

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Neighborhood and Quality of Life Committee Members

FROM: Alina T. Hudak, City Manager

DATE: July 21, 2021

SUBJECT: **DISCUSSION REGARDING ESTABLISHING A LIGHT FESTIVAL ALONG OCEAN DRIVE.**

HISTORY:

At the April 21, 2021 meeting, the Commission approved a referral to the Neighborhood and Quality of Life Committee for a discussion on establishing a light festival along Ocean Drive. Commissioner Gongora directed the Administration to research the possibility of doing something similar to the light festival in Lyon, France - the "Fetes de Lumiere Festival."

ANALYSIS

Fete Des Lumiere Festival is a four-night festival held in Lyon, France where artists light up buildings, streets, squares and other spaces throughout the city. Artists use a variety of technology including city lighting, video and projection mapping as part of this family-friendly display. The total festival cost is unavailable, however, three out of the 250 illuminated sites has an approximated cost of 300,000 euros or approximately, \$356,200. Additional funding for the festival is made possible by a public-private funding mechanism. In which corporate sponsors play an extensive and practical role in the festival and contribute to the success of the event. The festival has over 80 partners (private, institutional and media), these partnership covers fifty percent of the festival cost.

Local examples include:

Illuminate Coral Gables, City of Coral Gables, FL, a curated outdoor art exhibition that featured eight projects that included video projections and art installations by local, national and international artists. The project was a partnership between the City of Coral Gables, the Business Improvement District of Coral Gables, The Coral Gables Chamber of Commerce, and the Coral Gables Art Museum. Budget associated with the project was \$1Million.

Lights on Tampa, Tampa, FL, combines new and existing artworks - a mix of lighting and other works to produce this festival. This project is a partnership between the City of Tampa, Department of Arts & Cultural Affairs and the Public Arts Alliance and is supported by a grant from the National Endowment for the Arts. Budget associated with the project is over \$1 Million.

No Vacancy, Miami Beach, FL, a juried art competition that celebrates artists, provokes critical discourse, and invites the public to experience Miami Beach's famed hotels as destination art spaces. For the inaugural edition of *No Vacancy*, \$25,000 in prizes were awarded, divided between a \$5,000 prize by Greater Miami Convention and Visitors Bureau (GMCVB) determined by public vote and a \$20,000 prize awarded by a jury of art experts. Additionally, each selected artist received a stipend of \$10,000 to realize their project.

The 2020 *No Vacancy* artists Die-Cast and Brigit Rathsmann individually presented projected digital works of art. Die-Cast's *Temporary Occupancy*, a digital installation piece was projected onto the facade of the Betsy Hotel on 1400 Ocean Drive (see attached). Brigit Rathsmann's *Room for Storms*, digital installation piece was projected onto the facade of the Avalon Hotel on 700 Ocean Drive (see attached). Both works received positive responses from the residents. The 2020 *No Vacancy* Juried Prize was awarded to Die-Cast.

The production costs of the digital projections in *No Vacancy* far exceed the \$10,000 stipend due to the technical requirements to produce such work. The cost for the two aforementioned projections were over \$20,000.00. In particular, Die-Cast's *Temporary Occupancy* production costs (including in-kind) came in at \$25,000.

CONCLUSION:

The Administration recommends leveraging the artists call in December for No Vacancy to identify potential light, video, or projection mapping artists to be curated as part of a light festival along Ocean Drive. To move forward, administration recommends a partnership with the Greater Miami Visitors and Conventions Bureau, Miami Beach Visitors and Convention Authority, and the Ocean Drive Association to define scope, identify appropriate location and dates, and potential funding source.

Applicable Area

South Beach

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

No

Does this item utilize G.O. Bond Funds?

No

Strategic Connection

Prosperity - Market and promote Miami Beach as a world class arts, culture, and quality entertainment destination.

ATTACHMENTS:

Description		Type
	Light Festival Original Memorandum	Memo
	Exhibit A - No Vacancy DieCast Installation Image	Other
	Exhibit B - No Vacancy Rathmann Installation Image	Other