



CALL FOR WALL ART

for MLB's Terminal Renovation & Expansion Project



MELBOURNE ORLANDO INTERNATIONAL AIRPORT • MLB

October 2021

CALL FOR ART

Wall Art

The Melbourne Orlando International Airport (MLB) is going through a transformation that happens only once in a lifetime. And we want to celebrate our community with every passenger who passes through our facility, whether they are already a resident of the Space Coast or are a visitor from a foreign land.

MLB is seeking to commission artists to create wall art that capture the essence of Melbourne and the Space Coast. This will be the first phase of the Airport's new "Arts at MLB" public art program.

BACKGROUND

MLB is located in Melbourne, Florida, and continues to gain global recognition as the coastal gateway to Central Florida. In late 2019, TUI, the world's leading holiday company, announced plans to make MLB the gateway to Florida for all its customers from the UK beginning in March 2022. Allegiant also recently announced new service at MLB with nonstop flights to Nashville, Pittsburgh, and Concord, NC beginning in November 2021.

To prepare for this substantial increase in passengers, MLB has embarked on a \$72 million Terminal Renovation and Expansion Project. The terminal project includes many upgrades to existing facilities and adds 86,000 square feet of brand-new facilities, including an expanded U.S. Customs facility, a new international arrivals welcome center, a new four-lane security checkpoint, and a spacious new departure area with new gates, new seating, and new concessions. Construction is expected to be completed in Spring 2022.

MLB is also home to American Airlines and Delta Air Lines that served nearly 500,000 annual passengers before the pandemic. With existing air service quickly returning to pre-pandemic activity, and the arrival of new flights on Allegiant and TUI, MLB estimates reaching historic passenger traffic in 2022.

With its coastal location on Florida's Space Coast, MLB is the closest commercial service airport to Port Canaveral and NASA's Kennedy Space Center, and its award-winning views on approach have been crowned #1 in North America by PrivateFly.com.

MLB has also gained worldwide attention as an epicenter for aerospace, defense and aircraft manufacturing with its impressive neighborhood of high-tech tenants, including Northrop Grumman, Embraer Executive Jets, L3Harris Technologies, Collins Aerospace and more.

PROJECT OVERVIEW & GOALS

As MLB continues to grow its services and facilities, it is dedicated to maintaining its calm, clean, convenient, and uncongested travel experience, and is also committed to elevating its “coastal casual” atmosphere for all travelers. With 86,000 square feet of new facilities being added to the terminal, this request for proposals is MLB’s initiative to highlight its local surroundings with fresh, creative, and entertaining wall-based artwork to be displayed in the new arrival and departure areas of the terminal.

Proposals can include, but are not limited to mural art, printed photography, projector/video art, etc. Basically, the only limit is your imagination.

This project is intended to:

- Inspire community artists to create something unique, inclusive, stimulating and engaging, with the highest aesthetic standards.
- Provide an inclusive and fair program to select proposals from artists.
- Feature the local community’s artists and styles while highlighting the area’s best attributes (i.e. eco-tourism, coastal qualities, space exploration, etc.).
- Promote artistic excellence and the art community at large.

ELIGIBILITY

This Call to Art is open to all professional, practicing artists wishing to display art at our airport. Proposals will be partially weighed and evaluated based on the artist’s prior overall experience, experience in the public sector, and history of accomplishing projects while maintaining budgets and meeting deadlines. In addition, artists living in Brevard County and Indian River County will be slightly favored in the evaluation/selection process.

Artists may present more than one proposal with separate design concepts, but no more than five (5) individual proposals may be submitted by any one (1) artist.

BUDGET

The total artwork budget is \$20,000 total for both locations and will be split accordingly based on proposals selected. The budget will include material costs, supplies, delivery, fabrication, installation, and design/artist fees. Transportation for installation is not included. ***Please note this is a commission/purchase for permanent installation.***

LOCATIONS

Two locations have been selected:

1. **Post-Security Stairwell Holdroom Entrance:** This interior wall is located adjacent to the stairwell immediately after MLB's new security checkpoint leading up to the new departure holdroom/gate area. All domestic and international departing passengers will be required to utilize the escalator, stairwell, or elevators located immediately adjacent to the wall to get to the gate areas. As a wall that encompasses the height of two floors and changes elevation as passengers go up the escalator and stairs, **the airport is hopeful artists can express their creativity with the change in elevation that symbolizes unique changes in elevation on the Space Coast** (i.e. under water to above water, rocket launch from sea level to space, etc.).

Specification of the interior wall can be found on "**Exhibit A**" attached herewith.

2. **Welcome Center Exterior Wall:** This wall is located on the South exterior wall of MLB's new Welcome Center. The Welcome Center will be the first facility after U.S. Customs that all arriving international visitors will go through with rental car, concierge, restroom, and visitor services available.

Specifications of the exterior wall space can be found on "**Exhibit B**" attached herewith.

SELECTION PROCESS

This is a two-phase process. During the first phase, a Shortlist Committee will review all submissions/proposals and create a shortlist of artists. The Shortlist Committee's evaluation guide can be found as "**Exhibit C**" attached herewith.

The Shortlist Committee will consist of six members from various airport and community stakeholder groups, including:

1. Airport Staff Representative #1
2. Airport Staff Representative #2
3. Airport Board Representative
4. Local Community Leader
5. Arts Community Leader #1
6. Arts Community Leader #2

During the second phase, the selected artists will present to the Airport's Executive Director and leadership staff for final selection.

PROJECT STEPS & TIMELINE

The steps and timeline of the project are as follows:

1. Artists respond to Call to Art.
2. Committee shortlists proposals and Airport selects artists.
3. Airport and artists enter contract.
4. Installation of art.

Monday, October 25, 2021	Call to Art issued
Sunday, November 28, 2021	Application Deadline
Friday, December 10, 2021	Shortlist Selection
Friday, December 17, 2021	Final Selection
Monday, February 28, 2022	Required Completion of Art

Schedule is subject to change.

PROPOSAL SUBMISSION REQUIREMENTS

1. Statement of Interest:

- Express the artist's interest in the project.
- Demonstrate proposal's significant ties to MLB's surrounding area.
- Provide description of materials, estimated budget and costs, plan for production and estimated completion timeline.
- Specify the project location.
- Must be typed, two pages maximum, no less than 12-point font.

2. Resume/Biography

- Include past/current work experience, highlighting background in public art and working with public agencies.
- Disclose residency (city, state, county).
- Provide contact information.
- If there is more than one artist, please combine individual resumes into one document.
- Include three (3) references with contact information for recently completed projects.

- All items above must be integrated into one document, four (4) pages maximum, no less than 12-point font.

3. Portfolio/Images of Previous Work and Supporting Narrative

- Present at least five (5) images/video, and no more than ten (10), representing the artist's past body of work.
- Attach images using only JPEG and PDF file formats.
- Provide key points of information for all project samples provided (i.e. size, medium, cost, etc.) and include all information into a one-page document no less than 12-point font.

4. Proposed artwork

- Provide a rendering of the artist's proposed artwork that meets the Airport's expectations and is appropriate for the public realm.
- Attach images using only JPEG and PDF file formats.
- Explanation of the proposed artwork must be outlined in the Statement of Interest.

SUBMISSION INFORMATION

All artists planning to submit a proposal by the deadline should notify MLB Manager of Marketing & Communications, Rob Himler, via email at RHimler@mlbair.com as soon as possible so that all prospects can be included on any updates that may need to be communicated.

Artists shall submit proposals with all requirements via email to Manager of Marketing & Communications Rob Himler at RHimler@mlbair.com **by no later than Sunday, November 28, 2021, by 11:59 p.m. EST.**

Please submit all requirements with one email. If the submission's file sizes are too large for one email, files should be combined into one file sharing link (i.e. Dropbox or Google Drive).

EXHIBIT C
SHORTLIST COMMITTEE EVALUATION GUIDE

COMMITTEE MEMBER _____ PROPOSAL # _____

SCORING CRITERIA	SCORING SCALE	SCORE
1. Design Concept: <i>this represents the quality, creativity and uniqueness of the design concept proposed</i>	1 – 15	
2. Alignment of Airport Goals: <i>this represents the similarity of the proposal compared to the airport's goals outlined in the RFP</i>	1 – 10	
3. Connection to Community: <i>this represents the proposal's correlation to the qualities and characteristics of MLB's surrounding communities and area</i>	1 – 10	
4. Budget/Cost: this represents the proposal's alignment with the project budget	1 – 10	
5. Artist Experience: this represents the artist's experience of past projects and work	1 – 5	
6. Living Local: this represents bonus points for being a local artist in Brevard County or Indian River County	+5	
TOTAL SCORE:		

EXHIBIT A

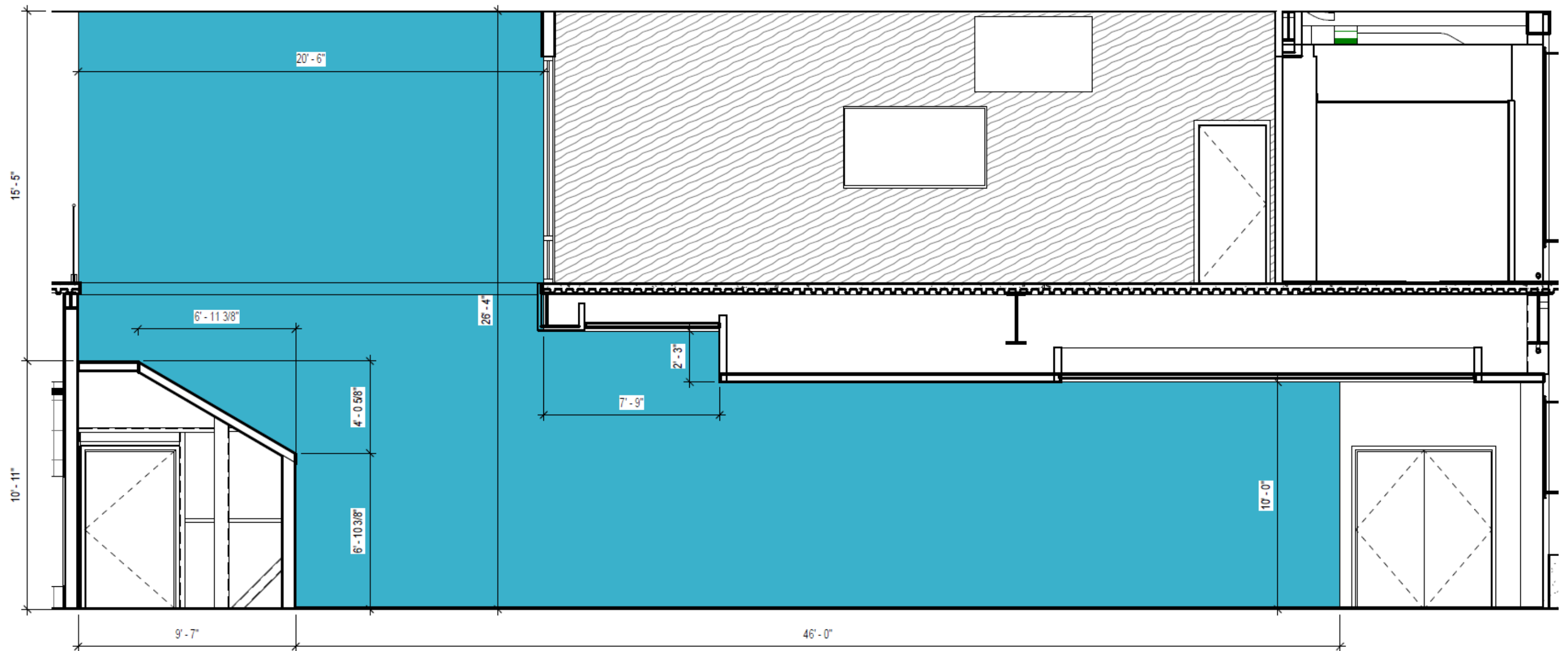
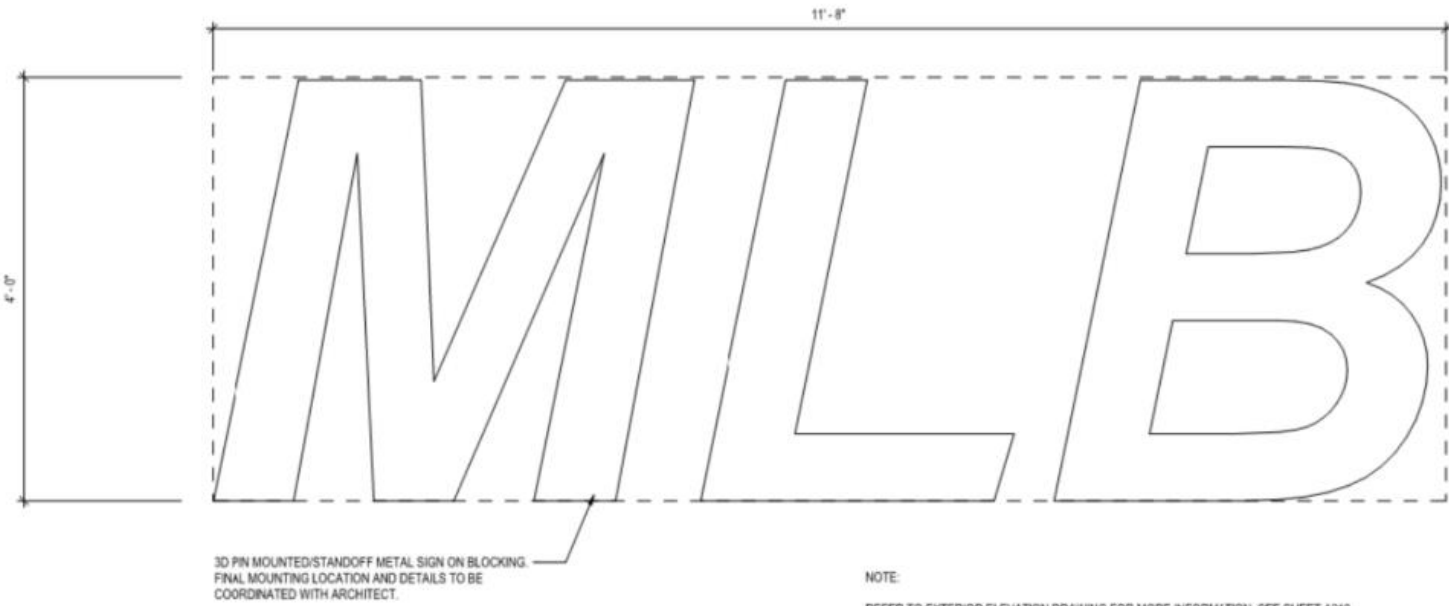
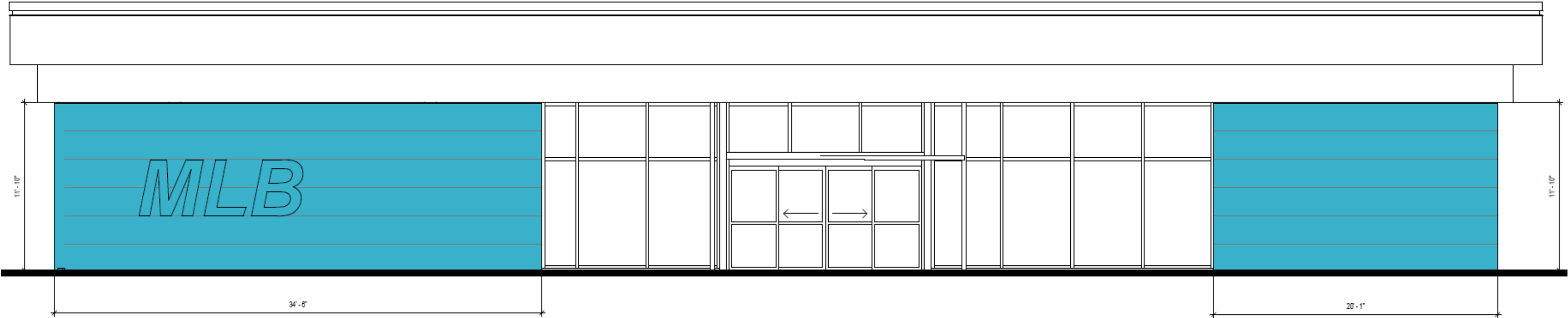






EXHIBIT B
EXTERIOR/ARRIVALS WALL SPACE AND SPECS



NOTE:
REFER TO EXTERIOR ELEVATION DRAWING FOR MORE INFORMATION, SEE SHEET A210

