

March 13, 2023. SCULPTURE - OCEAN DRIVE LGBTQ+ PRIDE * Julio César, professional artist specializing in sculpture/ Jorge Luis Fernandez, artist's representative, and liaison/ Cynthia Pinedo, organizer, documentarian, and spokesperson of the project/ Armando V. Pomar, consultant.

City of Miami Beach

SCULPTURE - OCEAN DRIVE LGBTQ+ PRIDE

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Prefatory Statement


ABOUT THE ARTIST:

Julio Cesar Hernandez is a highly accomplished visual artist and sculptor with over 36 years of experience in the arts field. He was born on April 18, 1965, in Ciego de Avila, Cuba. Throughout his academic studies, Julio Cesar was actively involved in various art events, earning multiple awards and recognition for his exceptional talent. He developed his artistic skills and showcased his works in numerous galleries throughout his native country, where he created 9 permanently monumental pieces.

Julio César is a professional sculptor with a diverse background in creating art for a variety of spaces, including projects with the City of Hialeah, restaurants, bars, houses, and hotels. His work is characterized by a unique blend of technical skill, creativity, and attention to detail, resulting in stunning and impactful sculptures that capture the essence of the spaces they inhabit. With a deep passion for his craft and a commitment to delivering exceptional results, Julio César is a true artist and visionary, dedicated to bringing beauty and inspiration to the world through his art.


PROFESSIONAL EXPERIENCE:

In the year 2000, Julio Cesar was awarded the Grand Prize of the Cuban Plastic Arts. In 2004, he moved to the United States to pursue a better future for himself and his family. Despite the challenges of adapting to a new country, he continued to push the boundaries of his art by participating in different art events and exhibiting his works in well-renowned galleries in Miami-Dade County. Through his unwavering commitment and dedication, Julio Cesar has created more than 33 permanent works between sculptures and paintings.



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In 2015, Julio Cesar opened the doors of Optimus Art Gallery in Miami, where he promotes his work and the works of national and international artists, carrying out several projects in the city of Miami and Orlando. He currently serves as the President of Optimus Art Gallery in Miami, FL, and also as the President of Art Decor. Julio Cesar is grateful and happy for what the future has to offer him. His good will and positivity make him always ready to help others make the world a better place. He sees giving as part of his life mission, knowing that receiving follows in due course.



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I. INTRODUCTION

The purpose of this monumental artwork is to inspire a sense of pride, community, and inclusivity for the LGBTQ+ community. Our vision is to create a stunning sculpture that represents the beauty, strength, and diversity of this community, while also serving as a powerful symbol of the impact that LGBTQ+ individuals have had on society.

Ocean Drive is a world-renowned destination, but it lacks a significant point of identification that truly represents the LGBTQ+ community. With this project, we aim to provide a distinct landmark that not only celebrates and honors the community but also inspires individuals to feel a sense of belonging in this area of Miami Beach. The sculpture will serve as a place where people can gather, take photographs, and create memories, leaving no doubt that they are on Ocean Drive.

Through this project, we hope to achieve greater inclusivity and promote awareness of the LGBTQ+ community's importance and contribution to society. The sculpture's size and visibility will create a significant impact, drawing attention from locals and tourists alike and amplifying the businesses and organizations around it.

By creating a beautiful and powerful sculpture that represents the LGBTQ+ community, we hope to inspire others to stand up for inclusivity, diversity, and equality. Our goal is to make a positive difference in the lives of those who identify as LGBTQ+ and to inspire others to embrace the values of acceptance, unity, and love. We believe that this project has the potential to serve as a beacon of hope, unity, and pride for the entire community.



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II. OVERVIEW OF THE PROJECT

The primary goal of the sculpture is to serve as a monument for the LGBTQ community in Florida. To achieve this, we have designed a 20-foot-tall sculpture, which will be one of the largest monuments of its kind to date.


The sculpture will be constructed using reinforced concrete with iron reinforcement and detailed in bronze. These materials are chosen for their durability and their symbolism, representing the strength and resilience of the community.

The sexual symbols will be cast in bronze and intricately intertwined, symbolizing the deep and meaningful connections between members of the LGBTQ community, both anatomically and psychologically.

Each row of slabs will be separated by metallic bronze belts, which represent the unification of the different groups within the community. This design element serves to reinforce the sculpture's central message of inclusivity and acceptance.

The sculpture will be illuminated at night using energy-efficient LED lights, which will provide a powerful visual symbol of hope and unity, even in the darkest of times.

The sculpture's base will be made of bricks and will feature the names of individuals and organizations who made significant financial contributions to the project, thereby acknowledging their support and commitment to the cause.



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III. PROJECT BENEFITS

The proposed sculpture project for Ocean Drive presents an exciting opportunity for the city of Miami Beach to establish a new landmark and attract visitors to the area. With a distinctive design and prominent visibility, the sculpture can serve as a point of interest that will encourage people to explore and spend time in the surrounding area.

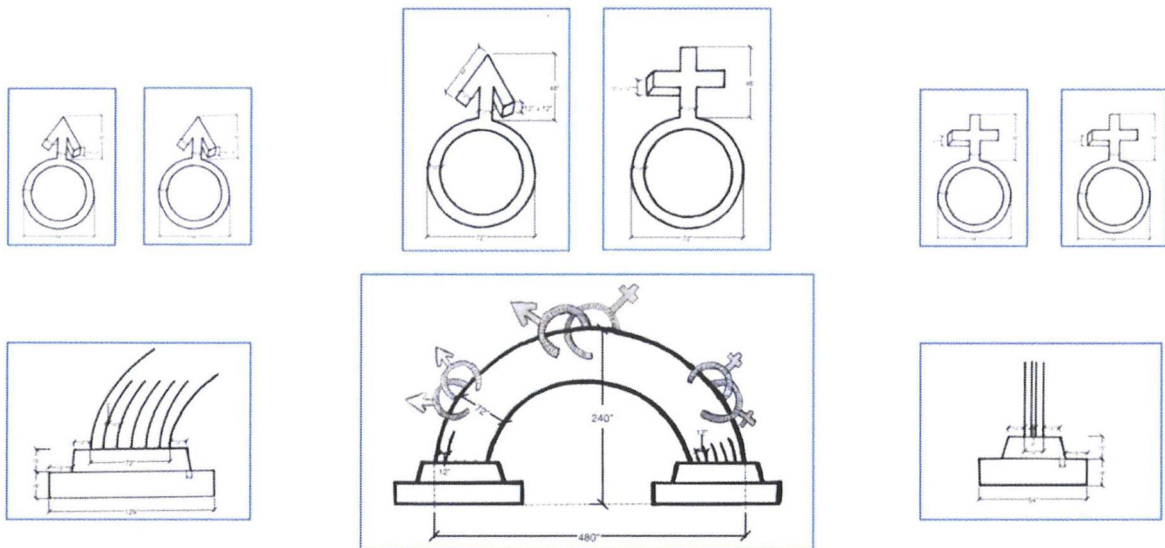
In addition to its aesthetic appeal, the sculpture project can have a significant economic impact on the businesses in the vicinity. As a destination for tourists and locals alike, Ocean Drive is a hub for shopping, dining, and entertainment. By establishing a new landmark in the area, the sculpture can help to further promote these businesses and stimulate economic growth. The sculpture's base can serve as a gathering spot for visitors, providing a platform for social interaction and community engagement.

Furthermore, the proposed project can be approached with a focus on sustainability, reflecting Miami Beach's commitment to responsible development. Using locally sourced materials can reduce the environmental impact of the project while also supporting the local economy. Incorporating sustainable features into the sculpture, such as solar panels to generate the energy necessary to power the lighting system of the sculpture represents a technical and ecological solution that can significantly reduce the environmental impact of the project, can further enhance its ecological benefits and contribute to Miami Beach's reputation as a leader in sustainable development.

Overall, the proposed sculpture project for Ocean Drive has the potential to be a significant asset for the city of Miami Beach and the businesses in the surrounding area. With a focus on both aesthetics and sustainability, the project can enhance the area's appeal to visitors and residents alike while also promoting economic growth and environmental responsibility.

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IV. PROJECT LOGISTICS



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ESTIMATE COST



Optimus Art Gallery

1085 E 13th St

Hialeah, FL 33010

Phone: 786-468-1791

Website: juliocesaresculptor.com

Instagram: art_decor_sculptures

Project or Service Description

DESCRIPTION	TOTAL HOURS	REMUNERATION PER HOUR	QTY.	TOTAL AMOUNT
Compensation to the Construction Company	160	-	1	\$ 50,000.00
Curatorial and documentation work	-	-	1	\$ 27,000.00
Architectural Plans	-	-	1	\$ 12,000.00
Bronze used In the Artwork	-	-	-	\$ 10,000.00
Artist's salary	560	\$75	1	\$ 42,000.00
Dining and meet	-	-	-	\$ 7,000.00
Authentic Registered Value of the Artwork	-	-	1	\$ 180,000.00
Transportation expenses	-	-	-	\$ 6,000.00
Sealing and finishing of the Artwork	-	-	1	\$ 25,000.00

THIS IS NOT A BILL

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Subtotal	\$ 361,000.00
Tax Rate	7.0%
Sales Tax	\$ 25,631.00
Discounts	-
Total	\$ 386,631.00

THIS IS NOT A BILL

- 1. All work to be performed, require a minimum deposit of 50% of total.**
2. The rest of the total amount must be paid upon completion of work.
3. Make all checks payable to Optimus Art Gallery