

City of Fort Lauderdale

By Djerlens Chery
Lifeguard Towers Project

August 30, 2021

Site



Design Theme

The art design theme for this project is aquatic life and the beach experience.

Expressed through use of images in the ocean and along the beach.

Art Project Goals

- Create a piece of art that capture the essence of fort lauderdale beach.
- To create artwork that enhances the beauty of the Fort Lauderdale beaches.
- To establish a brand and identity that connects and create a sense of place

Lifeguard Towers



Lifeguard Tower 7



The concept of the design show aquatic life such as sea turtles and fishes to sense a better experience at Fort Lauderdale beach.





RIP CURRENTS
Break the Grip of the Rip!

IF CAUGHT IN A RIP CURRENT

- 1. Don't fight the current
- 2. Relax and let the current flow around you
- 3. Swim parallel to the shore
- 4. Call for help
- 5. If you can't swim, float or crawl back
- 6. If you can't swim, call for help

SAFETY

- 1. Don't drink seawater
- 2. Don't swim alone
- 3. Don't swim after a storm

BEACH WARNING FLAGS
Water Closed to Public
High Hazard
Medium Hazard
Low Hazard
Dangerous Marine Life

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NO LIFEGUARD ON DUTY



Lifeguard Tower 6



The purpose of this design is to express the beauty that goes around Fort lauderdale beach with coconut trees, seagulls and birds flying around.





BEACH WARNING FLAGS
© 2012 Florida Department of Transportation

-  Water Closed to Public
Swimming is Prohibited
-  High Hazard
High Surf and/or Strong Tides
Swimming is Discouraged
-  Medium Hazard
Medium to Surf and/or Currents
Swimming is Discouraged
-  Low Hazard
Calm Conditions, Excellent Visibility
Swimming is Discouraged
-  Dangerous Marine Life
In the Region

Presence of Flags Does Not Indicate Safe Water
 or a Safe Beach. Please Use Common Sense

RIP CURRENTS
Break the Grip of the Rip!



IF CAUGHT IN A RIP CURRENT

- 1. Don't Fight the Current
- 2. Relax and let the waves break over you
- 3. If you can't escape, then lie on your back
- 4. If you are exhausted, call for help or beachside

SAFETY

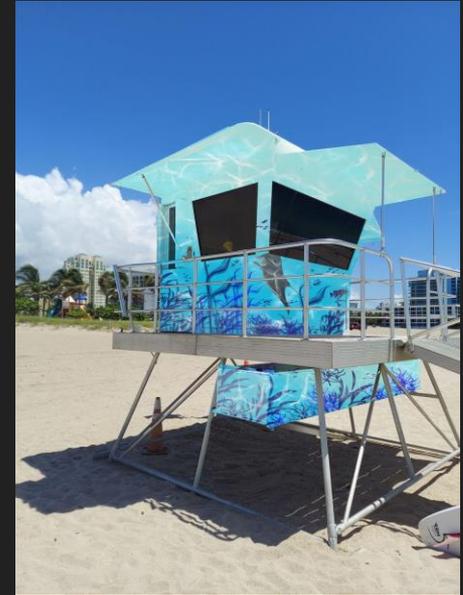
- 1. Don't Drink Alcohol
- 2. Read beach signs
- 3. Call 911 for help

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NO LIFEGUARD ON DUTY



Lifeguard Tower 5



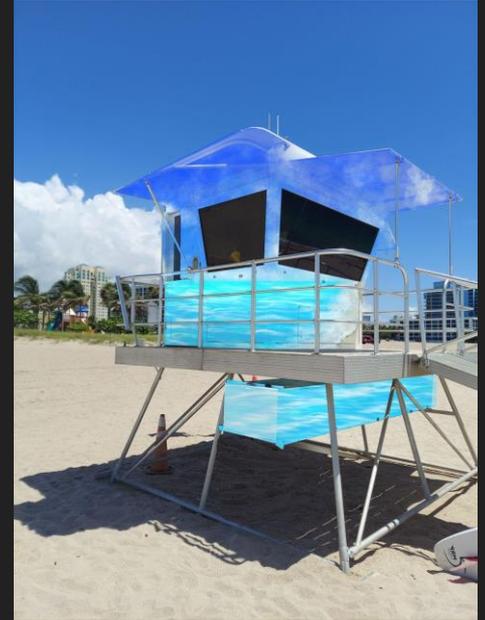
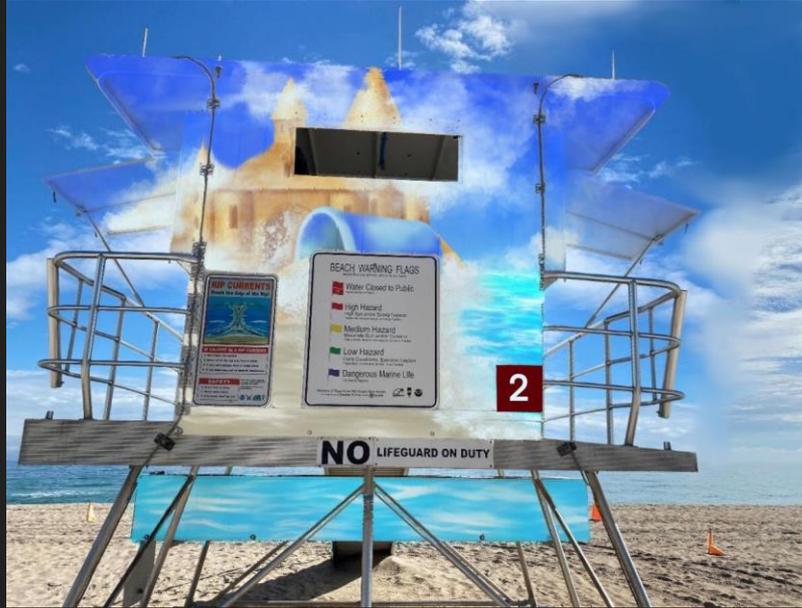
In this design, I illustrated sailfish, stingray and ocean plants to reveal aquatic lives deep in the beach.





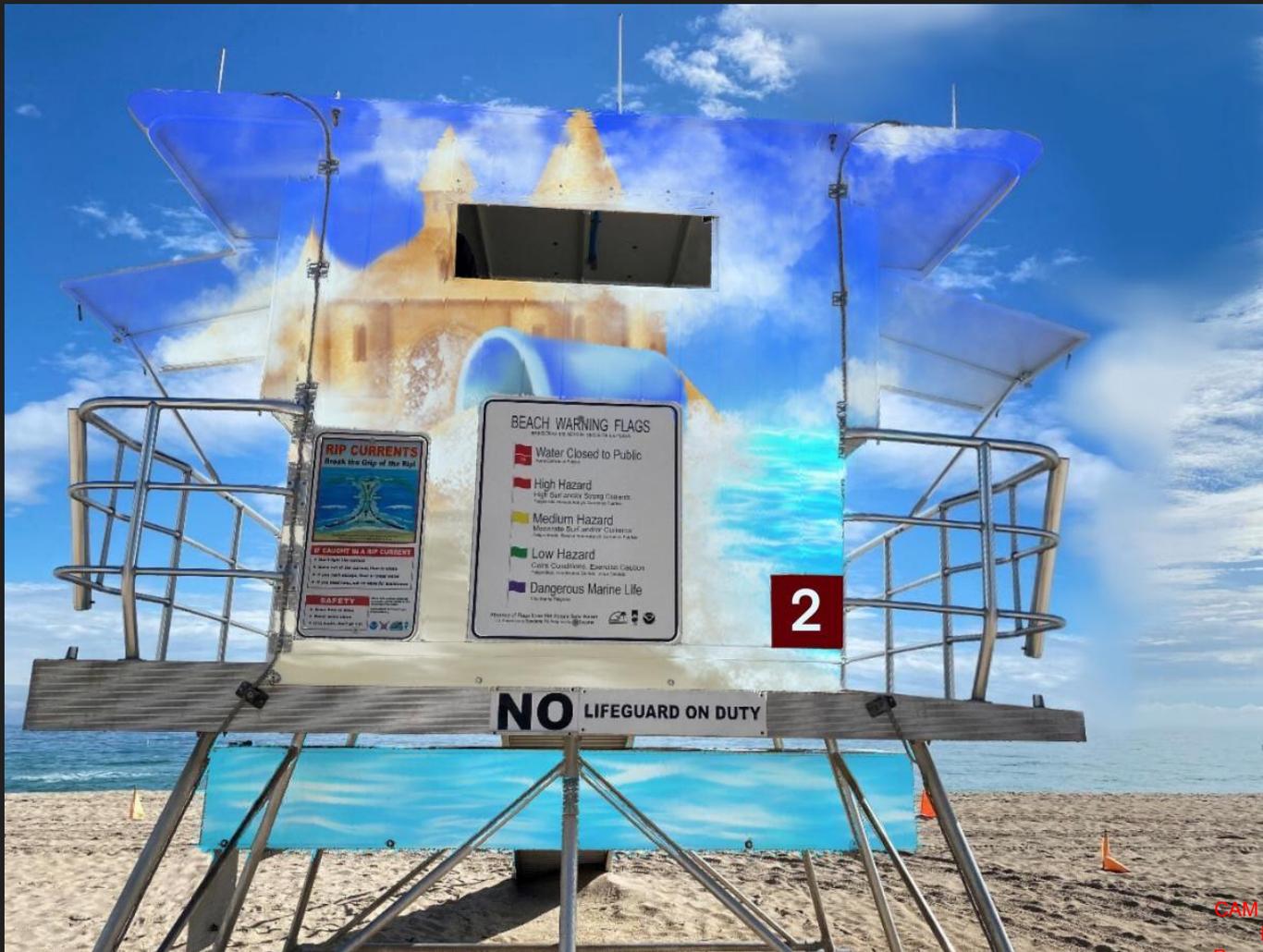


Lifeguard Tower 2



The outcome of this design is to establish a sense of what goes around at Fort Lauderdale beach everyday





RIP CURRENTS
Break the Grip of the Rip!

IF CAUGHT IN A RIP CURRENT

- 1. Don't panic.
- 2. Don't fight the waves. Swim parallel to shore.
- 3. If you can't escape, then a final wave will push you back out to sea.
- 4. If you're exhausted, hold onto the lifeguard stand.

SAFETY

- 1. Don't drink alcohol.
- 2. Don't swim alone.
- 3. Don't swim after a storm.
- 4. Don't swim if you're sick.

BEACH WARNING FLAGS
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- Water Closed to Public**
Water is not safe for swimming.
- High Hazard**
High Surf advisory. Strong currents. Dangerous rip currents. No swimming.
- Medium Hazard**
Medium to high surf and/or strong currents. No swimming. No use of inner tubes.
- Low Hazard**
Light surf conditions. Swimmers caution. No swimming for less than 1/2 mile.
- Dangerous Marine Life**
Use caution in rip areas.

Photo of Rip Current from the Ocean Safety Agency
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NO LIFEGUARD ON DUTY



Project Budget

Studio/ Office Administration	Cost	Total Project Cost
Phone/fax, supplies, copies, printing	\$250.00	\$250.00
Travel	\$750.00	\$750.00
General Liability Insurance, Licenses & Permits	\$1300.00	\$1300.00
Rendering/ Photo Documentation	\$1200.00	\$1200.00
Design/ Fabrication Installation		
Vinyl Wrap	\$25,000.00	\$25,000.00
Installation	\$1500.00	\$1500.00
Artist Fee	\$5000.0	\$5000.0
Contingency Fee	\$5000.00	\$5000.00
	Sum Total	\$40,000.00

Timeline

Task to be done	Date
Finalize the design	October
Permit Application	October
Submit design for fabrication	November
Installation of Artwork & Completion	December

Materials & Maintenance

- The materials to be use to cover the lifeguard towers is 1/8" thick Dibond sheet wrap with 3M vinyl.
- The material is adaptive to outdoor environment up to 7 years and low maintenance
- The material also come with UV lamination

Questions