



**SAN DIEGO COUNTY  
REGIONAL AIRPORT AUTHORITY  
STAFF REPORT**

Item No.  
**7**

Meeting Date: **JULY 12, 2012**

**Subject:**

**Authorize a Contract with Jason Bruges Studio Limited to Design Integrated Artwork for the Terminal Development Program**

**Recommendation:**

The Art Advisory Committee recommends that the Board Adopt Resolution No. 2012-0073, authorizing a contract with Jason Bruges Studio Limited for the commission of the New Media/Multi-Media Lounge Environment Public Art Opportunity in an amount not to exceed \$400,000.

**Background/Justification:**

Authority Policy 8.50 provides that two percent of construction costs of eligible projects be allocated for public art. Eligible projects include terminals, landside and other specified construction. A separate Airport Art Program Fund was established to pool funds allocated from all eligible projects.

On July 6, 2006, the Authority Board approved Phase I of the Airport Art Master Plan. On December 4, 2006, the Authority Board approved Phase II of the Airport Art Master Plan, within which was the Public Art Site and Opportunity Plan created to identify advantageous opportunities for integrating artwork into the building design and infrastructure of San Diego International Airport. Individual public art opportunity budgets were established during the master planning process.

An established process is followed for each public art opportunity under the Public Art Site and Opportunity Plan. Artist Selection Panels established by the Airport Art Advisory Committee review and recommend Artists for each public art opportunity. Artist Selection Panel members may include Authority Board members, local and national artists, design professionals and representatives of the business community. Special attention is given to ensuring disciplinary, institutional and cultural diversity.

Numerous solicitations for public artworks have occurred for the Terminal Development Program (The Green Build) consistent with the Public Art Site and Opportunity Plan. One such project is for the New Media/Multi-Media Lounge Environment. An artist-led design team will be selected to design and build out a new media/multi-media lounge public art environment using interactive technology as a primary medium to engage teenagers as the target audience. The environment will be a stand-alone room. The team must consist of an artist (as the lead) with a designer (interior designer, architect and/or interior architect) with demonstrated experience in designing and building out furnished and interactive creative solutions for highly used spaces.

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Components in the room are expected to be practical, engaging and provoke a sense of interest and wonder. The artist team will be expected to design, fabricate and install the lighting, furniture, technology components, thematic and other environmental elements for the room. Interactive elements are expected to demonstrate design flexibility and the ability to add new components for upgrading and adding new programming as required. Aspects of the installation could invoke the end-user to become an integral part of the artwork. A key element of this space will be for the artist to create hands-on infrastructure providing an innovative and fresh experience.

### Solicitation Process:

On April 24, 2012, the Authority issued a Request for Qualifications for the New Media/Multi-Media Lounge Environment public art opportunity. A notice of the business opportunity was published in the *Daily Transcript*, and on the Authority's Website. Public Notices were sent to 700 potential respondents. A pre-submittal meeting was held on May 2, 2012, and attended by 10 artists. A total of 20 responsive submissions were received on May 14, 2012.

The Artist Selection Panel consisted of three design professionals residing in San Diego. The three highest scoring respondents were invited to interview on June 12, 2012. These respondents were Jason Bruges Studio Limited, artist team Kitchen-Hooker and Eric Owen Moss. The Artists were asked to present a conceptual design proposal consisting of a conceptual narrative, three-dimensional model or scaled design material samples, budget and a timeline for their proposal. Additionally, each artist was asked to respond to a specific list of questions, prepared by the Panel, which related the evaluation criteria presented in the RFQ. A summary of the Panelists' findings and final recommendation are presented below:

The panelists' final rankings are presented below:

Artists	Panelist 1	Panelist 2	Panelist 3	Total	Final Rank
Jason Bruges Studio Limited	1	1	1	3	1
Kitchen-Hooker	2	2	2	6	2
Eric Owen Moss	2	3	3	8	3

Final Score - Criteria	Innovation, creativity and quality	Technical competence and feasibility	Effectiveness to engage an audience (educational, artistic, cultural value)	Compatible in scale, material, form, and content with surrounding building context	Total
Jason Bruges Studio Limited	1080	810	540	250	2680
Kitchen-Hooker	920	720	420	210	2270
Eric Owen Moss	880	660	400	210	2150

**The recommended artist for this opportunity is Jason Bruges Studio Limited**, a London, England-based multi-disciplinary design studio with an emphasis on creating integrated interactive public art in interior and exterior environments. Bruges' past work draws influence from buildings and spaces, local culture and history while integrating cutting edge and innovative technologies. After having interviewed this artist team, the panel found their proposal to be functional but also whimsical and also aesthetically appealing and conceptually engaging for repeat visitors. The panel appreciated the team's interest in using recycled materials and was impressed with their proven track record with successful projects. This team was the highest ranked respondent for the opportunity.

### **Fiscal Impact:**

Funding for the above-referenced public art opportunity was identified as part of the Terminal Development Program (TDP) Project #201604L and approved by the Board as part of the overall TDP budget.

### **Authority Strategies:**

This item supports one or more of the Authority Strategies, as follows:

- Community Strategy  
  Customer Strategy  
  Employee Strategy  
  Financial Strategy  
  Operations Strategy

### **Environmental Review:**

- A. This Board action is not a project that would have a significant effect on the environment as defined by the California Environmental Quality Act (CEQA), as amended. 14 Cal. Code Regs. §15378. This Board action is not a "project" subject to CEQA, Pub. Res. Code §21065.
- B. California Coastal Act Review: This Board action is not a "development" as defined by the California Coastal Act. Cal. Pub. Res. Code §30106.

### **Equal Opportunity Program:**

The Authority's small business program promotes the utilization of small, local, disadvantaged, and other business enterprises, on all contracts, to provide equal opportunity for qualified firms. By providing education programs, making resources available, and communicating through effective outreach, the Authority strives for diversity in all contracting opportunities.

The Authority has a Disadvantaged Business Enterprise ("DBE") Plan as required by the Department of Transportation, 49 CFR Part 26. The DBE Plan calls for the Authority to submit an annual overall goal for DBE participation on all federally funded projects.

This project does not utilize federal funds; therefore, it will not be applied toward the Authority's over-all DBE goal.

**Prepared by:**

CONSTANCE Y. WHITE  
MANAGER, ART PROGRAM

RESOLUTION NO. 2012-0073

A RESOLUTION OF THE BOARD OF THE SAN DIEGO COUNTY REGIONAL AIRPORT AUTHORITY AUTHORIZING A CONTRACT WITH JASON BRUGES STUDIO LIMITED FOR THE COMMISSION OF THE NEW MEDIA/ MULTI-MEDIA LOUNGE ENVIRONMENT PUBLIC ART OPPORTUNITY IN AN AMOUNT NOT TO EXCEED \$400,000.

WHEREAS, the Airport Art Master Plan calls for artwork to be site-specific and integrated into the Airport; and

WHEREAS, Airport Authority Art Program Policy 8.50 provides that 2% of construction costs of eligible projects be allocated for public art, which includes terminals, landside and other specified construction; and

WHEREAS, on April 24, 2012, the Authority issued a Request for Qualifications for the New Media/Multi-Media Lounge Environment public art opportunity and 20 responsive submissions were received that were narrowed to a short-list of three finalists who were interviewed by an artist selection panel; and

WHEREAS, the selection panel for the New Media/Multi-Media Lounge Environment public art opportunity unanimously recommended that Jason Bruges Studio Limited be awarded an agreement to design, produce and install public art; and

WHEREAS, the Airport Art Advisory Committee voted in favor of forwarding the Panel's recommendation to the Board for approval;

NOW, THEREFORE, BE IT RESOLVED that the Board hereby authorizes a contract with Jason Bruges Studio Limited for the commission of the New Media/Multi-Media Lounge Environment Public Art Project in an amount not to exceed \$400,000; and

BE IT FURTHER RESOLVED that the Board FINDS this action is not a "project" as defined by the California Environmental Quality Act (CEQA), Cal. Pub. Res. Code 21065; nor is it a "development" as defined by the California Coastal Act, Cal. Pub. Res. Code 30106.

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**PASSED, ADOPTED AND APPROVED** by the Board of the San Diego County Regional Airport Authority at a special meeting this 12th day of July, 2012 by the following vote:

**AYES: BOARD MEMBERS:**

**NOES: BOARD MEMBERS:**

**ABSENT: BOARD MEMBERS:**

**ATTEST:**

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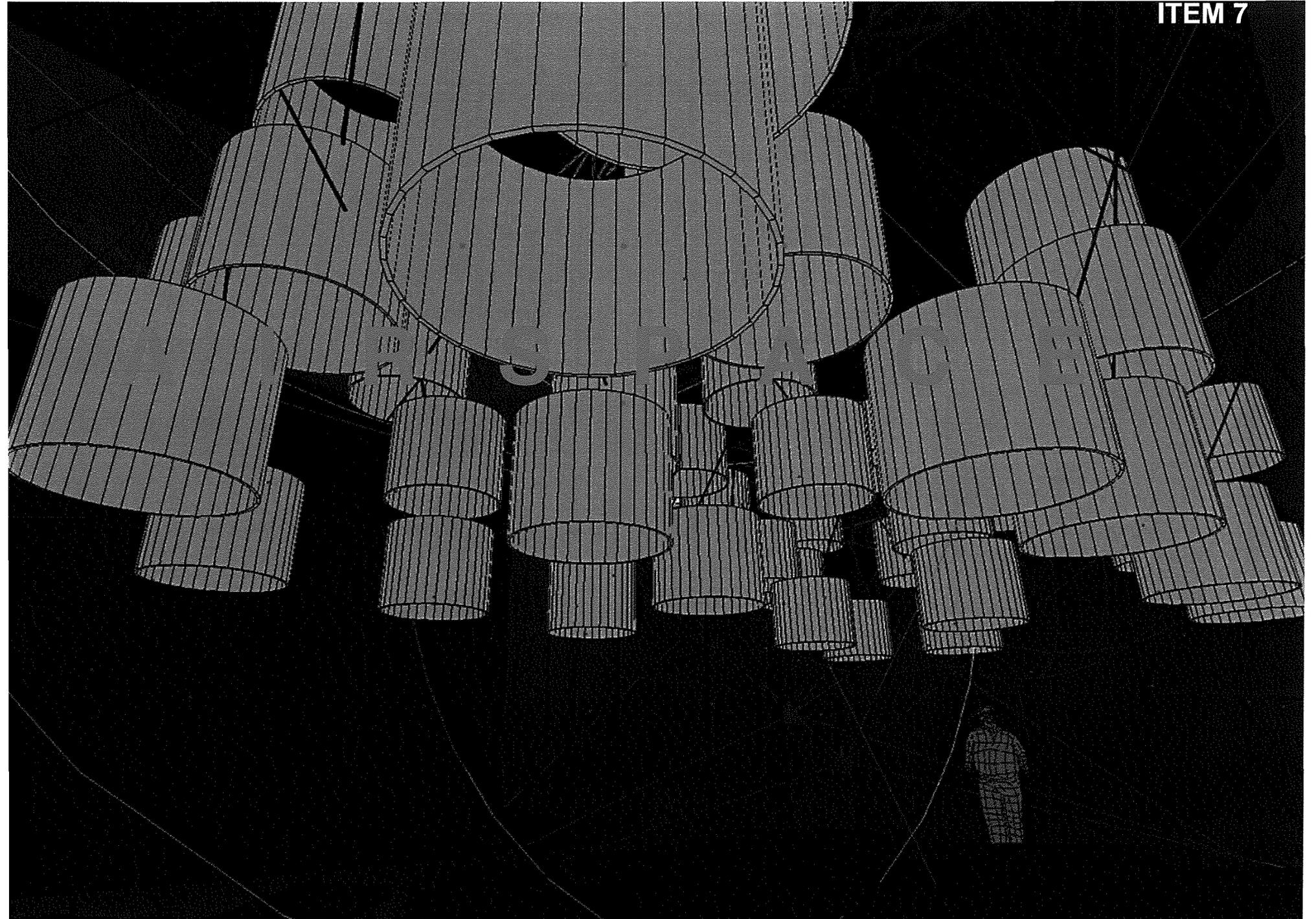
**TONY R. RUSSELL  
DIRECTOR, CORPORATE SERVICES/  
AUTHORITY CLERK**

**APPROVED AS TO FORM:**

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**BRETON K. LOBNER  
GENERAL COUNSEL**

ITEM 7



# Brief

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- create a new-media / multimedia lounge public art environment
- engage teenagers
- practical whilst creating a sense of interest and wonder
- created through lighting, furniture, technological components, thematic and environmental elements
- upgradable, ability to add new programming
- hands on infrastructure
- innovative and fresh experience



Site at Terminal 2

# Installation Concept

A I R S P A C E



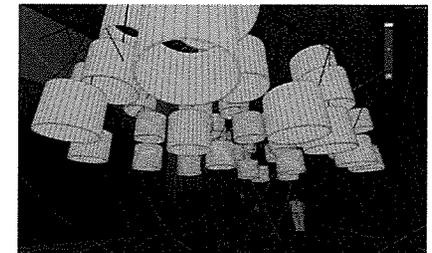
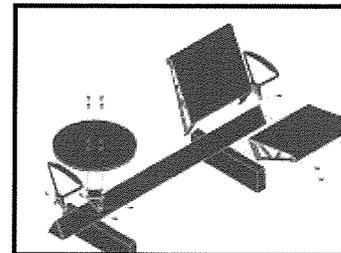
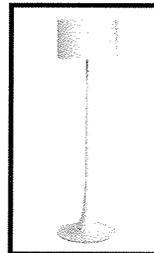
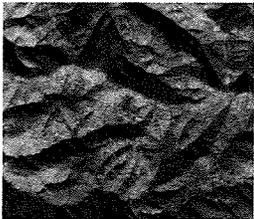
The installation is site specific, responding to the spatial and architectural conditions setup by the internal space provided for the multimedia lounge.

It has a land and air component, the concept of the lounge is hacked and subverted so that objects that you would not expect to be interactive multimedia components come to life within the elevated components and the land is a landscape / contoured environment close to the ground.

AIRSPACE being the extruded zone you control above your 'territory'. The installation is a visual metaphor for the airspace you control from a (furniture) terrain beneath it.

FLYING LAMP STRUCTURES  
OVERLAID USING HUD PROJECTION /  
TECHNOLOGY / QR CODES

OLD AIRPORT FURNITURE RECYCLED  
INTO A FACETED RUGGEDISED  
LANDSCAPE



# Studio Awards

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**2011 D&AD Environmental Design**

Winner - Platform 5, Sunderland

**2011 Lighting Design Awards - Special Projects**

Winner - Platform 5, Sunderland

**2011 Brit Insurance Designs of the Year - Interactive**

Nominated - Mimosa

**2011 Design Week Awards - Digital Installation**

Commended - Platform 5, Sunderland

**2010 RIBA Award for External Lighting**

Winner - Whitechapel Gallery

**2010 Design Week Award - Products**

Commended - Flatliner Lamps

**2010 Brit Insurance Designs of the Year - Interactive**

Nominated - Panda Eyes

**2010 Civic Trust Award**

Winner - Normand Park

**2009 Landscape Institute Award - Design 1-5 ha**

Winner - Normand Park

**2009 Wallpaper - Courvoisier Essence of the 21st Century Award**

Winner - Jason Bruges

**2009 Federal Republic of Germany Design Prize 2010**

Nominated - Pixel Cloud

**2009 Design Week Awards – Workplace Environments**

Winner - Pixel Cloud

**2007 Lighting Design Awards - Best International Design**

Shortlisted

**2006 Lighting Design Award - Best International Design**

Winner - Memory Wall



**Gensler**



# Studio profile

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Jason Bruges Studio produces innovative installations, interventions and ground-breaking works and are regarded as a pioneer in their field. The creative team are based near Old Street in London, a studio and workshop space that demonstrates a significant progression since founder, Jason Bruges, launched the company 10 years ago.

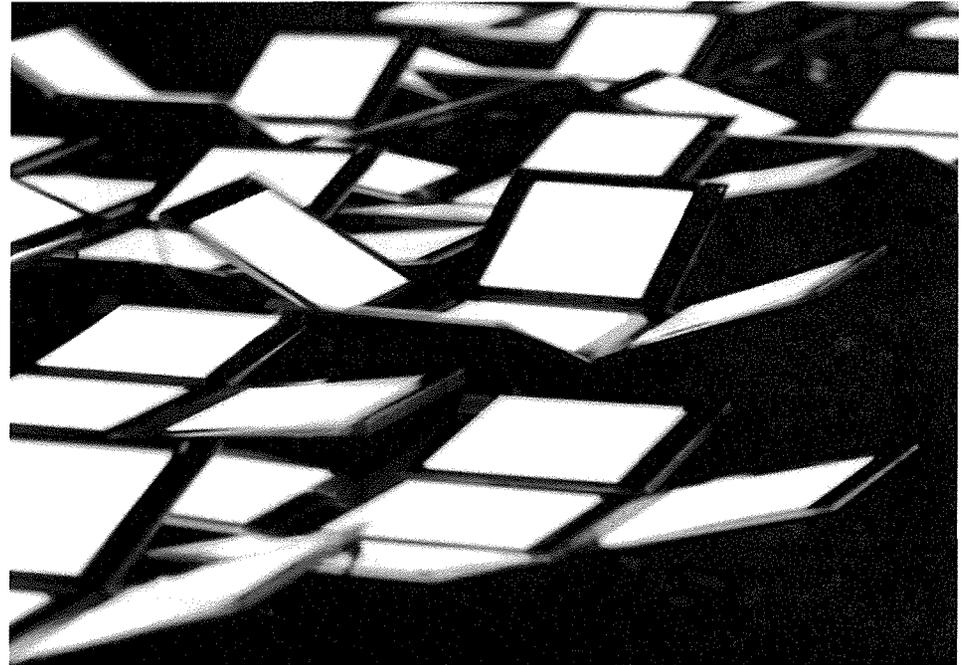
Jason's architectural training brings environmental awareness and technical skill to all the studio's creative projects. He worked for Foster + Partners architects and Imagination before establishing the studio. Jason's vision, passion and desire to find ground-breaking creative solutions is clearly evident in the studio's work. He has hand-picked a strong creative team of architects, lighting designers, interaction and industrial designers along with programmers an electronic engineer and project managers. The team develop and deliver bespoke projects worldwide.

The studio has recently worked on projects for the University of Oregon, USA, the global Beck's Green Box project in 7 cities across USA, Italy and UK so far with Mother London, and has projects in development for Toronto and Vancouver in Canada. In addition, the company are busy on UK based projects with three London Olympic 2012 structures, as well as a 12m high digital waterfall and rills for Westfield Stratford City which is due to launch in early September. Other brand related projects include the launch of Aston Martin's new One-77, the world's most desirable automotive art form.

Jason Bruges Studio prides itself on offering excellent client services including initial consultation, concept design through to detailed design, visualisation, product development, project build and installation. Clients are encouraged to make studio and workshop visits to see the creative ideas for their project come to life.



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### Clients include:

Aston Martin	O2
Allen & Overy	Philips
BBC	Toronto Transit Commission
British Land	UBS
Cathay Pacific	University of Oregon
Eircom	Veuve Clicquot
Established & Sons	Victoria & Albert Museum
Foster + Partners	World Wildlife Fund
Hammerson	Yota

*Image: Mimosa, an interactive installation for Philips recently on show at the Design Museum, London as part of the Brit Insurance Designs of the Year 2011 exhibition*

*Cover Image : Platform 5, Sunderland Station  
Winner of Lighting Design Awards 2011 - Special Projects*

# Jason Bruges Resume

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## Qualifications

1995 - 1997 Architectural Diploma (Distinction),  
Bartlett School of Architecture, UCL

1991 - 1994 Architectural Studies BA (Hons.) (1st Class),  
School of Architecture, Oxford Brookes University Career History

## Employment

September 2001 - present:

### Jason Bruges Studio

Creative Director - Leading the creative side of all of the projects delivered over the last 10 years merging architecture, art and interaction design to create public artworks, installations and architectural lighting for clients around the world.

December 1999 - August 2001:

### Imagination Ltd, London

Senior Designer / Interactive Design Consultant: Worked as part of large multi-disciplinary design and communications agency as a senior designer with graphics, multimedia (web), R&D, account handlers, lighting/sound/film and AV departments alongside specialist contractors developing new and innovative products.

November 1995 - July 1998:

### Foster + Partners, London

Assistant Architect: Projects included:

HSBC - Canary Wharf, London

Feasibility study, Citibank Headquarters - Canary Wharf, London

Citibank development - Canary Wharf, London

Large multi-use project - Riyadh.

## Teaching and Lecturing

Unit 14 - Interactive Architecture - module leader at The Bartlett School of Architecture, UCL (London) Architectural Diploma and AAC

Visiting Professor at Napier University (Edinburgh)

Visiting Fellow to Northumbria School of Design.

Visiting Lecturer at;

Brighton School of Architecture,

Central Saint Martin's (Communication Design / Digital Media / Narrative Design)

Danish School of Media and Journalism,

Architectural Association (Design Research Lab)

Royal College of Art (IDE / Computer Related Design)

Imperial College London (Mechanical Engineering)

Huddersfield University, London College of Communication, Middlesex University, University of Nottingham, Oxford Brookes University, Plymouth University, Southern Californian Institute of Architecture and Westminster University.

Jason has also lectured at BAFTA, ELDA, ICA, the Institute of Physics, and the Sage, was nominated for a BAFTA Interactive award and more recently sat on the BAFTA jury panel. Jason is on the steering committee for the London Architectural Biennale and 100% Light.



# Gensler

# Studio Projects

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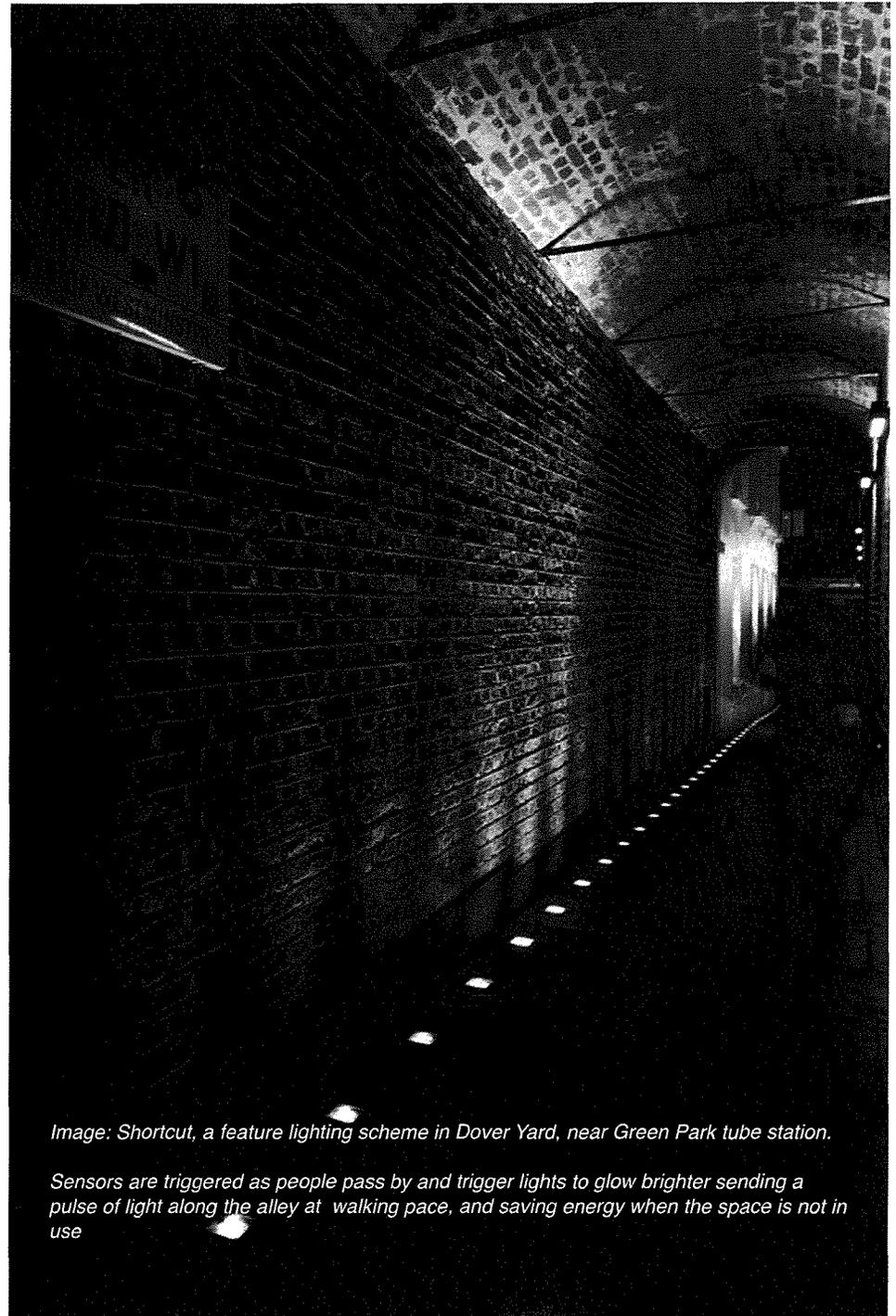
We create engaging spaces that connect people to their environment and the objects that surround them. All of the following images are from projects that have been conceived and realised by Jason Bruges Studio.

The studio has a track record of delivering interactive public artworks and feature lighting in public spaces and landscapes, interior and exterior architectural lighting and commissioned installations, immersive environments and products.

We have recently finished artworks at the University of Oregon, Matthew Knight Arena and Platform 5 a 140 metre long light wall in Sunderland Station. Our artistic architectural lighting facade Showtime has also just launched at the new W Hotel in London's Leicester Square.



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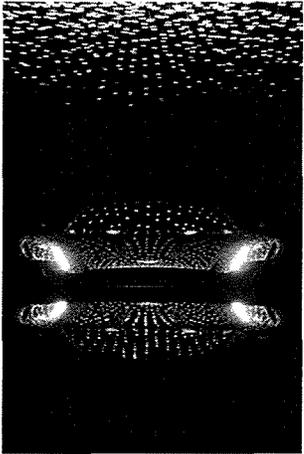


*Image: Shortcut, a feature lighting scheme in Dover Yard, near Green Park tube station.*

*Sensors are triggered as people pass by and trigger lights to glow brighter sending a pulse of light along the alley at walking pace, and saving energy when the space is not in use*

# Experiential Art

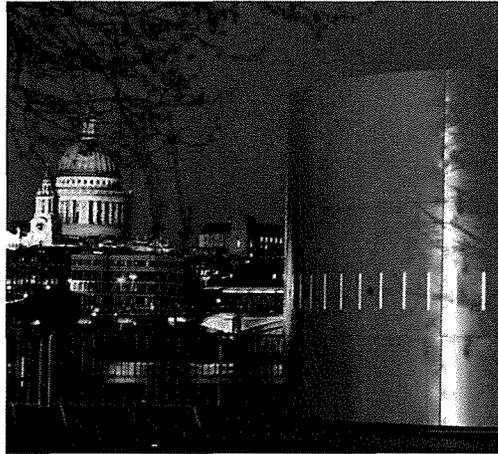
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reveal 2010, ASTON MARTIN



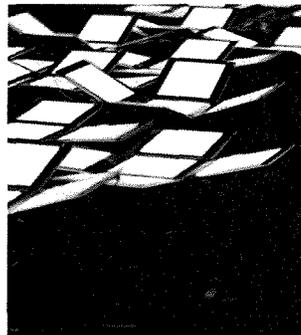
applause, 2008, VEUVE CLICQUOT



memory project, 2008, O2



peasouper, 2008, YOTA



mimosa, 2010, PHILIPS



photofield, 2007, UBS/TATE MODERN

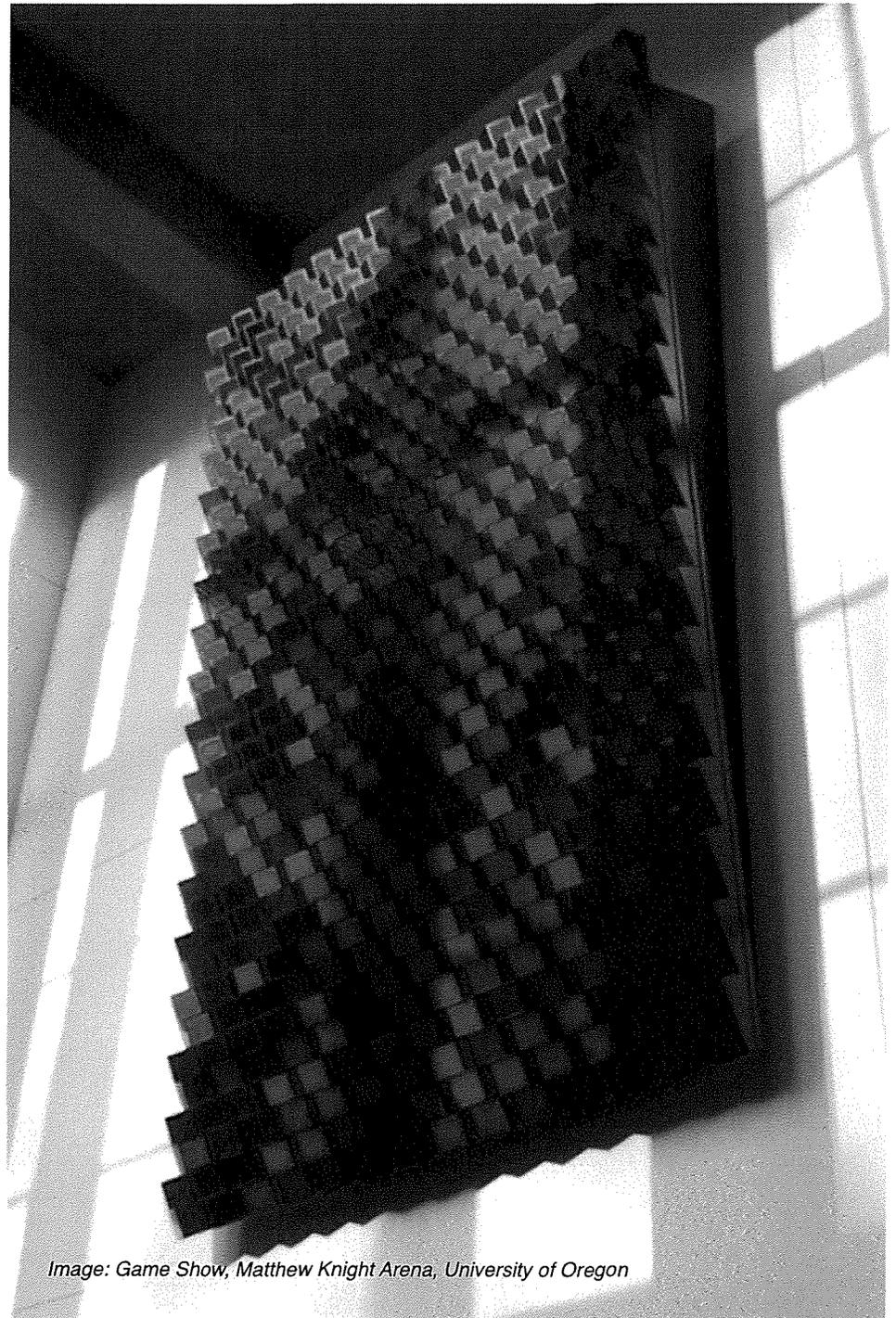
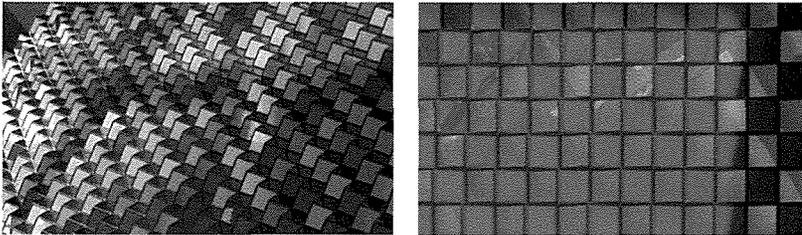
# Game Show

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In a modern twist on pulling a silk cloth to reveal a beautifully crafted super car, we have instead opted to reveal the car by bringing it from a shroud of complete darkness into the light of around 700 super slim white OLEDs.

The studio designed the cloud of OLEDs to be held in bespoke housings on the end of variable length slim black stalks. The angled array is barely visible directly, leaving the light to reflect off the sculpted curves of the car.

A specially co-ordinated sequence of light patterns is programmed to build a sense of theatre, speed and motion leading to a crescendo of sound and light before the customer is handed their keys, giving them an unprecedented immersive experience that reflects the thrill of owning the One 77.



*Image: Game Show, Matthew Knight Arena, University of Oregon*

# Platform 5

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Platform 5 is a 144m long and 3m tall glass block wall in an underground train station in Sunderland. We imagine that visions of ancient passengers are visible through the glass, like ghosts waiting for the real trains that arrive at the station.

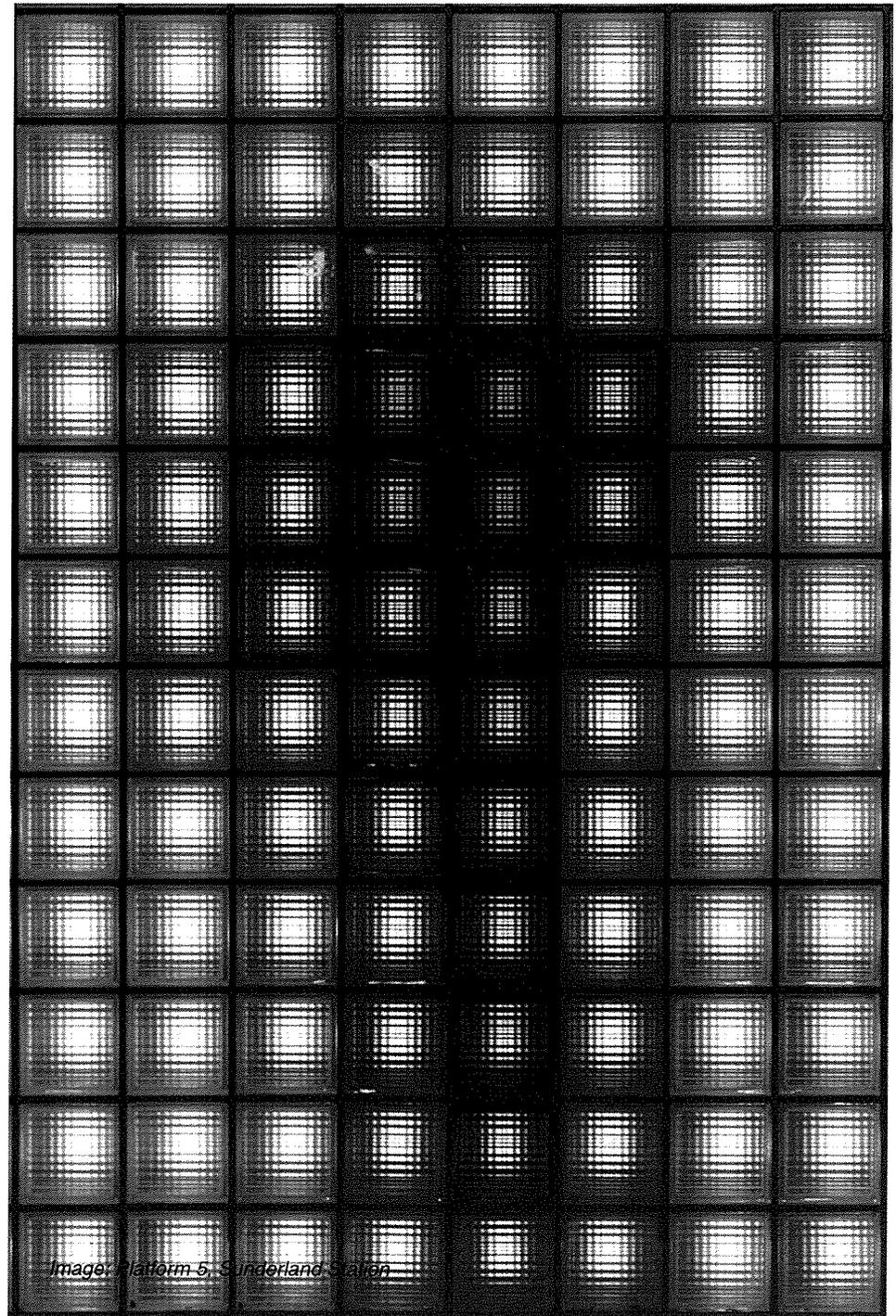
Each time a train arrives and leaves, some of the characters appear to board the train. One by one more characters appear, until eventually a small crowd has gathered, waiting for the next train to arrive, just like the real passengers on the platform opposite.

Every character has its own behaviour, ones that are friends often stand together in conversation, others are anti-social and stand away from the crowd, one or two bring their dogs and some even read newspapers.

To create the characters, thirty-five local people from Sunderland were filmed doing everyday activities that people perform while waiting for a train. Their movements have been digitally deconstructed and then reassembled on the computer to create the animations on the light wall.



**Gensler**



*Image: Platform 5, Sunderland Station*

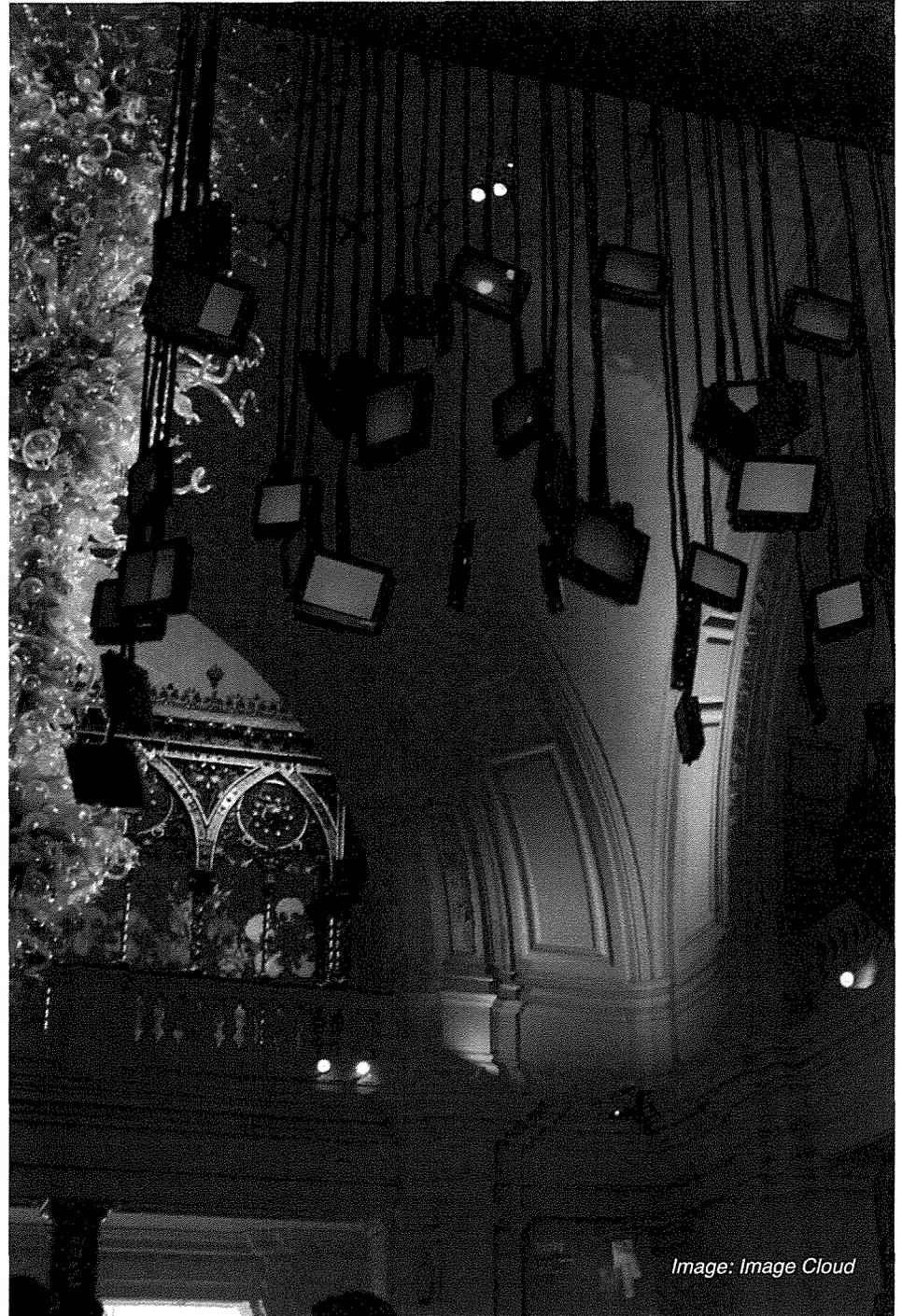
# Image Cloud

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Created for a V&A Friday Late, the installation took unique content from visitors' Playstation PSPs which was then fed and split across fifty small monitors arranged in an organic form.

The screens could be used to display individual pictures or work together to create a single image.

Materials: screens, driver boards, cables, control hardware, rigging cables, support structure.



JASON  
BRUGES  
STUDIO

**Gensler**

*Image: Image Cloud*

# Showtime

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Showtime is now live at the new W Hotel, Leicester Square, London. This permanent art installation, commissioned by developers McAleer & Rushe, captures the skyline via 8 cameras mounted on the roof space, then a bespoke programme recreates the panoramic view on the façade of the building by controlling 600 lights diffused through fritted glass.

The dynamic artwork records the activity of the surrounding buildings and skyline 24 hours a day. The content is interpreted as short performances on the facade during the hours of darkness.

This is achieved by capturing and recreating the light intensity and colour of the scenery surrounding the hotel in Leicester Square. The performances are unique and automatically respond to seasonal changes and special events around the building, such as film festivals, premieres and the Chinese New Year.

The piece reflects and celebrates the unique character of the location which changes dramatically from day to night and from season to season according to cultural events taking place. The site has a long history in such cultural diversity dating back to the 19th century when Burford's Panorama and Wyld's Globe were open for visitors to experience scenery and imagery never seen before in such scale.



**Gensler**



*Image: Showtime, W Hotel Leicester Square*