

TERMINAL EXPANSION PUBLIC ART PROPOSAL
for WILL ROGERS WORLD AIRPORT
M A T T G O A D



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*The Cherokee word for “**Connection**”*

*Written in the Cherokee Syllabary “**di li go ta nv hi**” (long e sounds “dee lee go tah nv hee”)*



ARTIST STATEMENT

“Since its founding in 1889, Oklahoma City has experienced a series of transformative booms and busts. With each challenge and change, the City has reconnected into something familiar but entirely new. Like a mosaic, Oklahoma City’s story is a collection of many pieces. These individual historical fragments form a whole that is like no other place on earth. They have shaped today from the past.

OKConnected

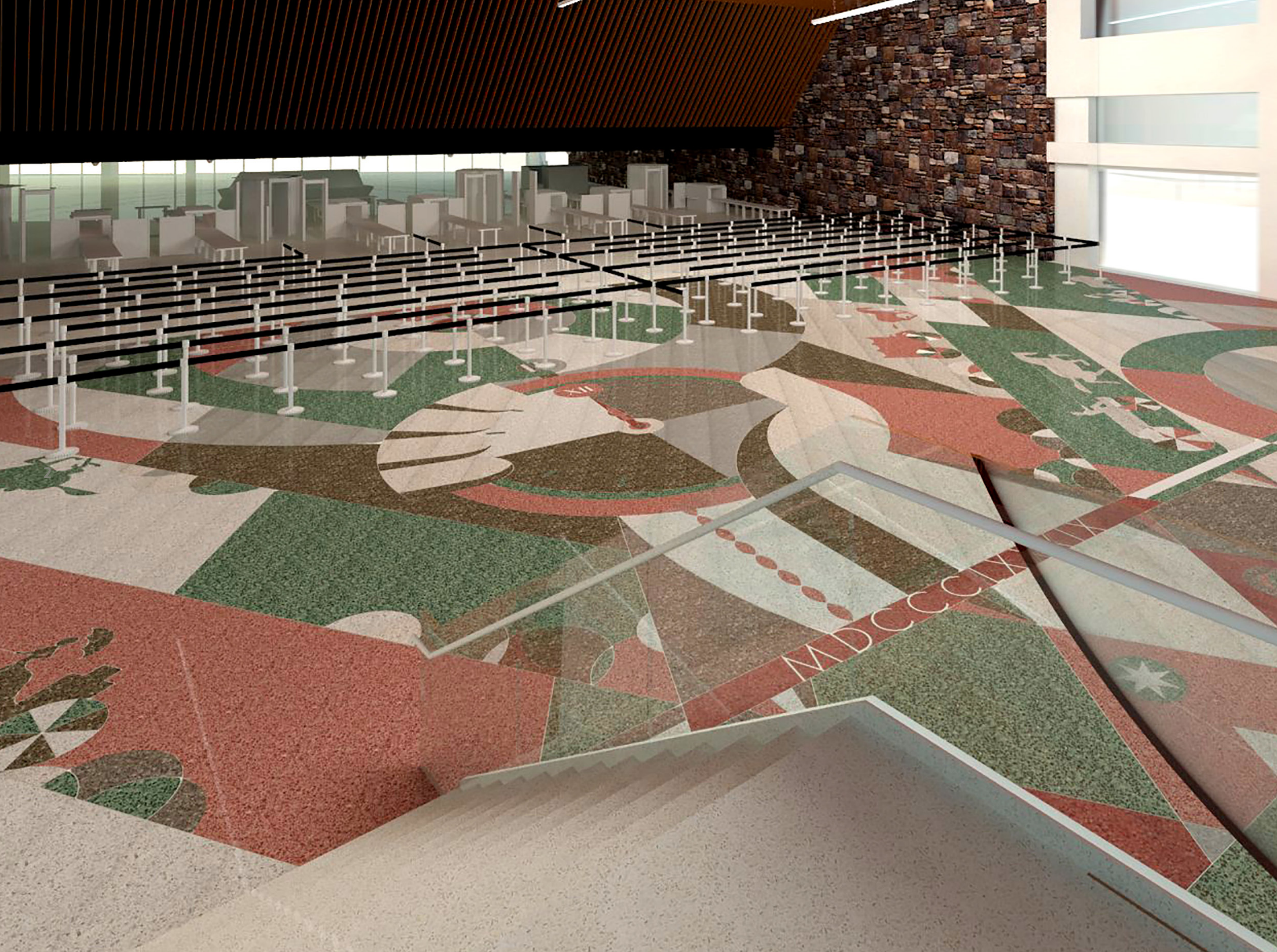
OKConnected is the story of Oklahoma City, designed as a welcome mat for the city’s front door: Will Rogers World Airport.

Here, the concept of connection is more than the typical connotation one might have with an airport. More than merely people to places. It’s a connection of past to present, of present to future, and of earth to sky.

A connection of Oklahoma City to the world.”

– Matt Goad







LOBBY TERRAZZO FLOOR

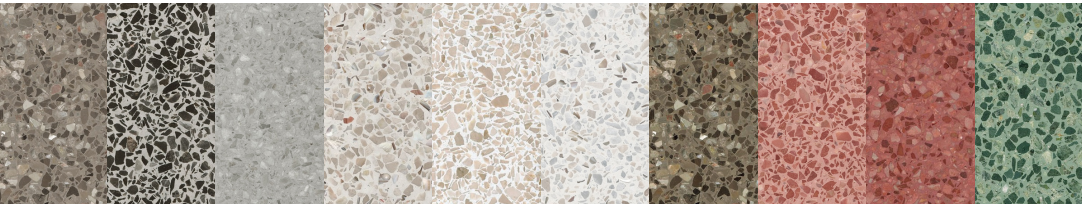
Prehistory to April 22nd, 1889, 12:00 noon

3

The artistic goal for the lobby entry is to create an attractive, functional timeless narrative that tells the story of Oklahoma City's past. The solution is designed as an extension of the architecture itself, creating a compositional flow which guides the traveler through the space. Colors and shapes are used to establish a clean, calming, and positive travel experience. Narrative details provide a sense of place with "Aha!" moments, both large and small.

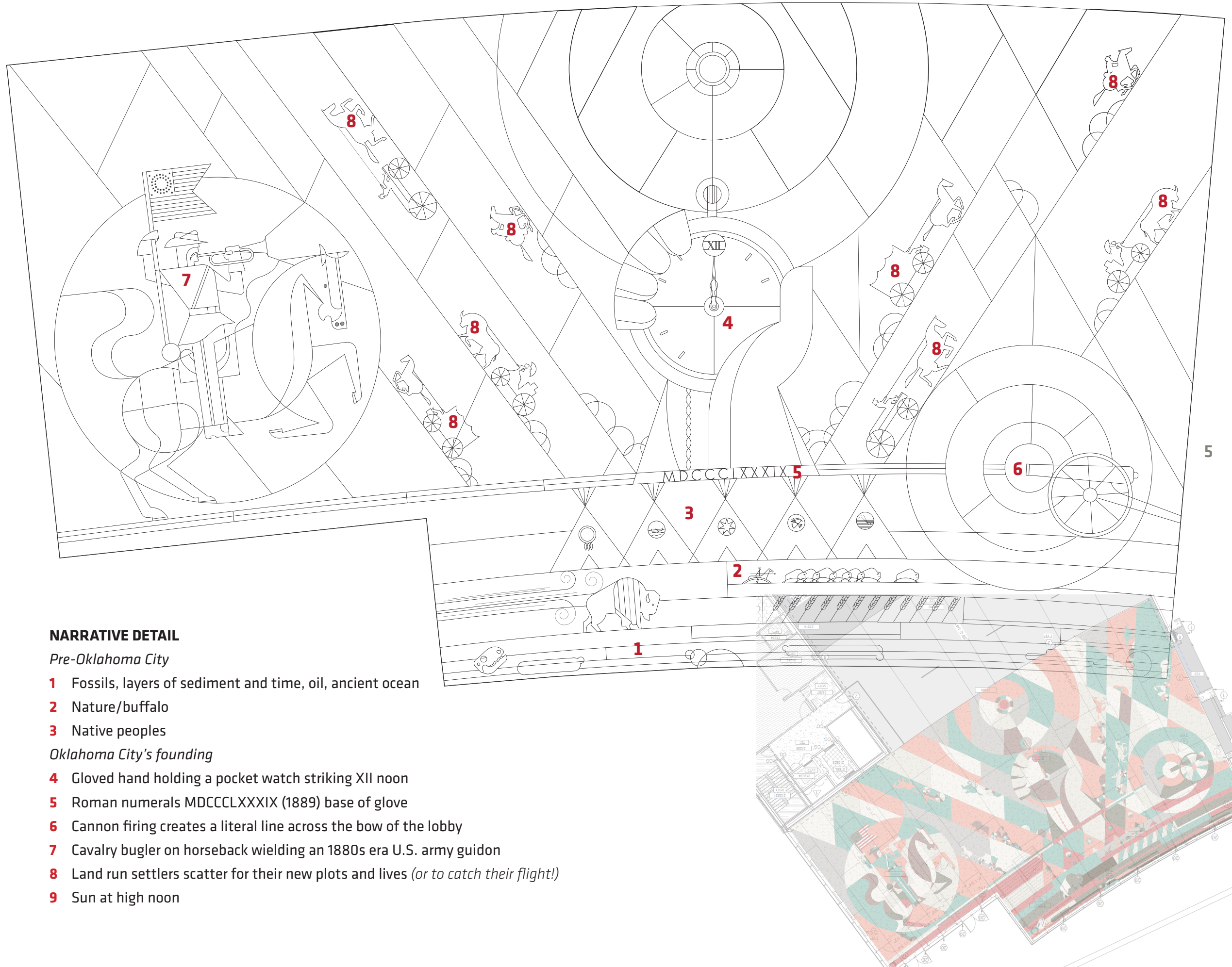


4



DESIGN DETAIL

- Compositional lines and circles create a directional flow into TSA
- Calming Oklahoma colors, (red dirt and prairie) timeless natural palette complimentary of airport architecture (slate, wood, glass)
- Smaller elements viewable while moving on the terrazzo levels, with larger focal points viewable from mezzanine sky walk
- Traffic lines for higher volume times left void of important narrative details (closer to the TSA entry)



NARRATIVE DETAIL

Pre-Oklahoma City

1 Fossils, layers of sediment and time, oil, ancient ocean

2 Nature/buffalo

3 Native peoples

Oklahoma City's founding

4 Gloved hand holding a pocket watch striking XII noon

5 Roman numerals MDCCCLXXXIX (1889) base of glove

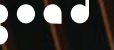
6 Cannon firing creates a literal line across the bow of the lobby

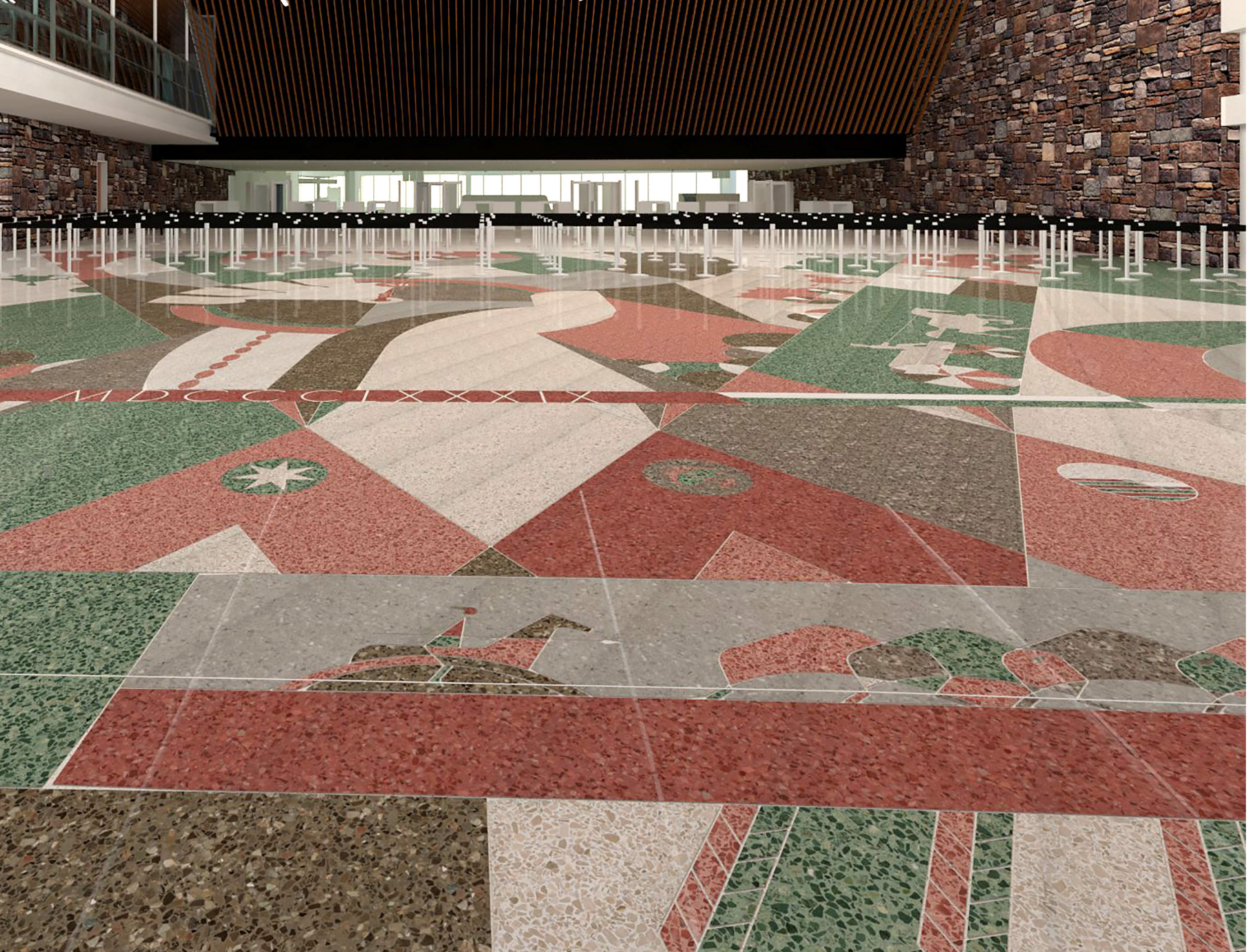
7 Cavalry bugler on horseback wielding an 1880s era U.S. army guidon

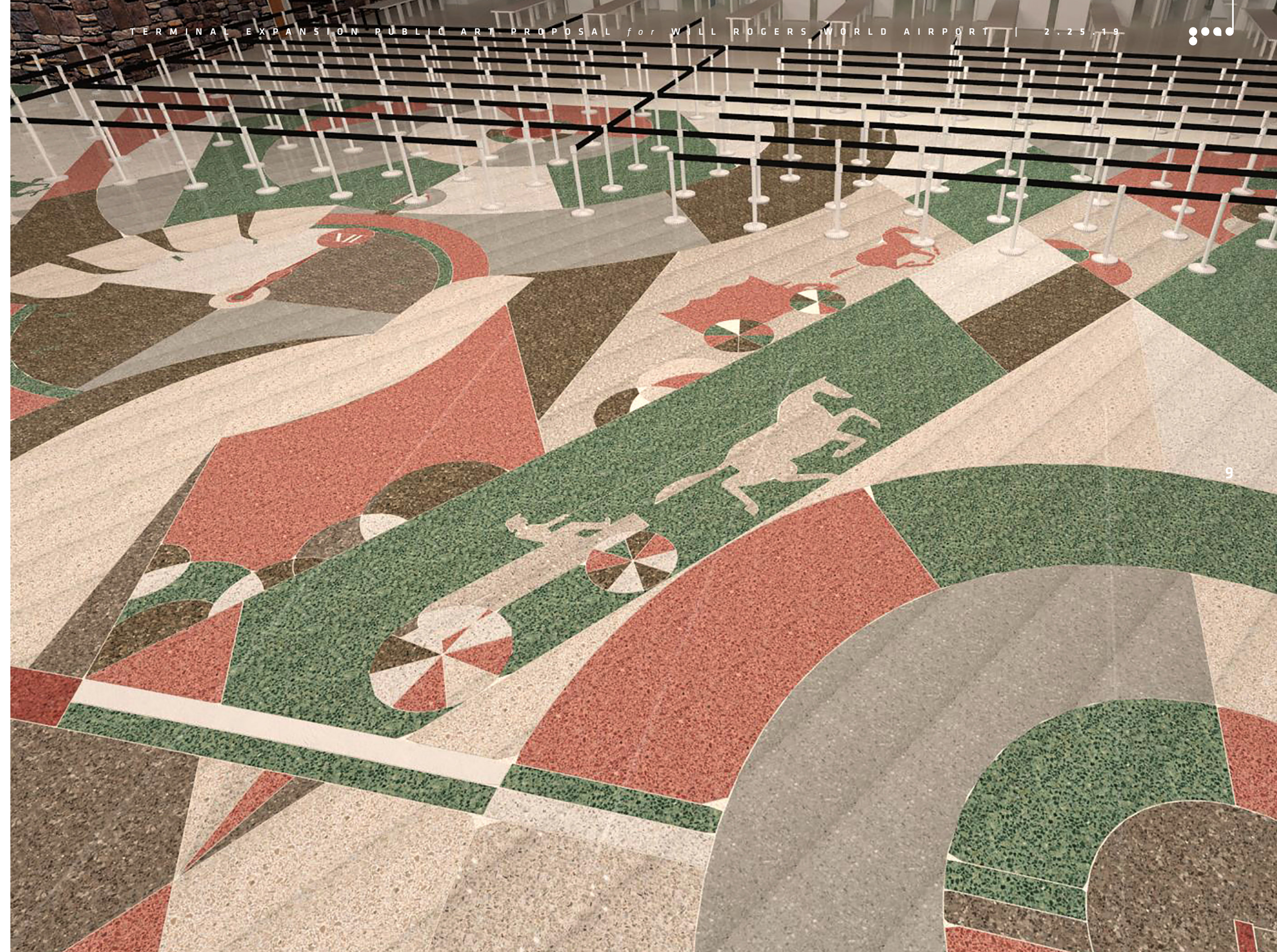
8 Land run settlers scatter for their new plots and lives (*or to catch their flight!*)

9 Sun at high noon



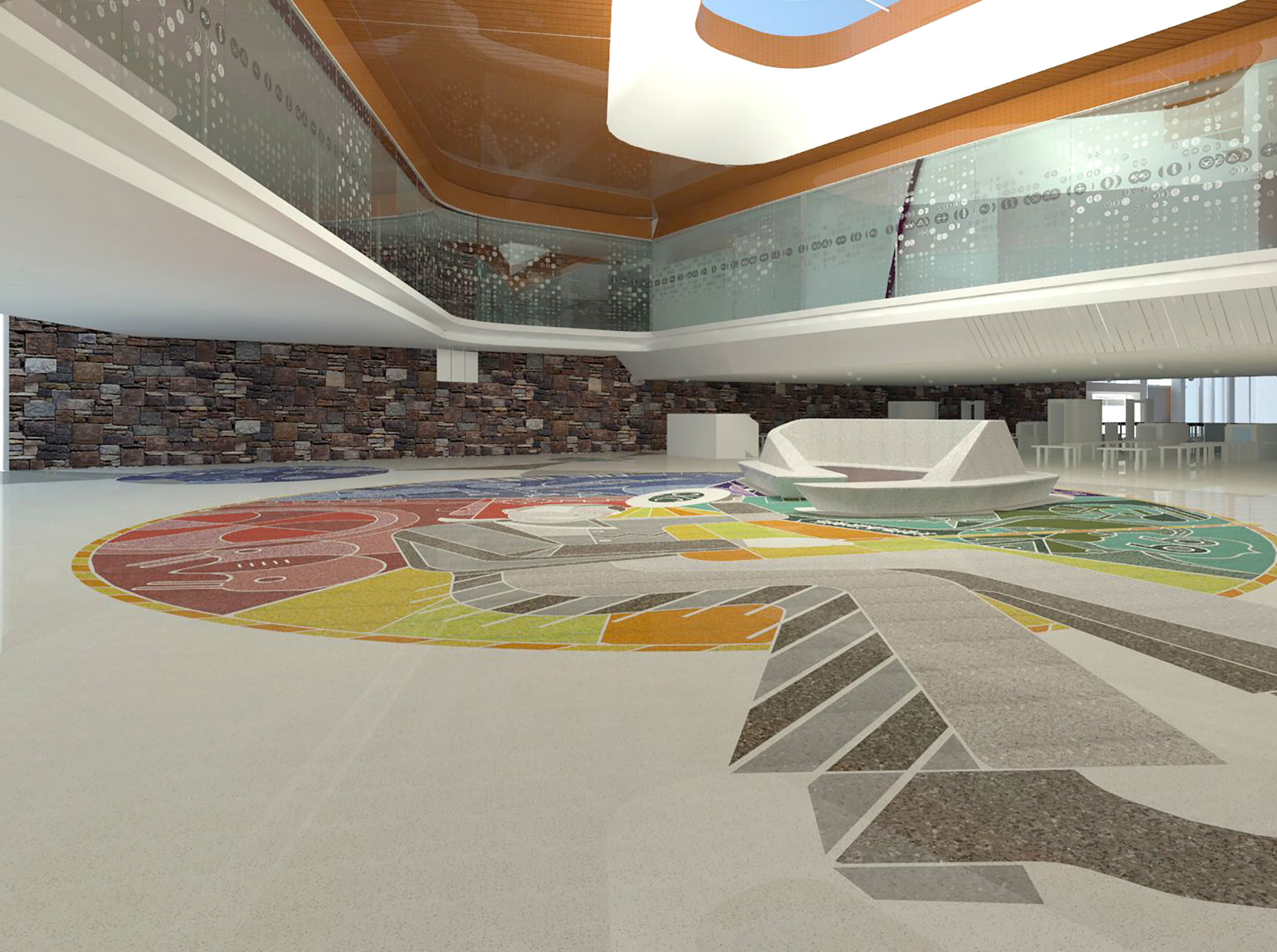














ATRIUM TERRAZZO FLOOR & CURTAIN WALL

Oklahoma Culture + Industries + Skies

The artistic goal of the main atrium and gate corridor is two-fold: to welcome the visitor to Oklahoma City, and to connect travelers coming and going with a sense of place. A grand place! By celebrating OKC's colorful cultures and industries.

The circular basis for the design was inspired by the connection of earth to sky. The terrazzo floor, or earth, looks up to the sky, the *curving* curtain wall. And vice versa.

Center pivot irrigation circles.





In the post-TSA area, where travelers are more at ease, the terrazzo medium is an opportunity to use more vibrancy and pops of color. The centerpiece and focal point is a celebration of Oklahoma City, being shown to us by Oklahoma's favorite son and the airport's namesake Will Rogers. Hospitality, sports, music/entertainment and the places of OKC are represented with line and color inside the lasso of a sepia-toned Will.



Looking up at the curtain wall (or sky) is a linear pattern of circles which as a whole form a vapor effect gradating in opacity and size up and down. Upon closer inspection is revealed each circle contains a mark reminiscent of native petroglyphs. These designs are actual international weather symbols used by meteorologists to communicate separate weather events.

“Weatherglyphs.”

00	01	02	03	04	05	06	07	08	09	0	0	0	0	0	0	0
Clouds	Clouds	Clouds	Clouds	Clouds	Clouds	Clouds	Clouds	Clouds	Clouds	Clouds	Clouds	Clouds	Clouds	Clouds	Clouds	Clouds
10	11	12	13	14	15	16	17	18	19	1	1	1	1	1	1	1
Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light
20	21	22	23	24	25	26	27	28	29	2	2	2	2	2	2	2
Drizzle	Drizzle	Drizzle	Drizzle	Drizzle	Drizzle	Drizzle	Drizzle	Drizzle	Drizzle	Drizzle	Drizzle	Drizzle	Drizzle	Drizzle	Drizzle	Drizzle
30	31	32	33	34	35	36	37	38	39	3	3	3	3	3	3	3
Slight or moderate	Slight or moderate	Slight or moderate	Slight or moderate	Slight or moderate	Slight or moderate	Slight or moderate	Slight or moderate	Slight or moderate	Slight or moderate	Slight or moderate	Slight or moderate	Slight or moderate	Slight or moderate	Slight or moderate	Slight or moderate	Slight or moderate
40	41	42	43	44	45	46	47	48	49	4	4	4	4	4	4	4
Fog	Fog	Fog	Fog	Fog	Fog	Fog	Fog	Fog	Fog	Fog	Fog	Fog	Fog	Fog	Fog	Fog
50	51	52	53	54	55	56	57	58	59	5	5	5	5	5	5	5
Intermittent drizzle	Intermittent drizzle	Intermittent drizzle	Intermittent drizzle	Intermittent drizzle	Intermittent drizzle	Intermittent drizzle	Intermittent drizzle	Intermittent drizzle	Intermittent drizzle	Intermittent drizzle	Intermittent drizzle	Intermittent drizzle	Intermittent drizzle	Intermittent drizzle	Intermittent drizzle	Intermittent drizzle
60	61	62	63	64	65	66	67	68	69	6	6	6	6	6	6	6
Intermittent rain	Intermittent rain	Intermittent rain	Intermittent rain	Intermittent rain	Intermittent rain	Intermittent rain	Intermittent rain	Intermittent rain	Intermittent rain	Intermittent rain	Intermittent rain	Intermittent rain	Intermittent rain	Intermittent rain	Intermittent rain	Intermittent rain
70	71	72	73	74	75	76	77	78	79	7	7	7	7	7	7	7
Continuous rain	Continuous rain	Continuous rain	Continuous rain	Continuous rain	Continuous rain	Continuous rain	Continuous rain	Continuous rain	Continuous rain	Continuous rain	Continuous rain	Continuous rain	Continuous rain	Continuous rain	Continuous rain	Continuous rain
80	81	82	83	84	85	86	87	88	89	8	8	8	8	8	8	8
Slight rain	Slight rain	Slight rain	Slight rain	Slight rain	Slight rain	Slight rain	Slight rain	Slight rain	Slight rain	Slight rain	Slight rain	Slight rain	Slight rain	Slight rain	Slight rain	Slight rain
90	91	92	93	94	95	96	97	98	99	9	9	9	9	9	9	9
Moderate or heavy	Moderate or heavy	Moderate or heavy	Moderate or heavy	Moderate or heavy	Moderate or heavy	Moderate or heavy	Moderate or heavy	Moderate or heavy	Moderate or heavy	Moderate or heavy	Moderate or heavy	Moderate or heavy	Moderate or heavy	Moderate or heavy	Moderate or heavy	Moderate or heavy



02
State of sky on the whole unchanged during past hour.



08
Well developed dust devil(s) within past hour.



19
Funnel cloud(s) within sight during past hour.



23
Rain and snow (NOT falling as showers) during past hour, but NOT at time of observation.



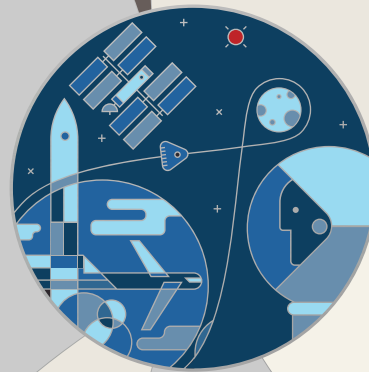
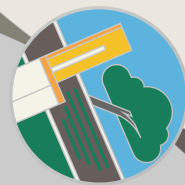
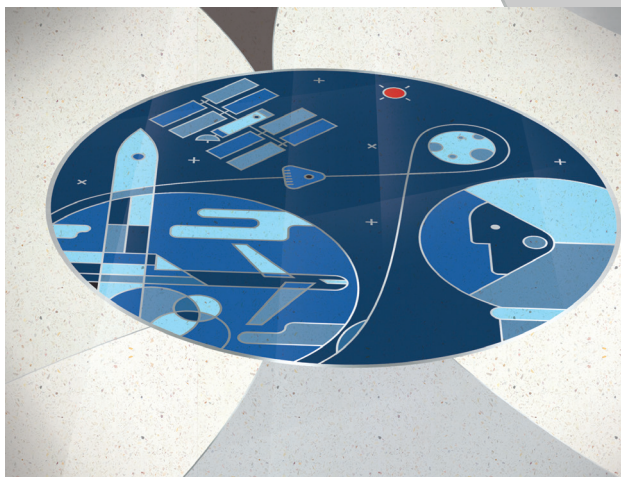
79
Ice pellets (sleet, U.S. definition).

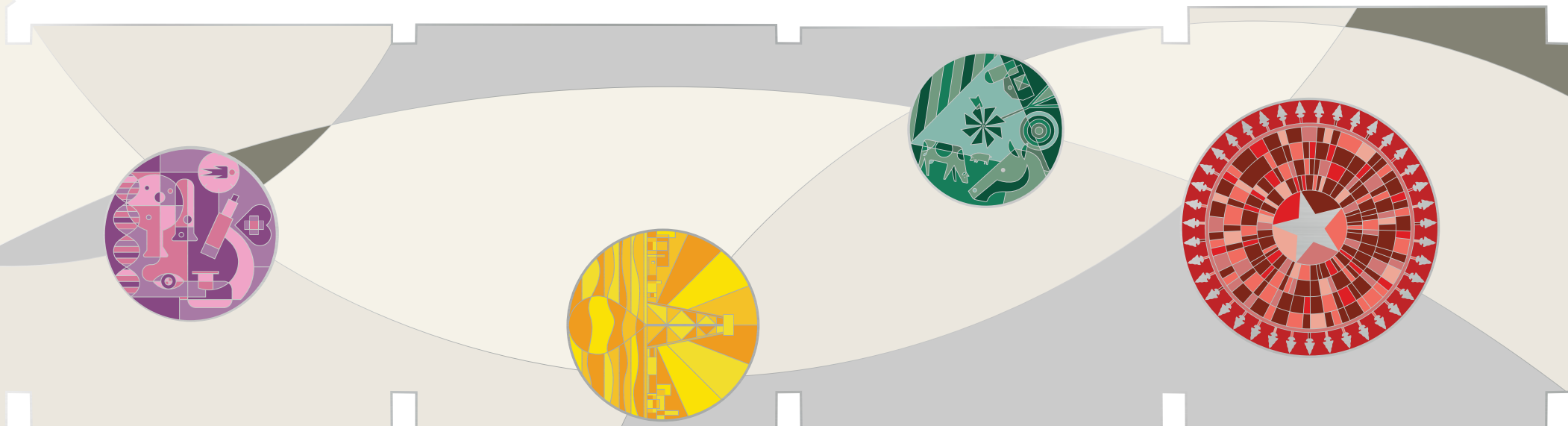
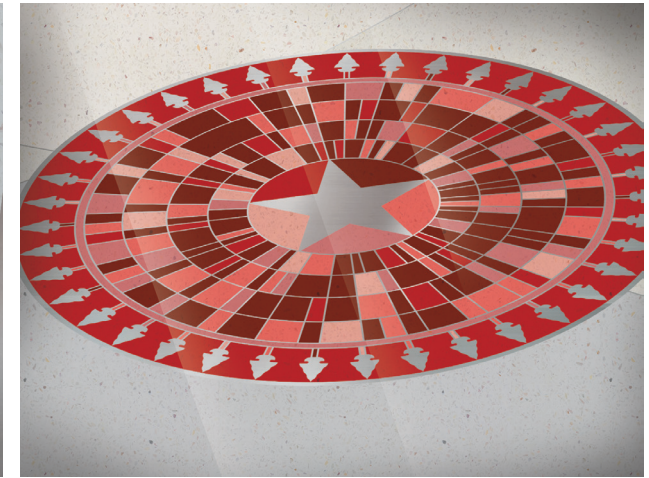
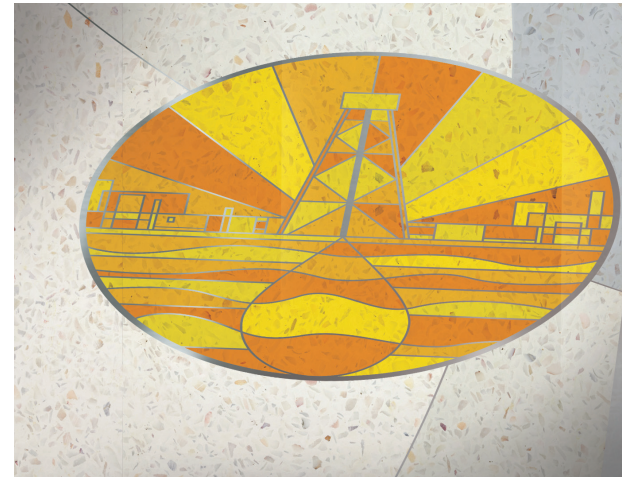
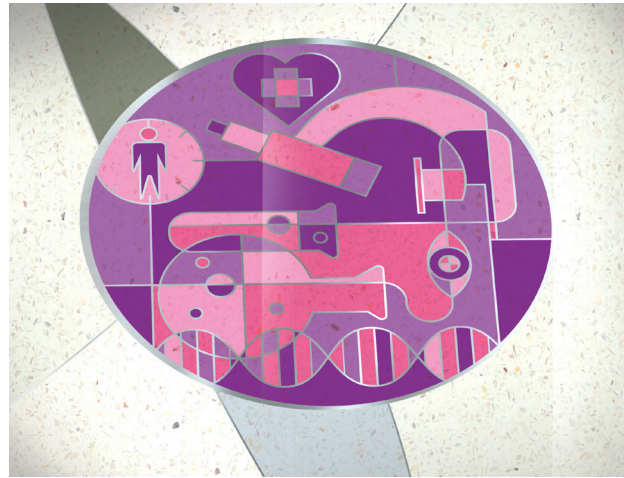


84
Moderate or heavy shower(s) of rain and snow mixed.

DESIGN DETAIL

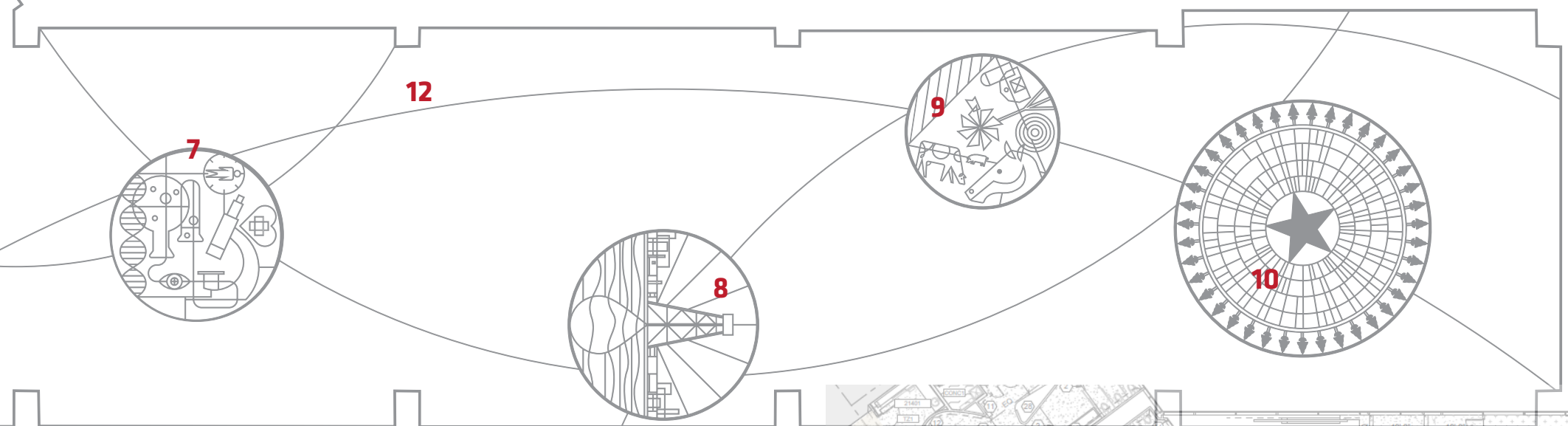
- Compositional circular formations with neutral areas for seating, concession and higher volume traffic
- Large centerpiece as foundation for overall design theme
- Pops of color contrasting the field of neutrals carried from lobby palette
- Modern design creating the experience of a modern place





The spaces beyond the atrium are the industries and the people that are Oklahoma City: aerospace, energy, biotech/medical research and agriculture with a large welcome mat to native America: Oklahoma, and its capital city. Each medallion is designed with its own unique family of colors with the exception of one: the Survivor Tree and the Oklahoma City National Memorial. Here the palette used is objective and real.





NARRATIVE DETAIL

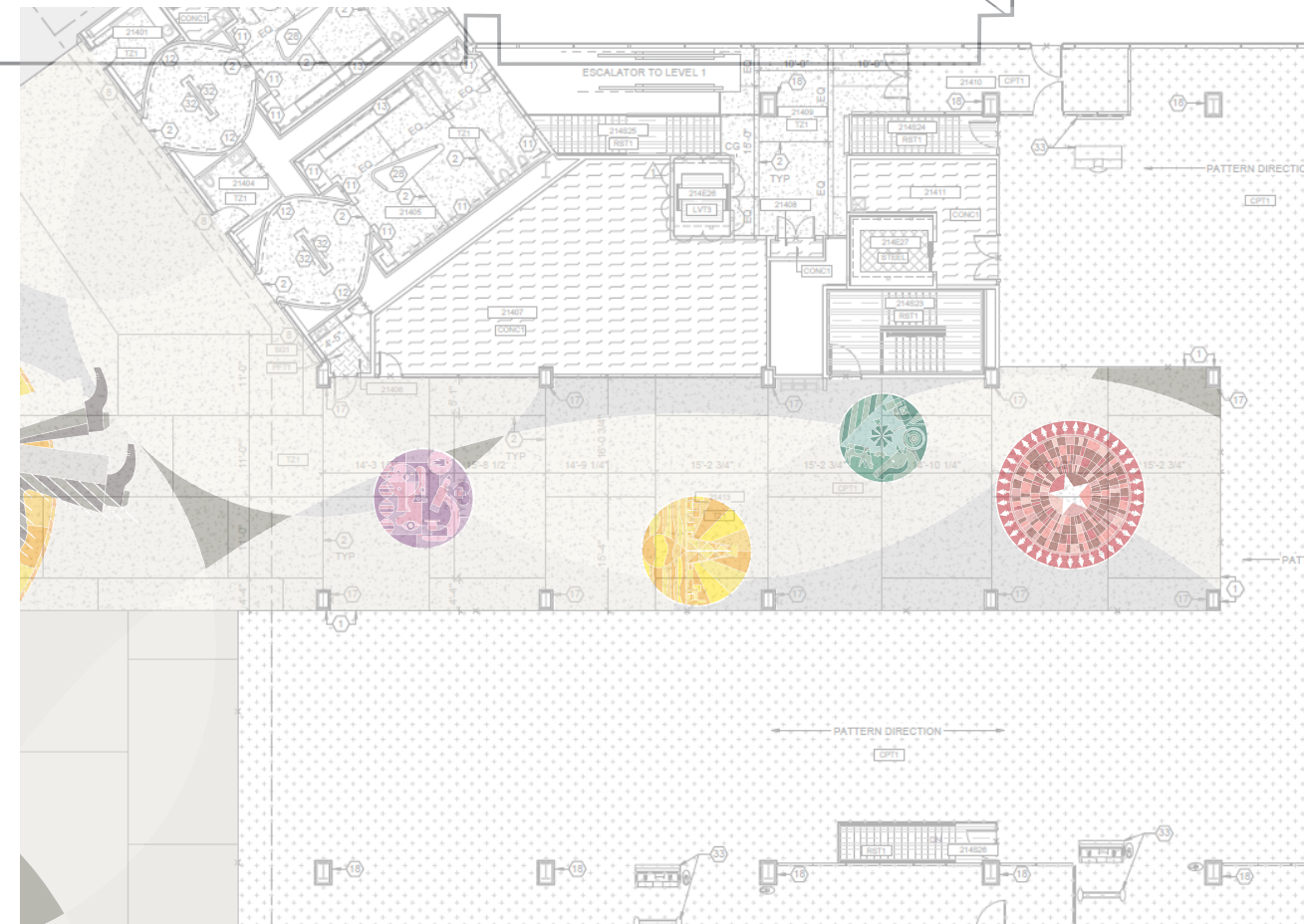
*Oklahoma City's culture, industry sectors and people
(No specific logos or names are illustrated)*

Atrium centerpiece

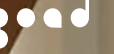
- 1** Will greets with a tip o' the hat
- 2** Sports
- 3** Music/entertainment
- 4** Hospitality
- 5** Places

Gate corridor and periphery

- 6** Aerospace
- 7** Biotech/medical research
- 8** Energy
- 9** Agriculture
- 10** "Welcome to native America" a basket weave with a star circled by 39 arrowheads
- 11** Oklahoma City National Memorial
- 12** Neutral fields of circles







BUDGET ESTIMATE

130K AWARD EXPENDITURE ESTIMATE:

Art and design	\$50,000
Mechanical files built for contractors	\$15,000
Revisions to design to fit budgetary constraints	\$10,000-\$20,000
Unexpected issues, materials, contractor or otherwise	\$10,000
Architectural consultant	\$15,000
Inspections and oversight of installations to make sure all quality and artistic expectations by the artist, the WRWA Airport Trust, and the City of Oklahoma City are met. Meetings, travel, lodging involved for the above over a two year period.	\$20,000



ARTWORK MAINTENANCE

ARTWORK MAINTENANCE PLAN

Typical Terrazzo maintenance as per airport cleaning schedule including:

- Dust mop floors daily
- Scrub your floors a minimum of twice a week for the initial two to three months after construction.
- After three month initial cleaning schedule period, once per week scrub and seal floor with a water-based sealer in accordance to the manufacturer's instructions. Normally, a new floor requires two or more coats, Sealer should be classified by Underwriters Laboratories, as slip resistant with a rating of minimum 0.5. Use maintenance products designed only for terrazzo.

23

Glass:

- Clean Glass as needed.

ARTWORK MAINTENANCE COST ESTIMATE

Estimated cost is anticipated to be no more than those that have been planned for operations by the Airport and maintenance teams currently contracted for the new addition.

CONSTRUCTION ALLOWANCE

Estimation is an 80/20 split of the \$289,000 construction allowance with the majority for the terrazzo flooring.

SCHEDULING STATEMENT

No scheduling conflicts for the next two to three years.
Barring Holidays or an unforeseen catastrophic event
Matt Goad will be available to fulfill all obligations,
meetings, inspections and deadlines.



ARCHITECTURAL LIAISON

Adam Lanman, Assoc. AIA

Director of design, AtelieraL

www.atelieral.com

405.820.7191

adam@atelieral.com

Prior to founding atelieral in 2016 Lanman worked with national and international award-winning architecture and design practices where he gained experience across all sectors of the design and construction industries. Through his practice at atelieral Lanman has focused on intervention based public art and creative placemaking projects exploring how small scale tactical design can affect large scale changes throughout any given cultural landscape.

Lanman's long range plan in Public Interest Design and exploring how architecture, design and fabrication can affect positive change in social, economic and cultural arenas was launched in 2018 with the opening of SPAARC (SPace for Art and ARChitecture) in the heart of the Paseo Arts District in Oklahoma City. Lanman holds degrees in microbiology and architecture culminating with a Masters of Architecture from Cornell University.



MATT GOAD

“Oklahoma has provided me a platform, profession and, greatest of all, a passion for art and design for over 27 years. This has given me the great reward of helping public and private Oklahoma organizations express themselves, their place and their core values visually.

My love for Oklahoma and its heritage offers an amazing “whirlwind” of stories to illustrate. The modern linear style I’ve developed utilizes interlocking identifiable symbols and shapes in a compositional flow that pulls the viewer into a narrative. I am passionate about history, nature and culture because it not only gives the viewer a sense of place but also lets them “in” on the story. This is why my work is easily accessible to the public and enjoyed by all, young and old, across cultural identities.

26

I have spearheaded many permanent and temporary exhibits at museums and galleries across the state. I worked on multi-million dollar projects including creating the logo, signage and wayfinding for the OKC Underground; designing several permanent installations, including the etched glass donor wall, at Science Museum Oklahoma; and designing the 2015 renovations to the Will Rogers World Airport tunnel in conjunction with Funnel Design Group. My work has received numerous design and creative awards including over 180 regional and national Addy Awards, three of which are Best of Show awards, and I’ve been featured in international design publications including Communication Arts, Print magazine and in art and design books by Penguin and Rockport Publishing.

I am well-qualified and in a good position to understand the vision and mission of the WRWA Trust and staff. Additionally, I know what works and is appropriate in public art, and, most importantly, what will greatly enhance visitors’ experience at Will Rogers World Airport. I am confident that *OKConnected* is a special piece that will make residents feel they have returned home, and stay in the minds of visitors long after they leave Oklahoma City.”



Matt in the GoadAbode with assistants Tucker and Jackson.

EXHIBITIONS

“Pop Art Surrealism”

March-April 2008

Oklahoma Contemporary: Oklahoma City, OK

“Funk the Funk”

August 2009

Line Gallery: Oklahoma City, OK

“Nature. Geometry. Love.”

October 2011

Dwelling Spaces, Tulsa OK

“Frequency Tests.”

August 2013

Dwelling Spaces / The Womb: Oklahoma City, OK

“Tread Lightly”

July 2013

OC University: Oklahoma City, OK

“Monkey Do.”

January 2014

Myriad Gardens Gallery: Oklahoma City, OK

“Outside the Lines, Too” Coloring Book Release Party

October 3, 2015

MOCA: Los Angeles, CA

“Urban Dwellers”

November 2016

Verbode: Oklahoma City, OK

“ArtNow”

January 2017

Oklahoma Contemporary: Oklahoma City, OK

“A Bit of History”

February 2019

IAO, Oklahoma City, OK

COMMISSIONS

Eye On The Sky” Permanent Weather Exhibit including Mural

2013

Science Museum Oklahoma

“Scientist Sidekick” Mural portraits of famous scientists who changed the world

2014

Science Museum Oklahoma

“An OK History” Mural

2014

Lettering Express, Oklahoma City OK

“Think Small. Dream Big” Mural

2015

Fowler Volkswagen, Norman Oklahoma

Donor Etched Glass Wall

2016

Science Museum Oklahoma

“Oklahoma Icons” Mural

2018

Emerson Orthodontics, Broken Arrow Oklahoma

Over 50 Private commissions over the last ten years

with work on every continent except Antarctica.



PROFESSIONAL EXPERIENCE

GoadAbode, Inc March 2015 - present

Artist, Creative Director

Worked on a variety of murals, installations, and helped clients such as Science Museum Oklahoma, KOSU, Fowler Automotive, Continental Resources, COOP Ale Works and Downtown OKC, Inc. tell their stories through art and design. For Science Museum Oklahoma I designed their permanent etched glass Donor Wall.

Funnel Design Group March 2009-March 2015

Creative Director

Oversaw a team of designers and worked with clients such as Will Rogers World Airport on a variety of design and artistic solutions such as the tunnel garage renovation and the vinyl frosted glass famous Oklahomans windows. Created permanent and temporary exhibits and murals for Science Museum Oklahoma including their weather exhibit and their yearly Out of the Box exhibit.

Hit Design May 2000-March 2009

Partner, Creative Director

Helped design artistic installations, murals, innovative trade shows, magazines and websites for companies including Sonic, Presbyterian Health Foundation and Downtown OKC Inc., Including the Underground of Downtown OKC in coordination with Elliott + Associates Architects.

VI Marketing and Branding April 1995 to May 2000

Associate Creative Director

Oversaw a team of designers and worked with clients such as ODOT on the “Keep Our Land Grand” anti-litter campaign, the OKC Zoo as well as numerous other local and state entities.

Perdue Design March 1991-April 1995

Illustrator and Graphic Designer

First developed my personal artistic style I call “Chunkism,” which employs line, composition and color to tell a story of history and place. Worked on many projects for clients such as Island Records. This studio would later have the facade blown in by the Oklahoma City bombing of April 19, 1995.

REFERENCES

Michael D. Anderson Ph.D.

Former president,
Presbyterian Health Foundation
405.213.8440

Kristin Thomas

Senior vice president of public relations,
Continental Resources
405.706.5642

Jane Jenkins

President,
Downtown OKC, Inc.
405.235.3500

Jonathan Fowler

President,
Fowler Holding Company
405.573.9909





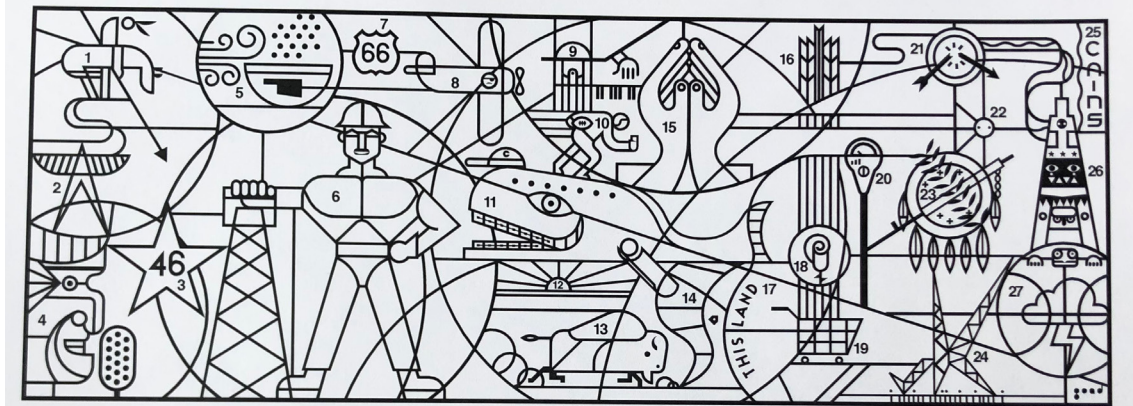
"Think Small. Dream Big." mural
Acrylic on drywall
14'x24' and 14'x30'





"An OK History" mural
Acrylic on drywall
13'x78'





"Oklahoma Icons" by Matt Goad, 2018

- | | |
|--|--|
| 1. James Earle Fraser's "End of the Trail" | 14. Twister |
| 2. Scissortail Flycatcher, OK state bird | 15. ORU Praying Hands |
| 3. 46th State / OK's First Flag | 16. Spire of Boston Avenue Church of Tulsa |
| 4. Will Rogers | 17. "This Land..." Woody Guthrie Guitar |
| 5. Dustbowl | 18. Rose District |
| 6. George "Grecco" Hondronast's "Golden Driller" | 19. Oklahoma invention: the Shopping Cart |
| 7. Route 66 | 20. Oklahoma invention: the Parking Meter |
| 8. Wiley Post in his Winnie Mae | 21. Broken Arrow |
| 9. Leon Russell | 22. Moon in honor of Astronaut Thomas Stafford |
| 10. Jim Thorpe | 23. Osage Nation Buffalo Skin Shield (OK Flag) |
| 11. Hugh Davis's "Blue Whale" of Catoosa | 24. Skydance Bridge of OKC |
| 12. Oklahoma Sunsets | 25. CAIN's Ballroom |
| 13. Bison, OK state animal | 26. Ed Galloway's totem poles |
| | 27. OKC Thunder Basketball |

Matt Goad

Oklahoma City artist Matt Goad has been working professionally as a graphic designer and illustrator for over 25 years and venturing into the realm of paintings on canvas in 2007. Whimsical, geometric, simple and complex, his paintings of animals and nature draw inspiration from classic graphic design and pop art reproduction of the mid 20th century. The discovery of woodcut printing during college was a major turning point in Matt's development of his illustration style he refers to as "chunkism," utilizing stencils and acrylics to create a world where nature and geometry meet and have a baby.

For more information and to view works please visit
www.mattgoad.com | www.goadabode.com
 IG: @goadabode

"Oklahoma Icons" design was originally commissioned by Emerson Orthodontics of Broken Arrow Oklahoma where a mural of the design resides.
 "Oklahoma Icons" print is a limited edition of 100 signed and numbered. ©2018 by Matt Goad, all rights reserved.



"Oklahoma Icons" mural
 Vinyl application
 9'x27'



"Tread Lightly" mural
Acrylic on drywall
8'x40'



37

"Goliath"
Acrylic on Baltic birch
4'x8'



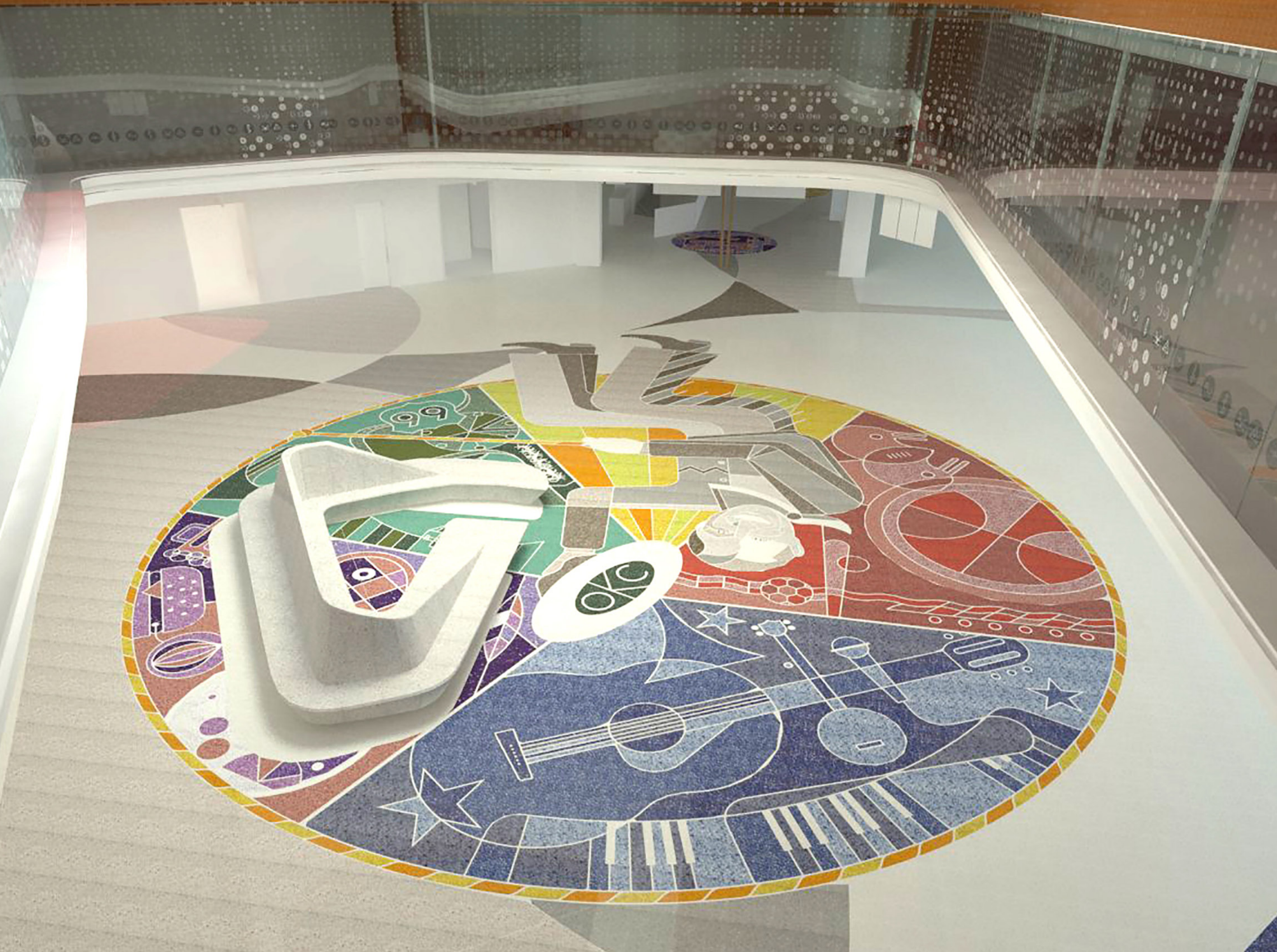
"Ejector Seat"
Acrylic on Baltic birch
4'x4'



"Backdoor Bull"
Acrylic on Baltic birch
4'x4'



"Five Second Skeedaddle"
Acrylic on Baltic birch
5'x5'





RESEARCH

Meetings

- Dr. Bob Blackburn
Executive director of the Oklahoma Historical Society
- Jay Hannah
Cherokee Nation native language expert
- Artform (www.art-form.com)
Architectural fabrication firm

Books

- A Tour on the Prairies
Washington Irving
- Boomtown
Sam Anderson

Places visited (again!)

- National Cowboy & Western Heritage Museum
- Sam Noble Museum of Natural History
- Oklahoma City National Memorial & Museum
- Centennial Land Run Monument

Other

- Oklahoma City resident since 1990

CONTACT

MATT GOAD

405.820.4623

matt@goadabode.com

201 NW 35th, Oklahoma City, OK 73118

CROSSROADS OF COMMERCE

A History of Free Enterprise in Oklahoma

For Matt,
Thanks for interpreting
our history through art.
Dr. Bob Blackburn