



## GRAPHIC CONTENT

Hometown Art Project  
8224 Euclid Ave  
North Richland Hills, TX 76180

January 13, 2020

Members of the selection panel:

This submission is presented on behalf of Art Garcia, in regard to the opportunity for the Hometown Art Project 2020 as 8224 Euclid Ave., North Richland Hills, Texas 76180.

As the Lead Artist for Graphic Content, Inc., I have more than 30 years of experience creating original artwork for an impressive list of clients both public and private. "My approach to public art is to reflect the context for the specific community." The nature of these commissions provides irreplaceable relationships with municipalities, communities, architects, installers, builders and other professionals with whom I am honored to be associated.

Like a fingerprint, every community has its own cultural, environmental or spiritual identity. This inspiration is essential to establish a visual dialog with the community. I create public art projects that provide an iconic representation, resulting in civic pride — a sense of being. Figure No. 12, 13, 14, 15, Human Nature, encompass the family. Four figures in various colors depict diversity. In addition, the color and formal shape speak to both youth and adults. The composition of the figures is positioned at 45 degrees from the road on a concrete foundation.

At eight feet in height the figures align just above the lower portion of the tree branches behind them. As the years progress, the trees will grow adding a natural-kinetic-phenomena to the objects, reflecting the growth of the community.

My studio's work has been published both in the U.S. and internationally. However, more meaningful are the intangible connections the object makes with the viewer and the community in which it exists. It is my pleasure to have the opportunity to contribute to the Hometown Art Project 2020 and public art collection.

Thank you for considering my application. If you require further information, please contact me at 214.808.8433.

Kind regards,

Art Garcia  
President, Lead Artist  
Graphic Content, Inc.



## GRAPHIC CONTENT

**Concept:** *Figure No. 12, 13, 14, 15, Human Nature*, encompass the family. Four figures in various colors depict diversity. In addition, the color and formal shape speak to both youth and adults. The composition of the figures is positioned at 45 degrees from the road on a concrete foundation. At eight feet in height the figures align just above the lower portion of the tree branches behind them. As the years progress, the trees will grow adding a natural-kinetic-phenomena to the objects. In a sense, this reflects the community's own growth.

Many opportunities for community interaction exist. Visitors may take family friendly selfies with the figures through the open circles, while tots and seniors play peek-a-boo. Small community sand bags may be set aside for younger children (or season adults) to test their skills tossing them through the openings.

**Description:** The figures are fabricated in steel. Steel sheets are laser cut, followed by welding 9-inch side panels to the shape to give it form. The powder coated surface is selected for its durability in the extreme Texas weather, while the bright hues create an event at the park's public space. Each figure is attached to a 4 to 6-inch concrete pad with four expansion anchors per object.



*Whirlwind*



## GRAPHIC CONTENT

### Budget Outline

The artwork will utilize metal, plasma cut and power coating. Properly constructed, the installation will require very little maintenance, though its appearance can be preserved, and the lifetime of the coating extended by periodic cleaning.

<u>Project Coordination</u>	<u>Schedule</u>	<u>Fee</u>
<b><u>Artist's fee</u></b>		
Preliminary design (artist's fee in preliminary design contract)		\$ 1,250.00
Final design (artist's fee in final design/commission contract)		\$ 2,000.00
<b><u>Consultants/Other People-Related Costs</u></b>		
Engineering structural	10 days	\$ 1,500.00
Photographer	2 days	\$ 1,000.00
Computer art preparation, modeling, maquette	8 days	\$ 1,000.00
Fabrication	90 days	\$ 6,000.00
<b><u>Transportation</u></b>		
Travel	5 days	\$ 700.00
Shipping of materials to fabrication site	3 days	\$ 500.00
Shipping of work to installation site	3 days	\$ 1,000.00
<b><u>Materials</u></b>		
Metal	5 days	\$ 10,500.00
Powder Coating	15 days	\$ 4,000.00
Concrete pad	7 days	\$ 3,000.00
<b><u>Site Preparation</u></b>		
Site survey/Meetings	2 days	\$ 500.00
<b><u>Installation Labor/ Equipment</u></b>		
Rentals lifts, special equipment/materials, studio supplies etc.	2 day	\$ 2,100.00
Permits	2 day	\$ 750.00
Installation Labor	1 day	\$ 3,000.00
<b><u>Insurance Coverage</u></b>		
Loss/theft/damage to protect the supplies and fabricated parts prior to shipping and during shipping (Inland Marine)		\$ 50.00
General liability for self, subcontractors and assistants		\$ 150.00
Workers' compensation for assistants		\$ 50.00
Automobile and any special insurance riders		\$ 100.00
<b><u>Contingency</u> (10%)</b>		\$ 4,350.00
172 days		
<b>TOTAL BUDGET</b>		<b>\$ 43,500.00</b>

Graphic Content, Inc.

509 W Davis Street • Suite 200 • Dallas, TX 75208  
P 214.948.6969 • [graphiccontent.com](http://graphiccontent.com) • [artgarcia.works](http://artgarcia.works)