

# 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 take you.
- 3. Don't panic. Breathe and conserve energy.
- 4. Don't swim directly out. Swim parallel to the shore.
- 5. Once you're out, swim back to shore.

**SAFETY**

© 2010 Beach Safety Council  
All rights reserved. No part of this publication may be reproduced without permission in writing from the Beach Safety Council.

**BEACH WARNING FLAGS**  
WATER CLOSURE FLAGS

-  **Water Closed to Public**  
No swimming or wading.
-  **High Hazard**  
High surf and/or strong currents.  
Swimmers should not venture far from shore.
-  **Medium Hazard**  
Moderate surf and/or currents.  
Swimmers should not venture far from shore.
-  **Low Hazard**  
Calm conditions. Exercise caution.  
Swimmers should not venture far from shore.
-  **Dangerous Marine Life**  
Hazardous marine life in the water.

Photo: © Photo from the State's Sea Grant  
© 2010 Beach Safety Council. All rights reserved.

**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.



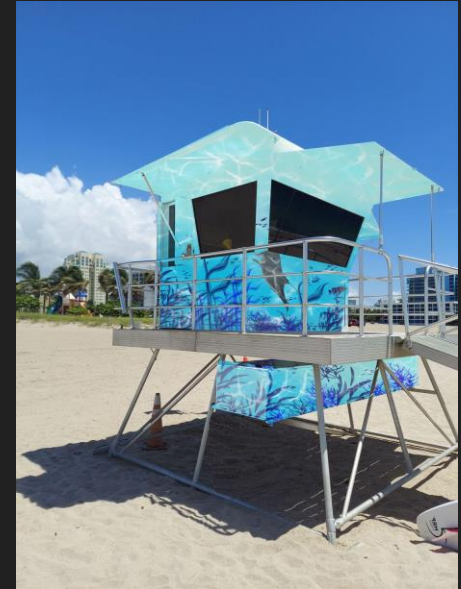
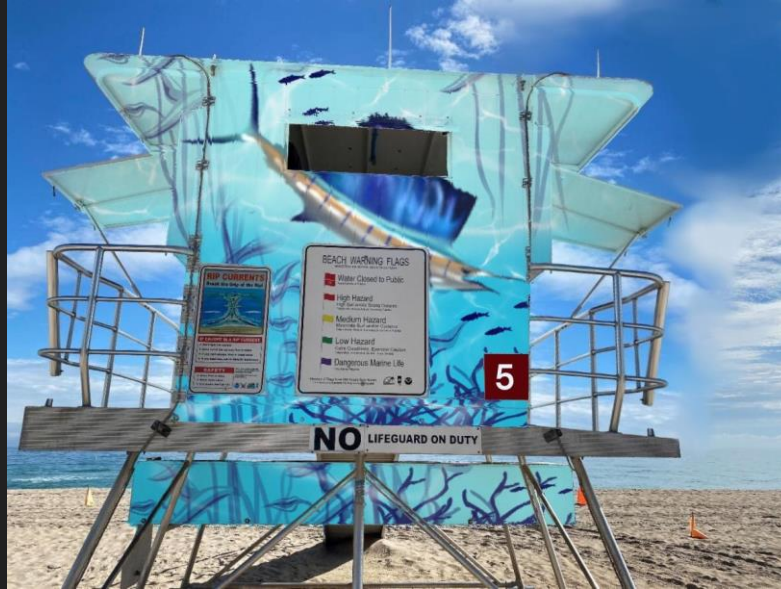








# Lifeguard Tower 5



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



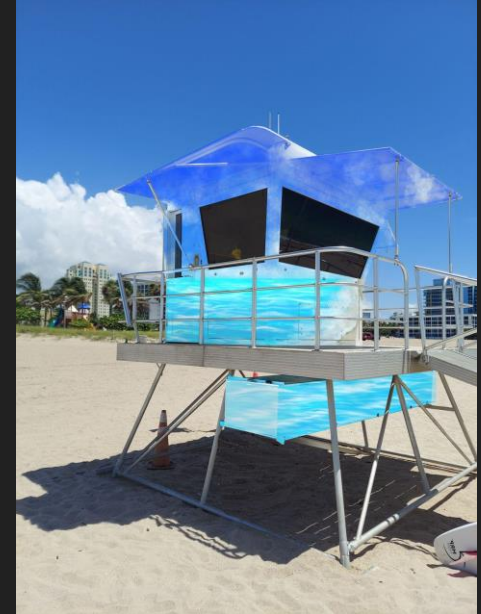
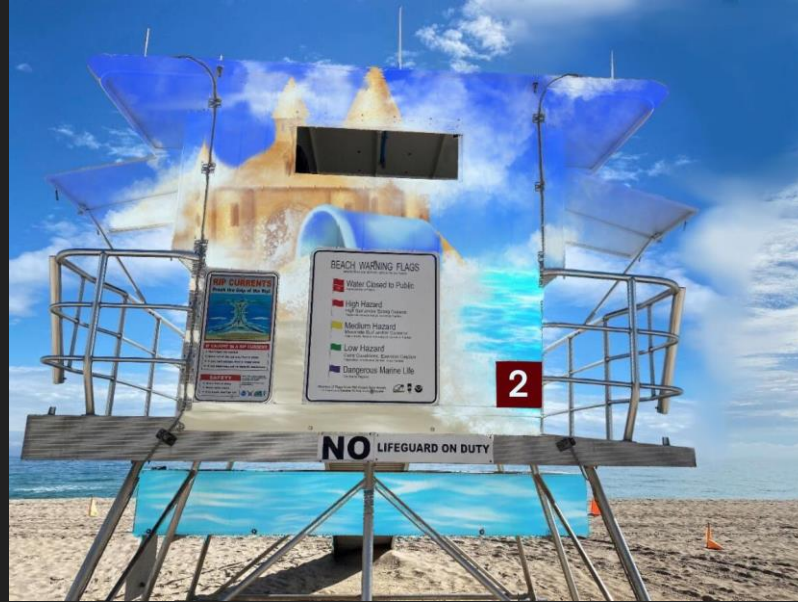








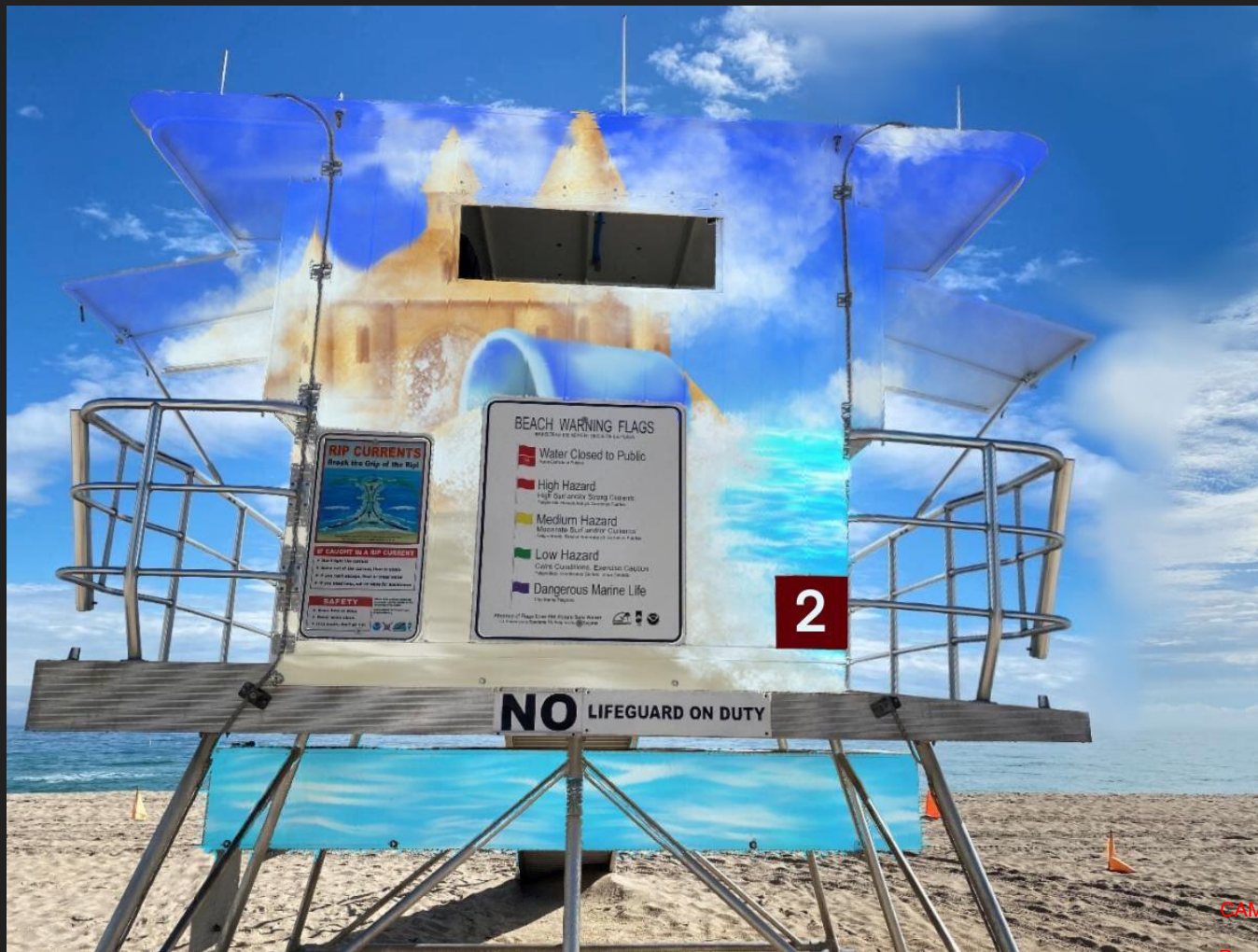
# Lifeguard Tower 2



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











# Project Budget

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

# 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