

# Memorandum



**Date:** August 9, 2022

**To:** Chair and Members  
Art in Public Places Trust

**From:** Michael Spring, Director  
Department of Cultural Affairs

**Subject:** Trust Resolution No. APPT 22-35 / Danielle Roney – MSC Cruise Terminal / Professional Artist Services Agreement

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## Trust Resolution No. APPT 22-35

RESOLUTION APPROVING A PROFESSIONAL ARTIST SERVICES AGREEMENT IN SUBSTANTIALLY THE FORM ATTACHED WITH DANIELLE RONEY IN THE FIXED FEE AMOUNT OF \$200,000.00 FOR PHASE I - DESIGN OF THE ARTWORK PROPOSAL CONCEPT FOR THE MSC CRUISE TERMINAL PROJECT AT PORTMIAMI (FROM PORTMIAMI-MSC TERMINAL AA/AAA PUBLIC ART FUNDS)

## Recommendation

It is recommended that the Art in Public Places Trust approve a Professional Artist Services Agreement in substantially the form attached with Danielle Roney in the fixed fee amount of \$200,000.00 for Phase I - Design of the artwork proposal concept for the MSC Cruise Terminal project at PortMiami.

## Background

A meeting of the Professional Advisory Committee (PAC) was held on July 26 and 27, 2022, to review design proposals from a group 15 national-based artists for a combined series of public art opportunities at the MSC Cruise Terminal at PortMiami. This new facility, located on the easternmost site of the Port, will be the last terminal viewed by every departing cruise ship and the first one viewed by every returning ship. The building with adjoining garage will be Miami's largest cruise ship terminal with the capacity to serve 3 ship berths and process 36,000 passengers daily. Opportunities for public art were to be inspired by MSC's worldwide effort to promote sustainability and preserve marine ecology. Artists were encouraged to propose for large-scale light-based artwork(s) that would transform the interior of the terminal into a dynamic visual experience visible from the adjacent MacArthur Causeway. Other opportunities included, but were not limited, to screen-based artworks and or sculptural wall-based artworks with acoustical qualities for multiple VIP lounges, artist's designed carpet for the main passenger holding area, and artist's designed terrazzo for the 30,000 square feet of cruise boarding corridors.

After careful deliberation and input from the client teams, APP Trust members, and APP staff, the PAC unanimously recommended the commissioning of NY-based artist Danielle Roney to develop her concept *The Eddies*, a large-scale light-based installation visible in the evenings from the exterior of the terminal. The light-based work will combine an artist's designed program to activate the architectural linear lighting system of the terminal with a series of video projection mapping components strategically placed inside the building to augment the dynamic and visual quality of the work in the monumental volume of space. The colors, pacing, and configuration of the light will be influenced by regional oceanic data sets, creating visuals emblematic of the ebb

of tides.

In support of the client and PortMiami's interest to make this MSC terminal a leading flagship of technology and innovation in the worldwide cruise industry, the PAC recommended that APP work closely with the artist and the client's team to define a project scope and budget that would maximize the combined use of the terminal's existing lighting system with the artist-furnished services and equipment. With a total artwork allocation of \$2.8 million for the MSC Terminal, APP staff proposes earmarking \$1 million for this commission and approving an initial \$200,000.00 design development contract to allow the artist and APP to explore all available options to augment the artwork by tapping into the terminal's proposed infrastructure and technical resources.

APP staff recommends the approval of Trust Resolution No. APPT 22-35 authorizing a Professional Artist Services Agreement in substantially the form attached with Danielle Roney in the fixed fee amount of \$200,000.00 for Phase I - Design of the artwork concept for the MSC Cruise Terminal project at PortMiami.