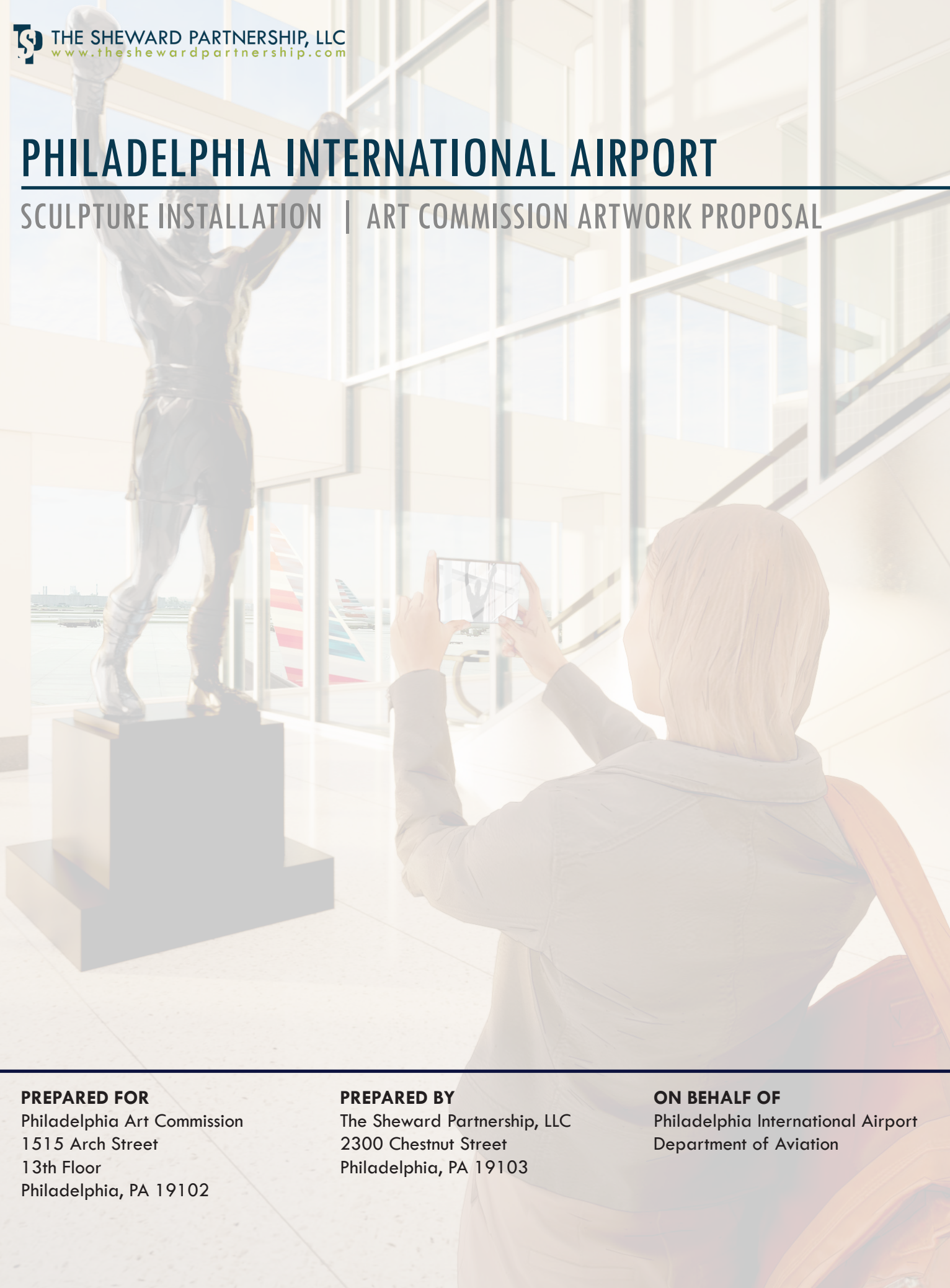


# PHILADELPHIA INTERNATIONAL AIRPORT

## SCULPTURE INSTALLATION | ART COMMISSION ARTWORK PROPOSAL

**PREPARED FOR**

Philadelphia Art Commission  
1515 Arch Street  
13th Floor  
Philadelphia, PA 19102

**PREPARED BY**

The Sheward Partnership, LLC  
2300 Chestnut Street  
Philadelphia, PA 19103

**ON BEHALF OF**

Philadelphia International Airport  
Department of Aviation



July 30, 2025

Philadelphia Art Commission  
1515 Arch Street  
13th Floor  
Philadelphia, PA 19102

**re: Art Commission Artwork Acquisition Approval Proposal  
Sculpture Installation at Philadelphia International Airport**

To Whom it May Concern:

The Sheward Partnership, LLC (TSP) is pleased to submit this proposal for your review for artwork acquisition approval at Philadelphia International Airport on behalf of the Department of Aviation.

**ARTWORK**

The proposed artwork is an original bronze ROCKY Monumental Statue (3 of 3 castings), created by A. Thomas Schomberg. The statue is 10 feet tall and sits on a 3 foot tall by 4 foot square black steel base.

**ART SELECTION PROCESS**

The Department of Aviation was approached by a partner who was aware that there is a third Rocky statue available for sale by the artist A. Thomas Schomberg. The Department realized that this was a unique opportunity to enhance the guest experience by purchasing an iconic statue that is solely associated with the City of Philadelphia by its residents and people from near and far who travel to Philly to partake in its celebrity and story of triumph. If this acquisition is approved, Philadelphia International Airport and the City of Philadelphia would be proud owners of 2 out of the 3 existing Rocky statues enabling tens of thousands of guests who connect through the airport daily and its nearly 17,000 badged employees to share their memorable moment at PHL with family and friends just as they would if they visited the Rocky statue at the base of the Art Museum steps.

In late 2024, the Department met with the Schomberg family, owners of the third statue, to express initial interest and learn more about the specifics of the potential purchase. DOA later, hosted the artist A. Thomas Schomberg and his partner Cynthia Schomberg to tour the airport's renowned arts program and scout potential locations for its permanent display. The location that was unanimously selected by all is Terminal A-West, where there is a vaulted ceiling, a backdrop of the airfield that will differentiate the site from the Art Museum, and the terminal serves multiple airlines that fly domestically and internationally.

Following this in-person tour, there have been further conversations with the Department's legal team, Commercial, Finance, Procurement, Capital Development Group and Strategy divisions along with Creative Philadelphia to finalize the purchase. The purchase will be made using Airport Funds.

**CONSTRUCTION PROJECT**

Construction activities will include the rigging and placement of the sculpture as well as supporting electrical work for appropriate lighting. A sign will be mounted near the sculpture. The sculpture will not require fastening into the structural slab due to its weight.

**SITE**

The sculpture will be placed in PHL's Terminal A-West, on the second floor concourse post TSA screening. The sculpture will be overlooking the circulation corridor adjacent to windows with a view of the airfield. The site was selected for the following reasons:

- High ceilings provide the necessary space for the statue to reside. There are no other locations at the airport with 3-story, uninterrupted vistas.
- There isn't any advertising or visual clutter in this location. It is clean and modern.



- When visitors take photographs, the background with the airfield and airplanes will visually indicate the statue's location as an airport/PHL.
- The terminal serves domestic and international flights.
- The artist was on site and this was his ideal, chosen location for the above noted reasons.

The visual vantage points from this level are all from a side approach; which the existing column does not obstruct. Passengers can also view the statue as they access the elevator and escalator to/from AA Flagship and Admirals Club lounges and as they process through Passport Control on Level 3.

#### **ARTWORK'S DONOR**

As the Rocky statue will be purchased by the Department of Aviation and part of the City of Philadelphia's permanent collection, there is no donor.

#### **SPONSORING CITY DEPARTMENT**

Department of Aviation  
Philadelphia International Airport  
Leah Douglas  
Director of Guest Experience

#### **ARTWORK MAINTENANCE & MAINTENANCE AGREEMENT**

The Department of Aviation will utilize a professional conservator approved by Creative Philadelphia to clean and conserve the statue per the conservation instructions supplied by the artist A. Thomas Schomberg.

Exhibits including artwork photographs, site location, renderings, floor plans, and lighting design will follow by August 6. Thank you for your consideration of this artwork approval proposal. Please feel free to contact me directly should you have any questions about our proposal.

Sincerely,

David N. Scheuermann, AIA  
Managing Principal

July 30, 2025

Alex Smith  
The Philadelphia Art Commission  
One Parkway, 1515 Arch Street, 13th Floor  
Philadelphia, PA 19102



Re: Letter of Support for Acquisition of Rocky Statue by PHL Airport

Dear Alex:

Creative Philadelphia would like to express to the Philadelphia Art Commission our strong support for the acquisition and placement of a Rocky statue at the Philadelphia International (PHL) Airport. The proposed statue is one of only three (3) original bronze casts of this celebrated piece by artist A. Thomas Schomberg. With its proposed acquisition by PHL Airport on behalf of the City of Philadelphia, it will become part of the City's permanent public art collection.

Bringing the beloved Rocky statue to the airport is a fantastic way to celebrate our city's rich culture in a space that welcomes travelers from across the country and around the world. The statue's placement at the airport will make this significant work accessible to those who are traveling through the airport, but may not have opportunity to visit our city to see the other cast of Rocky at the Philadelphia Art Museum. We believe that bringing this artwork into the airport will foster a deeper connection between Philadelphians, visitors, and the cultural treasures that define our city.

Upon completion of the acquisition of the statue and approval of the Philadelphia Art Commission, the City's Law Dept will draft a Memorandum of Understanding (MOU) between Creative Philadelphia and the Philadelphia Airport outlining future conservation requirements. Maintenance and care of the statue will be the responsibility of the PHL Airport, working with City-approved Professional public art conservators.

We look forward to working with PHL Airport and all stakeholders as needed to facilitate the acquisition and permanent exhibition of the Rocky statue at the airport.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Marguerite Anglin". The signature is fluid and cursive.

Marguerite Anglin, RA, NOMA  
Public Art Director  
Creative Philadelphia  
City of Philadelphia

Cc: Val Gay, Chief Cultural Officer, Creative Philadelphia



# SECTION 1

PHOTOGRAPHS





## PHOTOGRAPHS

Proposed Artwork: The ROCKY Monumental Statue





## PHOTOGRAPHS

Proposed Site for Artwork: Philadelphia International Airport Terminal A-West





# SECTION 2

RENDERINGS





## SECTION 2

### RENDERINGS

This section contains the following:

- Renderings
  - Passenger Experience
  - Vantage Point from Passport Control on Level 3
  - Signage Concept
- Site Aerial
- Level 2 Floor Plan
- Building Section
- Lighting Design Plan



RENDERING - PASSENGER EXPERIENCE





**RENDERING - PASSENGER EXPERIENCE**





**RENDERING - PASSENGER EXPERIENCE**



RENDERING - FROM PASSPORT CONTROL ON LEVEL 3



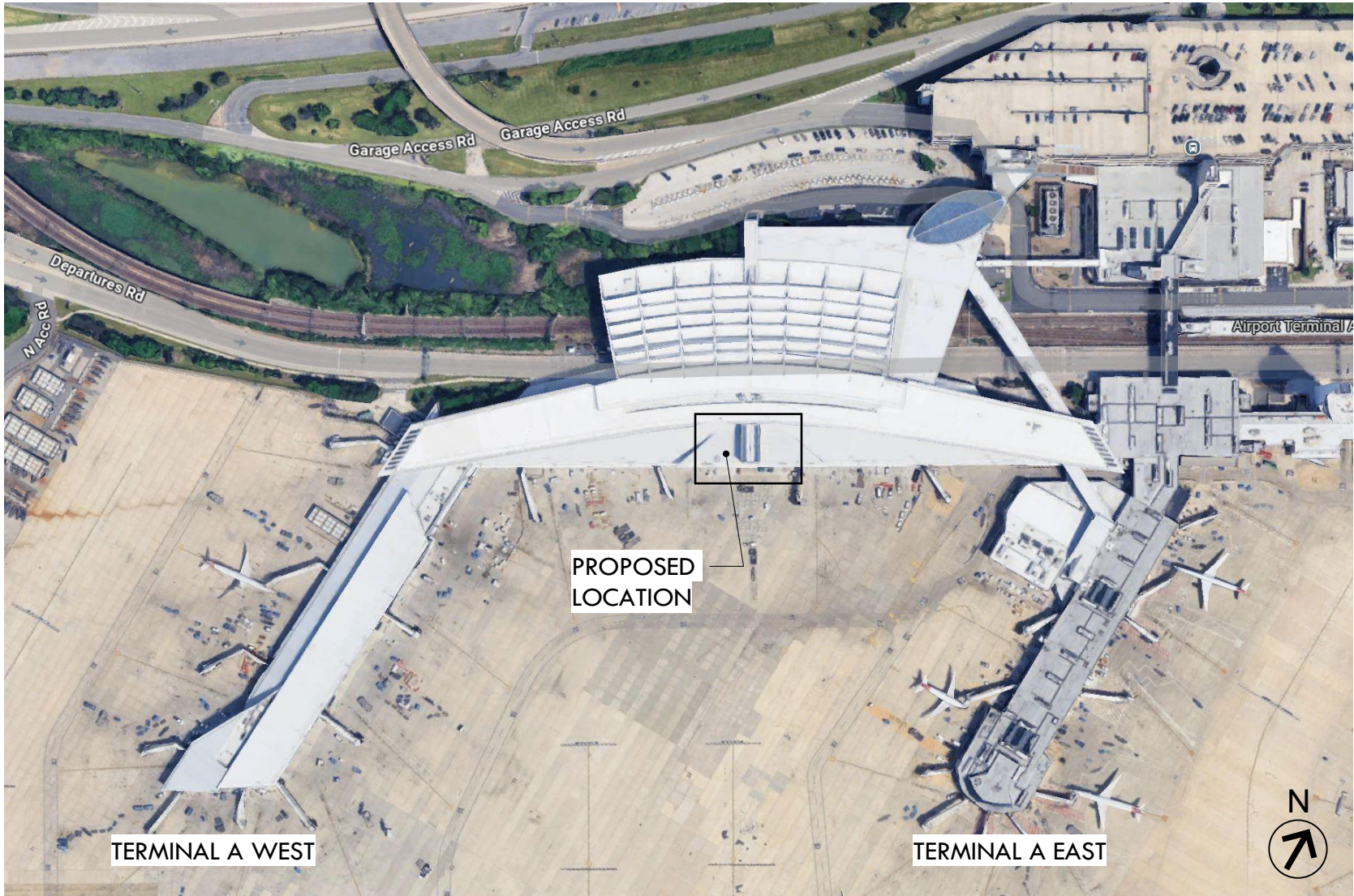


RENDERING - INFORMATIONAL SIGNAGE CONCEPT

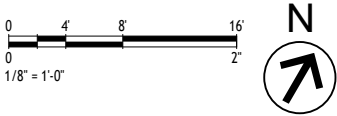
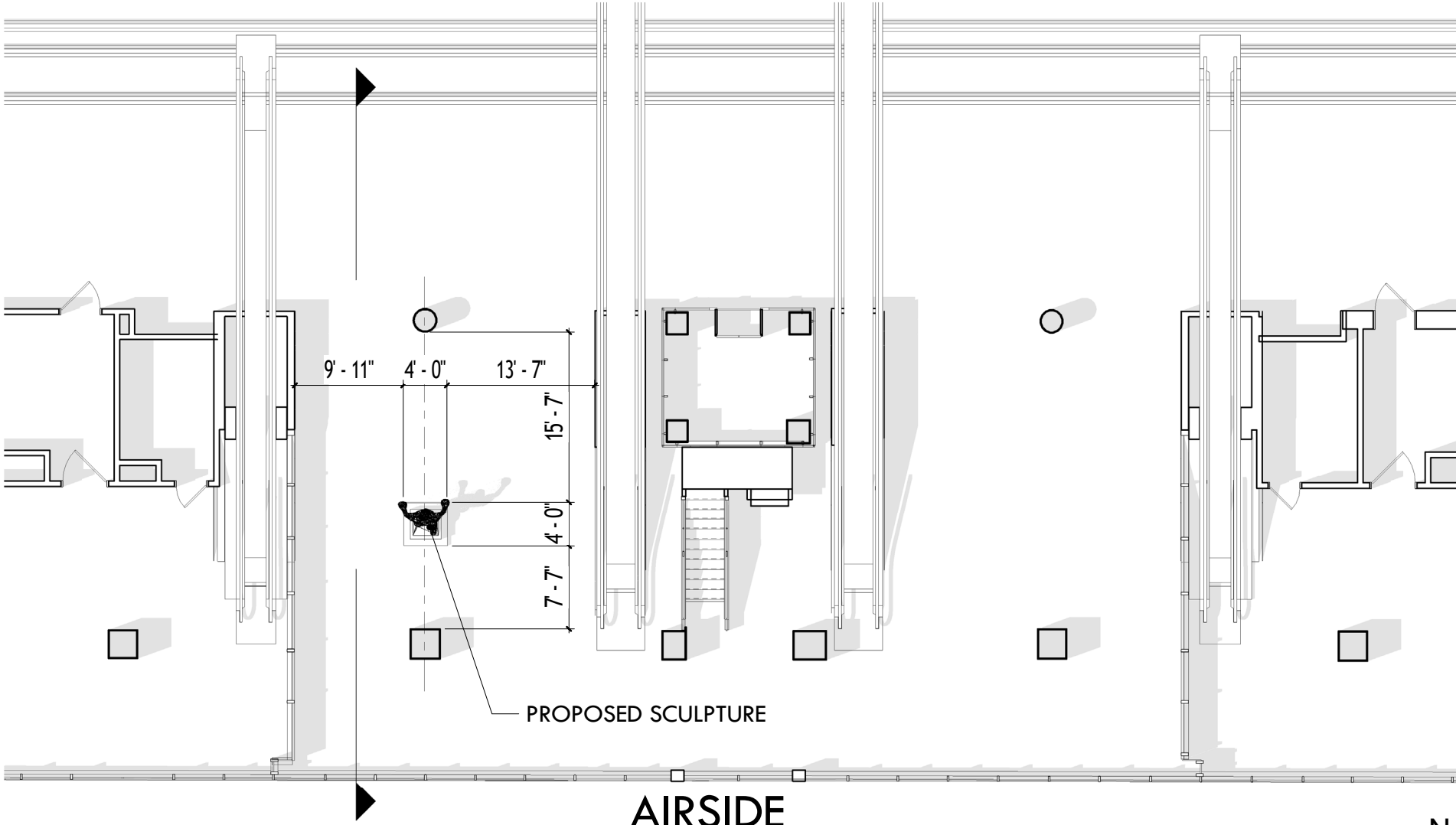




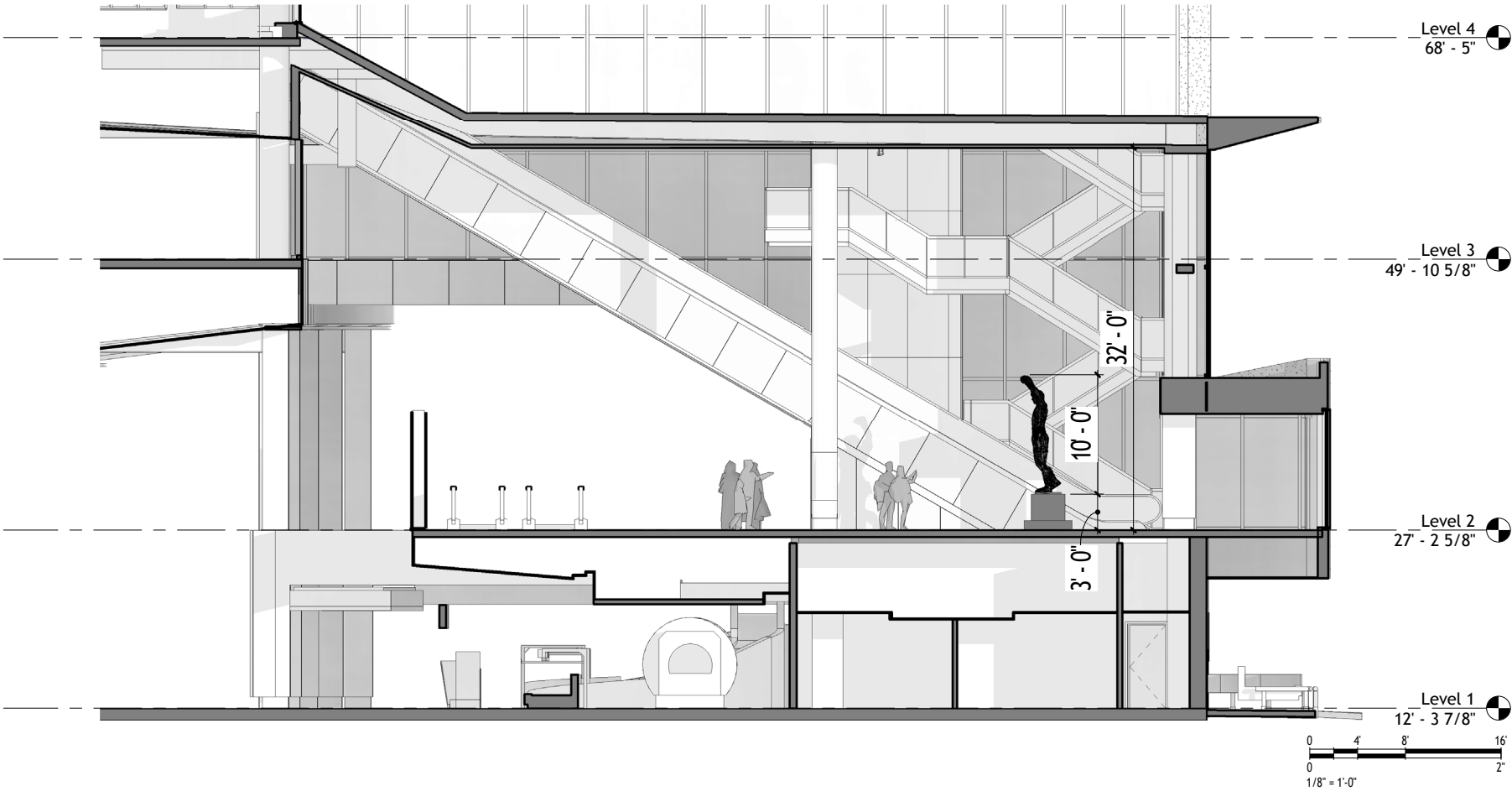
SITE AERIAL



LEVEL 2 FLOOR PLAN



BUILDING SECTION



# Rocky Statue at the PHL Airport

Lighting Design Concepts

*Updated 29 July 2025*



# Lighting Design Overview

The Rocky statue is one of the most popular landmarks in Philadelphia. It's an iconic cultural symbol of perseverance, strength, and determination. As we approach the lighting design for the Rocky statue in PHL airport, the lighting will accentuate the statue's artistic form, bronze material, and spatial presence while enhancing the PHL airport visitor's experience. It is understood that the sculpture is best viewed from the front left center side. The sculpture will be able to be viewed from all sides and angles from visitors on the floor and ascending and descending from the level above.

Through a balanced approach of accent, wash, and dynamic lighting, the design seeks to create an immersive and evocative experience for viewers. The lighting design will transform the statue from a static object into a living part of its environment, inviting viewers to discover its beauty with every glance.

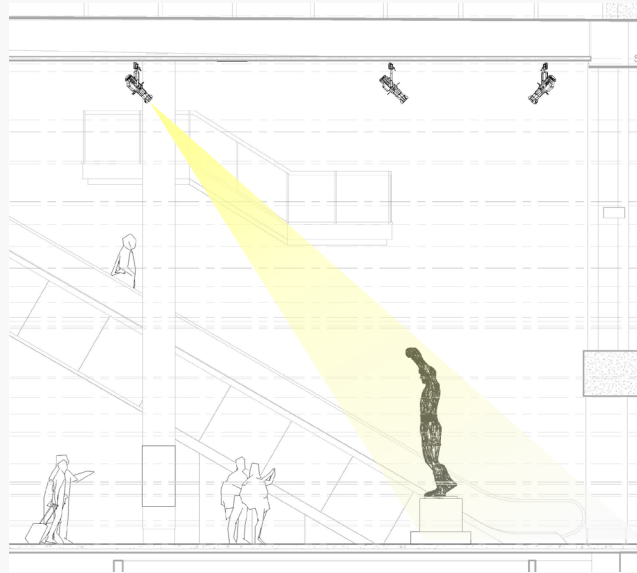
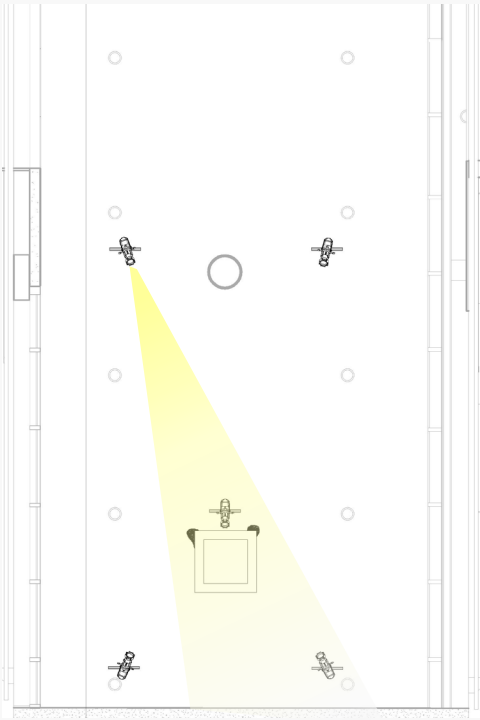
The Lighting Design will have 3 approaches: **Key Light to Highlight the Sculpture, Fill Light to Create Depth and Dimensionality, Dynamic Lighting Control with Color Temperature.**





### Key Light to Highlight the Sculpture

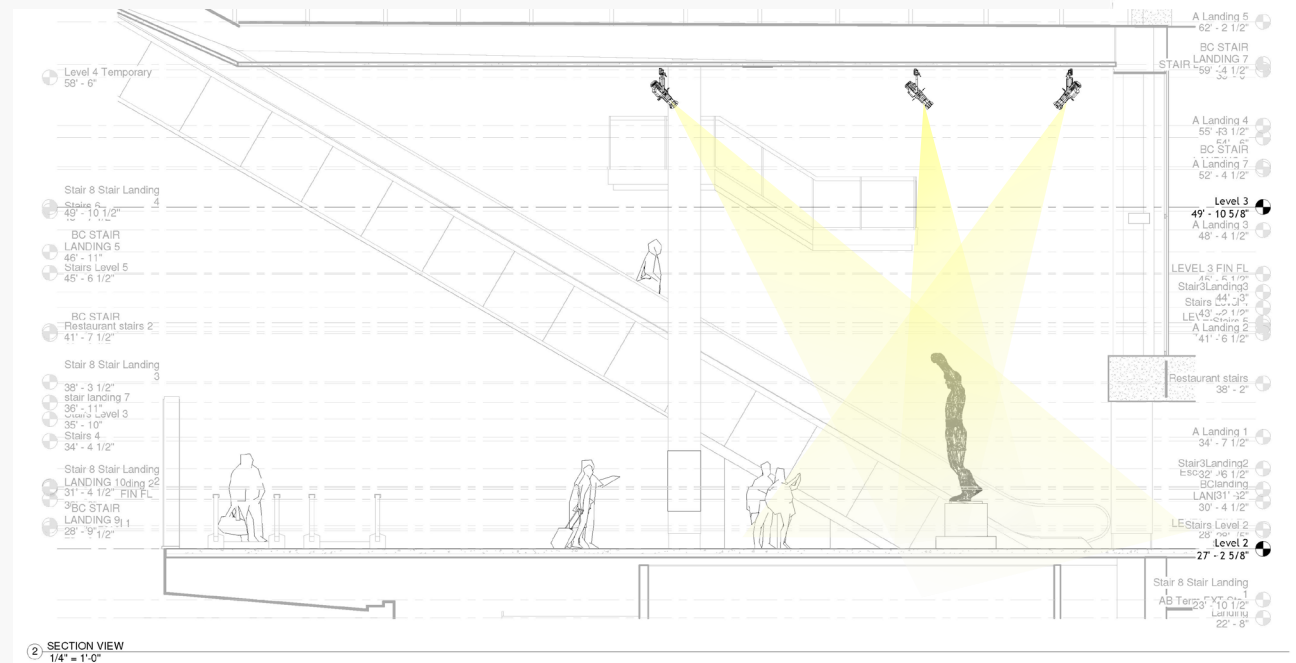
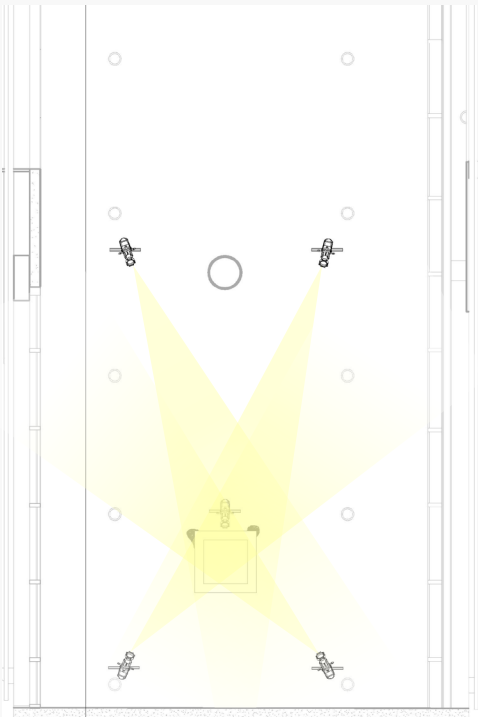
Tightly focused lighting with shaping shutters will be used to mold and envelope the sculpture with light. Diagonal front light will provide a key or source of light in the space.



# Fill Light to Create Depth and Dimensionality

Diffused lighting from the opposite diagonal front light and diagonal back light to fill in the shadows will bring out the sculpture's three-dimensionality, making its forms and textures more perceptible from varying angles.

Top light from directly above will add a halo sparkle on Rock's boxing gloves and head.

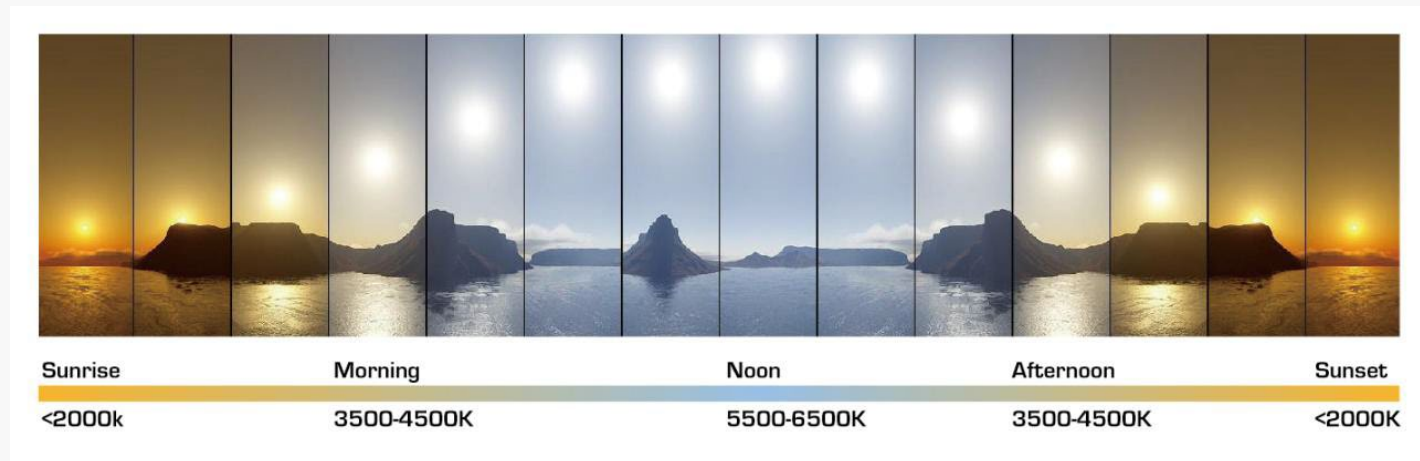


# Dynamic Lighting Control and Color Temperature

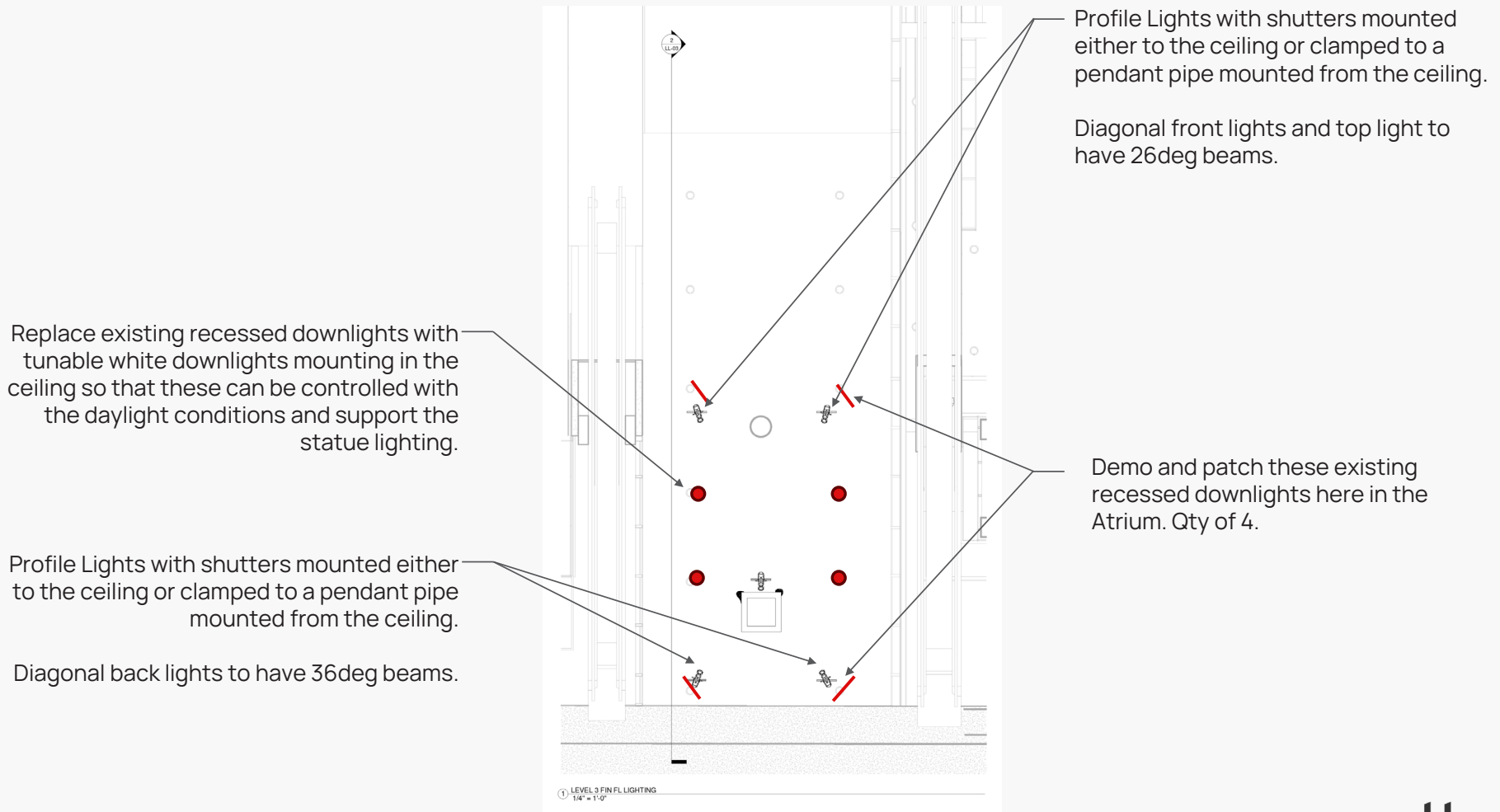
A programmable lighting control system will be integrated to manage intensity, timing, and color temperature adjustments. This will enable curated lighting scenes that reflect different moods or for event if required. Pre-programmed scenarios can transition from daytime highlights to evening ambiance seamlessly.

Daylight-responsive controls will be incorporated to dynamically adjust the sculpture's illumination based on ambient natural light levels. Photocell sensors will monitor daylight intensity, enabling seamless transitions between artificial lighting and natural light to maintain consistent visual impact.

The lighting levels will allow for the optimal experience for the visitor so that cell phone and digital photography in the atrium over the course of the day are considered.



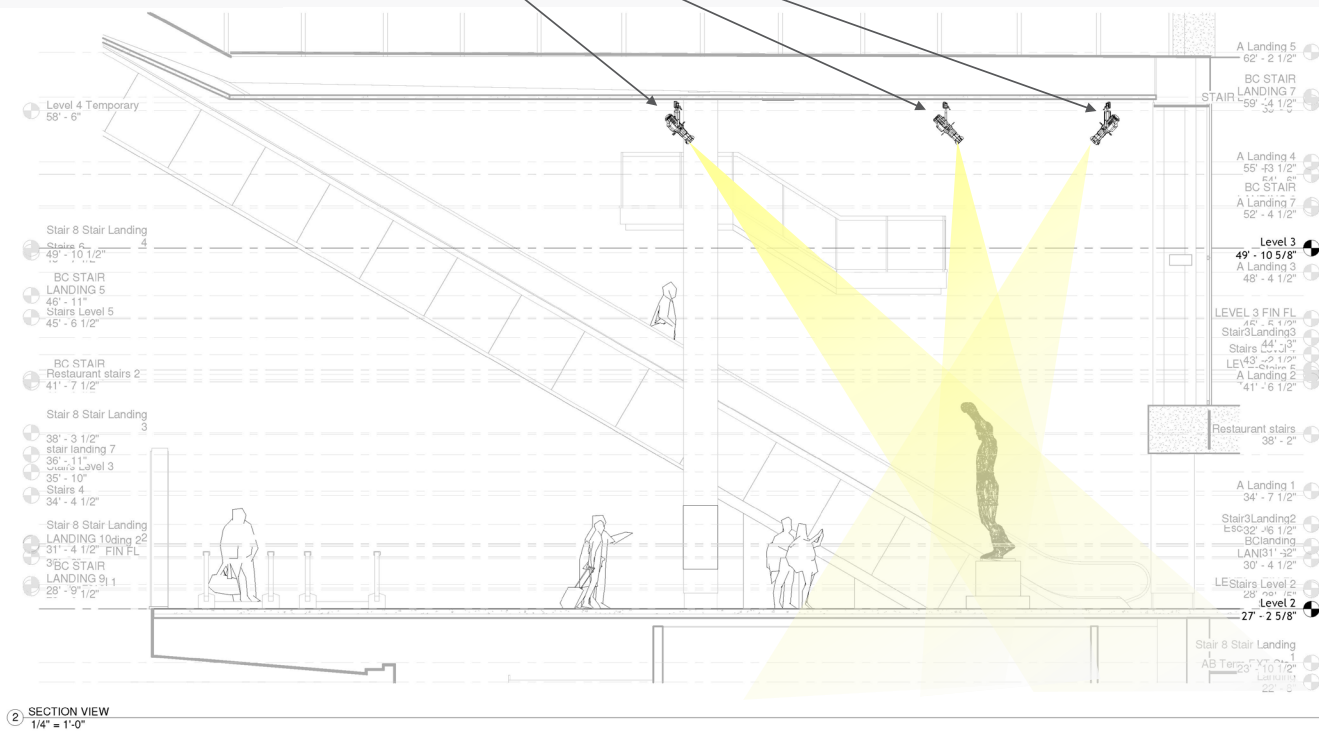
## Plan View with Lighting Notes



## Section View with Lighting Notes

Profile Lights with shutters mounted either to the ceiling or clamped to a pendant pipe mounted from the ceiling.

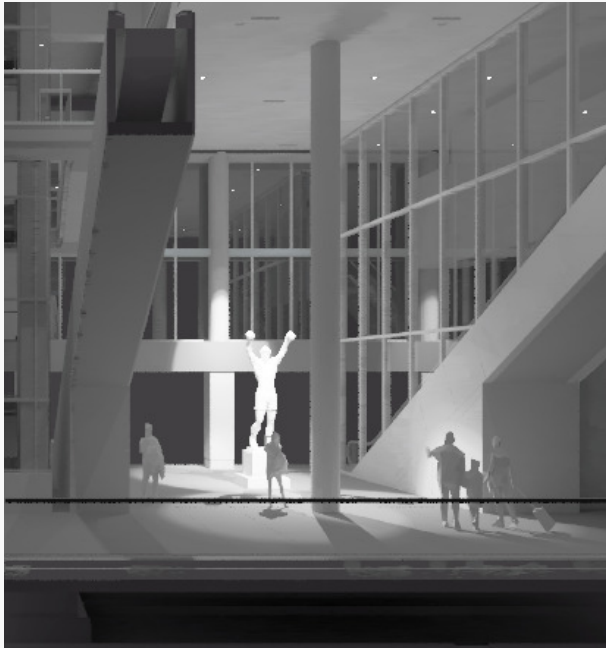
Pendant Pipe would allow for the most flexibility and theatrical look.





## Grayscale Photometric Renderings

Front View with all Lights on at Full Intensity

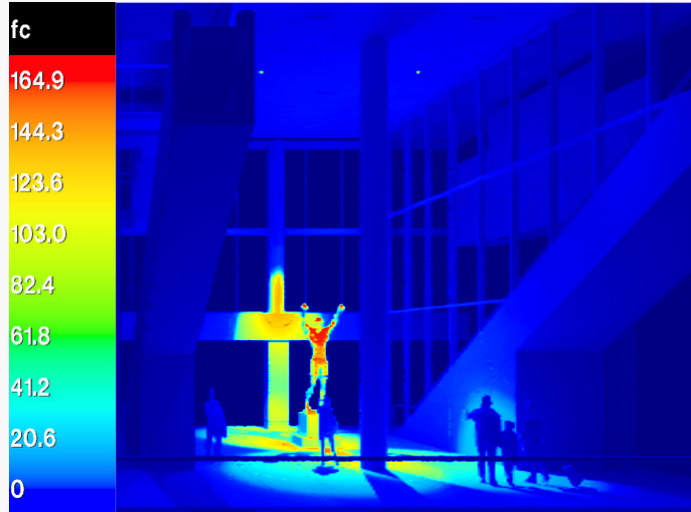


Side View with all Lights on at Full Intensity

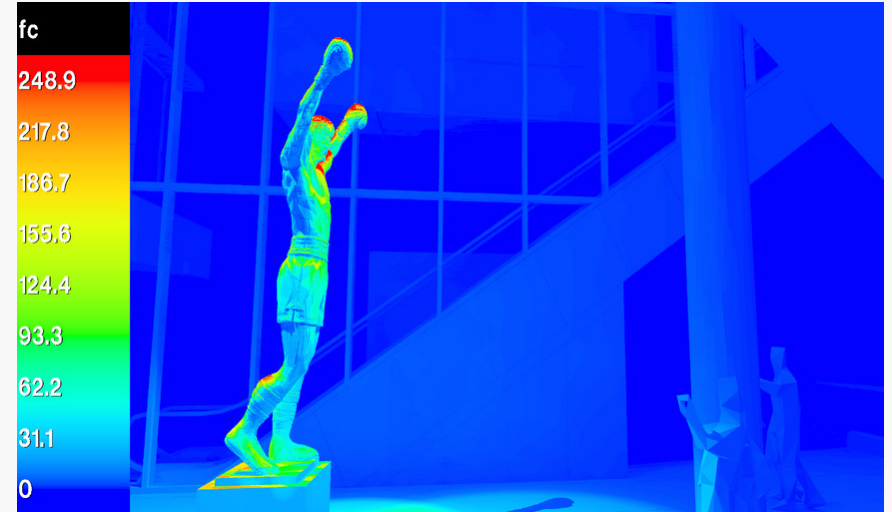


## Photometric Renderings

Front View with all Lights on at Full Intensity



Side View with all Lights on at Full Intensity



Pseudo color renderings reveal approximate lighting levels on the statue in footcandles (fc) with the level range on the left side of the images.

### Profile Luminaire

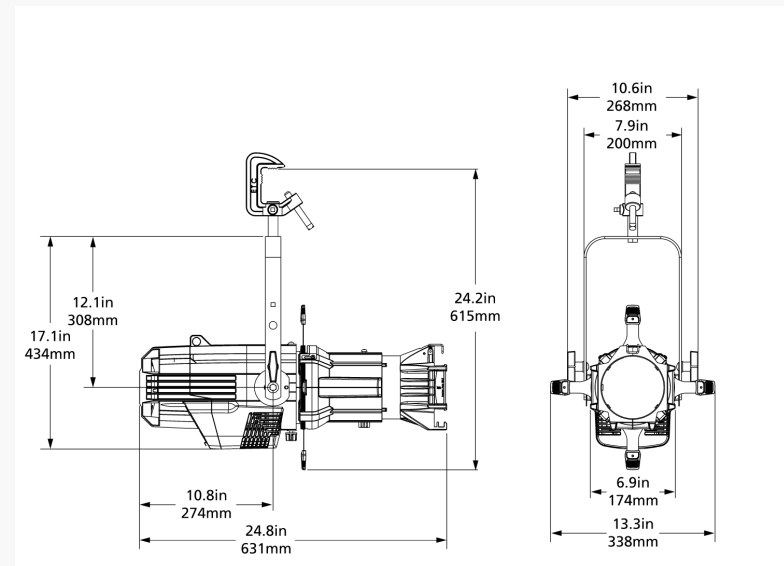
ETC Lustr+ with 7 Color System with excellent color rendering and smooth dimming curve between color temperatures and intensity. Shutters provide tight shaping of the light beam so that it's tight to Rocky. The optics barrel changes the beam angle so that it can be changed onsite. Housing to be black finish.



Side and Back View of Luminaire



Image of Luminaire



Dimensions of Luminaire

### Recessed Downlight Luminaire to Replace Existing

For the general lighting in the space to support the Rocky statue, it's best to replace the existing recessed downlights in the ceiling above. The new recessed downlights will have tunable white color so that we can control the slight changes of the daylight coming from the windows behind and compliment the profile lights that are illuminating the Rocky statue.



Image of Recessed Downlight



## **Maintenance and Warranty**

### **Maintenance:**

- Regular cleaning similar to other lighting in the building to ensure optimal performance and longevity. Cleaning can include dusting and wiping down fixtures to remove dust and debris and checking for loose connections or damaged parts. Dust and debris can accumulate on LED fixtures, reducing their brightness.

### **Warranty:**

- Have an L70 rating meaning that the LEDs will retain 70% of its output after 100,000 hours of use
- Drivers may need to be replaced between 5-10 years based on use
- 5-year warranty for the entire fixture
- Warranty of LED array is 10 years (Profile Luminaire Only)

# SECTION 3

SUPPORTING MATERIALS





## SECTION 3

### SUPPORTING MATERIALS

*If you plan to place privately-owned art on City property, you must show proof of approval from the department that controls the site.*

Not Applicable