

Mayor and Council Communication

DATE: 06/22/21

M&C FILE NUMBER: M&C 21-0412

LOG NAME: 03PIONEER TOWER ICONIC ARTWORK IMPLEMENTATION

SUBJECT

(CD 7) Authorize the Execution of an Artwork Implementation Agreement with JTK Studios LLC and SP Studio LLC in an Amount of \$215,519.38 to Present Two Projection Mapping Video Artworks, Including Pioneer Tower Dreams by Refik Anadol and Texas Surveys by Quayola, on the Facades of Pioneer Tower in the Will Rogers Memorial Center, 3402 West Lancaster Avenue, 76107, and find that the Use of Funds for the Public Art for this Project Complies with the Voted Purpose of the Bond Funds (2014 Bond Program)

RECOMMENDATION:

It is recommended that the City Council:

1. Authorize the execution of an artwork implementation agreement with JTK Studios LLC and SP Studio LLC in an amount of \$215,519.38 to present two projection mapping video networks, including Pioneer Tower Dreams by Refik Anadol, and Texas Surveys by Quayola, on the facades of Pioneer Tower in the Will Rogers Memorial Center, 3402 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 (2014 Bond Program) Bond Funds.
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DISCUSSION:

Authorization of this artwork implementation agreement with JTK Studios LLC and SP Studio LLC will enable them to present the exciting Fort Worth-specific audio/video artworks by internationally-renowned new media artists Refik Anadol and Quayola on the facades of pioneer tower during a free community event in Cultural District on the evenings of August 20-21, 2021. 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 was deemed an ideal approach since it does not disturb the architectural integrity of the historic tower. The commissioned artists' video artworks are being 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.

The City of Fort Worth contracted with local artists Joshua King (JTK Studios LLC) and Shane Pennington (SP Studio LLC) in 2018 to provide comprehensive project and event planning services based on their experience as co-founders and producers of AURORA - a biennial free public art exhibition that has presented light, video and sound-based artworks in Dallas for the past decade in locations including the Dallas Arts District and City Hall. Over the past three years, JTK Studios LLC and SP Studio LLC has specified electrical and data connections at four (4) locations around the tower which were installed during the recent rehabilitation of pioneer tower, and produced a 3D scan of the tower that serves as a digital template for the artworks. They worked with the Pioneer Tower Project Core Team to select and recommend curator DooEun Choi, and ultimately, artists Refik Anadol and Quayola, to the Fort Worth Art Commission, whose artwork commission agreements were authorized by City Council last year. JTK Studios LLC and SP Studio LLC have coordinated technical aspects of the artwork with the curator, artists, and a highly qualified projection team, and conducted a projection test on Pioneer Tower during the evenings of May 18-19, 2021 in order to determine the number and location of projectors to achieve the optimum brightness level for presentation of the artists' work on the tower. Since costs incurred for the projection test were unanticipated, this contract does not include a budget for artwork documentation and contingencies. If additional funds become available in a timely manner, this contract may be amended for that purpose.

PIONEER TOWER ICONIC ARTWORK PROJECT CORE TEAM

Ed Bass, Chairman, Event Facilities Fort Worth / Southwestern 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, Chairman, Fort Worth Art Commission

ART COMMISSION ACTIONS:

March 21, 2018 - Fort Worth Art Commission (FWAC) approved the selection of local project planning consultants JTK Studios LLC and SP Studio LLC;
December 10, 2018 - FWAC recommended Elements of Architecture, Inc., to design the infrastructure for the Pioneer Tower Iconic Public Art project;
February 11, 2019 - FWAC approved planning consultant's recommended curator selection process;

May 13, 2019 - FWAC approved selection of new media curator DooEun Choi to identify and recommend artists for the project; June 8, 2020 - FWAC made recommendation to City Council to commission artworks by Refik Anadol and Quayola based on their proposals; and May 17, 2021 - FWAC made recommendation to City Council to contract with JTK Studios LLC and SP Studio LLC to present the works of Anadol and Quayola on Pioneer Tower.

Project budget and funding sources are as follows:

BUDGET & EXPENDITURES	AMOUNT	CONTRACT
Art Infrastructure Specifications, Curator Selection, Technical Coordination, Projection Test (JTK Studios LLC / SP Studio LLC)	\$86,737.00	50931-A3
Art Infrastructure Design & Engineering (Elements of Architecture)	\$38,650.00	Direct FID Payment
Art Infrastructure Construction & Electrical (Muckleroy + Falls)	\$211,124.00	Direct FID Payment
Art Infrastructure Fiber/Data (Superior Fiber & Data)	\$22,338.50	Direct FID Payment
Curatorial Services, Artist Proposals, Production Services (DooEun Choi)	\$59,597.12	52962-A1
Artwork Commission (Quayola LTD)	\$124,000.00	54522-A1
Artwork Commission (Refik Anadol Studio LLC)	\$103,500.00	54355
Project Management (Arts Council of Fort Worth)	\$68,534.00	54598
Artwork Presentation (JTK Studios LLC / SP Studio LLC)	\$215,519.38	This M&C
TOTAL	\$930,000.00	

FUNDING SOURCES	AMOUNT
Specially Funded Capital Projects Fund, subfund 98	\$29,985.00
2014 Bond Program	\$900,015.00
TOTAL	\$930,000.00

This M&C will also serve to waive permitting fees for this City of Fort Worth project. Council Member Dennis Shingleton concurs with the FWAC's recommendation to contract with JTK Studios LLC and SP Studio LLC to implement the presentation of projection mapping video artworks by Refik Anadol and Quayola for the Pioneer Tower Iconic Public Art project.

Business Equity - 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.

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 and the Specially Funded Projects Funds for the FWPA - Iconic Artwork project to support the approval of the above recommendations and execution of the agreement. Prior to an expenditure being incurred, the Planning & Data Analytics Department has the responsibility of verifying the availability of funds.

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

Originating Business Unit Head: Mark McAvoy 6222

Additional Information Contact: Martha Peters 817-298-3025

Expedited