

August 30, 2023

Alex M. Smith  
The Philadelphia Art Commission  
One Parkway, 1515 Arch Street, 13<sup>th</sup> Floor  
Philadelphia, PA 19102



Dear Alex:

The Office of Arts, Culture, and the Creative Economy (OACCE) is requesting a conceptual review of the Percent for Art project for PHL Airport Restroom Terminal A-West during the Philadelphia Art Commission meeting on September 13, 2023. This Percent for Art opportunity was initiated as part of the Philadelphia International Airport (PHL) Restroom renovation project in Terminal A West which will greatly enhance PHL's ability to efficiently connect travelers to their destinations as well as provide innovative and world-class amenities.

The purpose of this site-specific public art commission is to create a dynamic and memorable entrance to the newly renovated restrooms that will enliven both the restroom and airport concourse. OACCE distributed a Call for Artists which was open from June - July of 2022 and 111 artists applied. OACCE assembled a Percent for Art Committee to guide the selection of the artist, which included representatives from: PHL Airport leadership, staff and users; The Capital Development Group; local residents; arts professionals; community leaders; and representation from the office of Councilmember Johnson. The Percent for Art Committee selected five (5) finalists to provide design proposals, and in the fall of 2022, OACCE distributed a public input survey to collect feedback about the 5 design proposals, with 485 responses.

Serena Saunders was chosen by the Percent for Art Committee as the winning artist. Serena has prepared a proposal that is dynamic, colorful and site specific. Her proposal titled "Up, Up and Away" includes three distinct but cohesive components: 1) a three-dimensional wall installation, 2) a floor tile installation, and 3) a mural above the ceiling. These three art components are interconnected through playful, colorful continuous lines. The wall installation will feature hand painted "vignettes" of Philadelphia culture informed by suggestions from the public. The constant flow of the design will create an immersive experience for the viewer, and the images and stories being told of Philadelphia through the vignettes will add depth and meaning for all airport visitors and staff.

Should you require any additional information please do not hesitate to call me at 215.686.4596.

Sincerely,

Marguerite Anglin, RA, NOMA  
Public Art Director  
Office of Arts, Culture and the Creative Economy (OACCE)



## **UP UP AND AWAY**

A VISUAL OF A CITY RISING  
NAVIGATING CONCRETE JUNGLES

**SERENA SAUNDERS**

---

**SERENA SAUNDERS**

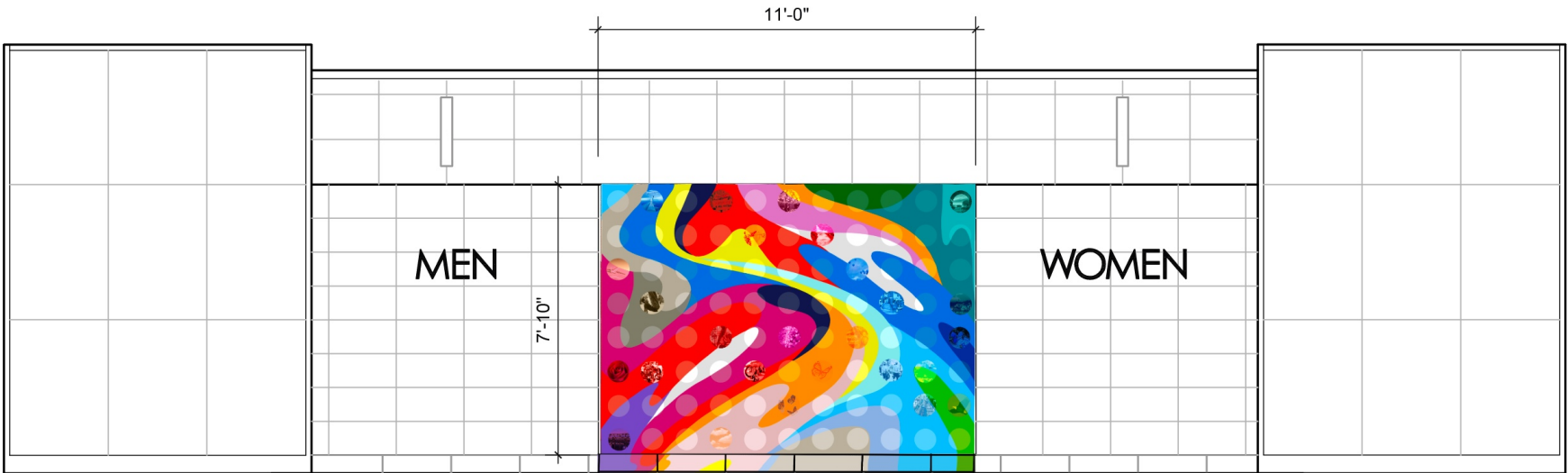
# Project Proposal

Prepared for: PHL Percent for Art Airport Restroom Project



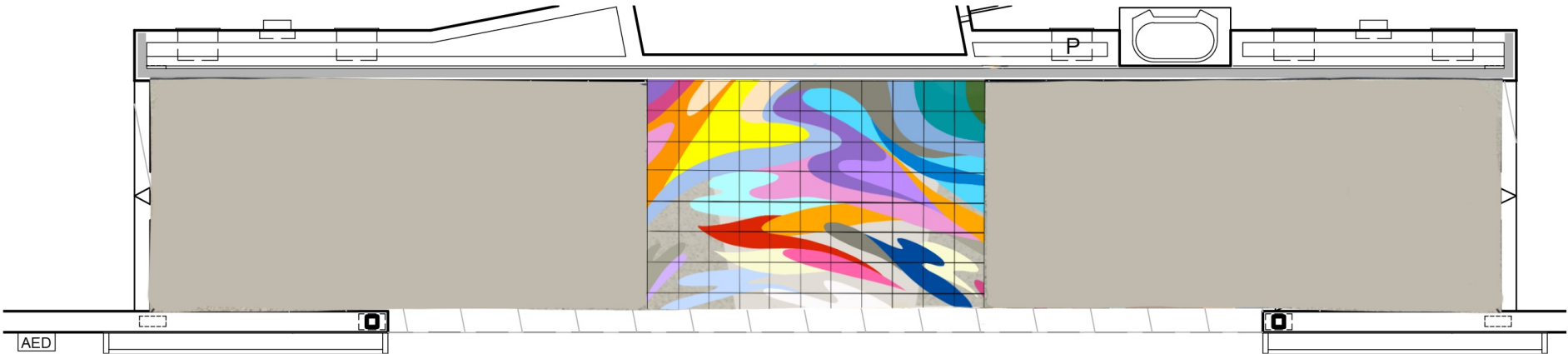
This Art Project has 3 Components:

- Wall Installation
- Floor Tile Installation
- Ceiling Mural



1 Elevation of Art Wall Installation

SCALE: 1/4"=1'-0"



2 Floor Plan of Art Tile Installation

SCALE: 1/4"=1'-0"

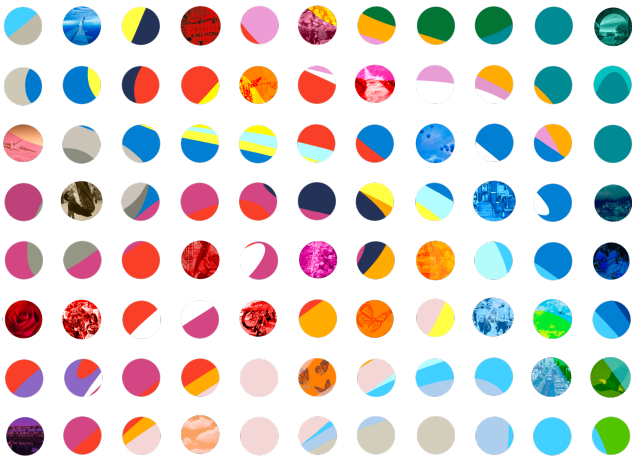


# WALL MURAL

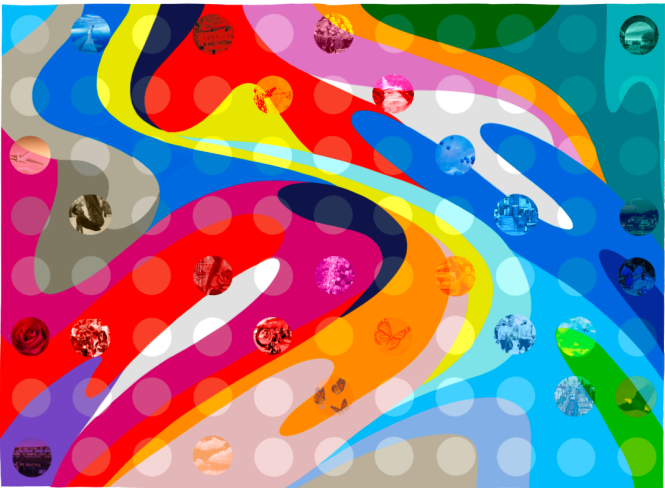
Main Mural Wall



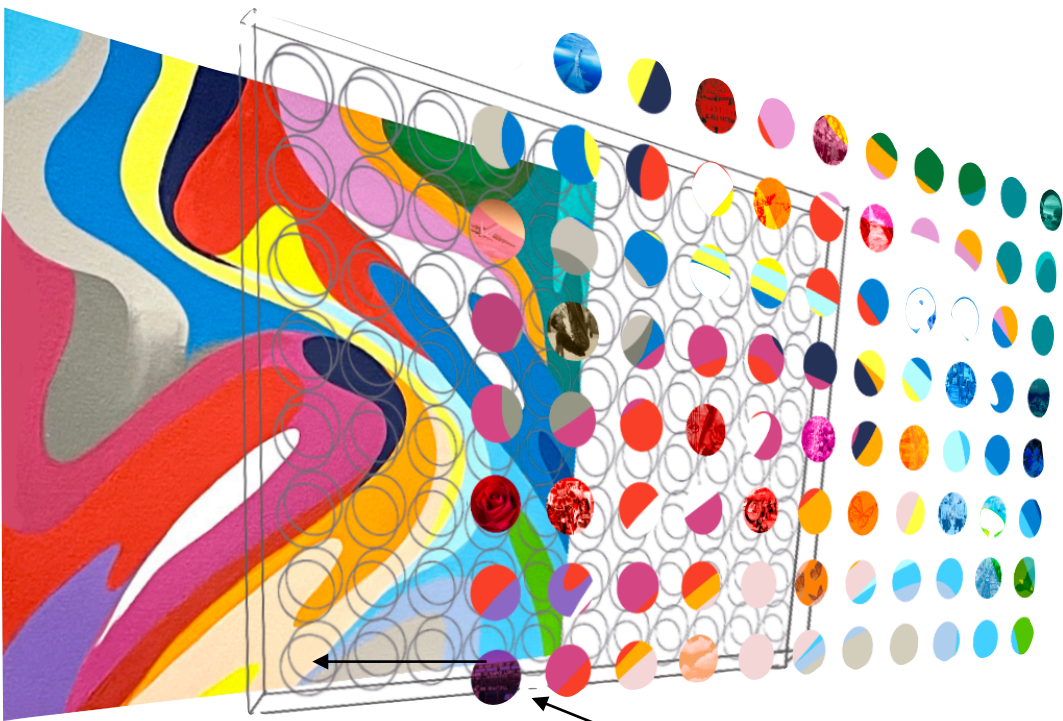
Painted Discs



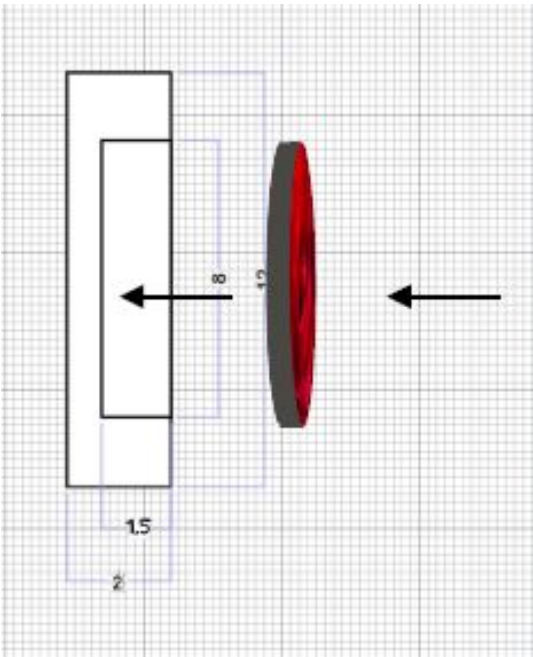
Discs installed in front of Mural Wall



## View of the assemblage of the Main Mural Wall

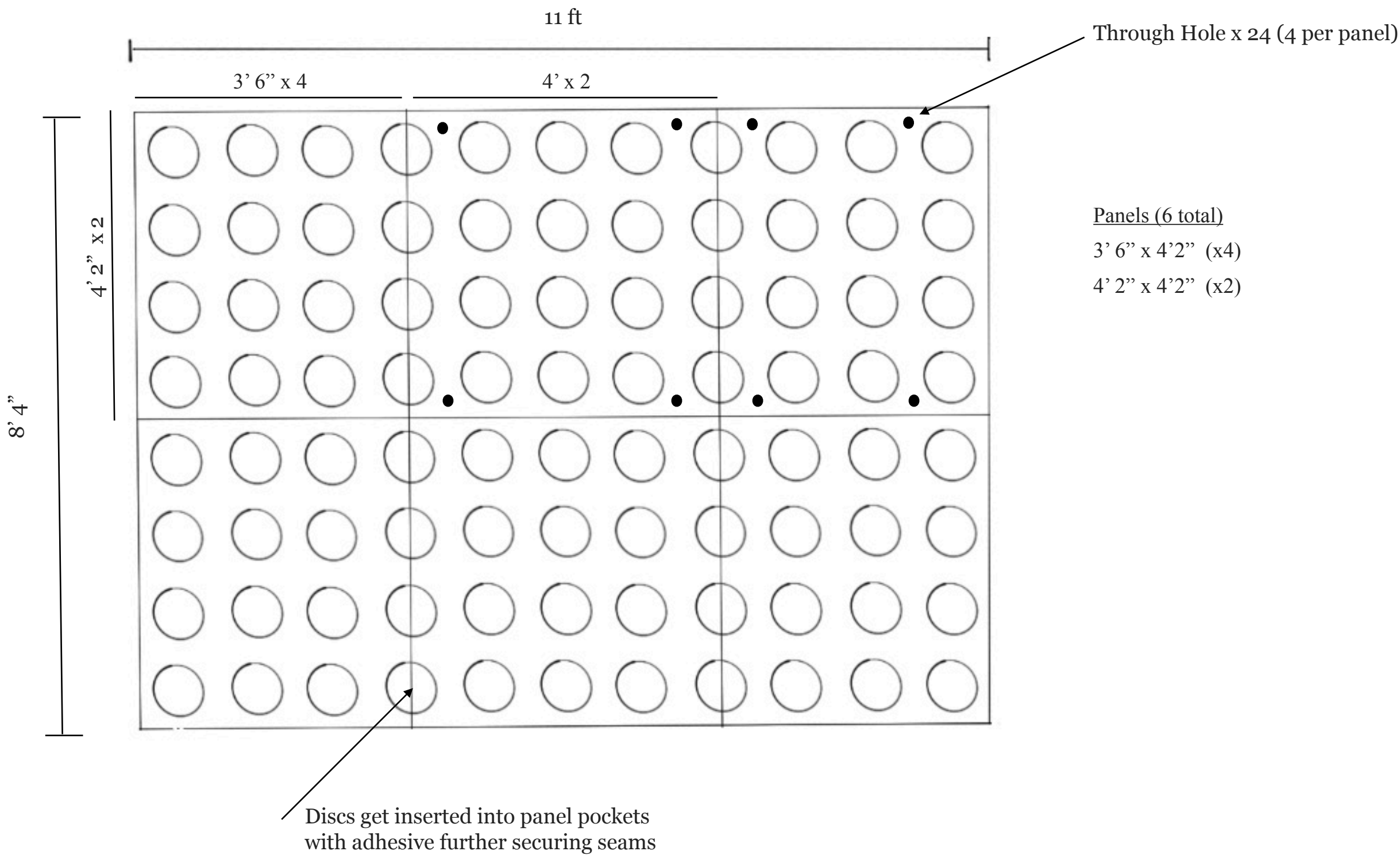


Mural on Wall - Acrylic Panels - Discs get inserted into panel pockets with adhesive

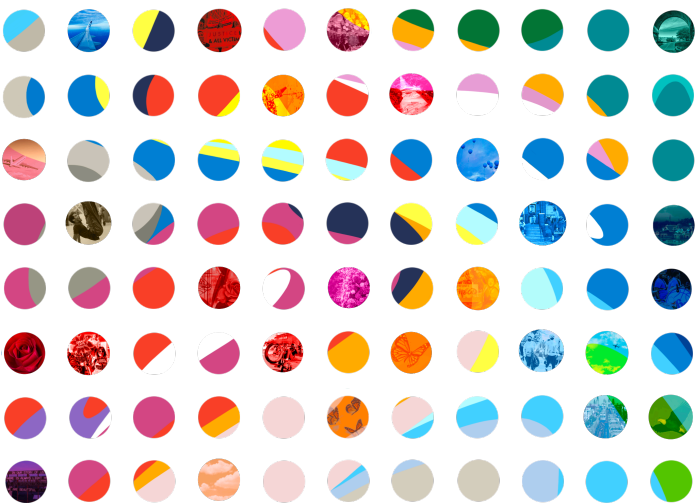


Acrylic Panel w/ Pocket  
that will house disc

ACRYLIC PANELS



88 Discs in total

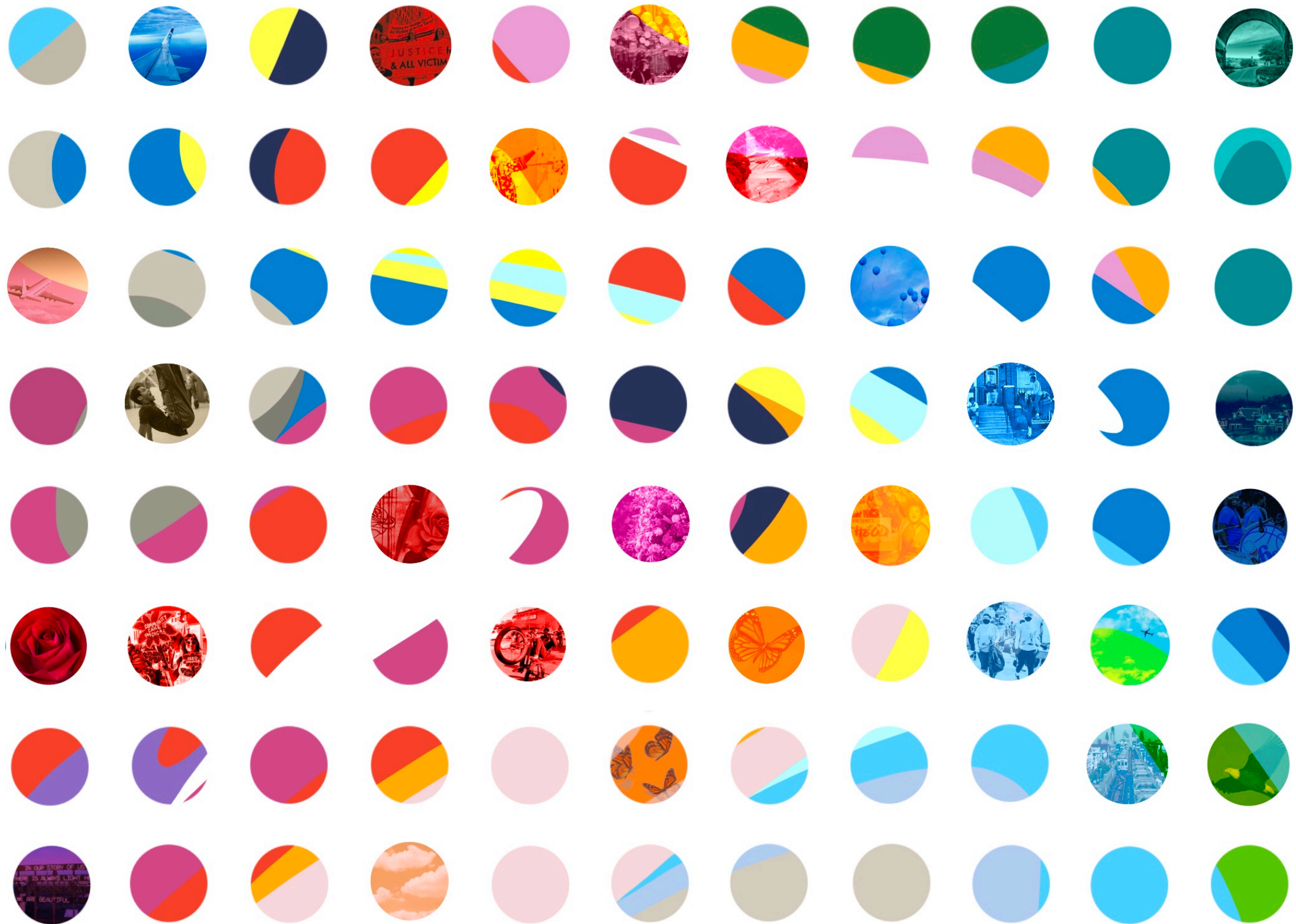


26 Discs, representing 30% of the total discs will feature vignettes of imagery from Philadelphia





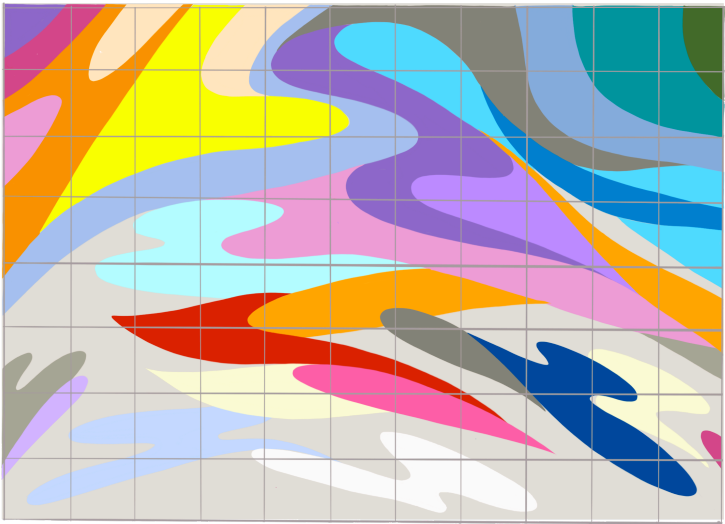
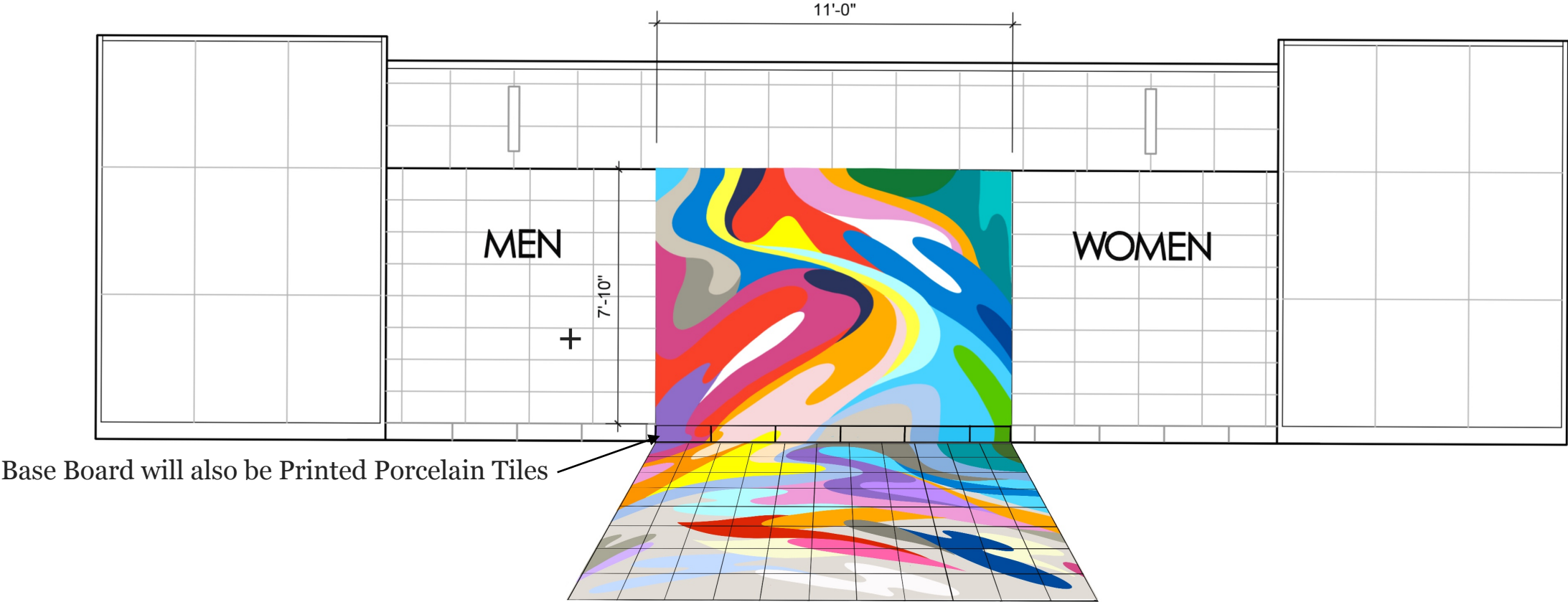
## DISCS



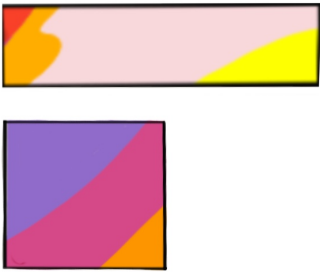
All of the Discs will be hand painted, including the ones containing the actual images of Philadelphia.  
The images of Philadelphia will also be rendered realistically to juxtapose nicely against the graphic colorway of the other discs.



FLOOR MURAL

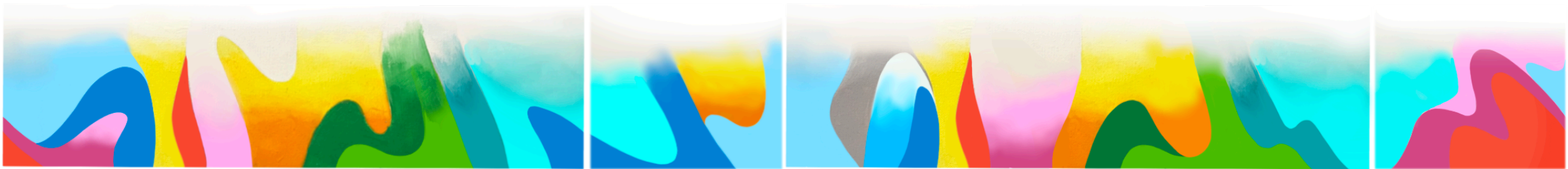


88 Porcelain Custom Printed Tiles 12"x12"  
w/Medium grey grout lines



Examples of a single tile

CEILING MURAL



Panel 1

Panel 2

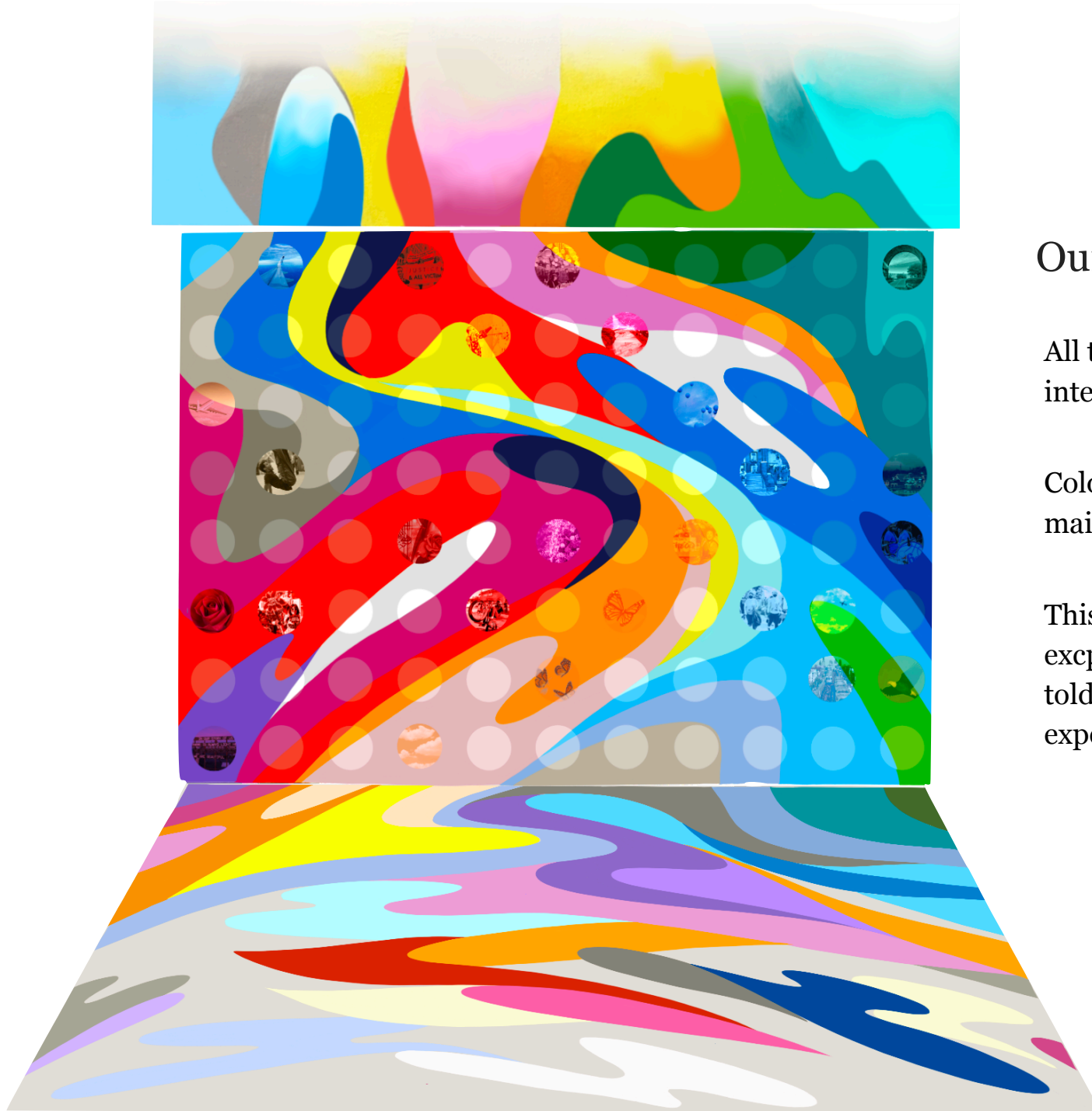
Panel 3 (over Wall Mural)

Panel 4



PLEASE NOTE: The white glow at the top is NOT TO REPRESENT LIGHT, it is in fact The way in which the mural is going to painted in a gradient reminiscent of sky and our of Up, Up and Away.





## Our Goal with UP UP AND AWAY!

All three phases of the design has continuous linework to intentionally open up the space.

Colors are meant to appear to pour from the Skylight onto the main wall and then onto the flooring.

This constant flow of the design will create an immersize experience with the viewer, and the images and stories being told of Philadelphia through the vingnettes add depth to the experience.

BUDGET

| Item                           | Source             | Quantity | Unit Price | Cost      |
|--------------------------------|--------------------|----------|------------|-----------|
| Mural cloth printing           | Mural Provisions   | 94       | \$2        | \$187     |
| Mural Paint                    | Golden Paint Works | 30       | \$80       | \$2,400   |
| Adhesive for install           | Golden Paint Works | 1        | \$319.00   | \$319     |
| Installation Labor             | Panel Installer    | 2        | \$250      | \$500     |
| Mural Sealer                   | Golden Paint Works | 1        | \$439      | \$439     |
| Acrylic                        | Polymershapes      | 6        | 24,150     | 24,150    |
| Concrete Disc fabrication      | Masonry Contractor | 88       | \$75       | \$6,600   |
| Concrete Disc installation     | Masonty Contractor | 88       | \$20       | \$1,760   |
| Weldwood Contact Cement        | Home Depot         | 1        | \$47       | \$47      |
| Deep Pour Epoxy                | Home Depot         | 1        | \$145      | \$145     |
| Acrylic wall installation      | Material manager   | 6        |            | \$26,000  |
| Floor ceramin tile fabrication | Art On Ceramic     | 112      | \$77       | \$8,622   |
| Tile adhesive                  | Mapei              | 2        | \$26       | \$52      |
| Tile grout                     | Mapei              | 2        | \$25       | \$50      |
| Tile installation              | Union Contractor   | 88       | \$25       | \$2,200   |
| Ceiling mural cloth printing   | Mural Provisions   | 112      | \$2        | \$224     |
| Ceiling panel installation     | Panel Installer    | 2        | \$150      | \$300     |
| Artist Fee                     | Serena Saunders    | 18%      | \$23,400   | \$23,400  |
| Contingency Budget             | Budget             | 10%      | \$13,000   | \$13,000  |
| Insurance                      | Budget             | 1%       | \$1,300    | \$1,300   |
| Total                          |                    |          |            | \$113,771 |
|                                |                    |          |            |           |



