



## Art in State Buildings Public Art Program / Request for Qualifications

---

### **Project UWF128:**

College of Business Education Center

University of West Florida

Pensacola, Florida

### **Budget:**

\$44,575.00 (Honoraria will be given outside this amount to finalists to submit a site-specific proposal.)

### **Deadline for Submissions: November 4, 2011**

**Criteria to Apply** Artist has met at least (2) of the following:

- the artist has completed public commissions similar in budget
- the artist's works are in major public, private, corporate, or museum collections
- the artist has received awards, grants, or fellowships
- the artist has had a one-person exhibition in a museum in the past five years

### **Required Materials**

- **Statement** - A brief letter of interest that explains how the submitted images relate to the project requirements and how your work fits the project.
- **Resume** - A current professional resume, emphasizing public art experience, public collections and public commissions.

- **Images - NOTE:** ASB projects **ONLY** accept digital images submitted **digitally** or on **CD**. Send a **minimum of 10, maximum of 20 digital images**. Write the artist's name + the project name on the CD and/or label digital files as such. Images should be in .JPG format with a *minimum* resolution of approximately 800x600 pixels The filename of each image must match the following format:
  - a.) first the **artist's last name**
  - b.) then the corresponding **image number** on the ID Sheet
  - c.) and finally the **artwork title** (use representative words of a long title).If the image is a "detail," please indicate that as well.

**Example:** Smith\_08\_PinkHeron\_det.jpg

**Image Notes\*** The first five artworks presented will receive initial review. Provide the committee with details/close-ups of large or complex artworks. Because the initial review is a "blind" review, **no identifying information should appear on the images**. Any masking/borders should be black, not white. Artwork with sound or motion may be submitted as Quicktime files.

- **ID Sheet** - Include an image identification page(s) that provides, *for each submitted image*
  - a. thumbnail image of the work
  - b. image number
  - c. title of work
  - d. medium
  - e. dimensions
  - f. date of work
  - g. price of work or amount of commission

The ID Sheet *must* be headed with the specific project name (and number, if provided), and the artist's name, address, phone number and email address.

**We do not accept Powerpoint presentations or digitally watermarked images.** Images should not have the name of the artist added to them digitally. Any image that emphasizes the artist's name will not be presented to the committee.

**For additional information on submissions, visit [www.florida-arts.org/programs/asb/calls](http://www.florida-arts.org/programs/asb/calls).**

**Mail Entries To:**

Amy Bowman – ASB  
Department of Art Bldg 82 / 240  
University of West Florida  
11000 University Parkway  
Pensacola, FL 32514

**Digital Submissions:**

Email materials digitally as a .zip file or use a file sharing website and send to [abowman@uwf.edu](mailto:abowman@uwf.edu).

**Questions:**

Amy Bowman  
UWF ASB Administrator + Curator, TAG UWF  
[abowman@uwf.edu](mailto:abowman@uwf.edu)  
850.474.2696

---

**Project Description:**

Through Florida's Art in State Buildings Program, the University of West Florida seeks a public artwork to be displayed permanently in their new College of Business Education Center.

The proposed College of Business building at the University of West Florida is a new facility of approximately 36,000 gross square feet providing dedicated program spaces for the College. These spaces include faculty, student and administration offices, study areas, and classrooms.

**Concepts**

The College, the University, and the design team created several important conceptual goals for the new College of Business building, including:

- The creation of a new "front door" or "gateway" into the Business College's campus, including an element that would become its "icon" for the College and help create a significant plaza space
- The encouragement of student and faculty interaction through expansion of outdoor spaces and interior opportunities
- The integration and the provision of outdoor spaces as an expansion of learning and social interaction

## **Site**

The site of the proposed facility is to the south of existing Building #76. The southern boundary of the buildable lot is formed by a newly constructed pathway linking the campus loop road with a parking lot to the east of the site. The building forms a courtyard space for the College of Business which is bounded on the northwest side by Building #74 and the west side by the campus loop road. The site consists of a graded hill sloping downward toward the lower parking lot to the east. This area has recently been cleared of vegetation during the construction of the campus path, but significant trees remain to the proposed building's south and west.

The original buildings forming the College of Business were built in the late 1970s and are low one or two story beige brick buildings with precast concrete bandings. Although an existing ramp connects the floor level of Building #74 to the upper and lower levels of Building #76, the ramp does not meet ADA requirements, and so Building #76 is inaccessible to those with certain disabilities. The design team has proposed removal of the ramp, and an accessible path into Building #76 will be created through the new building's elevator. The new building will bridge across to Building #76 on each level.

The new courtyard space created by both the new building and the removal of the ramp will be designed in such a way as to increase interaction and facilitate a sense of place. The front lobby will be surrounded by a public plaza, which fronts the pedestrian loop road called for in the master plan. The plaza will also link with the new campus pathway down to the lower parking lot. The building is sited in such a way as to provide a threshold separating this plaza from the more intimate areas of the inner courtyard. These spaces will be populated with site furniture to encourage use by students and faculty.

## **Massing**

The building is formed of a three-story bar to the west, a glass circulation corridor linking the upper and lower entries, and a curved element to the north. This curved bar wraps around Building #76 in an effort to connect the space between the new building and #76 with the new courtyard. The glass circulation corridor will be higher than the other two elements in an effort to increase the amount of daylight into this space. Although all of the elements are three stories, the slope of the site results in only two stories above grade at the main entry at the courtyard.

## **Program Arrangement**

The building is arranged so that the lower floor, which is the entry level from the lower parking lot, contains the classrooms in the building, as well as student-oriented study lounges and rooms. Building services are located toward the west of this level, which is mostly underground. The second level, which is the main entry from the courtyard, contains student offices, student activity spaces, and additional study lounges/rooms. Both the upper and lower entries enter the building into a multi-level atrium. These first two floors have several open areas, which visually connect these two student-oriented areas in an effort to increase the interaction between them. The upper

level contains all of the faculty and dean's offices. There are also open spaces linking this level with the floors below. This network of open spaces allows the central circulation to be a social and relational experience between students, faculty, and administration, and is located within the central glass core of the building, which separates the south bar from the curved element.

Central to the architectural design concept is the notion of creating a site for interaction and exchange recalling the functions of a Roman Agora. A main pedestrian boulevard into the Business Campus leads up to the iconic façade of the Center, which features multi-storied glazed curtain walls.

The design of the building seeks to provide a sense of home and place, while simultaneously functioning as a site for exchange and as an iconic gateway into the Business campus - a beacon for the UWF College of Business. Through the integration and embodiment of these ideas, UWF seeks public art that symbolically conveys the College's mission of preparing students for successful careers in business and society.

### **UWF College of Business Education Center:**

The mission of the College of Business is to provide high quality, student-oriented, educational experience to baccalaureate and master's degree business students primarily from the northwest Florida region. With focused priorities on teaching excellence, supported by scholarship and service, the College of Business prepares students for successful careers in business and society and, in doing so, advances the educational and economic development of northwest Florida.

The College of Business is accredited by the International Association to Advance Collegiate Schools of Business (AACSB), which represent the highest standards of achievement for business schools worldwide. Less than 15% of business schools worldwide have achieved accreditation by AACSB.

The College of Business offers undergraduate degrees in marketing, economics, management, management information systems, accounting, and finance. At the graduate level the College offers an MBA degree in business administration, a Masters of Accounting, and graduate business courses in support of the Masters of Science of Administration and the Masters in Public Health. The College also offers graduate certificate programs in professional accountancy, organizational development, and entrepreneurship and undergraduate certificate programs in a variety of business areas, including sales management, information systems, internet marketing, management development, and logistics and supply chain management. The College vigorously supports the University's mission to serve with distinction as this region's university of choice and to compete both on a national and international level with institutions providing education, research, and services in business.

## **University of West Florida:**

The University of West Florida is a creative, student-centered state institution focused on excellence. At UWF, our highest priorities are our students and the academic programs that serve them. The faculty, staff and students at UWF are not here to merely do what's been done before. Individual attention from a world-class faculty in a warm and caring environment is the essence of UWF. Our mission is to empower each individual we serve with knowledge and opportunity to contribute responsibly and creatively to a complex world.

The University of West Florida, with campuses in Pensacola and along the Emerald Coast of Northwest Florida, is one of the region's prized resources. UWF is a member of the State University System of Florida. The Florida legislature established the university in 1963, ground was broken in 1965 and classes began in the fall of 1967. UWF has three colleges, Arts and Sciences, Business and Professional Studies, and is accredited by the Southern Association of Colleges and Schools. UWF serves a student population of approximately 11,200.

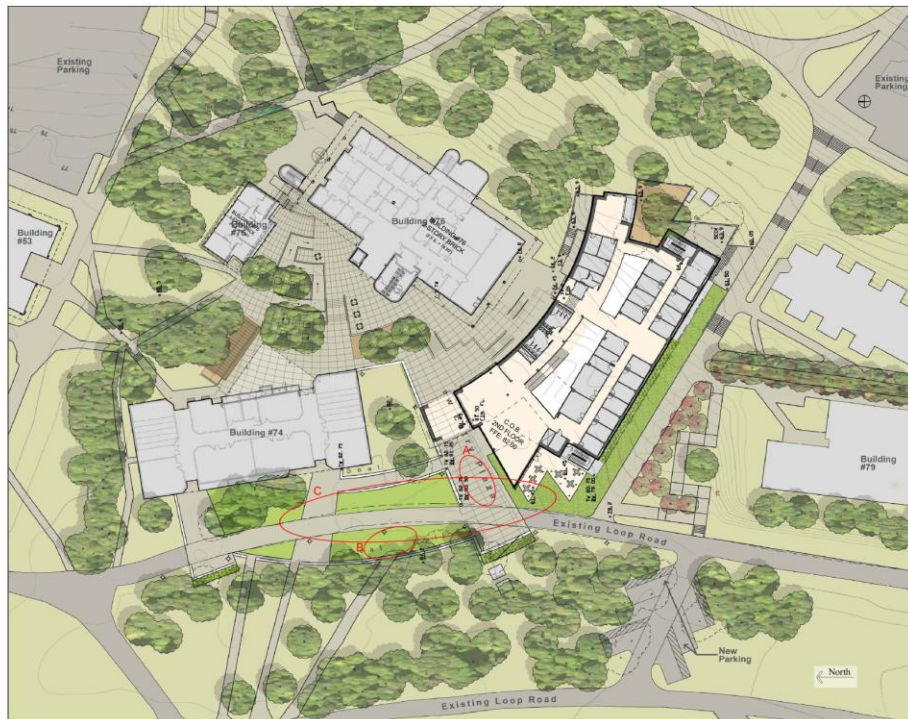
One of UWF's most acclaimed features is its beautiful main campus, a 1,600-acre wildlife refuge of rolling hills and natural woodland along the Escambia River 10 miles north of downtown Pensacola. UWF's facilities have been designed to complement the natural beauty of this wildlife preserve and bird sanctuary.

## Sites for Artwork:

The project's Art Selection Committee, through coordination with the Architect, has selected the following potential sites for the placement of artwork as listed below:

**Overview:** The committee has identified three areas within the "gateway" corridor for artwork location. Two are indicated as somewhat specific locations and the third is more broadly indicated as a zone for potential consideration. These areas are noted on the site plan as A, B & C respectively.

## Site Plan

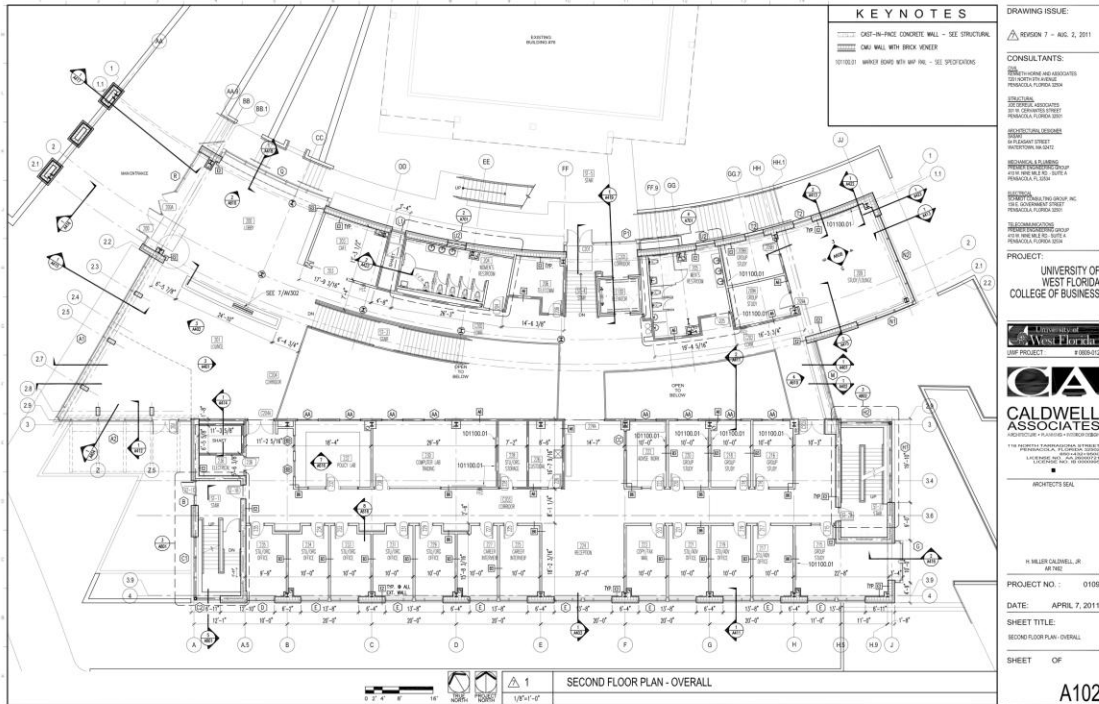


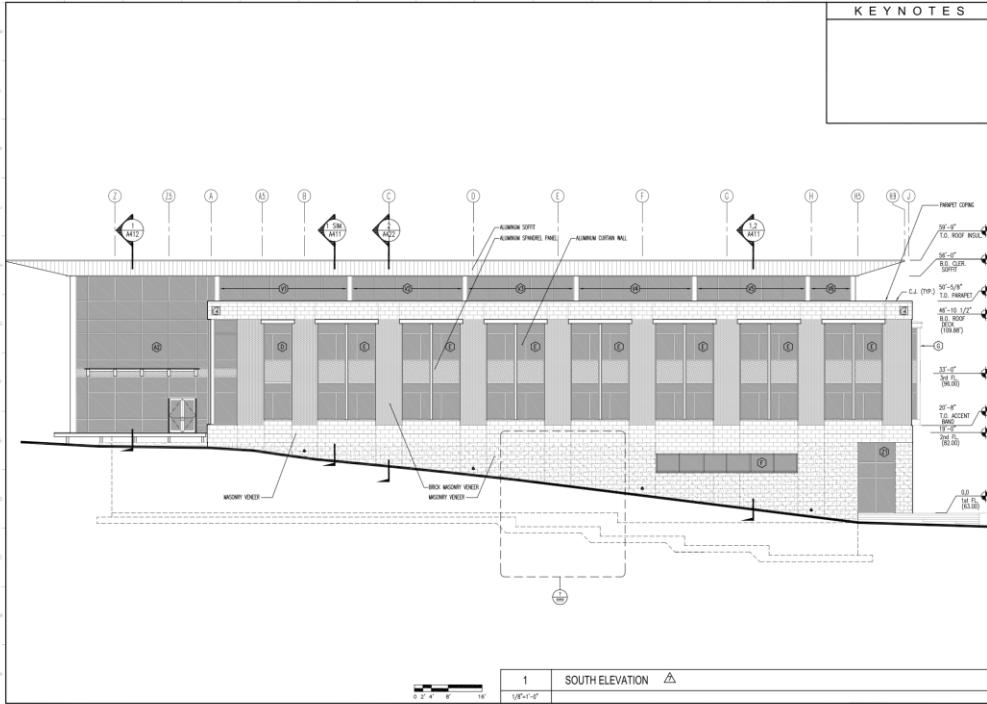
# South West Perspective



University of West Florida  
College of Business  
Renovation / Expansion Project

Design  
Development  
Oct 12, 2010





**KEYNOTES**

**DRAWING ISSUE:**  
 REVISION 7 - AUG. 2, 2011

**CONSULTANTS:**  
 UNIVERSITY OF WEST FLORIDA  
 COLLEGE OF BUSINESS  
 PENACOLA, FLORIDA 32504

**ARCHITECT:**  
 CALDWELL ASSOCIATES  
 2000 UNIVERSITY BLVD., SUITE 100  
 PENACOLA, FLORIDA 32504

**PROJECT:**  
 UNIVERSITY OF WEST FLORIDA  
 COLLEGE OF BUSINESS

**ARCHITECT'S SEAL:**  
 W. WILSON CALDWELL, JR.  
 ARCHITECT

**PROJECT NO.:** 0109  
**DATE:** APRIL 7, 2011  
**SHEET TITLE:** EXTERIOR ELEVATION  
**SHEET** OF

**A303**