

# Mayor and Council Communication

DATE: 06/23/20

M&C FILE NUMBER: M&C 20-0438

LOG NAME: 03PIONEER TOWER ICONIC PUBLIC ART PROJECT - QUAYOLA LTD

## **SUBJECT**

Authorize the Execution of an Artwork Commission Agreement with Quayola Ltd. in an Amount of \$114,000.00 for Research, Production, Delivery, and Consultation for a Two (2)-Part Projection Mapping Video Artwork Titled "Trees Laser-Scanning" and "Computational Animal Paintings" 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 Quayola Ltd. in an amount of \$114,000.00 for a two-part projection mapping video artwork titled "Trees Laser-Scanning" and "Computational Animal Paintings" for presentation on the facades of Pioneer Tower in the Will Rogers Memorial Center Located at 3401 West Lancaster Avenue, 76107 (City Project No. C02600); 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 Quayola ([www.quayola.com](http://www.quayola.com)) will produce a site-specific artwork utilizing cutting-edge technology that continues his ongoing exploration of mankind's tradition of representing nature in art. The artwork will be divided into chapters, each capturing a different perspective on Fort Worth's natural settings and each using a different technological process:

"Trees Laser Scanning" - Quayola will employ high-precision 3D laser scanning systems to capture geometric data of various trees in Fort Worth. Each tree will be translated into hundreds of millions of 3D coordinates, which will then be visualized digitally as complex clusters of geometries. The resulting animation will explore both the intricacies of natural forms, as well as the aesthetics of digital reproduction.

"Computational Animal Paintings" - In this video, Quayola will focus on the observation and, ultimately, a new representation of one of Fort Worth's most iconic symbols: Horses. Employing the latest digital tracking systems, Quayola will digitize a series of horses' movements and translate them into abstract animations. The rhythmic movements of the horse becomes a dataset to drive pictorial simulations. The result of this process will be a series of computational paintings - on one side completely abstract, but on the other, fully driven by the motion of the animals. [In January 2020, Quayola attended opening night of the FWSSR PRORODEO TOURNAMENT in Dickies Arena, which inspired this chapter.]

[NOTE: Quayola's proposal presentation of May 11, 2020 to the "Public Art Commission" is available online (<http://fortworthtexas.gov/fwtv/>). Curator DooEun Choi's comments 00:17:29 - 00:19:44; Quayola's presentation 00:19:44 - 00:36:41]

If a funding partnership becomes available in a timely manner, the artist's contract may be amended to commission a third chapter titled, "Computational Landscape Paintings" - In this video, Quayola will employ computer-vision systems and custom generative algorithms to create digital pictorial representations of Texas (Fort Worth) landscapes. A series of photographs will gradually blend into computational abstractions, revealing a new way of observing the natural world – one that is both driven by our heritage visual culture, as well as a new and different machinic point of view.

## **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 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, due to budget limitations, recommends Quayola's "Trees Laser-Scanning" and "Computational Animal Paintings" be commissioned
- June 8, 2020 - FWAC makes recommendation to City Council to commission Quayola's "Trees Laser-Scanning" and "Computational Animal Paintings" portions of Quayola's proposal

Project budget and funding sources are as follows:

<b>PROJECT BUDGET - EXPENDITURES &amp; BUDGET</b>	<b>AMOUNT</b>	<b>CONTRACTS</b>
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 (Superior Fiber & Data)	\$22,338.50	CSC 49285-R2
Server Purchase	\$3,000.00	Estimate
<b>INFRASTRUCTURE SUBTOTAL</b>	<b>\$298,776.50</b>	
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	This M&C
Artwork Commission - Refik Anadol	\$103,500.00	Separate M&C
Technical Coordination and Artwork Presentation	\$265,985.50	Estimate
<b>ARTWORKS &amp; PRESENTATION SUBTOTAL</b>	<b>\$528,697.50</b>	
<b>PROJECT MGMT &amp; CONTINGENCIES</b>	<b>\$102,526.00</b>	
<b>TOTAL</b>	<b>\$930,000.00</b>	

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

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 Quayola Ltd. 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