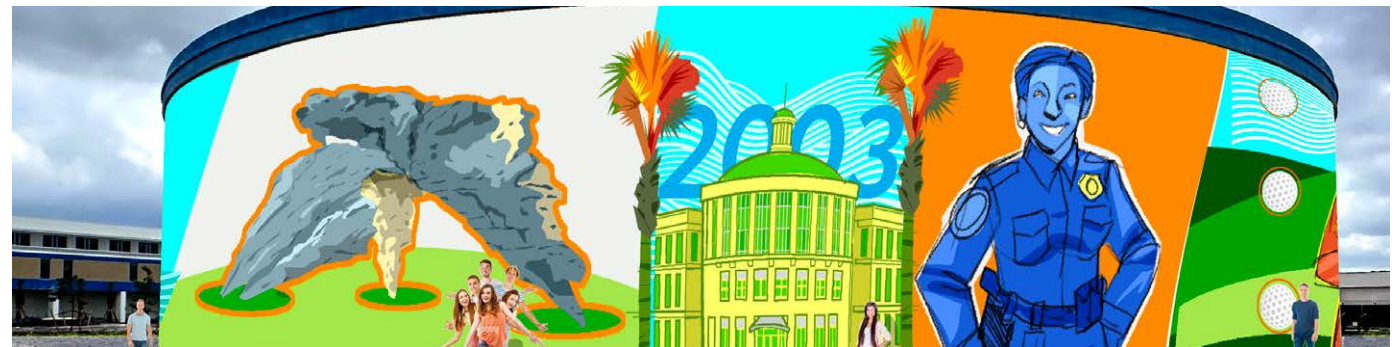




# “DORAL SHINES, Unity in Diversity”

Doral Central Park Water tank Art Project



# Project Management

## Project Overview

The “DORAL SHINES, Unity in Diversity” initiative aims to create a large-scale artwork that reflects Doral’s essence, including its tagline “Doral Shines” and themes of family, unity, peace, and multiculturalism.

This project will engage local residents in the artistic process, fostering connections, understanding, and appreciation among different cultural groups. The completed artwork will be painted in a Doral Central park Water Tank, serving as a lasting symbol of community unity.

Which would be a visual experience that not only adds to the sense of place as you enter Doral Central Park, but, reflects the neighborhood and the community identity.

## Objectives

**Cultural Representation:** To highlight the various cultural backgrounds present in our community through art.

**Community Engagement:** To involve residents of all ages in the creation process, promoting collaboration and dialogue.

**Public Art Installation:** To produce a durable public artwork that will beautify the community and serve as a landmark for inclusivity.

**Art Education:** To provide workshops that educate participants on Street art techniques and the importance of art in cultural expression.

## Target Audience

Local residents, including families, youth, seniors, and diverse cultural groups.

Local schools and educational institutions.

Community organizations and non-profits focused on cultural diversity and art.

## Technique:

**Mixed media**  
 Spray paint, stencils, Brush Paint, Street art markers

**Spray Brand to use in the project: Montana 94**  
 Fast drying, Very good resistance to the sun and rain. Very good resistance to UV light

Brush Paint Brand to use in the project:  
**BEHR Premium plus** Paint and Primer

Total area to be painted: **(7800 Sqf aprox)**

## Timeline

**Due to the size of the water tank area (7800 Sqf aprox) and the artist’s design , the estimated time to paint the mural could be between 2 and 3 months.**

**Project Planning (January 20-25 2025)**  
 Finalize design, secure permits, select colors.

**Beginning of the nighttime projection of the mural design. (January 27 -February 7 2025)**  
 For this activity, it is necessary to obtain a permit for the artist and his assistants to be on site overnight.

**Beginning of Painting Mural. (February 3 2025)**

**Community Involvement Opportunity (February 15 OR February 22 2025)**

**Estimated time to Painting Mural: (February 3 2025- April 30 2025)**

**Ribbon Cutting / Unveiling (May, 2025)**

## Project Budget

Artist fee	\$9000
Labor costs (3 assistans for 2 1/2 months)	\$30000
General Liability Policy (\$1,000,000)	\$1500
500 Spray cans aprox. 1500 Sprays caps aprox.	\$4500 \$1000
Exterior Paint & Primer 30 Gallons aprox.	\$4000
Electric Scissor Lift Rental for 2 months	\$3000
Paint Supplies (Paint Brushes,, masking tape, plastic sheeting, Paint Trays Paint Buckets, Pencils, Markers, Respirator Masks, Scaffold, Ladders)	\$6000
Community Enggagment Supplies (for one day of activities) (brushes, paints, water containers, cleaning cloths, Plastic folding tables)	\$1000

**Total Estimated Budget \$60000**

## Maintenance Plan and Budget

Once the mural is finished, a protective layer should be applied to the entire surface. The estimated timeline for this task would be one week.

The artist recommends using this brand: MasterClear® Supreme Coat water-based polyurethane Matte (MCS901)  
 Coverage: 320-400 sq ft./gallon

## Estimated Maintenance Budget

MasterClear® Supreme Coat (20 gallons)	\$2500
Labor costs	\$10000

## For cleaning

A PSI of 1,500–1,900 output is recommended for pressure washing



# Desing Proposal

## What will the mural look like?

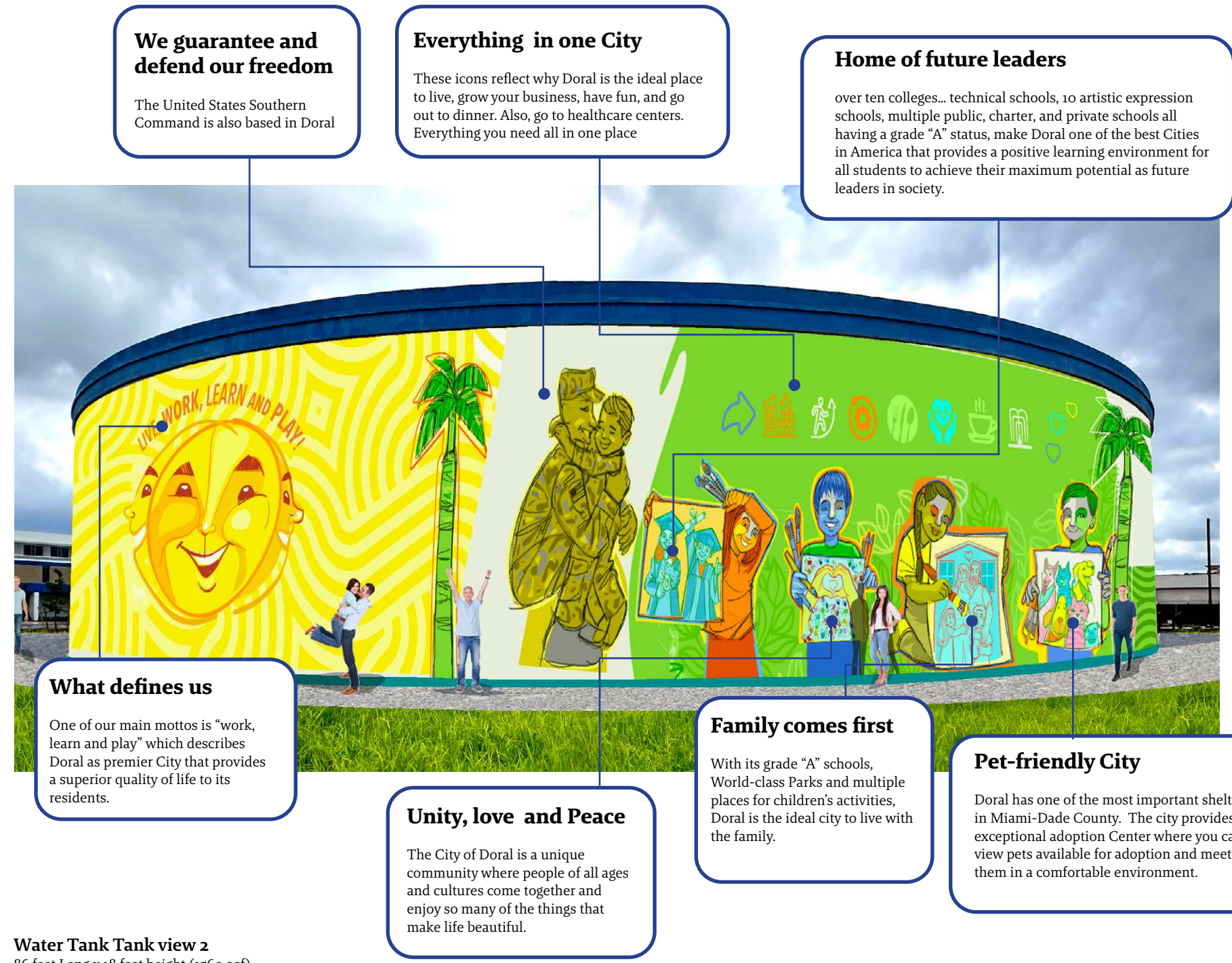
Those are a reference Layouts. The final result may vary in terms of size and colors.

These will be the five views that you will see as you walk the entire way around the water tank.



**Water Tank Tank view 1**  
 86 feet Long x 18 feet height (1560 sqf)

**Words that describes our feeling**  
 The City's popular moniker is "Doral Shines." This title is the main protagonist of the art. The objective is not only to attract attention from far away to take photos. Also, this motto should be made stronger among residents and visitors.



**What defines us**  
 One of our main mottos is "work, learn and play" which describes Doral as premier City that provides a superior quality of life to its residents.

**Unity, love and Peace**  
 The City of Doral is a unique community where people of all ages and cultures come together and enjoy so many of the things that make life beautiful.

**Family comes first**  
 With its grade "A" schools, World-class Parks and multiple places for children's activities, Doral is the ideal city to live with the family.

**Pet-friendly City**  
 Doral has one of the most important shelters in Miami-Dade County. The city provides an exceptional adoption Center where you can view pets available for adoption and meet them in a comfortable environment.

**We guarantee and defend our freedom**  
 The United States Southern Command is also based in Doral

**Everything in one City**  
 These icons reflect why Doral is the ideal place to live, grow your business, have fun, and go out to dinner. Also, go to healthcare centers. Everything you need all in one place

**Home of future leaders**  
 over ten colleges... technical schools, 10 artistic expression schools, multiple public, charter, and private schools all having a grade "A" status, make Doral one of the best Cities in America that provides a positive learning environment for all students to achieve their maximum potential as future leaders in society.

**Water Tank Tank view 2**  
 86 feet Long x 18 feet height (1560 sqf)

**Sport, relax and recreation**

It reflects the World-class Parks that Doral has and all the activities that you can do free and daily such as a wide variety of sports and dog-friendly off-leash dog areas, which are privileges that very few cities have.

**Daily view**

Hérons are part of the city's everyday landscape. you can see them everywhere much like its artificial lakes



**Water Tank Tank view 3**  
 86 feet Long x 18 feet height (1560 sqf)

**Uniques Landmarks**

Doral begins to have reference points that give it its identity, such as the case of the massive sculpture named "Micco" by artist Michele Oka Doner. It is located in the City's Downtown

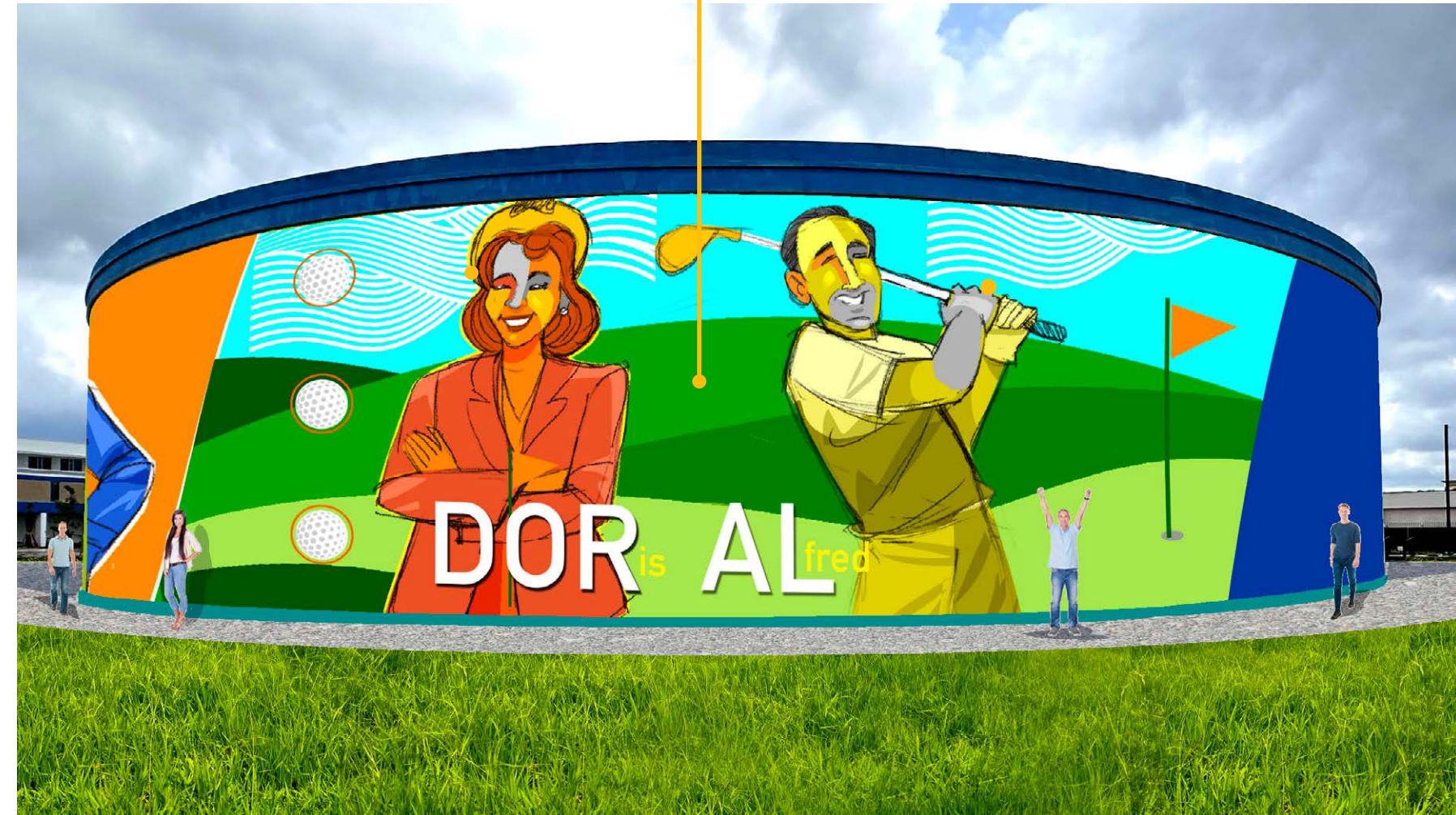
**A young (and safe) City**

Doral, incorporated on January 28, 2003, in one of thirty-four municipalities in Miami-Dade County, Florida. The Doral Police Department was started on June 2, 2008



**Water Tank Tank view 4**  
 86 feet Long x 18 feet height (1560 sqf)

**How it started**  
 History. Origins. Roots  
 Reflect the origins of Doral City, when Alfred Kaskel, real estate developer and his Wife Doris, opened a hotel and country club and named it **Doral** - a combination of Doris and Alfred. Also, Doral is well know for have the Doral Trump Golf Resort and Spa, home to the famous Blue Monster



**Water Tank Tank view 5**  
 86 feet Long x 18 feet height (1560 sqf)

## Community engagement and cohesion



This area will be designated to interact with the community members. The goal is to involve residents and their families to participate actively, fostering a sense of ownership and connection to the project

The plan is to designate a specific day for them to come and paint, under the artist's guidelines.

The artist will provide all materials, such as brushes, paints, water containers, cleaning cloths, etc.



## The Artist

### Eduardo Sanabria (EDO)

Venezuelan- American plastic artist, residing in Miami. EDO has been investigating the phenomenon of mass culture and Pop culture for more than 20 years. His works have been exhibited in Caracas, Paris, Milan, Madrid, Seoul, Shanghai, Tokyo, Chicago, New York, Las Vegas and Miami.

Along with his historical work and his successful new explorations in contemporary Ibero-American art, EDO has been growing in reputation as an international urban artist. He has been invited to create four (4) murals in Wynwood, one of the most important art districts in the United States, the annual home of ArtBasel Miami Beach. It is the place par excellence for elite, world-class artists, gallery owners, and cultural institutions.



## The Street Art

### Timeless Influencers

One of the fascinating sociological angles of this series of works by EDO has been to imagine and recreate what great personalities from universal history would have been like if they had access to the powerful technological tools enjoyed by current influencers. Thus, his series "Timeless Influencers" was born.

Based on this concept, he painted two murals: "Frida Influencer" (2022) and "Warhol Influencer" (2024), both at the Art Center Miami Gallery in Wynwood.



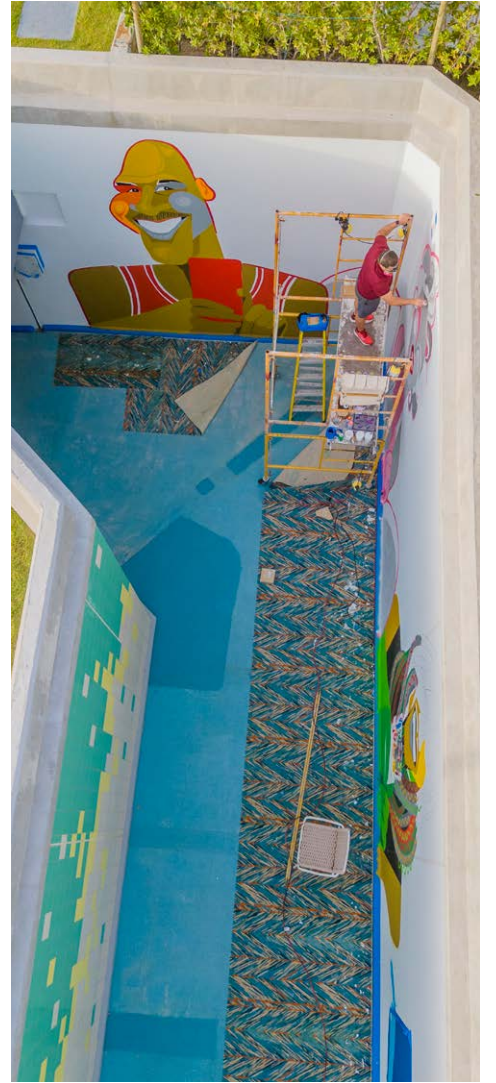
### Frida Influencer

Year: 2022  
Dimensions: 400 sq ft  
Technique: Acrylic paint with brush  
Cost: \$4000



### Warhol Influencer

Year: 2024  
Dimensions: 350 sq ft  
Technique: Acrylic paint with brush  
Cost: \$4500



**The Beach Art Tunnel / Aruba**  
 The exclusive Embassy Suites by Hilton Aruba Resort commissioned EDO to create 5 monumental murals for its unique internal pedestrian tunnel on the island. EDO worked again with the concept of "Timeless Influencers." The artist painted 12 globally recognized personalities, including Martin Luther King Jr., Michael Jordan, Madonna, The Beatles, and Amelia Earhart.

**"The Beach Art Tunnel"**  
 Year: 2024  
 Dimensions: 4000 sq ft  
 Technique: Spray paint and Acrylic paint with brush  
 Cost: \$70000



### **Master Jedis 100**

In March 2024, EDO painted "Masters Jedis 100", a tribute to two of the most important Venezuelan visual artists of the 20th century: Carlos Cruz-Diez and Jesús Soto. The purpose was to commemorate the centenary of both artists' birth (1923-2023). The Mural is located in Wynwood, miami.

### **"Masters Jedis 100"**

Year: 2024  
Dimensions: 1000 sq ft  
Technique: Spray paint and Acrylic paint with brush  
Cost: \$35000

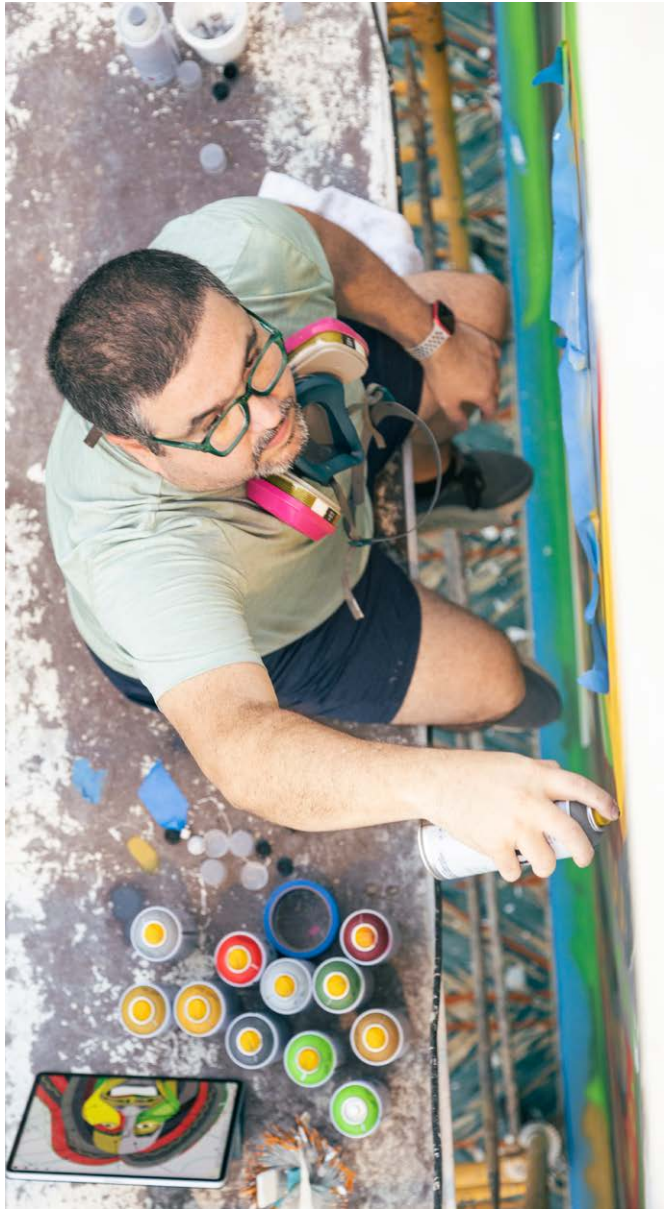


**References**

**Ana Carolina Moreno**  
Art Center Miami Director  
cel: 7865533331

**Geraldine Cubillan**  
Domus Media Manager  
Cel: 7868282685

**Cristhian Saravia**  
AKA Golden 305  
Artist  
Cel: 7864997023



[www.edoilustrado.com](http://www.edoilustrado.com)

[edoilustrado@gmail.com](mailto:edoilustrado@gmail.com)  
7866569787

## Johanna Villasmil (PR)

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**From:** EDOMIX <edoilustrado@gmail.com>  
**Sent:** Tuesday, January 14, 2025 4:19 PM  
**To:** Johanna Villasmil (PR)  
**Cc:** Diana Maldonado (PR); Erin Sullivan (PR)  
**Subject:** Re: Propuesta Arte para tanque revisada Eduardo EDO Sanabria

¡Saludos, Johanna!

Yo mismo seré el encargado del proyecto desde el diseño inicial hasta finalizar el arte del mural (2-3 meses)

La etapa posterior de protección del mismo (Maintenance and Budget) sería con otro proveedor

Con gusto, yo estaría disponible para cualquier duda o sugerencia de materiales que necesiten para esta actividad También iría algunas horas para verificar que apliquen todo como debe ser.

Cualquier otra inquietud, no duden en escribirme  
Saludos

EDO

> On Jan 14, 2025, at 1:12 PM, Johanna Villasmil (PR) <Johanna.Villasmil@cityofdoral.com> wrote:

>

> Buenas tardes Edo,

>

> Revise tu propuesta y tengo una consulta. Quien se va a encargar del project management del Proyecto? No veo la nota en la propuesta.

>

> Gracias. Por favor enviame la respuesta antes del miercoles 1/15 a las 3:00 pm para poderle incluir la nota al comite.

>

> Best regards,

>

> Johanna Villasmil, MBA

> Cultural Arts Center Facility Manager

>

> City of Doral

> 8401 NW 53 Terrace

> Doral, FL 33166

> T (305) 593-6600 ext. 5031

> F (305) 593-6615

> Johanna.Villasmil@cityofdoral.com

> www.cityofdoral.com

>

> Connect with us on X, Facebook and Instagram !

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