Sarasota State Street Garage, Sarasota Florida Design Competition Proposal

Cover page



Design layout and proposal by Rob Gerdin, NatureRails LLC 1038 47th street Sarasota, FL 34234 941-351-2598 RobGerdin@gmail.com Info@NatureRails.com

Artist Statement/Proposal

My love of art and nature began very early in my life. As a child, I was drawn to the outdoors after moving upstate from Brooklyn, NY and was fascinated by every type of creature I encountered. I would catch them, draw them and occasionally attempt to keep them as pets. The love of animals and my love of art were finally combined when I started my company, NatureRails LLC. For the last 14 years, I have been designing functional metal artwork that incorporates nature in a captivating style that is very unique.

Sarasota is experiencing growth like the city has never seen. Everywhere we look we see new hotels, condominium complexes, and the infrastructure to support the many tourists that come to our area. Sarasota is a sleek and stylish town, and I have designed a decorative, yet functional, garage floor way & numbering system for the new State Street Garage that reflects this in a new and fresh way.

The garage floor numbering system in the following pages provides our city with products that not only make it easy for those who park there to remember where they parked, but to do so in a fashionable way. All of the nature designs are purposed to be precision laser cut out of high quality 3/8" thick aluminum. The aluminum pieces I designed would be cleaned and finished with an anti-graffiti powder coat finish. When the powder coating is baked on, it becomes an enamel-like finish. These powder-coated metal pieces won't crack or fade in the elements. Aluminum will not rust, is lightweight, and is easy to handle during installation.

Each floor has a color scheme, as well as an animal theme, engraining the location of the users' car in three separate ways at once: color, animal type, and number. When the visitor parks their car, they will see numbers throughout the parking area that identify the floor number, color, and animal cut out on each of the parking area signs. (see "Pillars" section for detail on the following pages)

As the visitor approaches either of the elevator shafts, large numbers on the sides are created along with the same color and animal scheme developed for that particular floor.

When the visitor is ready to take the elevator, they will see a 72" tall mural on the left of the elevator entry with the same color and animal theme. The murals are also made of powder-coated aluminum and will be framed with 1.5" square tubing around the artwork and backed with chrome colored powder coat 10 gauge thick aluminum. A 20" round accent designis also placed at the right of the elevator, adding a coordinating touch.

If the visitor takes the stairs, we have created decorative, functional artwork to guide them as they enjoy the artwork. I have proposed continuing each floor with free flowing animals as shown in the following pages, again in the same color and animal theme that has been selected for each floor.

Finally, the atrium areas provide the perfect space for the imagination to run wild. The atriums will feature chrome powder-coated aluminum jellyfish. The jellyfish will look as if they are floating in the ocean as they seem to float up the atrium walls. This scene provides stunning interest with some of the largest pieces measuring 8' tall and 4' wide. I mixture of sizes would be secured into the concrete walls of each atrium.









My goal for this city project is to offer a long lasting, budget conscious solution that is cutting edge in terms of decorative artwork for the city collection. Please enjoy the project details outlined in the following pages.

If you would like to see more of my work, my personal portfolio is available at www.RobGerdin.com and my Sarasota Metal Art business, NatureRails LLC, has a website at www.NatureRails.com. All of the work on both of these sites has been designed and created by myself.



Resume

Rob Gerdin

Artist, Graphic Designer, Visionary of Functional Artwork 1038 47th Street Sarasota, FL 34234 941-351-2598 robgerdin@gmail.com

NatureRails LLC, Sarasota, FL — Sr. Creative Director

September, 2004-PRESENT

Highly detailed, focused and deadline oriented individual. Create concepts and design railing, gates and murals working closely with clients to translate their vision into functional artwork. Deck railing layouts and installation solutions are created individually to meet client needs. Interface with many vendors throughout fabrication process, quality control, and complete packaging for all products shipping globally. Creation of unique concepts & special design requests. Able to successfully complete simultaneous projects on time and per customer spec.

Lockheed Martin Corporation, Colorado Springs — Sr. Graphic Designer/Team Lead/Defense Contractor Summer 1998 - November 2009

Generated new business and distribute workload to other team members based on job type. Provided graphic support for Business Development for NORTHCOM, NORAD, STRATCOM & Lockheed Martin Corporate from conception to final delivery. Determined product requirements with customers to complete products, including presentations, marketing materials, logo designs, interior designs, tri-folds & printed posters. Support LMC MARCOM designing high end trade show booths. Proposal graphic support and supervised print productions.

Apple Computer, CA & CO — Buyer, Graphic Support

Fall 1992 - Summer 1998
Negotiate and purchase components for the assembly line. Graphic support including t-shirts, invitations, presentations.
Inkspinner School of Art, Colorado Springs --Art Instructor
Spring 1996 - Summer 1998
Taught sculpting and air brush, color theory and critique students

EDUCATION

Washingtonville High School, New York-Diploma 1975 DeAnza College, Cupertino, CA — Art Classes 1982/1983 Beartooth School of Art-- Art classes with artist masters John Seery Lester, Daniel Smith, Paco Young, Bruce Miller & Tom Beecham 1999 & 2000

SKILLS

Natural self-taught artist Airbrush, Sculpting, Painting Charcoal, Drawing, Pen & Ink Graphic Design & layout Artistic Metal Work

AWARDS

Brooklyn Museum of Art: Scholarship, 1970 Santa Clara County Fair, 4th Place 32x40 "Red Wing blackbird"Friends of the Library: 1st Place Airbrush/Acrylic, 1987, "Lilly Pad", 30x42. Common Wheel Art Gallery, 1st place, People's Choice Award, "The Lilly" WY Fish & Game 2 time "top 40" finalist 2002 & 2003 for "River Otter" & "Western Bluebird" both 18x20" 5 Points Art Gallery, Artist of the Month & 3rd Place winner "Pelican Across the Bay" Mixed Media 30x40" Anna Maria Art League "Best of Show" Octopuss, Mixed Media, Summer 2013 Art Center Sarasota: Jellyfish Mixed Media 30x40"

Previous works of art



L.L. Bean Super Store, Freeport, Maine

Custom designed staircase and balcony inserts

3/16 steel framed in 1 $^{1\!\!/}_{2}$ " steel tube welded with support brackets



Previous works of art

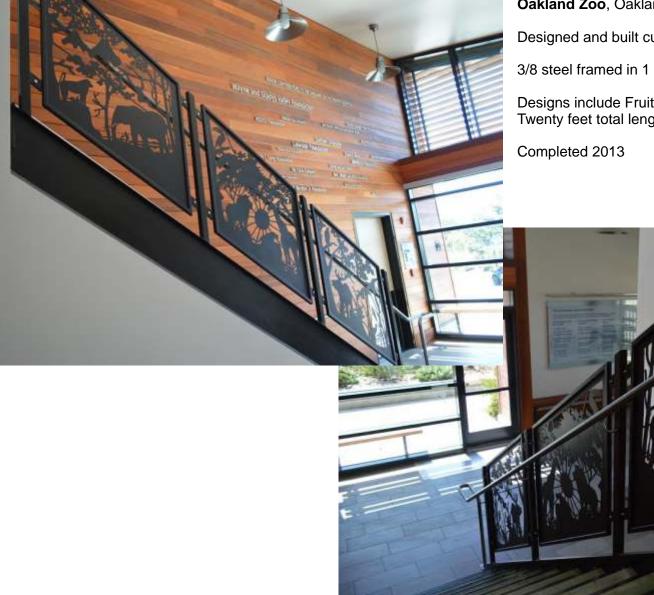


4 14

Tennessee Valley Authority, Muscle Shoals State Park, AL Custom railing for public BBQ area 3/16 steel framed in 3" stainless steel tube welded with support brackets Forty feet total length of outdoor railing, safety guard Completed 2015



Previous works of art



Oakland Zoo, Oakland, California

Designed and built custom staircase railing panels

3/8 steel framed in 1 1/2" steel tube welded w/support brackets

Designs include Fruit bats, chimps, lion, elephant, baboon, Twenty feet total length of decorative railing



Previous works of art



El Toro Mexican Restaurant, Washington State

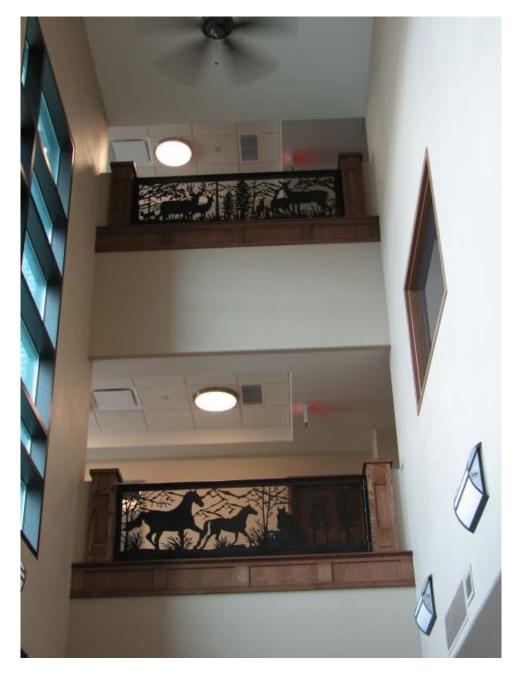
Privacy screens

10 ga steel framed in 1 $\frac{1}{2}$ " steel tube with welded w/support brackets

Four 8 feet panels



Previous works of art



Commerce Bank of Wyoming, Green River, Wyoming

10 ga steel framed in 1 $\frac{1}{2}$ " steel tube with welded support brackets

Two 8 feet railing panels

Previous works of art



Resort and Spa, Waikiki, Hawaii

Safety railings 1/4" aluminum

Six hundred feet of custom balcony panels

Proposed Budget Estimate

NatureRails LLC

1038 47th Street Sarasota, FL 34234 US info@naturerails.com www.naturerails.com

	ADDRESS			
	City of Sa			
ESTIMATE #		DATE		
1014		10/17/2016		

SHIP VIA

Delivery to location

SALES REP

Rob Gerdin

ACTIVITY	QTY	RATE	AMOUNT
Custom NatureRails custom murals per Rob Gerdin/NatureRails LLC presentation. Designs cut of 3/8 Aluminum, back plates .125 thick aluminum, all cleaning, powder coating with anti-graffiti coating in various colors. Installation of said products to State Street Garage	1	92,569.42	92,569.42
NOTE NOTE: We can reduce this bid by 5% by substituting .25" thick aluminum materials (rather than the 3/8") on the numbers & number "borders" only. We still recommend 3/8" aluminum for all the actual artwork pieces for the best look and durability in a public environment	1	0.00	0.00
NOTE Installation of each item would entail using cement screws (tap cons) to attach to the cement	1	0.00	0.00
NOTE WEIGHT: Total estimated weight of all combined items total approximately 5656 pounds.	1	0.00	0.00
NOTE Lead time 60 to 90 days upon contract award	1	0.00	0.00
NOTE Sales Tax applies to product sales unless client is tax exempt	1	5,079.00	5,079.00
Draw schedule 50% down, balance within 30 days of installation	TOTAL		\$97,648.42

SHIP TO City of Sarasota 1548 State Street Sarasota, FL 34236

Accepted Date

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Rob Gerdin NatureRails 941-351-2598

Estimate

Professional References

1. Doud BTS, Inc

Marilee Neff Doud 25528 Genesee Trail Rd. Golden, CO 80401

PH: (303)462-3604 FAX: (303)462-3739

marilee@doudbts.com Assistant: Karla Hightshoe, karla@doudbts.com

Commerce Bank of Wyoming, commercial railing, custom copper outdoor water fountain for residence

2. WH Boyer, Inc

Evan Diamond, Vice President EDiamond@whboyer.com

2945 Route 97 Glenwood, MD 21738

Mobile (410) 977-2581 Office (410) 442-2100

Custom outdoor 16ft sea life mural back light with LED lights

3. Tennessee Valley Authority

Contact: Heather McGee or John Harbin

Main (865) 632-2101

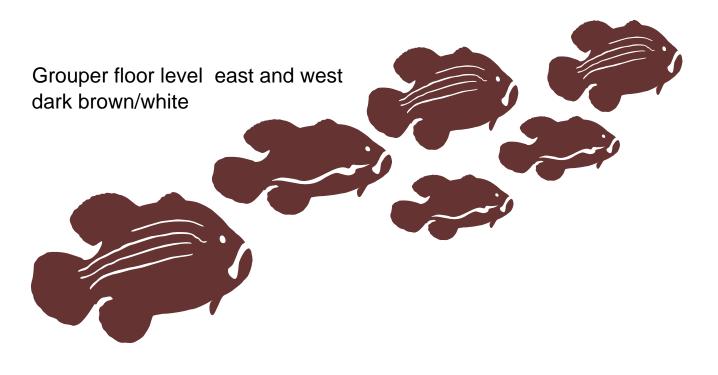
hlmcgee@tva.gov, jhharbin@tva.gov

Muscle Shoals State Park Railing (see previous works of art page)

Sarasota State Street Garage, Sarasota Florida Design Competition Proposal

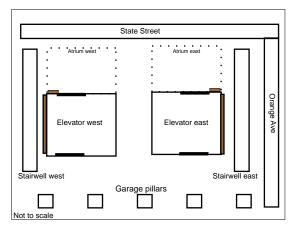
Ground floor level east and west





Elevator kiosk ground level, brown/white

Grouper mural





West end 1st floor Please Note: All powder coating will have anti-graffiti powder coat finish

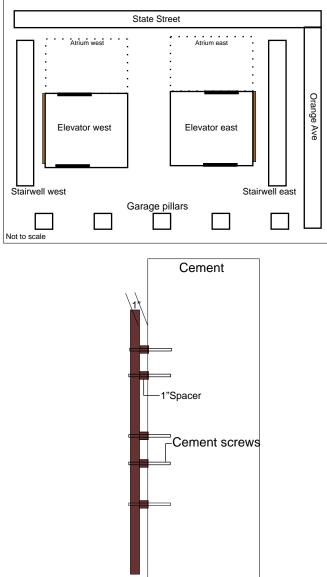
Grouper Concept Photo

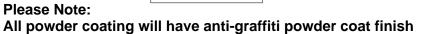


East end 1st floor

Elevator Kiosk

Level 1- east and west side vary in size brown/white





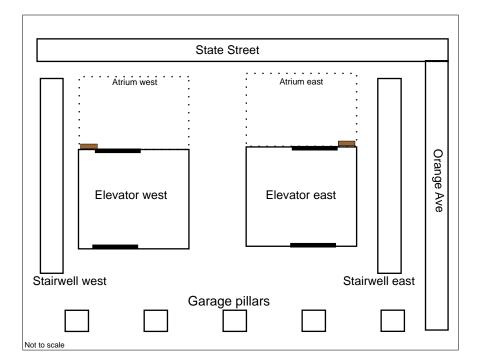
Grouper Mural Detail



112"

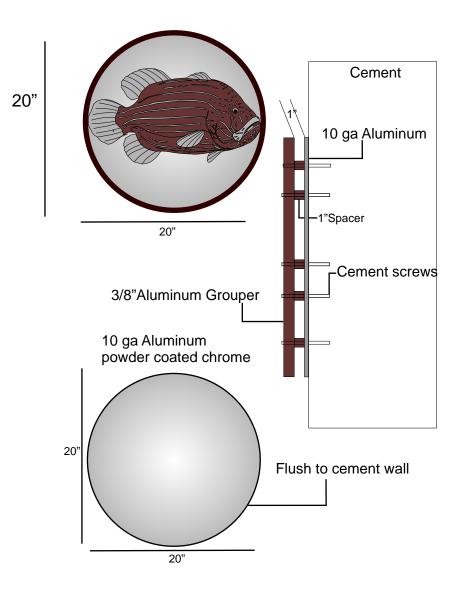
Elevator Kiosk

Circle Groper detail

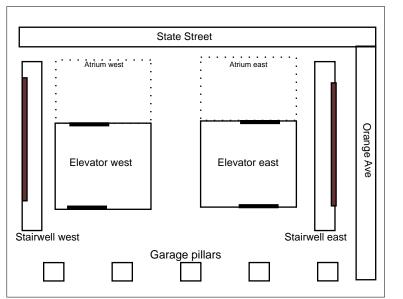


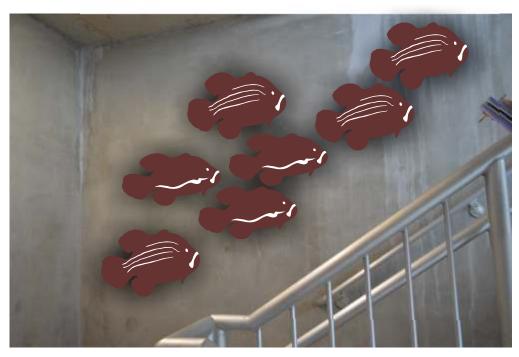
Grouper Circle Detail

3/8"Aluminum Grouper powder coated brown



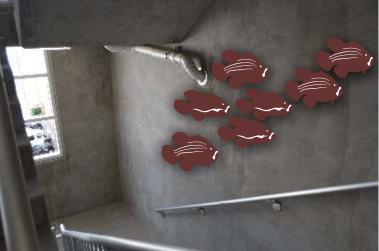
Wall mural-inside stair well area floor 1 dark brown





Grouper Concept Photo

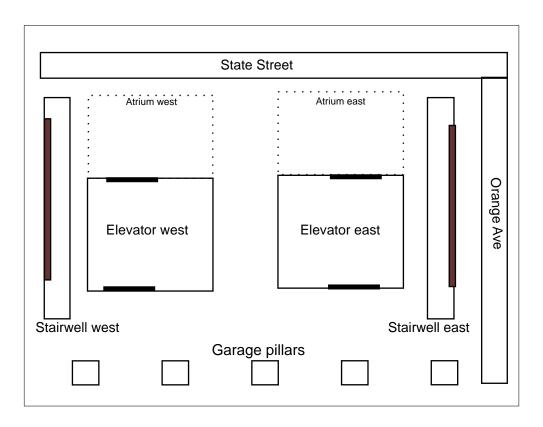


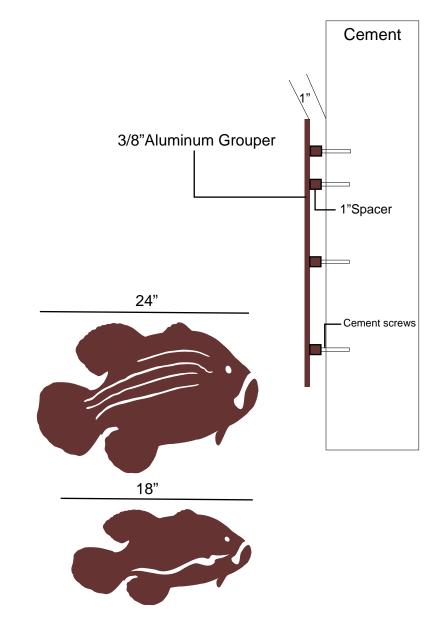


Placement of Grouper

Wall mural-inside stair well area floor 1

Grouper images





Please Note: All powder coating will have anti-graffiti powder coat finish

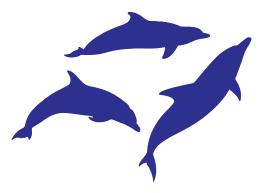
Grouper Detail

Sarasota State Street Garage, Sarasota Florida Design Competition Proposal

2nd floor east and west

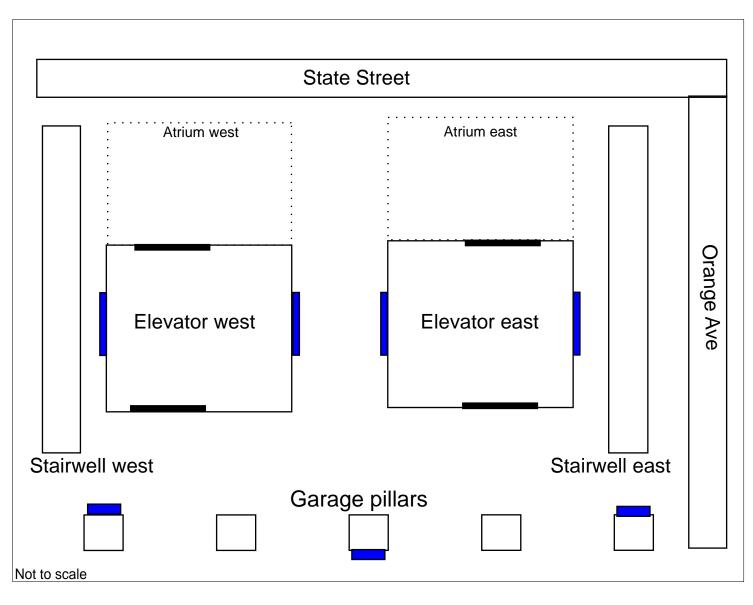


Dolphin floor 2 east and west blue/white



Garage Number & Location

Parking level 2 blue/white



Parking level 2, east and west side of garage walls vary in size blue/white

Number Concept Photo





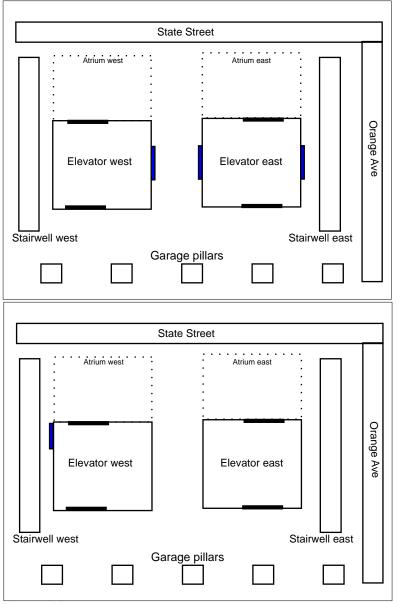






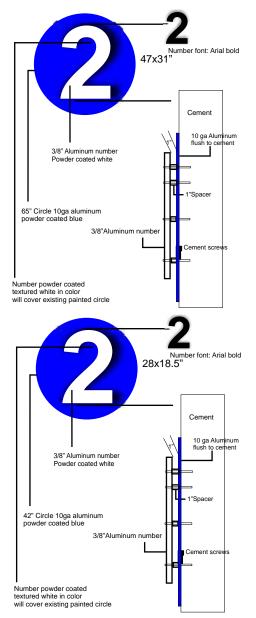


Parking level 2, east and west side vary in size blue/white



Please Note: All powder coating will have anti-graffiti powder coat finish

Garage Number & Circle Detail

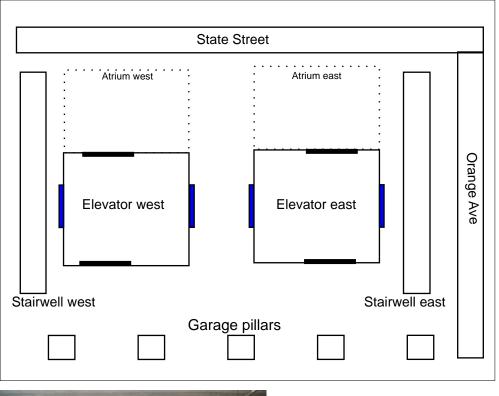


Dolphin Border Concept Photos

Elevator Kiosk

Parking level 2, blue/white





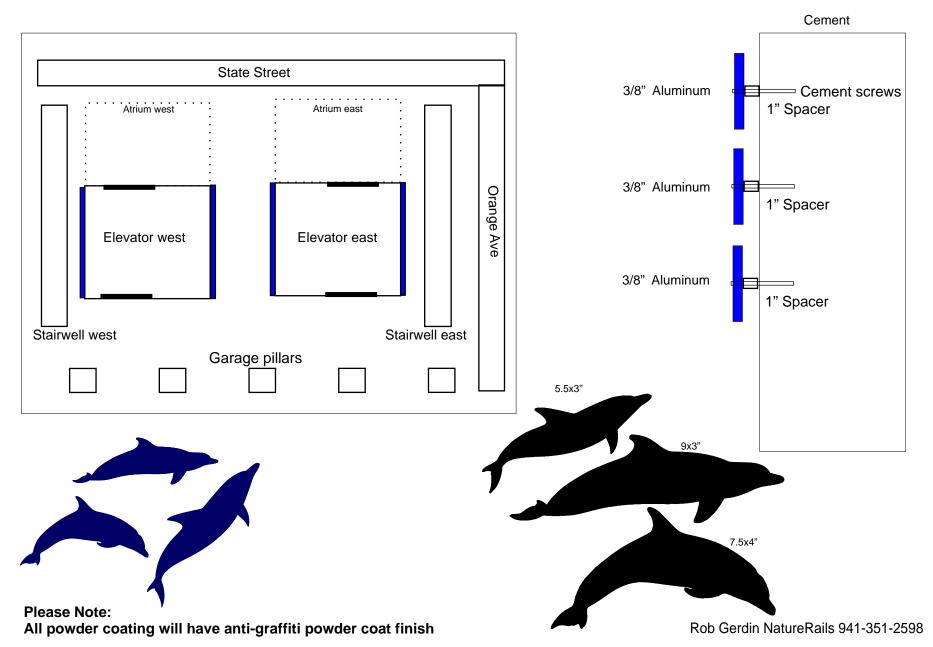


Dolphin Border Details

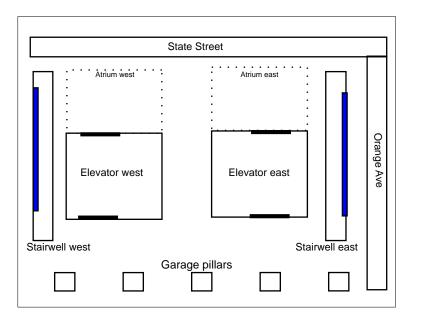
pg5

Elevator Kiosk

Parking level 2, blue



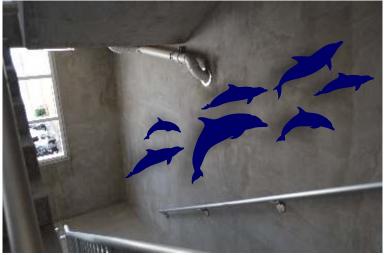
Wall mural inside stairwell area on 2nd floor





Dolphin Concept Photo



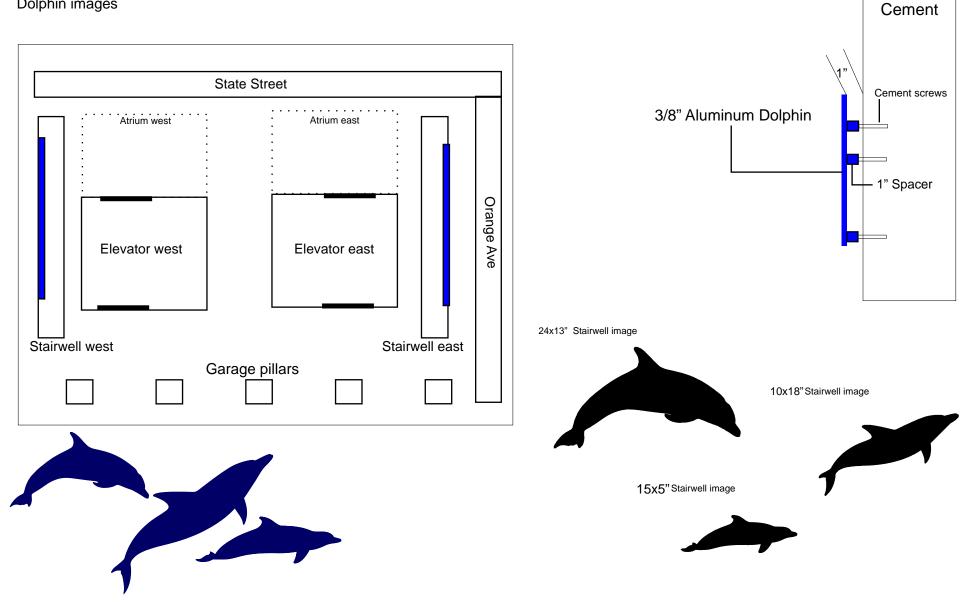


Placement of Dolphin Blue powder coated aluminum Dolphin

Dolphin Design Details

Wall mural inside stairwell area 2nd floor

Dolphin images

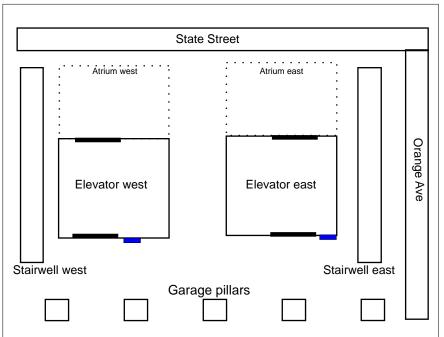


Dolphin Circle Concept Photo

Elevator Kiosk

Circle Dolphin scene detail

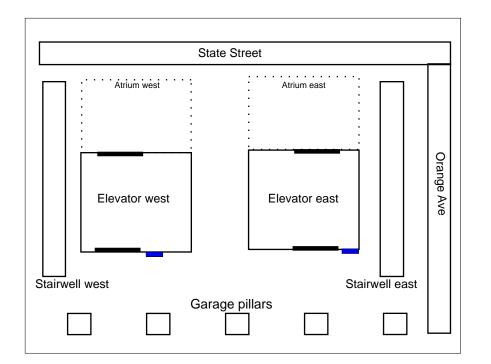




Placement of circle image to the right of elevator door

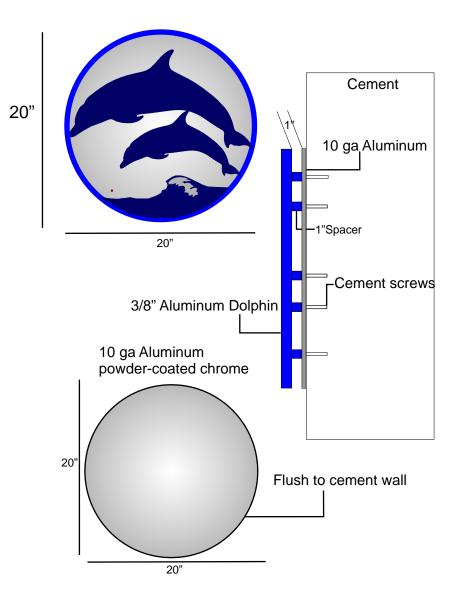
Elevator Kiosk

Circle Dolphin detail



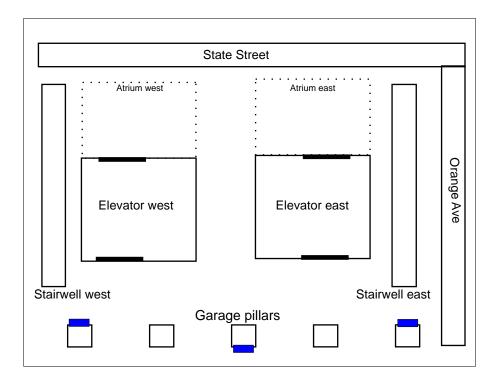
Dolphin Circle Detail

3/8" Aluminum Dolphin in blue powder coat



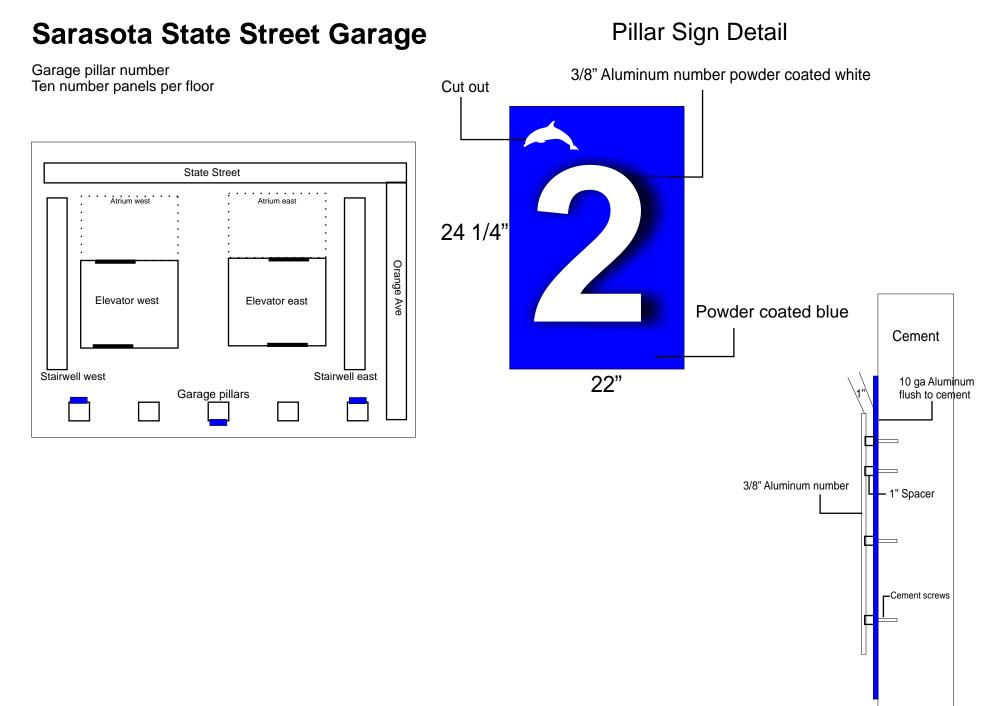
Garage pillar number

Ten number signs per floor to cover up existing painted signs



Pillar Sign Concept Photo



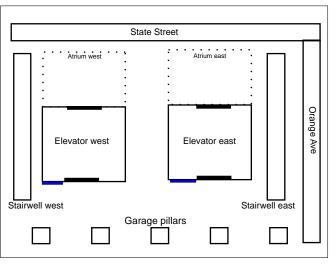


Elevator Kiosk Framed Dolphin Mural



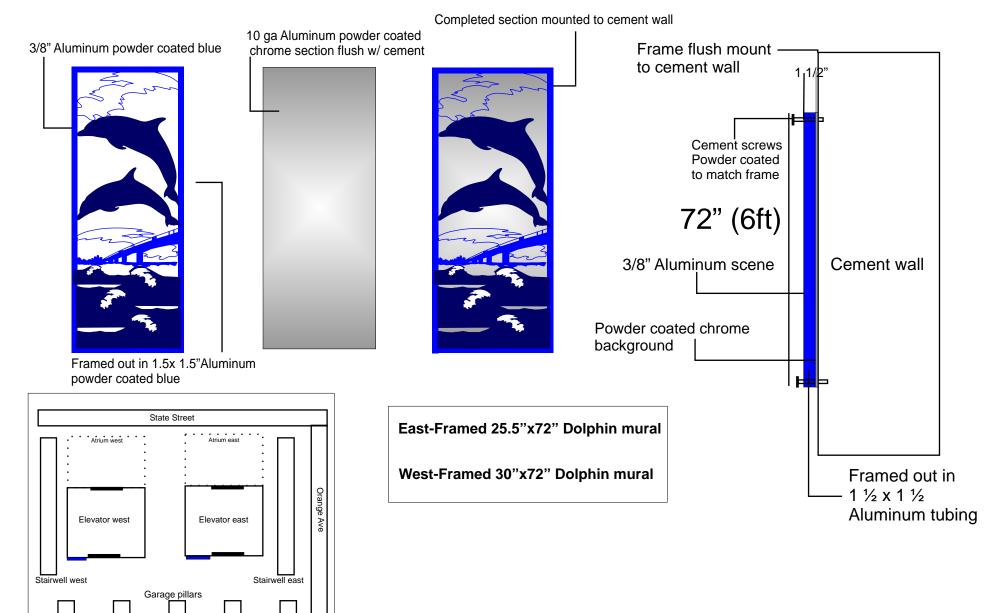
Dolphin Mural Concept Photo





Dolphin Framed Mural Detail East/West

Elevator Kiosk



Elevator Kiosk

Completed View



Parking Level 2 Dolphin Theme Blue/White



Please Note: All powder coating will have anti-graffiti powder coat finish

Sarasota State Street Garage, Sarasota Florida Design Competition Proposal

3rd floor east and west

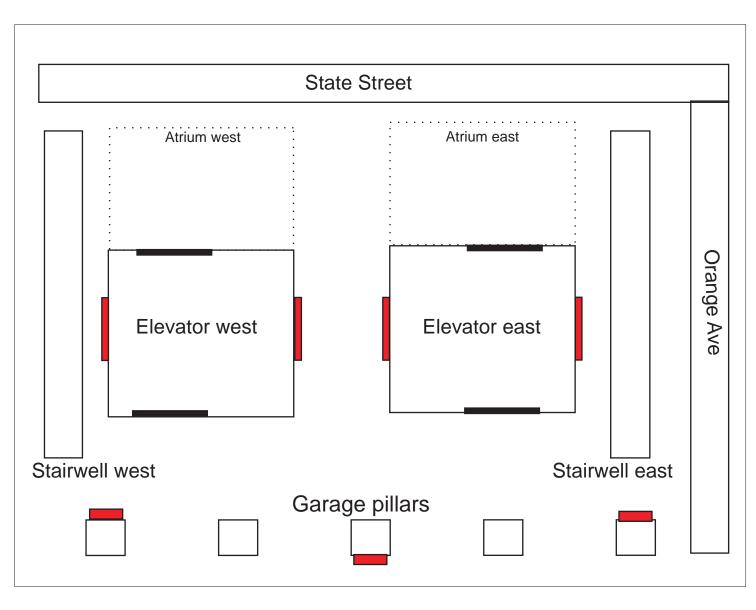


Sea Turtle floor 3 east and west red/white



Garage Number and Location

Parking level 3 red/white



Parking level 3 east and west side vary in size of wall red/white



Number Concept Photo



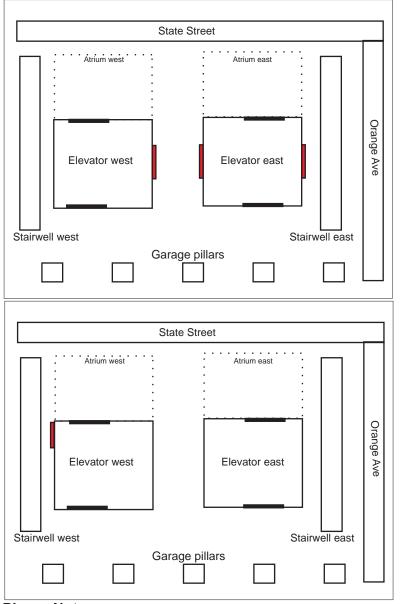






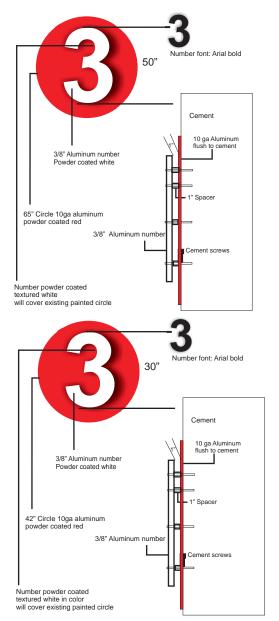


Parking level 3 east and west side vary in size of wall red/white



Please Note: All powder coating will have anti-graffiti powder coat finish

Garage Number & Circle Detail

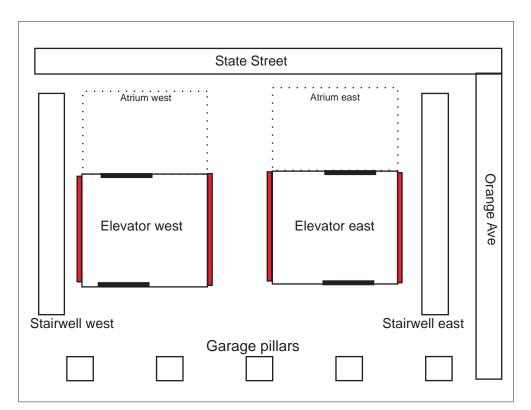


Elevator Kiosk

Parking level 3 red/white





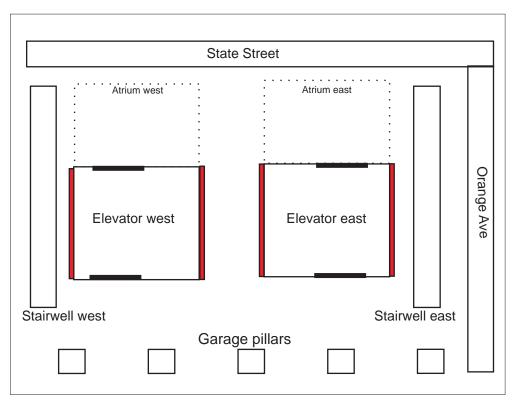


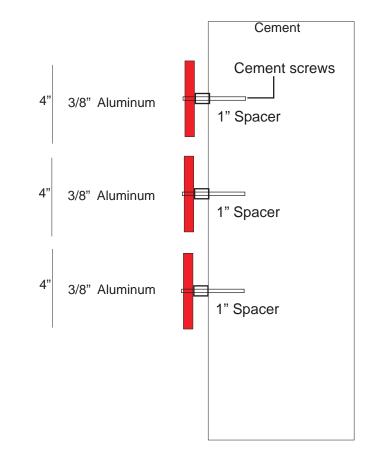


Sea Turtle Border Details

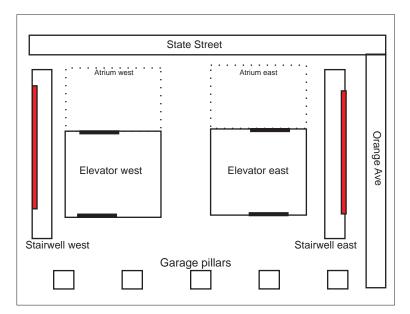
Elevator Kiosk

Parking level 3 red/white





Wall mural inside stairwell area on 3rd floor





Sea Turtle Concept Photo

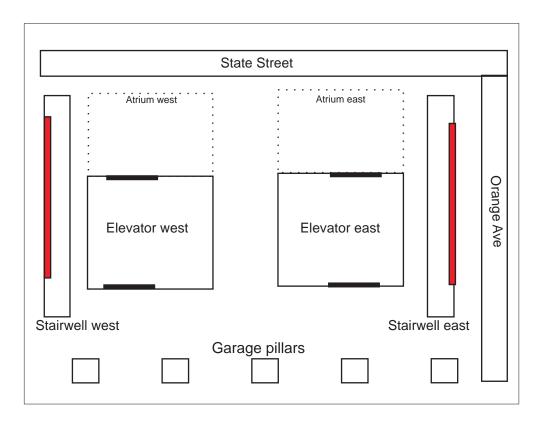


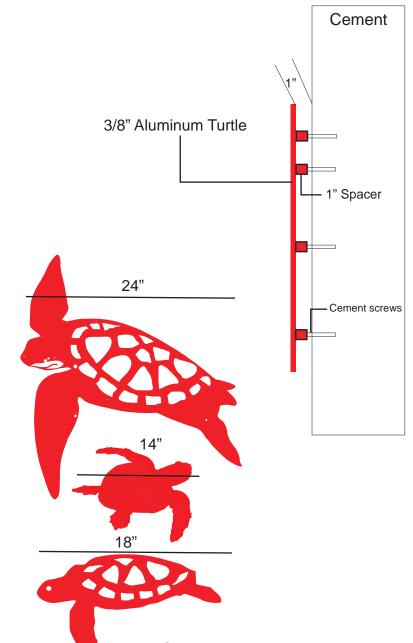


Placement of Sea Turtle powder coated red aluminum

Wall mural inside stairwell area on 3rd floor

Sea turtle images





Please Note: All powder coating will have anti-graffiti powder coat finish

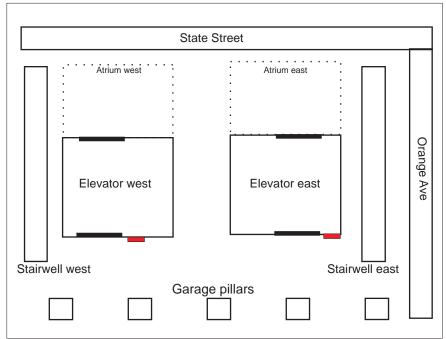
Sea Turtle Detail

Sea Turtle Circle Concept Photo

Elevator Kiosk

Circle Sea Turtle detail

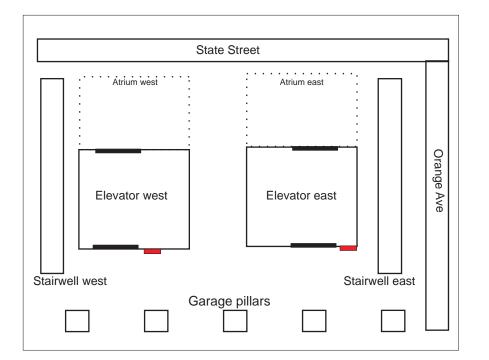




Placement of Sea Turtle to the right side of elevator door

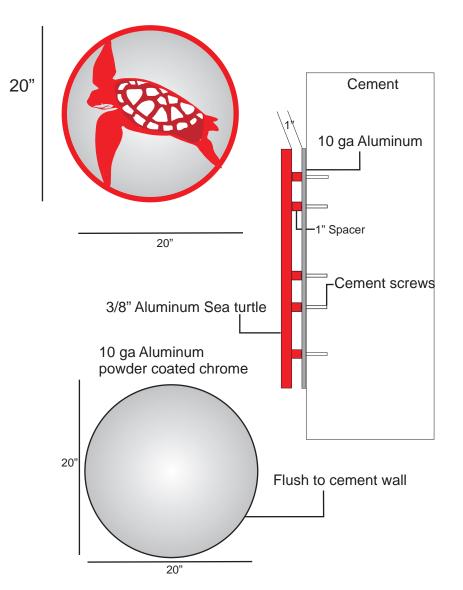
Elevator Kiosk

Circle Sea Turtle detail



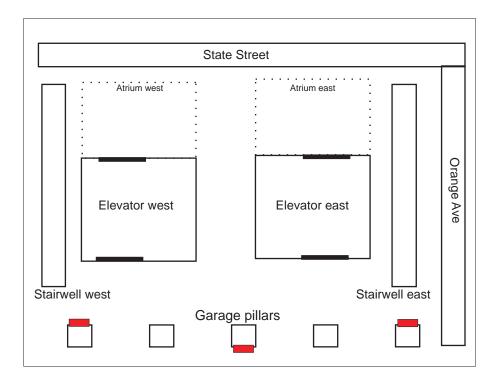
Sea Turtle Circle Detail

3/8" Aluminum Sea Turtle powder coated red



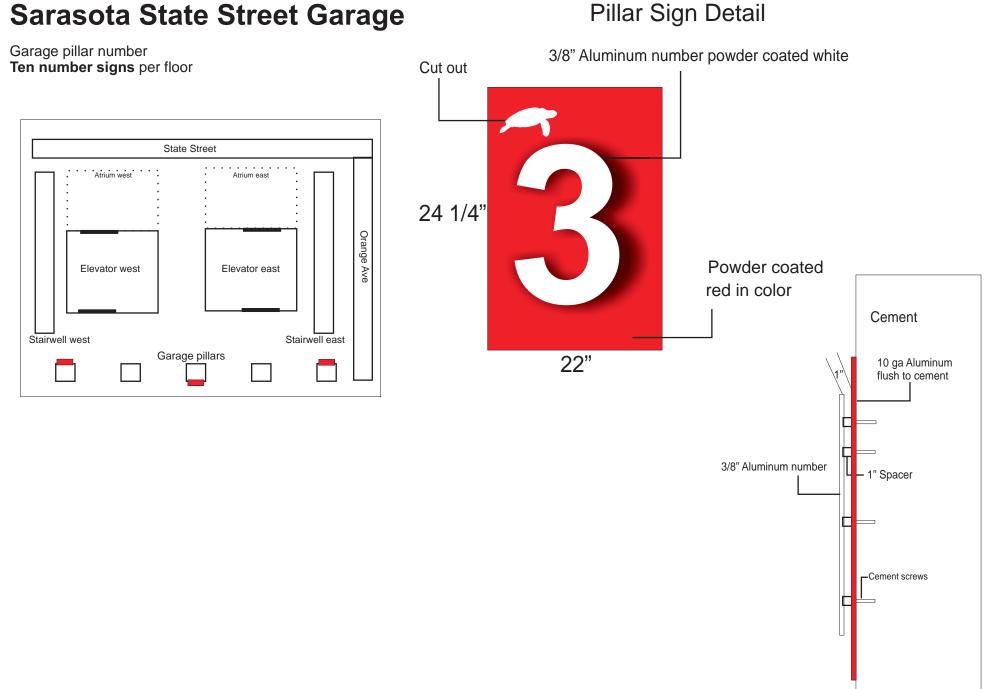
Garage pillar number

Ten number signs per floor to cover up existing painted signs



Pillar Sign Concept Photo



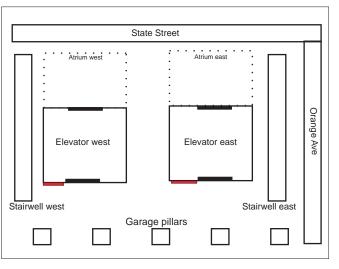


Elevator Kiosk Framed Sea Turtle mural



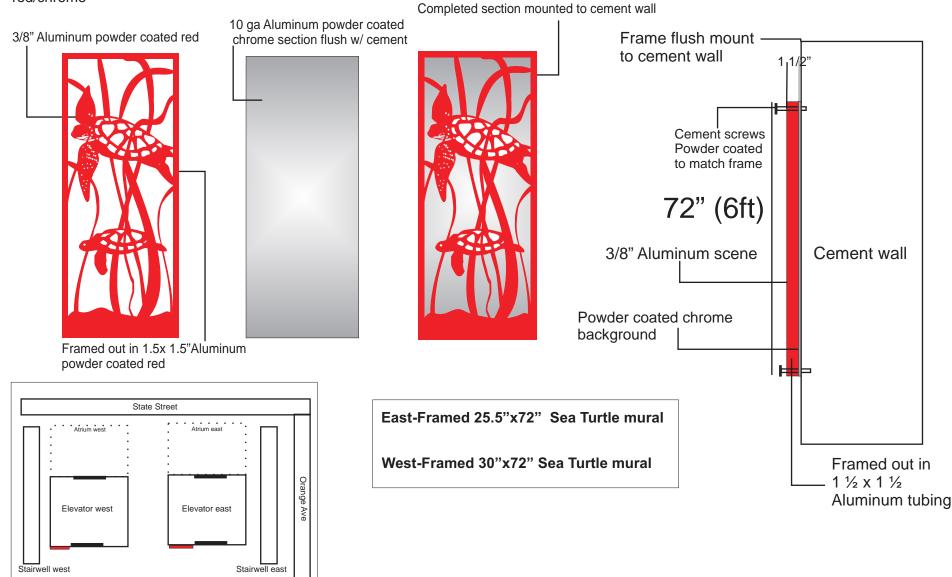
Sea Turtle Theme Concept Photo





Sea Turtle Mural Detail East/West

Elevator Kiosk 3rd floor red/chrome



Garage pillars

Parking Level 3 Sea Turtle Theme

Elevator Kiosk

Completed View





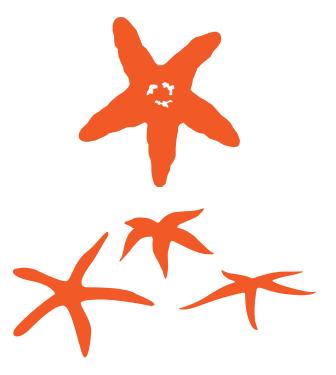
Please Note: All powder coating will have anti-graffiti powder coat finish

Sarasota State Street Garage, Sarasota Florida Design Competition Proposal

4th floor east and west

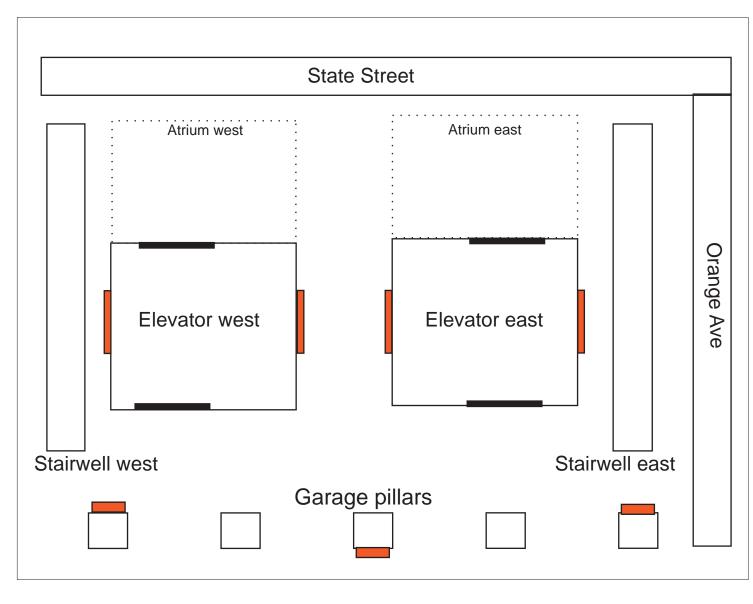


Starfish floor 4 east and west orange/black



Garage Number and Location

Parking Level 4 orange/black



Parking level 4- East and west side very in size of wall orange/black

Number Concept Photo





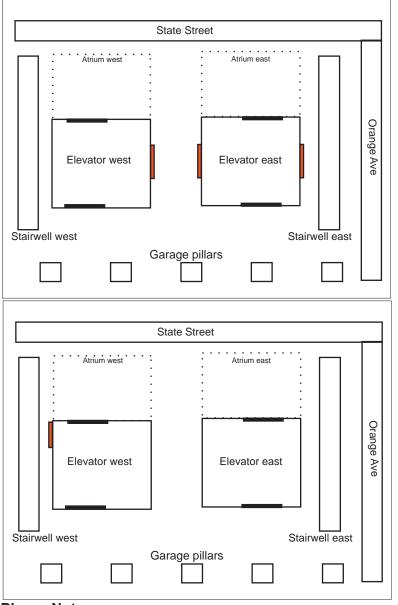






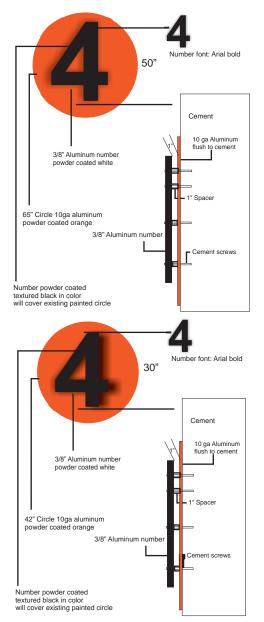


Parking level 4- east and west side very in size of wall orange/black



Please Note: All powder coating will have anti-graffiti powder coat finish

Garage Number & Circle Detail



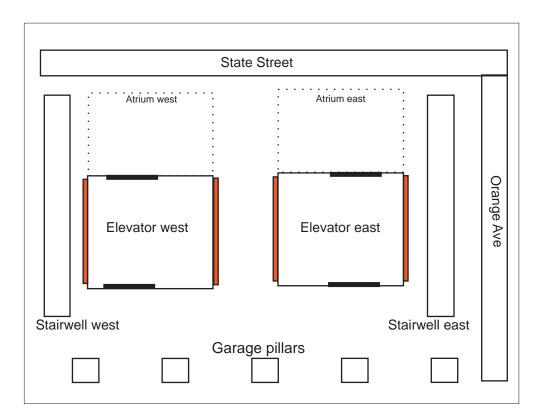
Starfish Border Concept Photos

Elevator Kiosk

Parking level 4-orange



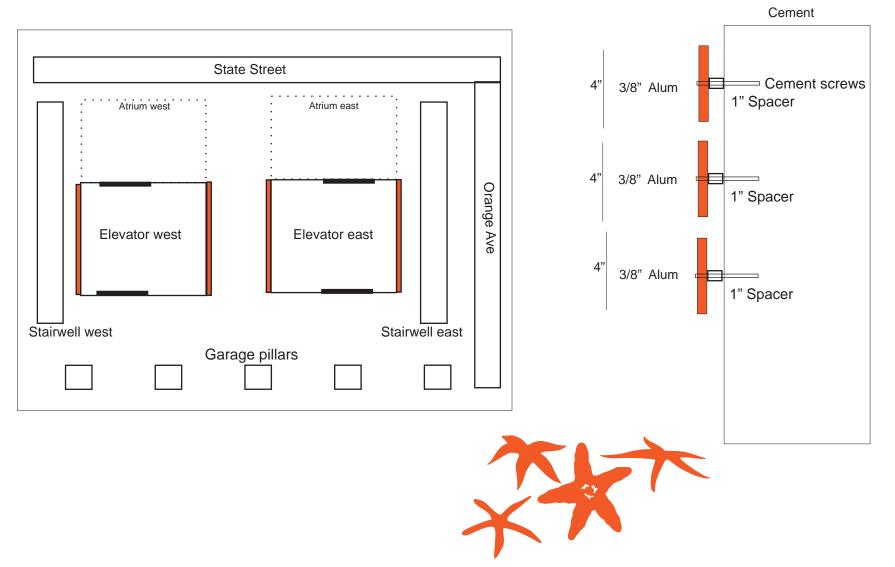






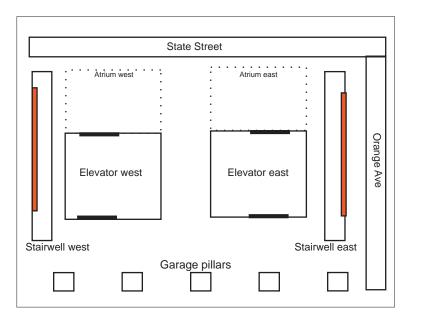
Elevator Kiosk

Parking level 4-orange



Starfish Border Details

Wall mural inside stairwell area on 4th floor





Starfish Concept Photo



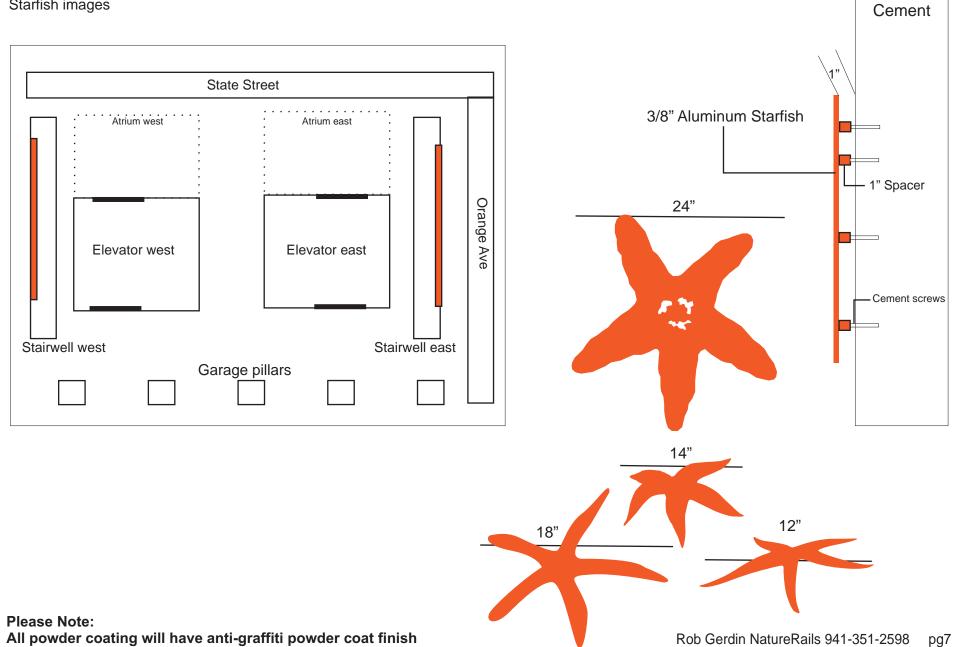


Placement of metal powder-coated orange aluminum Starfish

Starfish Details

Wall mural inside stairwell area on 4th floor

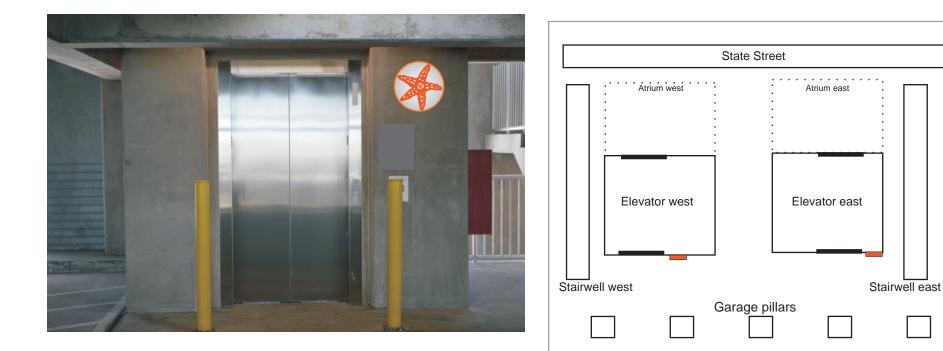
Starfish images



Starfish Circle Concept Photo

Elevator Kiosk

Circle Starfish scene detail

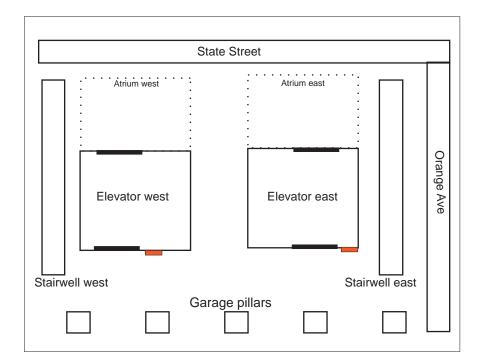


Placement of circle image right side of elevator door

Orange Ave

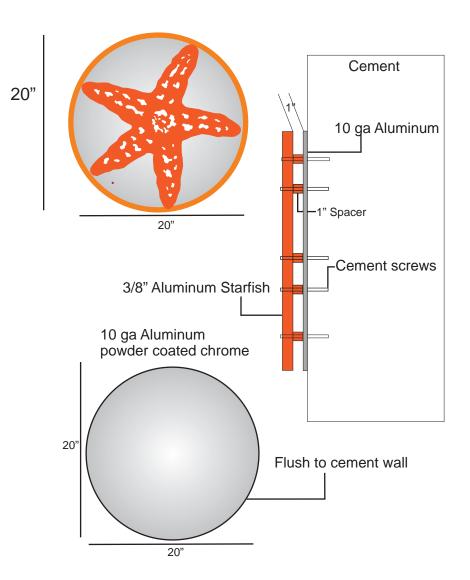
Elevator Kiosk

Circle Starfish scene detail



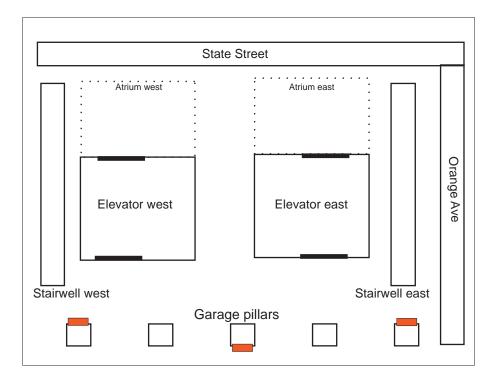
Starfish Circle Detail

3/8" Aluminum Starfish powder coated orange



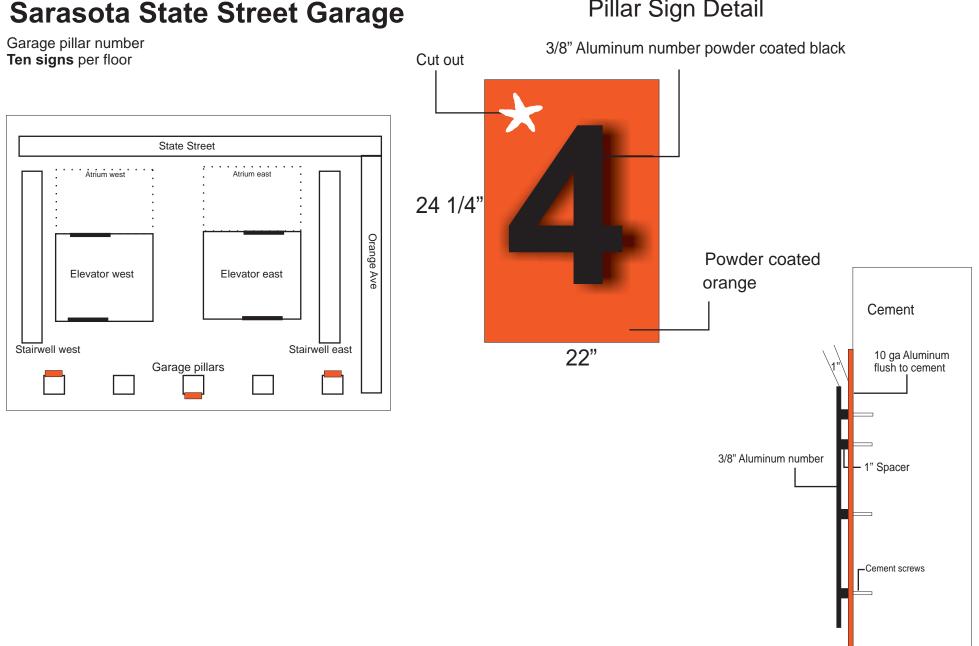
Garage pillar number

Ten number signs per floor-cover up existing painted signs



Pillar Sign Concept Photo





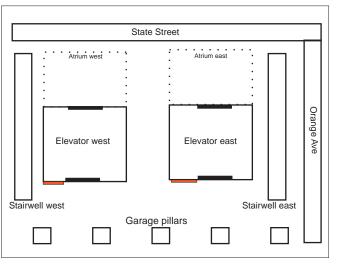
Pillar Sign Detail

Elevator Kiosk Framed Starfish mural



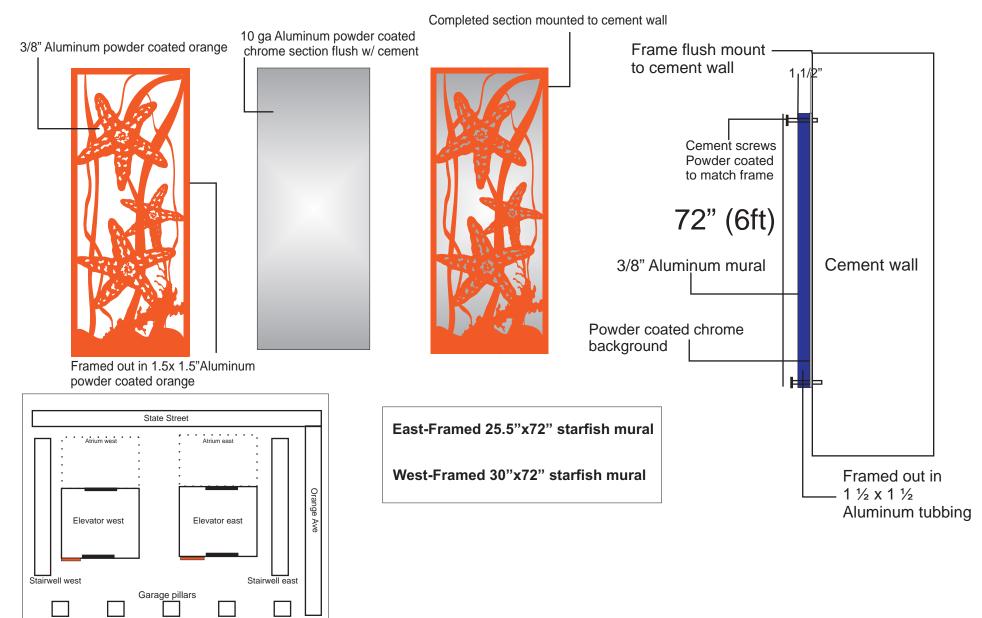
Starfish Theme Concept Photo





Elevator Kiosk

Starfish Framed Mural Detail East/West



Elevator Kiosk

Completed view



Parking Level 4 Starfish Theme Orange/Black



Please Note: All powder coating will have anti-graffiti powder coat finish

Sarasota State Street Garage, Sarasota Florida Design Competition Proposal

5th floor east and west



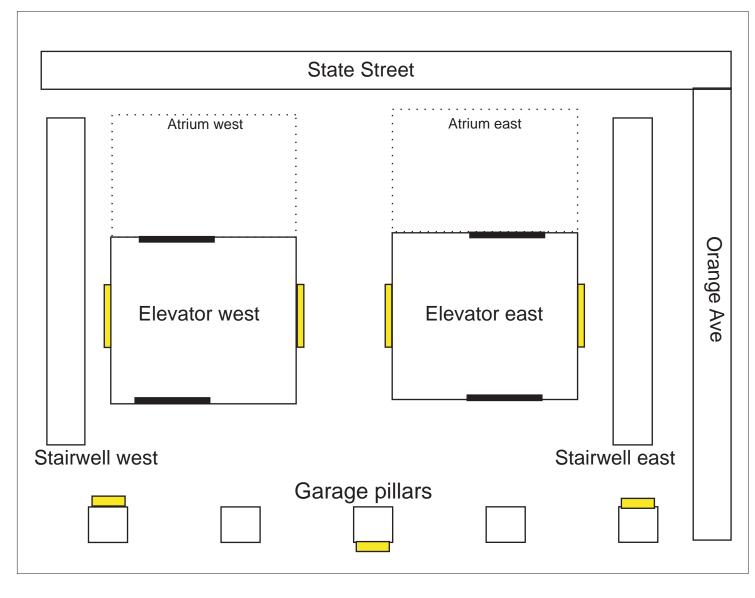
Sea Horse floor 5 east and west yellow/black



Garage Number and Location

5

Parking level 5 yellow/black



Parking level 5- east and west side vary in size yellow/black

Number Concept Photo





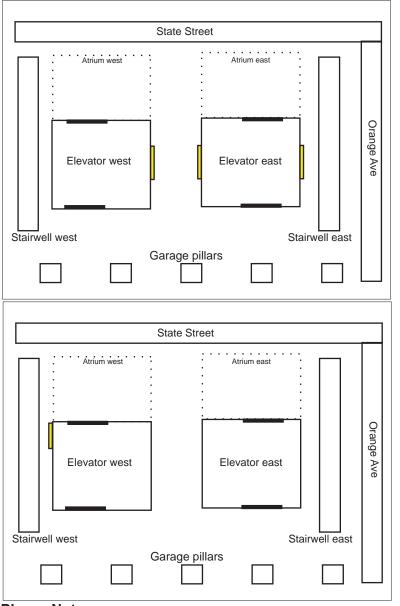






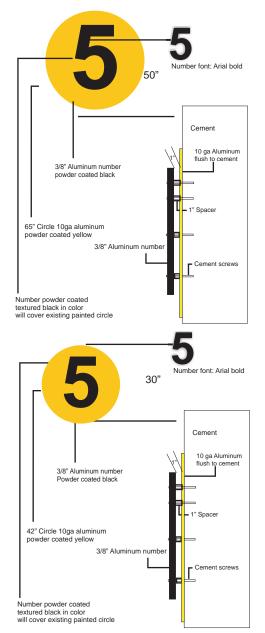


Parking level 5 East and west side very in size of wall yellow/black



Please Note: All powder coating will have anti-graffiti powder coat finish

Garage Number & Circle Detail

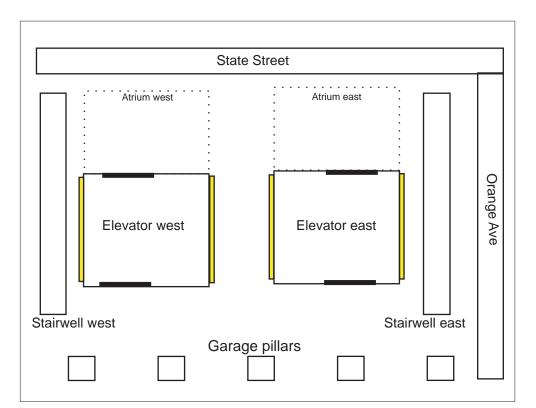


Elevator Kiosk

Parking level 5 yellow/black





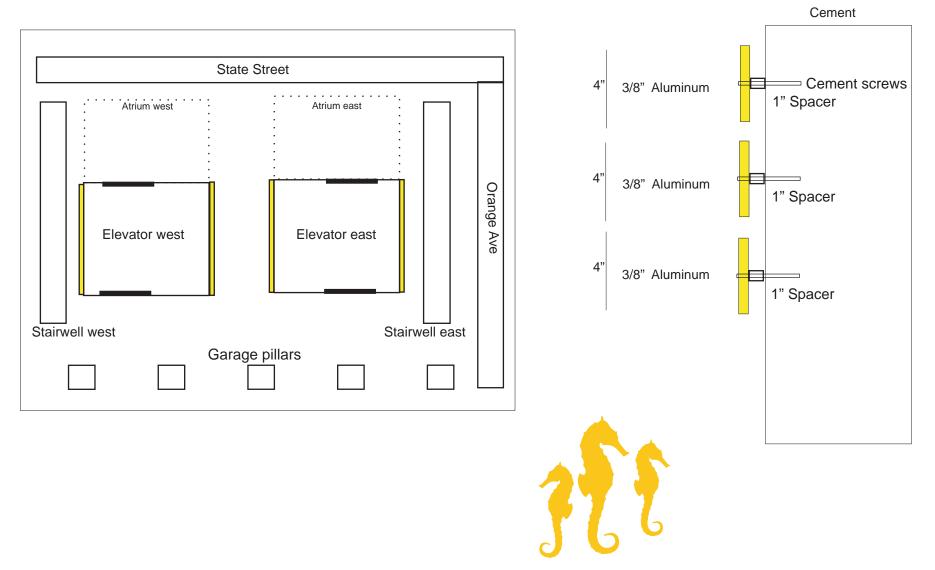




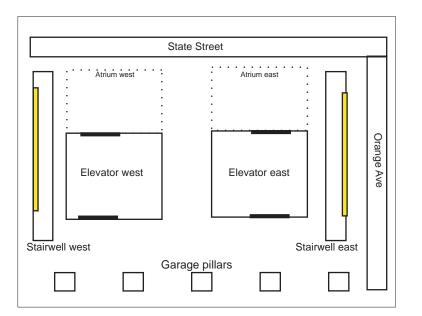
Sea Horse Border Details

Elevator Kiosk

Parking level 5 yellow/black



Wall mural inside stairwell area on 5th floor





Sea Horse Concept Photo



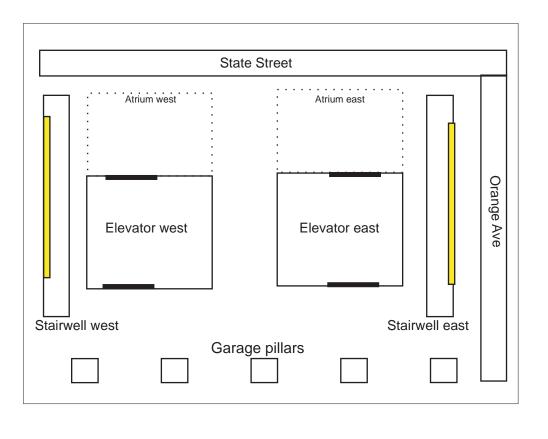


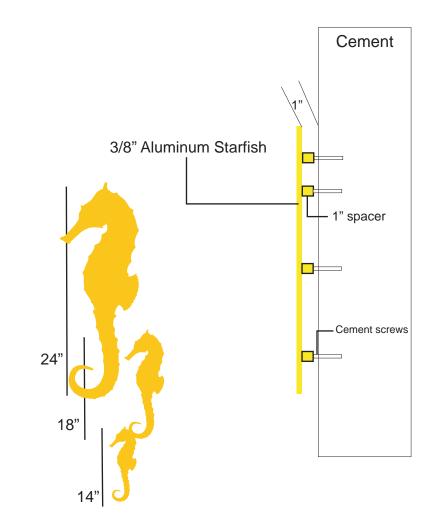
Placement of Sea Horse metal powder-coated yellow aluminum

rageSea Horse Details

Wall mural inside stairwell area on 5th floor

Sea Horse images



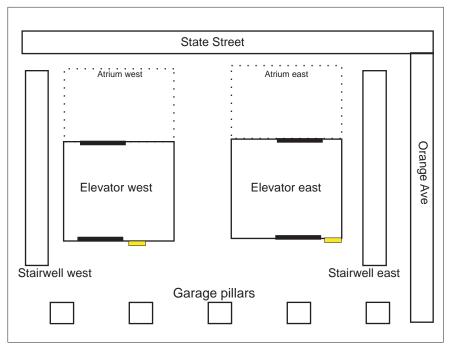


Sea Horse Circle Concept Photo

Elevator kiosk

Circle Sea Horse scene detail

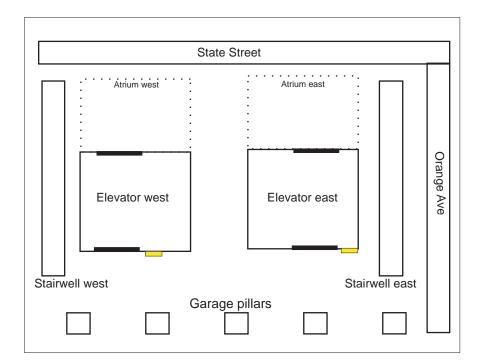




Placement of Sea Horse circle to the right side of elevator door

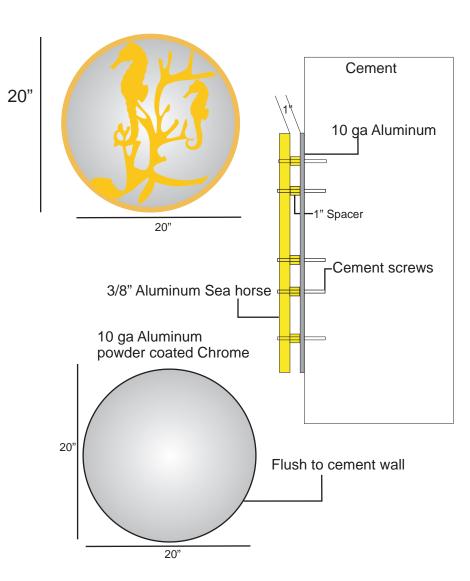
Elevator kiosk

Circle Sea Horse scene detail



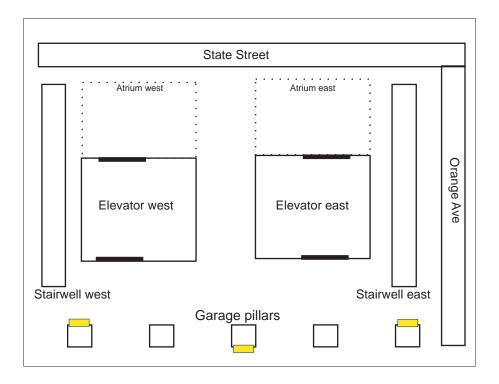
Sea Horse Circle Detail

3/8" Aluminum Sea horse powder coated yellow



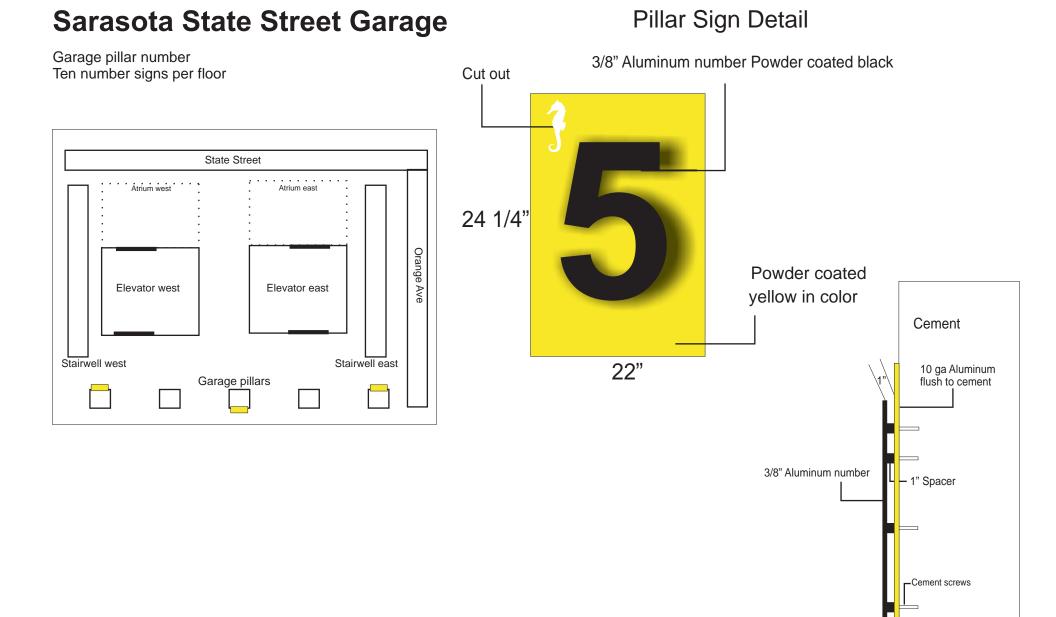
Garage pillar number

Ten number signs per floor-cover up existing painted signs



Pillar Sign Concept Photo





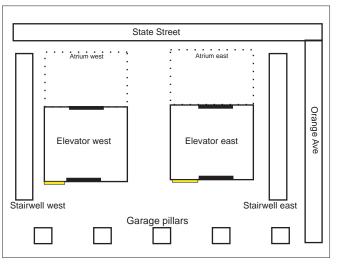
Please Note: All powder coating will have Ant-Graffiti powder coat finish

Elevator kiosk Framed Sea Horse scene



Sea Horse Theme Concept Photo





Sea Horse Framed Mural Detail Sarasota State Street Garage East/West Elevator kiosk yellow/chrome Completed section mounted to cement wall 10 ga Aluminum powder coated 3/8" Aluminum powder coated yellow Frame flush mount chrome section flush w/ cement to cement wall 1,1/2" Cement screws Powder coated to match frame 72" (6ft) Cement wall 3/8" Aluminum scene Powder coated chrome background Framed out in 1.5x 1.5" Aluminum powder coated yellow ⊫⊫⊨ State Street East-Framed 25.5"x72" Sea Horse scene Atrium west West-Framed 30"x72" Sea Horse scene Framed out in $1\frac{1}{2} \times 1\frac{1}{2}$ Orange Ave Aluminim tubbing Elevator west Elevator east Stairwell west Stairwell east Garage pillars

Sarasota State Street Garage Elevator kiosk

Completed view



Parking Level 5 Sea Horse Theme Yellow

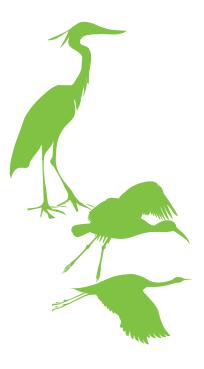


Sarasota State Street Garage, Sarasota Florida Design Competition Proposal

6th floor east and west



Heron floor 6 east and west lime green/black



Garage Number & Location

6

Parking level 6 green/black



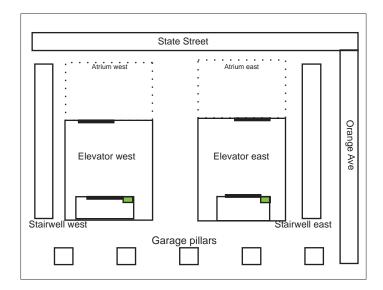
Parking level 6 east and west side vary in size of wall green/black

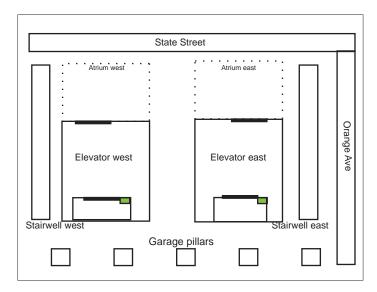
Number Concept Photo



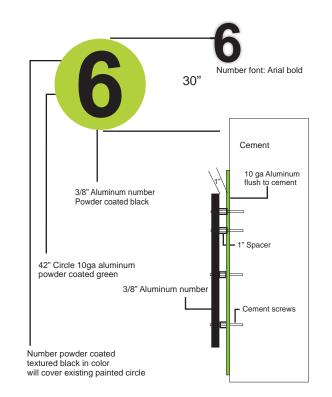


Parking level 6-east and west side vary in size of wall green/black





Garage Number & Circle Detail



Elevator Kiosk

Parking level 6 green/black



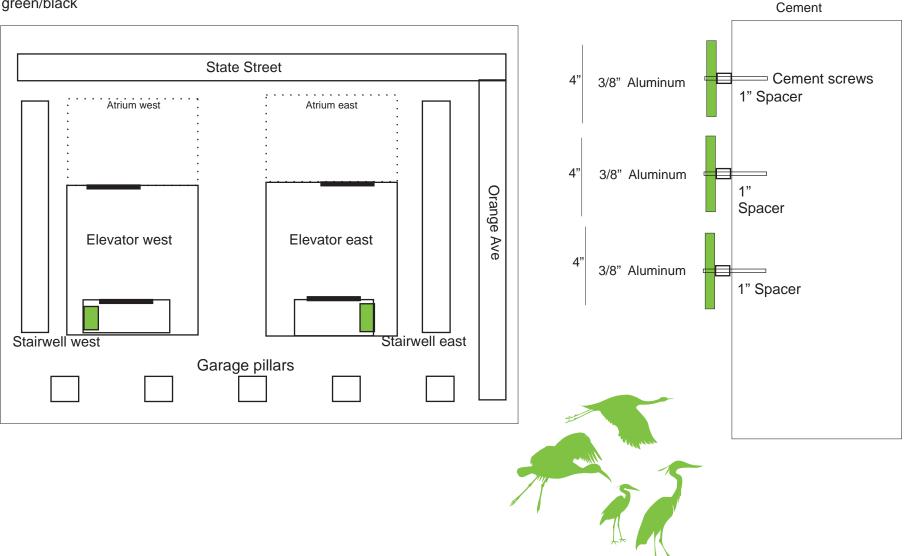
Heron Border Concept Photos



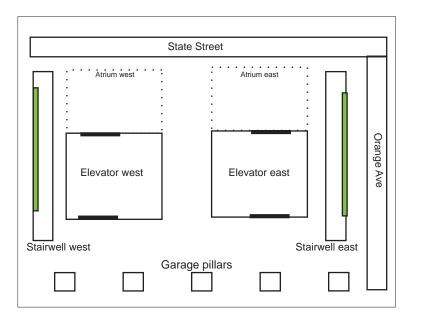
Heron Border Details

Elevator Kiosk

Parking level 6 green/black



Wall mural inside stairwell area on 6th floor





Heron Concept Photo

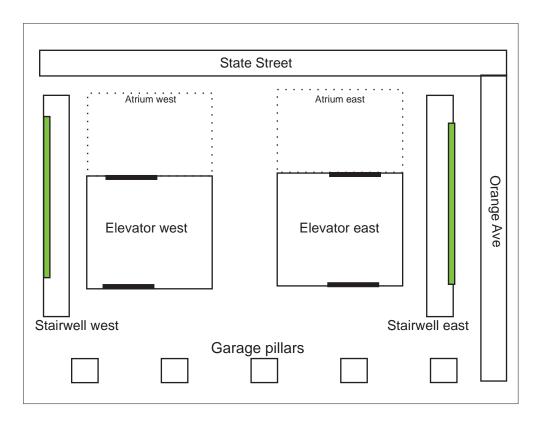


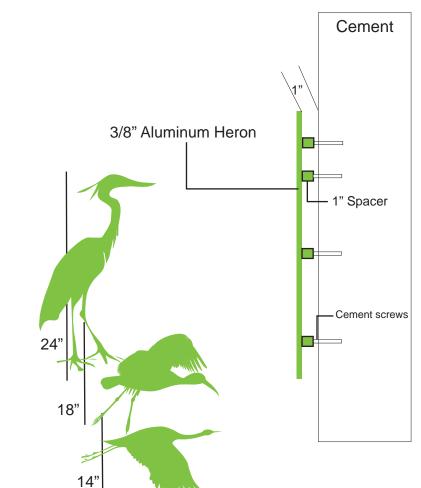


Placement of Heron powder-coated lime green aluminum

Wall mural inside stairwell area On 6th floor

Heron images





Please Note: All powder coating will have anti-graffiti powder coat finish

Heron Details

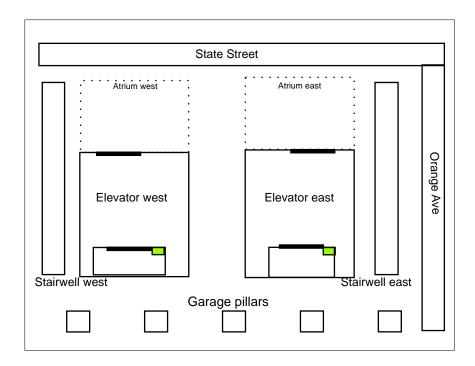
Elevator Kiosk

Circle Heron scene detail





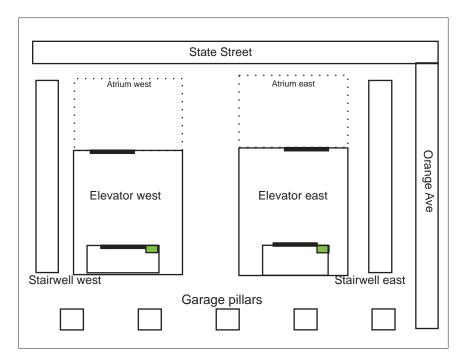
Heron Circle Concept Photo



Placement of Heron circle right side of elevator door

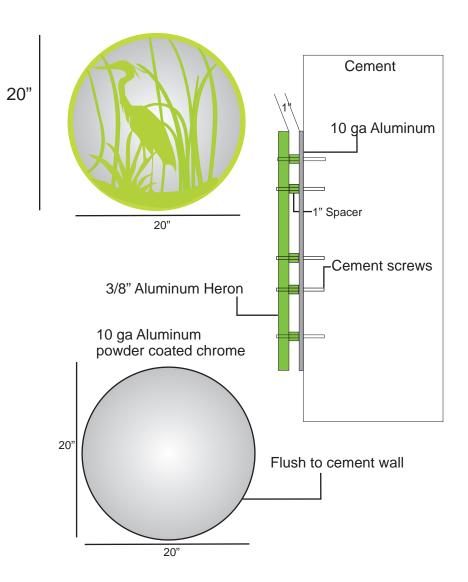
Elevator Kiosk

Circle Heron scene detail



Heron Circle Detail

3/8" Aluminum Heron powder coated green

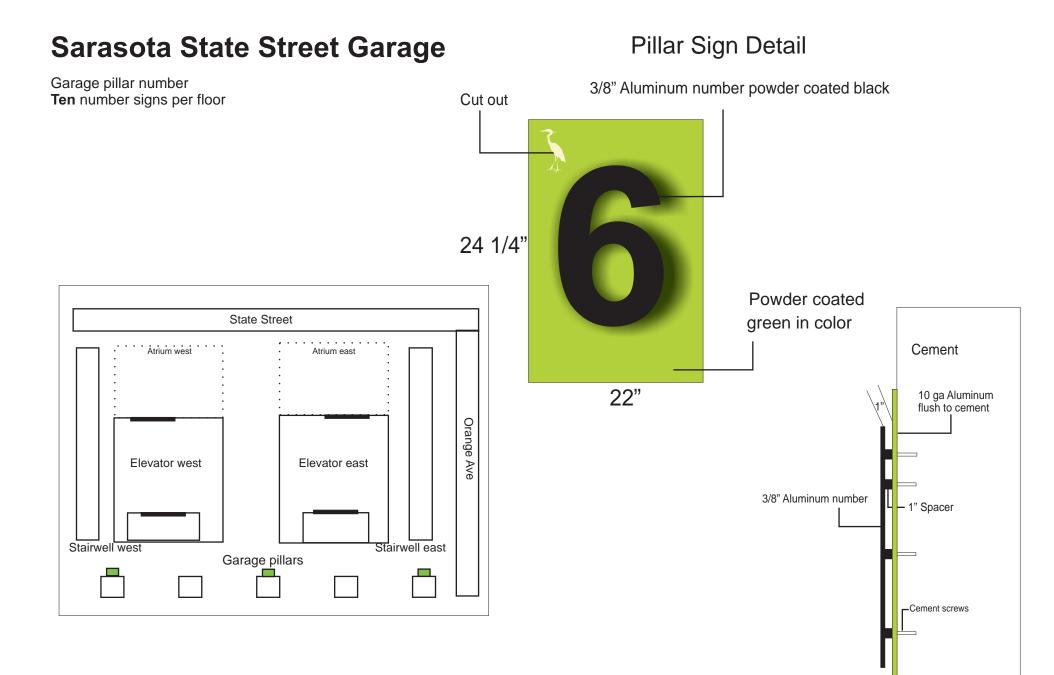


Pillar Sign Concept Photo

Garage pillar number

Ten number sign per floor-cover up existing painted signs





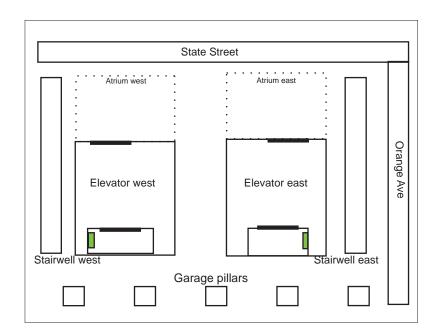
Heron Theme Concept Photo

Elevator Kiosk

Framed Heron scene

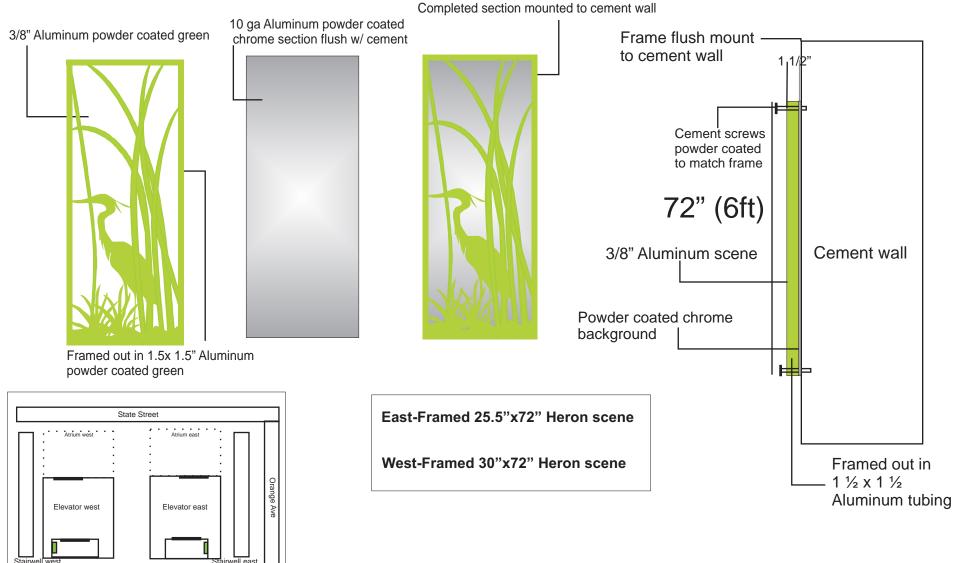






Heron Framed Mural Detail East/West

Elevator Kiosk

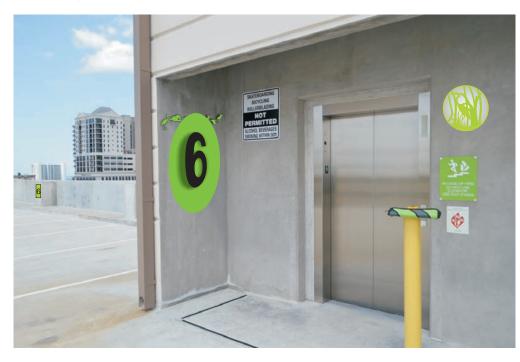


Garage pillars

П

Elevator Kiosk

Completed view



Parking Level 6 Heron Theme Green/Black



Sarasota State Street Garage, Sarasota Florida Design Competition Proposal

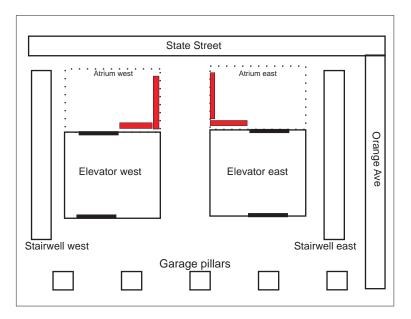
1st floor atrium east and west



Jellyfish 1st floor east and west chrome



Atrium east/west side, chrome



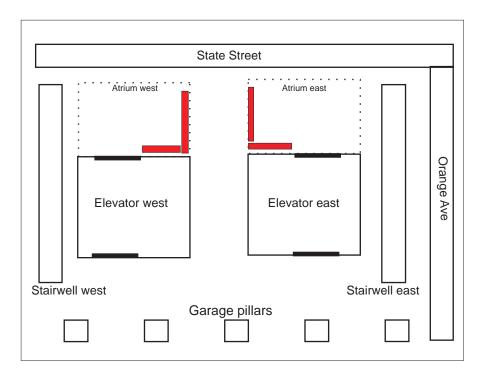


Jellyfish Concept Photo





Atrium east/west side, chrome

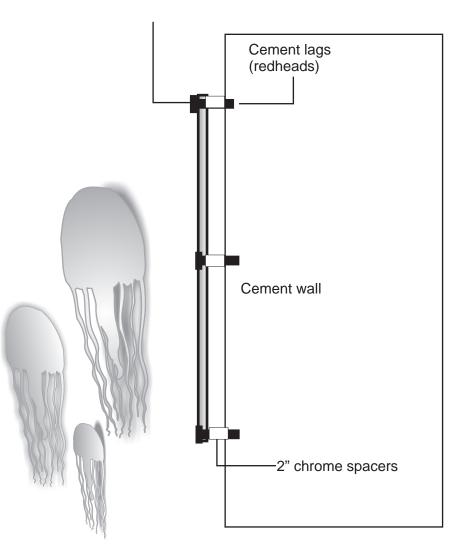


Jellyfish, 1/4" Aluminum powder coated chrome

1/4" Aluminum 8', 6' jellyfish size (10-12) ea per area

Jellyfish Mural Details

Cement bolts powder coated chrome to match Jellyfish



Please Note: All powder coating will have anti-graffiti powder coat finish

Proposed Powder Coat Colors

