

SECTION TWO

GUIDELINES

I. DEFINITIONS

AIRPORT ART ADVISORY COMMITTEE (AAAC). The committee is responsible for reviewing and recommending Artists for inclusion in the DFW Airport Art Program.

ARTISAN. A person who has a reputation of quality, aesthetic craftsmanship, as exhibited through past work, fabricating artistic or Artist designed works.

ARTIST. A person who has a reputation of Artistic excellence, as judged by peers, through a record of exhibitions, public commissions, sale of works, educational attainment, or other means.

ARTWORK. Work designed by a professional Artist and produced by a professional Artist and/or Artisan for a public project, "place," or context that has specific area and other limitations defined by the overall public project.

CAPITAL DEVELOPMENT PROGRAM (CDP). The DFW capital improvement program which currently includes the new International Terminal D, Automated People Mover System, Terminal Station Renovations, and Urban Design Landscape improvements.

COMMISSION OPPORTUNITIES. Integrated or Site-Specific Artworks designed by Artists that directly respond to the special conditions of a given location and space.

DFW AIRPORT BOARD. The governing body of DFW International Airport.

DFW DESIGN REVIEW COMMITTEE (DRC). The Committee appointed by the DFW Airport Board to facilitate and direct all design considerations for Terminal D, the APM, the TSR, and the Urban Design/Landscape.

INTEGRATED ARTWORKS. Artworks that are a contextual and seamless component of the architecture.

PUBLIC ART. Art or design that is created specifically for a public context, place, or site.

ROTATING EXHIBIT OPPORTUNITIES. Ongoing situational activities that occur in permanent and pre-designed infrastructure and places.

SITE-SPECIFIC ARTWORKS. Stand alone or discrete Artworks that are generally fabricated and installed as part of the Artist contract or scope of services.

TERMINAL D IMPLEMENTATION TEAM. The team responsible for implementing the Airport Art Program.

II. AIRPORT ART PROGRAM

A. FOCUS

The focus of the Airport Art Program shall be on the following.

- **ARTISTS**

The commissioning of Artists as opposed to the purchase of Artworks.

- **COLLABORATION**

Artist/architect collaboration in the design and execution of Artworks.

- **INTEGRATION**

The Integration of Artworks with building design and architecture.

B. GOALS

The DFW Airport Art Program seeks to:

- Use Public Art to enhance the identity of the Airport locally, regionally, nationally, and internationally;
- Contribute to the visual character and texture of the Airport;
- Recognize that DFW Airport is a world-class airport and foster the creation of Artworks that further this image;
- Enhance the individual's experience of public spaces;
- Recognize Public Art's ability to aid in making DFW a choice destination for travelers;
- Use Public Art as a vehicle to express the dynamic culture of the Metroplex;
- Recognize the international uses of the Airport;
- Commission public Artworks which are colorful, happy, and engaging;
- Create opportunities for Artworks of varying scales, venues, and media;
- Create opportunities to highlight the resources and world-class art museums of Dallas/Fort Worth through a Rotating Exhibits Program and other means;
- 25% of the Public Art Project dollars for artwork commissioned from local artists (as defined by the CDP Resource Outreach Program) as well as 25% of the 27 Art Opportunities to be commissioned from local artists.
- 25% of the Public Art Project dollars for artwork commissioned from M/WBE artists.

C. STRUCTURE

The Administrative Structure of the Airport Art Program is as follows.

1. AIRPORT ART ADVISORY COMMITTEE

COMPOSITION **

The Airport Art Advisory Committee shall consist of nine (9) members as follows:

- The Chief Executive Officer of DFW Airport or designee;
- One (1) DFW Board Member as nominated by the Board Chairman;
- One (1) Representative from the Arts Council of Fort Worth and Tarrant County as nominated by them;
- One (1) Representative from the Dallas Cultural Affairs Commission as nominated by them;
- *Three (3) Metroplex Area Public Art Professionals including Museum Directors, Art Professors, Arts Administrators, etc., as nominated by the DFW Chief Executive Officer;
- *Two (2) Member of the Community-At-Large, (1 from Dallas, 1 from Fort Worth), as nominated by each respective Mayor.

*Special attention shall be given to ensuring that representation recognizes the cultural diversity of the Metroplex.

**Composition of this Committee will be brought back to the Board for approval.

RESPONSIBILITIES

- **ADHERENCE TO MASTER PLAN**
The Airport Art Advisory Committee shall ensure adherence to the goals of this Master Plan and provide the highest standard of aesthetics and continuity to the Airport Art Program Selection Process.
- **IDENTIFICATION OF ARTISTS**
The Airport Art Advisory Committee shall, in consultation with the Airport Art Consultant, identify a list of Artists to be considered for inclusion in the Airport Art Program Selection Process.

- **REVIEW OF ARTISTS**

The Airport Art Advisory Committee shall participate in a four part Artist Selection Process including:

- 1) An orientation session, including an overview of public trends in other airports and transit facilities and an introduction to the new International Terminal D Airport Art Program.
- 2) Evaluation of the initial submission materials of Artists interested in the Airport Art Program and short-listing for recommendation to the DRC for approval; and
- 3) Interview and/or final consideration of short-listed Artists and recommendations to the DRC and the DFW Board for approval; and
- 4) Review and selection of the artwork.

DURATION OF COMMITTEE

The Airport Art Advisory Committee shall meet as needed to ensure the timely completion of the Artist Selection Process. It is anticipated that the selection process will include five to six half-day sessions that will take place over an eight to ten month period. Upon approval of all selected artwork by the Board, the Airport Art Advisory Committee shall disband.

2. DESIGN REVIEW COMMITTEE (DRC)

The Design Review Committee shall review and approve all recommendations brought forward by the Airport Art Advisory Committee and forward their recommendations to the DFW Board for final approval.

3. DFW BOARD

The DFW Board shall review and approve all recommendations brought forward by the DRC.

4. TERMINAL D ART PROGRAM IMPLEMENTATION TEAM

COMPOSITION

The Terminal D Art Program Implementation Team shall consist of four (4) members as follows:

- Terminal D Executive Manager
- Terminal D Liaison/Project Manager
- Airport Art Consultant
- Terminal D Lead Design Architect

RESPONSIBILITY

The Terminal D Art Program Implementation Team shall oversee the implementation of the Airport Art Program from Artist identification and selection through project implementation. Specific responsibilities shall include the following.

- **Terminal D Executive Manager**
The Terminal D Executive Manager shall oversee all facets of the Terminal D Airport Art Program including the Art Program Budget.
- **The Terminal D Liaison/Project Manager**
The Terminal D Liaison/Project Manager shall administer the day-to-day implementation of the Terminal D Airport Art Program.
- **Airport Art Consultant**
The Airport Art Consultant shall work with the Airport Art Advisory Committee to identify Artists, advise the Airport Art Advisory Committee on Artists and Art Program initiatives at other airports and transportation facilities, gather a pool of Artists for Committee consideration, coordinate the solicitation and materials of interested and considered Artists, and facilitate the Artist Selection Process. In addition, the Airport Art Consultant shall coordinate the progress of selected Artists from selection through installation.
- **Terminal D Lead Design Architect**
The Terminal D Lead Design Architect shall collaborate with Artists on their designs to ensure consistency with the Terminal D design and architectural intent.

DURATION OF COMMITTEE

The Terminal D Implementation Team shall meet monthly, or as needed, through Terminal D completion, anticipated to be the first quarter of 2005.

D. COMPONENTS

The Airport Art Program will be comprised of two components. Each requires a unique set of guidelines. The Program Components include Commission Opportunities and Rotating Exhibit Opportunities.

III. COMMISSION OPPORTUNITIES

A. COMMISSION TYPES

Artists shall be commissioned in two ways.

- **TYPE 1. ARTIST DESIGN/ARTIST IMPLEMENTATION**

Artists shall be contracted to design, fabricate, and in some cases install Artworks. All necessary subcontracting for fabrication will be included in their contract scope of services. Depending on the Artwork, a subcontractor, as part of the Artist contract, may perform installation or the overall project general contractor may provide it.

- **TYPE 2. ARTIST DESIGN/ARTISAN IMPLEMENTATION**

Artists shall be contracted under a design only contract. Artisans will be identified to fabricate and install Artworks.

B. COMMISSION SCALE AND CHARACTER CATEGORIES

Commission Opportunities consist of three scale and three character categories as defined below.

SCALE CATEGORIES

GRAND

Artworks that are grandiose in scale and engage viewers most effectively from a distance. Although these Artworks may also be created to work at an intimate, personal, or large scale, they are generally most effective when viewed from a distance that allows understanding of their entirety.

HUMAN

Artworks that are larger than a person. These Artworks are generally discernable both up close and from a distance and their Artistic integrity, although different up close or from a distance, is understandable at both scales.

ENVIRONMENTAL

Artworks that engage people within an environmental or spatial context and do not rely on form such as sound, light, or other non-objective media.

CHARACTER CATEGORIES

TWO-DIMENSIONAL

Artworks that are flat or relief in nature and although able to be viewed from several angles are visually successful on one plane. In general, when used in this document, the term “Two-Dimensional” refers to Artworks that are applied, attached, or integrated into walls or floors.

THREE-DIMENSIONAL

Artworks that are multi-planed and can be viewed from several vantage points. In general, when used in this document, the term “Three-Dimensional” refers to sculpture or relief sculpture.

EXPERIENTIAL

Artworks that provide experiential situations or journeys. In general, when used in this document, “Experiential” refers to Artworks that engage people in a “sensory” event within or journey through a defined space. Although they may use visual cues, “Experiential” Artworks generally rely on other senses or on multi-sensory components.

C. ARTIST SELECTION AND CONTRACTING PROCESS

1. SELECTION PROCESS

- **METHODS OF SELECTION.** The following methods of selection shall be used for each project.

OPEN COMPETITION. Artists shall submit slides and/or proposals from a public call for entries.

INVITATIONAL COMPETITION. The Airport Art Advisory Committee, in consultation with the Design Review Committee, shall identify and gather a list of Artists and invite them to submit slides and other documentation for the Airport Art Program and/or a specific project.

DIRECT SELECTION. The Airport Art Advisory Committee shall recommend a designated Artist for commission or an Artwork for purchase to the Design Review Committee for approval.

MIXED PROCESS. A combination of any of the above processes.

- **REVIEW AND APPROVAL PROCESS**

INITIAL REVIEW: REVIEW OF EXISTING WORK. Slides and/or visual representation of existing work shall be submitted to the Airport Art Advisory Committee for evaluation. Artists may either be selected directly from submission materials or may be short-listed for interview. The Initial Review Session results will be forwarded to the Design Review Committee and the DFW Board for approval.

SECOND REVIEW: ARTIST INTERVIEWS. In the event that the Initial Review resulted in a short-list, the Airport Art Advisory Committee shall interview Artists and recommend final selections to the Design Review Committee and the DFW Board for approval.

2. CONTRACT PROCESS

- **CONTRACT PHASES.** Artist contracts will involve two phases. The project milestones within phases will vary depending on the Commission Type.

ARTIST DESIGN/ARTIST IMPLEMENTATION CONTRACTS

In the case of Artist Design/Artist Implementation Contracts, the first contractual phase will include schematic design. The second contractual phase will include design development, final design, fabrication, and depending on the project, installation.

ARTIST DESIGN/ARTISAN IMPLEMENTATION CONTRACTS

In the case of Artist Design/Artisan Implementation contracts, the first contractual phase will include schematic design. The second contractual phase will include design development. Subsequent phases of design and documentation will be the responsibility of the Artisan.

- **PROJECT MILESTONE PHASES.** There are a series of defined milestone phases an Artist goes through to complete a public art project. Each phase represents a designated portion of the completed contract scope of services and is allocated a designated portion of the lump sum contractual fee. Depending on the Commission Type, different phases will apply to different projects. The phases may include:

SCHEMATIC DESIGN. Studies and illustrations indicating scale and relationship of the design concept to the overall project design. This phase represents 10% of completed design.

DESIGN DEVELOPMENT. Documents that fix and describe the size and character of the entire project as to structural, mechanical and electrical systems, materials, and other considerations as appropriate. This phase represents 60% of completed design. In the event of an Artist Design/Artisan Implementation project, this generally represents the final submittal of the Artist. The Artisan based on the Artist's design development submittal will prepare subsequent construction documents. The Artist may be required to provide fabrication and construction assistance services as necessary to ensure design accuracy.

FINAL DESIGN/CONSTRUCTION DOCUMENTATION. In the event that the Artwork installation is part of the Artist's or the Artisan's scope of services, final design documents will be prepared by the Artist or Artisan. This submittal generally includes a detailed dimensioned description of the Artwork in relation to the site, and provides any interface or attachment information necessary for the building to accept the Artwork. Interface/attachment should be designated through construction documentation. In the event that the overall project general contractor will be installing the Artworks, the Artist or Artisan will be required to prepare construction documents of the Artwork. These documents will be presented to the overall project general contractor to follow when building or including the Artwork in the project construction. The Artist and/or Artisan may be required to provide construction administration services to ensure design accuracy. This phase represents 100% of completed design.

FABRICATION. Making or building of the Artwork whether by the Artist or Artisan.

INSTALLATION. Installation of the Artwork whether by the Artist, Artisan, General Contractor, or other Sub-Contractors.

D. ARTISAN PROCUREMENT AND CONTRACTING PROCESS

1. PROCUREMENT PROCESS

Artisans shall submit to an Open Request for Qualifications (RFQ). Initial short-listing of Artisan candidates will be based on quality of craftsmanship of past work on similar projects. Final procurement will be based on applicant responses to specific criteria outlined in the RFQ

including a budget for services. The Terminal D Implementation Team shall oversee the Artisan Procurement Process.

2. CONTRACT PROCESS

Artisan contracts shall include the following phases:

FINAL DESIGN/CONSTRUCTION DOCUMENTATION. The Artisan will be required to prepare final design or construction documents based on the Artist's design development submittal. The Artist and/or Artisan may be required to provide construction assistance services to ensure design accuracy.

FABRICATION. Making or building of the Artwork.

INSTALLATION. Installation of the Artwork. This phase may or may not be part of the Artisan's scope of services.

E. GIFT ACCEPTANCE

During their tenure, proposed gifts of Artworks or of funds for the acquisition of Artworks at DFW Airport shall be referred to the Airport Art Advisory Committee for review and recommendation to the Design Review Committee and the DFW Board for approval. Review shall be based on the same goals and criteria as for works acquired according to the Master Plan. Once the AAAC has been disbanded, proposed gifts or funds shall be referred to the Terminal D Implementation Team for review and recommendation to the DRC and Airport Board for approval.

F. CARE AND MAINTENANCE

The DFW Airport shall be responsible for the care, maintenance and insurance of Artwork acquired under this Master Plan. The Airport Art Consultant will develop a system providing for the care and maintenance of the Artworks.

G. DOCUMENTATION

The Artist selection, commissioning, Artwork installation processes, and curatorial requirements will be accurately recorded and the construction and provenance of each work commissioned fully documented by the Airport Art Consultant.

H. FUNDING

A separate Airport Art Program Budget shall be established. This budget shall be divided into two categories:

- **AIRPORT ART PROJECT BUDGET.** Approximately 85% of dollars will be used to contract with Artists and Artisans in the design and creation of Commission Opportunities.
- **AIRPORT ART PROJECT SUPPORT BUDGET.** Approximately 15% of dollars will be set aside for project support costs including artist pre contract costs, AAAC honoraria, project contingency, site preparation, signage, solicitation, documentation, photography, insurance, Artist studio visits, Artisan studio visits, consultant fees, artist and project fee negotiation, and other costs necessary to support the successful inclusion of Commission Opportunities and Rotating Exhibit Opportunities. The Terminal D Implementation Team shall recommend expenditures within this category.

IV. ROTATING EXHIBIT OPPORTUNITIES

A. EXHIBIT TYPES

Space has been allocated for Rotating Art Exhibits in three separate locations within Terminal D. These locations consist of; 1) an exterior Sculpture Court and Garden located in the Plaza connecting Terminal D and the parking garage, 2) a display “cube” located on the mezzanine level above the South Concessions and 3) a display “cube” located on the mezzanine level above the North Concessions. For a detailed description of each area refer to **Section Three, Opportunities, Sub-Section II.**, of this document..

B. INFRASTRUCTURE FUNDING

Funding for infrastructure supporting the Rotating Art Exhibit program has been included in the capital budget. Anticipated infrastructure included for the exterior Sculpture Court includes, but may not be limited to pending sculpture selections, the following; site design fees, concrete footings, pedestals, electrical, lighting, plumbing, and startup exhibit costs for crating, shipping and installation. Anticipated infrastructure for the South Mezzanine and North Mezzanine “cubes” includes, but may not be limited to, the following items; exhibit design fees, fine art display units, climate control devices, electrical, specialty lighting, plumbing and initial startup exhibit costs for crating, shipping and installation.

C. RECURRING ANNUAL COSTS

Execution of the ongoing Rotating Art Exhibit Program will require an annual budget for recurring costs. Recurring costs anticipated for the Rotating Art Exhibit Program may include the following; a full-time manager position, exhibit insurance, exhibit maintenance, new exhibit procurement costs, design fees, exhibit installation, educational materials, printing and advertising. These costs shall become part of the DFW Airport Operations and Management Budget beginning in first quarter of 2005. At this time it is estimated the annual recurring O&M costs for this program may be \$300,000 to \$400,000 and are broken down as follows.

• Rotating Exhibit Manager Salary	\$75,000
• Exhibit Insurance	\$35,000
• Exhibit Maintenance	\$30,000
• Exhibit Procurement	\$60,000
• Design Fees	\$50,000
• Exhibit Installation	\$20,000
• Shipping & Crating	\$20,000
• Educational Materials/Exhibit Catalogs	\$30,000
• Advertising	\$50,000
• Overhead/Administration	<u>\$30,000</u>
Total	\$400,000