

Mayor and Council Communication

DATE: 06/23/20

M&C FILE NUMBER: M&C 20-0439

LOG NAME: 03PIONEER TOWER ICONIC PUBLIC ART PROJECT - REFIK ANADOL

SUBJECT

Authorize the Execution of an Artwork Commission Agreement with Refik Anadol Studio, LLC in an Amount of \$103,500.00 for Research, Production, Delivery, and Consultation for a Four (4)-Part Projection Mapping Video Artwork for Presentation on the Pioneer Tower in the Will Rogers Memorial Center Located at 3401 West Lancaster Avenue, 76107 (COUNCIL DISTRICT 7)

RECOMMENDATION:

It is recommended that the City Council:

1. Authorize the execution of an Artwork Commission Agreement with Refik Anadol Studio, LLC in an amount of \$103,500.00 for research, production, delivery and consultation for a four (4)-part projection mapping video artwork for presentation on the facades of Pioneer Tower in the Will Rogers Memorial Center Located at 3401 West Lancaster Avenue, 76107; and
2. Find that the use of the funds for public art for this project complies with the voted purpose of the bonds

DISCUSSION:

For the Pioneer Tower Iconic Public Art Project, internationally renowned new media artist Refik Anadol (www.refikanadol.com) will produce a four (4)-part, site-specific artwork using cutting-edge technology as described below:

"As Will Rogers fondly quipped and the city has embraced, Fort Worth is known as the place where "the west begins". Drawing further inspiration from poet Arthur Chapman, where the west begins is also a place where "the bonds of home are a wee bit tighter". Honoring the cultural significance and legacy of Fort Worth, this piece aims to celebrate the people, places, histories, and dreams of the city that have been woven together over the years.

In order to create a piece that tells this story, archival data is gathered from key libraries and museums, as well as city institutions and the community. Acknowledging that place and memory are directly linked, it is important to also take into careful consideration the physical environment and key buildings which physicalize the sentiment of home for many.

Upon collecting this data, we can explore Fort Worth through the mind of a machine, deploying machine learning algorithms trained on these data sets to visualize a consciousness of Fort Worth previously unseen. By projecting a final audio/visual performance onto the façade of Pioneer Tower, this project is a collective performance and journey into the imagination, memories and dreams of this unique and indeed pioneering town."

[NOTE: View Refik Anadol's proposal presentation of May 11, 2020 to the "Public Art Commission" available online (<http://fortworthtexas.gov/fwtv/>). Curator DooEun Choi's comments: 00:17:29 - 00:19:44; Refik Anadol's presentation: 00:52:27 - 01:09:38]

PROJECT BACKGROUND

An iconic light-based public art project for Pioneer Tower was recommended in the "Fort Worth Public Art Master Plan Update", adopted by City Council in October 2017. For this historic structure, a projection mapping project is an ideal approach since it does not disturb the architectural integrity of the historic tower. The commissioned artists' video artworks will be formatted for the tower by utilizing the 3D scan of the structure, making it possible to project video on all four (4) sides of the tower simultaneously. In addition to producing the 3D scan, local project planning consultants JTK Studios and SP Studio specified electrical and data connections at four (4) locations around the tower and other infrastructure that was installed during the recent rehabilitation of Pioneer Tower. The premier of the commissioned artworks, which will be the centerpiece for a free community event, is currently scheduled for the last weekend in February 2021.

PIONEER TOWER ICONIC ARTWORK PROJECT CORE TEAM

- Ed Bass, Chairman, Event Facilities Fort Worth / Southwestern Exposition and Livestock Show
- Brad Barnes, President/General Manager, Southwestern Exposition and Livestock Show
- Mike Groomer, President, Event Facilities Fort Worth
- Eric Lee, Director, Kimbell Art Museum
- Marla Price, Director, Modern Art Museum
- Andrew Walker, Director, Amon Carter Museum
- Van Romans, President, Fort Worth Museum of Science and History
- Patricia W. Riley, Executive Director, National Cowgirl Museum and Hall of Fame
- Wally Jones, President and Executive Producer, Casa Manana
- Bob Jameson, President, Visit Fort Worth
- Rosa Navejar, Community Representative
- Estrus Tucker, Vice Chairman, Fort Worth Art Commission

ARTIST SELECTION PROCESS / ART COMMISSION AND COUNCIL ACTIONS

- March 21, 2018 - Fort Worth Art Commission (FWAC) approves the selection of local project planning consultants JTK Studios and SP Studio to provide technical and creative consultation for the overall project
- December 10, 2018 - FWAC recommends Elements of Architecture, Inc., to design the infrastructure for the Pioneer Tower Iconic Public Art Project
- January 20, 2019 - City Council authorizes a construction contract with Muckleroy + Falls for Pioneer Tower Rehabilitation Project, including an allowance for infrastructure for the Pioneer Tower Iconic Public Art Project
- February 11, 2019 - FWAC approves planning consultant's recommended curator selection process
- May 13, 2019 - FWAC approves selection of new media curator DooEun Choi to identify and recommend artists for the project
- September 26, 2019 - Pioneer Tower Project Core Team's Curatorial Committee recommends artist Quayola and Refik Anadol be invited to develop proposals
- January 23-25, 2020 - Quayola and Refik Anadol visit Fort Worth to see the site and conduct research for their proposals
- May 11, 2020 - Quayola and Refik Anadol present their proposals to the FWAC for consideration; FWAC directs staff to report back on June 8, 2020
- May 27, 2020 - Pioneer Tower Project Core Team convenes and concurs with moving forward with the Refik Anadol's proposal as presented
- June 8, 2020 - FWAC makes recommendation to City Council to commission Refik Anadol's proposal as presented

Project budget and funding sources are as follows:

PROJECT BUDGET - EXPENDITURES & BUDGET	AMOUNT	CONTRACTS
Infrastructure Planning (JTK Studios /SP Studio)	\$13,750.00	CSC 50931-A2
Design & Engineering (Elements of Architecture)	\$48,564.00	CSC 50942-A1
Construction, Electrical (Muckleroy + Falls)	\$211,124.00	CSC 51980
Fiber/Data (IT Dept Contractor)	\$22,338.50	CSC 49285-R2
Server Purchase	\$3,000.00	Estimate
INFRASTRUCTURE SUBTOTAL	\$298,776.50	
Creative Planning, Curator Selection (JTK/SP)	\$23,750.00	CSC 50931-A2
Artist Selection, Proposal Prep, Site Visits (DooEun Choi)	\$21,462.00	CSC 8844
Artwork Commission - Quayola	\$114,000.00	Separate M&C
Artwork Commission - Refik Anadol	\$103,500.00	This M&C
Technical Coordination and Artwork Presentation	\$265,985.50	Estimate
ARTWORKS & PRESENTATION SUBTOTAL	\$528,697.50	
PROJECT MGMT & CONTINGENCIES	\$102,526.00	
TOTAL	\$930,000.00	

FUNDING SOURCES	AMOUNT	NOTES
2014 Bond Program, Proposition 1, subfund 98	\$900,015.00	Previously appropriated
Specially Funded Projects Fund, subfund 98	\$29,985.00	Previously appropriated
TOTAL	\$930,000.00	

This project is included in the 2014 Bond Program. Available resources within the General Fund will be used to provide interim financing until debt is issued. Once debt associated with the project is sold, bond proceeds will reimburse the General Fund in accordance with the statement expressing official Intent to Reimburse that was adopted as part of the ordinance canvassing the bond election (Ordinance No. 21241-05-2014) and subsequent actions taken by the Mayor and Council.

M/WBE Office - The City's overall M/WBE goal for the Fort Worth Public Art Program is 25 percent of total capital project dollars expended on public art annually.

Council Member Dennis Shingleton concurs with the FWAC's recommendation to contract with Refik Anadol Studio LLC to create a projection mapping video for the Pioneer Tower Iconic Public Art Project.

This project is located in COUNCIL DISTRICT 7 but serves the entire City.

FISCAL INFORMATION / CERTIFICATION:

The Director of Finance certifies that funds are available in the current capital budget, as previously appropriated, in the 2014 Bond Program Fund FWPA - Iconic Artwork project to support the approval of the above recommendations and award of the contract. Prior to any expenditure being incurred, the Planning & Data Analytics Department has the responsibility to validate the availability of funds.

Submitted for City Manager's Office by: Fernando Costa 6122

Originating Business Unit Head:

Jan Hale 8438

Additional Information Contact:

Martha Peters 298-3025