

# 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 22-40 / Juana Valdes – MSC Cruise Terminal /  
Professional Artist Services Agreement

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## Trust Resolution No. APPT 22-40

RESOLUTION APPROVING A PROFESSIONAL ARTIST SERVICES AGREEMENT IN SUBSTANTIALLY THE FORM ATTACHED WITH JUANA VALDES IN THE FIXED FEE AMOUNT OF \$120,000.00 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 Juana Valdes in the fixed fee amount of \$120,000.00 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 Amherst, MA and Miami-based artist Juana Valdes to develop a terrazzo floor related to motifs found in her body of work. Such imagery includes Valdes's research into archival navigational tools such as the first known longitudinal and latitudinal lines used to identify global shipping patterns. It was recommended that these cartographic elements, often combined with the artist's text-based practice to create cyanotype prints, serve as the basis for the development of the terrazzo floor design.

The PAC recommended that the artist work with APP staff and the client team to identify the most feasible approach to maximizing the artwork's visual impact along the 15-foot-wide passenger boarding corridor extending over a length of 2,000 feet. With a total artwork allocation of \$2.8 million for the MSC Terminal, APP staff proposes a project budget of \$600,000.00 for this commission and the approval of an initial \$120,000.00 contract to facilitate the artist's design development services.

APP staff recommends the approval of Trust Resolution No. APPT 22-40 authorizing a Professional Artist Services Agreement in substantially the form attached with Juana Valdes in the fixed fee amount of \$120,000.00 for Phase I - Design of the artwork concept for the MSC Cruise Terminal project at PortMiami.