

Tonya Rodzach, Public Art Coordinator
City of Carlsbad, Cultural Arts Office
arts@carlsbadca.gov

Dear Ms. Rodzach:

I am pleased to share my interest, artistic approach, and professional experience and how they might apply to creating a sculpture celebrating and honoring veterans for the city of Carlsbad.

My father was a career officer in the Royal Air Force, and I grew up on military bases. I believe the armed forces can represent community in its truest interpretation: a collection of individuals who, when united, come to represent home. I believe effective public art can have a similar impact. In its best manifestations, public art creates and celebrates community, and instigates individual reaction and a collective emotional response.

Classically trained in England, my work is heavily influenced by sculptor Charles Sargeant Jagger, who created some of Britain's most stirring war memorials. I have always felt humbled to be trusted to play a part in honoring men and women who have given so much to their countries. With military projects, my objective is to create something that speaks to individual veterans and their families, while still reflecting on themes of universal sacrifice and patriotism. Likewise, it is important to communicate solemnity and reverence without creating work that is unnecessarily dour.

My body of work includes sixty-five life-size or larger public bronze figures in the United States, Asia and Europe, and more than sixty private commissioned portrait busts. The former Vice President of the Royal Society of Portrait Sculptors in London, my work has been accepted by the National Portrait Gallery at the Smithsonian Institution and is featured in permanent collection of the Marine Corps Museum. My expertise lies in the ability to create permanent, expressive, realistic, and emotionally resonant sculptures in designs that complement public and private spaces and engage with viewers.

I am frequently contacted to create public memorials with a strong connection to community many of which have a connection to the military. They include: *The Aggie War Hymn Monument* for Texas A&M University; *The National Military Tribute for Bob Hope*; and *The Lance Sergeant Baskeyfield VC Tribute*. In 2022, I unveiled a new \$500,000 veteran's monument for Dublin, California, a project that resembles this one in many ways. It is intended to enhance a rapidly growing community with a brand-new park and to honor the city's veterans in a manner that engages and inspires each visitor individually.

Our work is produced in art-grade bronze a medium with life expectancy of several hundred years at a minimum. It is ideal for outdoor installations and is appropriate for the project's fountain-type setting.

The studio is extremely familiar with the logistical and budgetary concerns associated with a project of this scale. As the attached resume reflects, we have managed budgets ranging from \$15,000 - \$2 million and have worked frequently with city municipalities and governments at the state and federal level.

I believe the best work comes about through collaboration and enjoy the problem-solving nature of projects of this kind. It is my job to consider the available budget, the nature of the site, intended flow of traffic, etc. and then develop a design that serves subject and site to the best possible effect.

Throughout my artistic career I have been committed to the concept of creating community and through my work, this objective seems particularly applicable to this project. My team and I would undertake this project with respect and reverence, and a keen desire to work with the Carlsbad community to present the best possible product. Thank you in advance for your consideration.

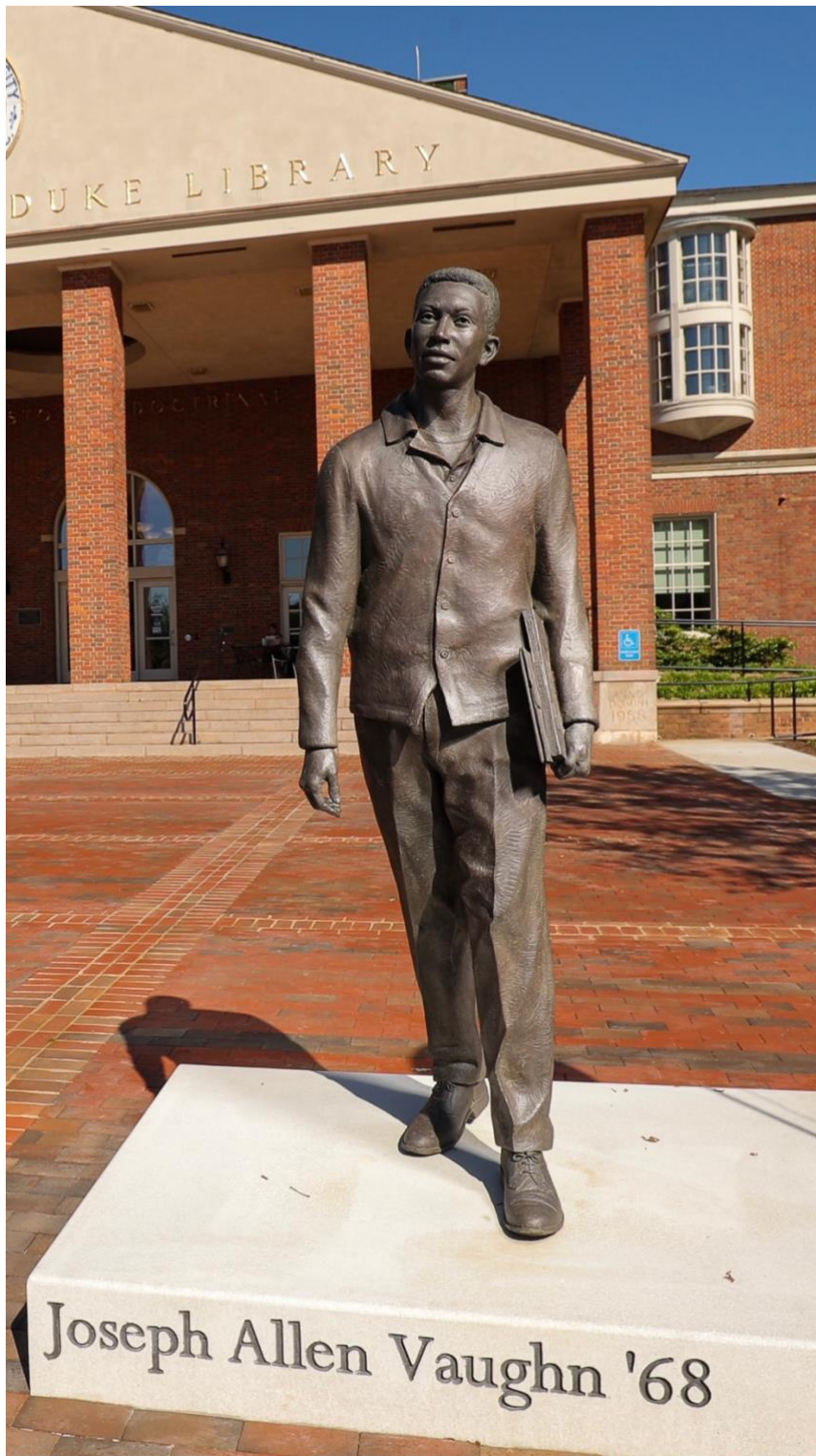
Sincerely,

Steven Whyte

Artist Portfolio



Work Sample #1



Work Sample #2



Work Sample #3



Work Sample #4



Work Sample #5



Work Sample #6



Work Sample #7



Work Sample #8



Work Sample #9



Work Sample #10

Annotated Image List

Work Sample #1

Artist: Steven Whyte

Title: *Women's Column of Strength*

Commissioning Body: City of San Francisco

Medium: Cast Bronze, Cor-Ten Steel, Stainless Steel

Dimensions: 9.5'x4'x11'

Completion Date: 2017

Budget: \$250,000

Location: San Francisco, California

Work Sample #2

Title: *Joseph Vaughn*

Commissioning Body: Furman University

Medium: Cast Bronze

Dimensions: 6.2'x3'x2'

Completion Date: 2021

Budget: \$80,000

Location: Greenville, South Carolina

Work Sample #3

Title: *Dublin Veteran's Memorial: Crossroads*

Commissioning Body: City of Dublin

Medium: Cast Bronze

Dimensions: Four 1.5 times life-size standing figures, each measuring 10 feet high

Completion Date: 2022

Budget: \$550,000

Location: Dublin, California

Work Sample #4

Title: *A National Tribute to Bob Hope and the Military*

Commissioning Body: Port of San Diego

Medium: Cast Bronze

Dimensions: Eight life-size figures measuring 4ft – 7ft tall depending on pose

Completion Date: 2008

Budget: \$2,000,000

Location: San Diego, California

Work Sample #5

Title: *John David Crow*

Commissioning Body: Texas A&M University

Medium: Cast Bronze

Dimensions: 11'x8'x11'

Completion Date: 2010

Budget: \$250,000

Location: College Station, Texas

Work Sample #6

Title: *President Jimmy Carter*

Commissioning Body: Carter Center

Medium: Cast Bronze

Dimensions: 9'x4'x4'

Completion Date: 2023

Budget: \$95,000

Location: Atlanta, Georgia

Work Sample #7

Title: *Aggie War Hymn Monument*

Commissioning Body: Texas A&M University

Medium: Cast Bronze

Dimensions: Twelve 1.6 times life-size figures on a 40'x7' base

Completion Date: 2014

Budget: \$1.9 Million

Location: College Station, Texas

Work Sample #8

Title: *A National Monument to John Steinbeck and Cannery Row*

Commissioning Body: Cannery Row Company

Medium: Cast Bronze and Concrete

Dimensions: Nine slightly over life-size figures on a 17'x20'x16' stone Formation

Completion Date: 2014

Budget: \$1,000,000

Location: Monterey, California

Work Sample #9**Title:** *Michael Marotta Memorial***Commissioning Body:** Old Fisherman's Wharf Association**Medium:** Cast Bronze**Dimensions:** Life-size seated figure**Completion Date:** 2021**Budget:** \$75,000**Location:** Monterey, California**Work Sample #10****Title:** *The Lance Sergeant Jack Baskeyfield VC Tribute***Commissioning Body:** State of Florida**Medium:** Cast Bronze**Dimensions:** Twice life-size figure, 12 feet high**Completion Date:** 1996**Budget:** \$250,000**Location:** Hanley, England

Work Experience and Working within the Public Sector

Title: *Women's Column of Strength*

Medium: Cast Bronze, Cor-Ten Steel, Stainless Steel

Budget: \$250,000

Materials Cost: \$175,000

Engineering Site Work: \$25,000

Artist Rate: \$50,000

Relevant Reference:

Susan Pontious

Civic Art Collection and Public Art Program Director

(415) 934-1022

susan.pontious@sfgov.org

Role: Main liaison between the city and the artist.

Public Engagement Process:

I believe public art is not complete until it engages with the public in a meaningful way. I look for opportunities for engagement in the design development, the sculpting process and in the final finished work.

The Comfort Women Monument in San Francisco is a tribute to girls taken by the Japanese army in WWII and placed in sexual slavery. I was conscious of representing communities different from my own. I approached this responsibility through copious research and collaboration with local Korean, Chinese and Filipino cultural societies. I found models of the appropriate ethnicities and age. Local historical societies provided appropriate clothing to use as reference. Members of the Comfort Women's Justice Coalition representing Chinese, Korean and Filipino communities were invited to the studio to give input to the figures. Finally, one of the figures was sculpted so that flowers could be placed in her hands. Allowing members of the public to pay their respect to her courage.

Title: *Dublin Veteran's Memorial: Crossroads*
Medium: Cast Bronze and Textured Concrete
Budget: \$550,000
Materials Cost: \$300,000
Engineering Site Work: \$150,000
Artist Rate: \$100,000

Relevant Reference:

Joe Guerra, MPA
Brookfield Residential
(408) 307-7806
Joe.Guerra@brookfieldrp.com
Role: Supervisor of percent for arts payment for project

Public Engagement Process:

The design for this monument was the result of significant discussion with historian for Dublin's Camp Parks and representative of local veterans' groups. From the start the objective was to create a monument that communicated universal themes of sacrifice and duty, but that was also specific to the City of Dublin's veterans. The successful monument needed to reference the history of Camp Parks and serve the needs of present and future veterans' community in Dublin. It was decided to have the monuments four figures pay tribute to four different kinds of service men and women who had served at Camp Parks. This also allowed for ethnic and gender diversity. The monument is installed at ground level to allow visitors to stand alongside the figures. Finally, the figures were installed on a textured concrete crossroads sculpted with a variety of textures to indicate everything from evolving jeep tire treads to a large variety of footprints representing the many varieties of servicemen and women who have left their mark on Camp Parks and Dublin. These elements allow for public participation and engagement, encouraging visitors to walk in the footsteps of the honored veterans.

Title: *Aggie War Hymn Monument*
Commissioning Body: Texas A&M University
Medium: Cast Bronze
Budget: \$1.9 Million
Materials Cost: \$1,600,000
Engineering Site Work: \$1,900
Shipping: \$1,900
Artist Rate: \$270,000

Relevant Reference:

Phillip Ray
Vice Chancellor for Business Affairs
Texas A&M University
(979) 458-6001
pray@tamu.edu

The *War Hymn Monument* was designed to represent the heart of Texas A&M University: its students. It features twelve students from diverse ethnic, cultural, and socioeconomic groups. 2,220 students applied to serve as the inspiration for the twelve figures. When the final selections were made, they included a diverse group of A&M undergraduates. Each student was asked to come dressed in the clothes they would wear on gameday to a special studio session. Careful effort was made to learn the students' game day rituals. Where possible these routines were transferred to the final monument so that visitors can include the sculpture in their personal rituals and create new traditions.

Estimated Labor Costs, Materials Costs, Project Schedule and

Value-Added Offerings

Value Added Offerings:

- The studio is extremely familiar with the logistical and budgetary concerns associated with a project of this scale. As the attached resume reflects, we have managed budgets ranging from \$15,000 - \$2 million and have worked frequently with city municipalities and governments at the state and federal level.
- The studio has a more than 25-year relationship with Artworks Foundry and can negotiate accelerated timelines as needed.
- The studio is in Central California and the sculptor and staff can easily travel to Carlsbad throughout the length of the project.

BUDGET TABLE HERE

**Carlsbad Veterans Memorial Park
Timeline and Schedule**

Week	SWS Studio	Foundry CA
1 thru 5	Armature/Research	
6 thru 12	Sculpt	
13 thru 17	Mold	
18	Mold/Deliver mold	
19 thru 21		Wax
21	QC wax	Wax
22 thru 26		Shell
27		Casting
28	QC casting	Contingency
29 thru 31		Metal chase
32	QC metal	Metal chase
33	QC patina	Patina
34		Contingency
35	Delivery	Delivery
36	Contingency	Contingency

Carlsbad Veterans Memorial Park Draft Budget

Item	Cost
Studio Costs	\$18,000
Staffing	\$18,000
Research/Clothes/Models	\$3,000
Armatures	\$16,000
Molds	\$23,000
Inspection Structural Engineering	\$7,000
Bronze Casting	\$96,000
Internal Structure	\$7,000
Travel	\$6,000
Groundwork	\$5,000
Equipment Rental	\$4,000
Bronze Delivery to XXX	\$12,000
Installation	\$8,000
Artist Fee	\$45,000
Contingency	\$12,000
Total budget for artwork:	<u>\$280,000</u>