacity to incorporate a community collaboration element that enables residents to actively engage in the creative process.

COMMUNITY ENGAGEMENT

The proposed design must foster interactive collaboration between Doral residents and artists by providing opportunities for community members to actively participate in the creation process. This involvement can include inviting residents to paint a section of the artwork or leave their mark, fostering a sense of ownership and connection to the project while promoting community engagement and cohesion.

ADDITIONAL PROJECT

The City is also requesting artists to design and install the Doral City logo on the roof of the Community Center and/or on top of the Water Tank. The purpose of this project is to visually identify the City from above, maximize brand exposure and serve as a location identifier.

ARTISTS WILL BE REQUIRED TO PROVIDE

- An appraisal or other evidence of the value of the proposed artwork including acquisition and installation costs
- Maintenance Plan
- Any documentation necessary to submit building permits for installation
- Any engineering documents deemed appropriate by the Building Department

SUBMISSION REQUIREMENTS

Submissions will be accepted via email no later than **October 4, 2024, at 5:00 PM**. Incomplete or late applications will not be accepted. A complete submission must include:

- Brief statement about the artist and the proposed project
- CV/Resume of the Artist or each member of the team
- Proposed water tank project including design, engineering, fabrication, installation, and any other cost associated with the implementation of the work
- An itemized budget reflecting all costs associated with the design and installation of both projects
- 3-5 Work Samples (photos and/or videos) highlighting past projects with the following information: title of work, date, dimensions, location, and sale price.
- Proposed Water Tank project must adhere to the tank dimensions of 120ft diameter and the height to the bottom of the dome is approximately 18 feet.
- List of references of at least three people/organizations who are familiar with you as a professional artist and/or who have worked with you on a similar project. Please include contact information.
- Summary of how the works of art meet following objectives:
 1. The proposed installation should follow the principles of creative placemaking and beautify and enhance of the water tank and surrounding area; and
 2. The art should reflect the neighborhood and the community identity. The City's tagline is a "premier place to live, work, learn and play" and popular moniker is "Doral Shines." Other concepts describing the community: Family, Unity, Peace, and Multicultural; and
 3. Art that complements, enhances the architecture of the park and is in context with the surrounding built and natural environment; and
 4. Community engagement collaboration as highlighted above; and
 5. The integrated work should transform the space into an immersive environment and create an engaging experience for the residents and visitors; and
 6. Enhance social connectivity and economic vitality through creative placemaking and art activation; and
 7. Durable, safe, and low maintenance.

SELECTION PROCESS

The City of Doral will review all proposals and make awards based on the quality of the proposed designs. In the event of no unanimous decision, the City may select a few finalists to refine their proposals further. Evaluation will primarily focus on past artistic, or design achievements showcased through images of completed work, relevant experience, and the initial approach outlined in the preliminary statement. If deemed suitable, the City reserves the right to directly recommend an artist or designer from the initial applications.

The City of Doral Public Art Advisory Board may review submissions and create a shortlist. Shortlisted submissions will then be presented to Mayor & Council at a Council meeting for final selection of awarded submission. Presentations of submissions may be requested by either the Public Art Advisory Board and/or the City Council.

REVIEW GUIDELINES

The review guidelines for the Doral Central Park Water Tank art installation project have been carefully crafted to ensure that the selected artwork embodies the spirit and identity of the City of Doral while meeting the highest standards of creativity, community engagement, and technical feasibility. These guidelines may assist the Public Art Advisory Board in evaluating each submission with a focus on originality, relevance to Doral's cultural landscape, and the ability to transform the water tank into a visually impactful and interactive landmark. By adhering to these criteria, the board may ensure that the chosen project not only enhances the park's aesthetic appeal but also fosters a deeper connection between the artwork and the Doral community.

1. Artistic Quality & Creativity (25%)

Originality: Does the proposal offer a unique and imaginative perspective?

Conceptual Strength: Is there a strong and clear artistic concept behind the design?

Aesthetic Appeal: Does the artwork have visual impact and artistic merit?

Innovation: Does the design utilize creative approaches or techniques that set it apart?

2. Relevance to Doral's Identity & Community (25%)

Community Reflection: Does the design incorporate elements that reflect Doral's essence, including its tagline "Doral Shines" and themes of family, unity, peace, and multiculturalism?

Sense of Place: How well does the artwork contribute to the identity of the park and its surroundings?

Connection to Residents: Does the design resonate with the Doral community and enhance the sense of belonging for residents?

3. Community Engagement (25%)

Inclusivity: Does the proposal outline a clear plan for involving community members in the creation process?

Interactive Elements: Are there opportunities for residents to participate actively, fostering a sense of ownership and connection to the project?

Engagement Strategy: How effective and feasible is the proposed method for involving the community?

4. Technical Feasibility & Durability (10%)

Engineering & Installation: Does the submission include a practical and well-thought-out plan for installation, including necessary engineering documents?

Maintenance: Is the proposed artwork durable, low-maintenance, and safe for a public setting?

Budget Adherence: Does the project stay within the allocated budget of \$60,000, including all associated costs?

5. Past Experience & Portfolio (10%)

Relevant Experience: Does the artist or team have a history of successful public art projects or similar installations?

Portfolio Quality: Are the work samples provided indicative of high-quality execution and creativity?

References: Do the references provided attest to the artist's professionalism, reliability, and ability to deliver on projects of this nature?

6. Presentation & Documentation (5%)

Clarity of Proposal: Is the submission clear, well-organized, and comprehensive?

Compliance with Requirements: Has the artist adhered to all submission guidelines, including providing all required documents and information?

TIMELINE

September 9, 2024	Application period open (4 weeks)
October 4, 2024	Deadline to submit applications to Parks & Recreation Department
October 7-11, 2024	Applications review by City and possible evaluation by Public Art Advisory Board members
October 23, 2024	Shortlisted Artists Presentations (in-person) to Mayor and Council for Selection of Finalist
January 6, 2025	Installation of works of art begins
January 25, 2025	Community Involvement Opportunity
March 21, 2025	Ribbon Cutting / Unveiling

SUBMIT TO

Complete applications should be submitted via email to Diana Maldonado no later than **October 4, 2024, at 5:00 PM.**

Diana Maldonado
Cultural Arts & Events Administrator
Email: Diana.Maldonado@cityofdoral.com

For additional information, you may contact:
Parks and Recreation Department
Phone: (305) 593-6600
Email: culturalcenter@cityofdoral.com