



305-672-2014

mdpl.org

1001 Ocean Drive, Miami Beach, Florida, 33139

June 6th 2023

To: Commissioner Alex Fernandez
Miami Beach City Commission
1700 Convention Center Drive
Miami Beach, FL, 33139

Subject: Request Funding Allocation for Flagler Monument Island Project for the Art Deco Centennial in 23-24 FY Budget

Dear Commissioner Fernandez,

It was great meeting with you last week to present our proposal for Flagler Monument Island, as we look forward to the 2025 Art Deco centennial.

With 2025 marking the centennial of the International Exhibition of Modern Decorative and Industrial Arts in Paris. It was here that the global Art Deco style we are now recognized for had its birth. We would like to propose a project that honors our past while looking to the future. The project would entail a lighting and projection mapping installation on Flagler Monument Island. The island is a local historic site owned by the City of Miami Beach. Over the years, the island has been impacted by various elements and it is overdue for a refresh that will draw attention to the historic obelisk commissioned by Carl Fisher to honor Henry Flagler.

We are working together with Paul Vogeles, a Hibiscus Island resident who brought this idea to us in collaboration with the highly-regarded Paris-based CosmoAV.

We are requesting that the City allocate funds toward the purchase of lighting, projectors, and cabling for the project. The current hardware costs are estimated at \$500,000, and a more exact number will be determined through the procurement process which will be handled by the City if this proposal moves forward.

MDPL will work with the to-be-founded Friends of Flagler Monument Island association to fund the creation of content for the temporary installation, which is estimated to cost up to \$150,000 (including hard and soft production costs). We would aim to launch around November of 2024 and be in place through the end of 2025.

This is an opportunity to highlight a neglected landmark while also connecting to our Art Deco legacy. The strategic position of this project will allow it to be visible from West Avenue as well as the Venetian islands and beyond.

I thank you for your time and consideration. We are confident that with your and the City's support we can bring this vision to life, creating a spectacle that will be remembered for years to come.

Sincerely,


Daniel Ciraldo