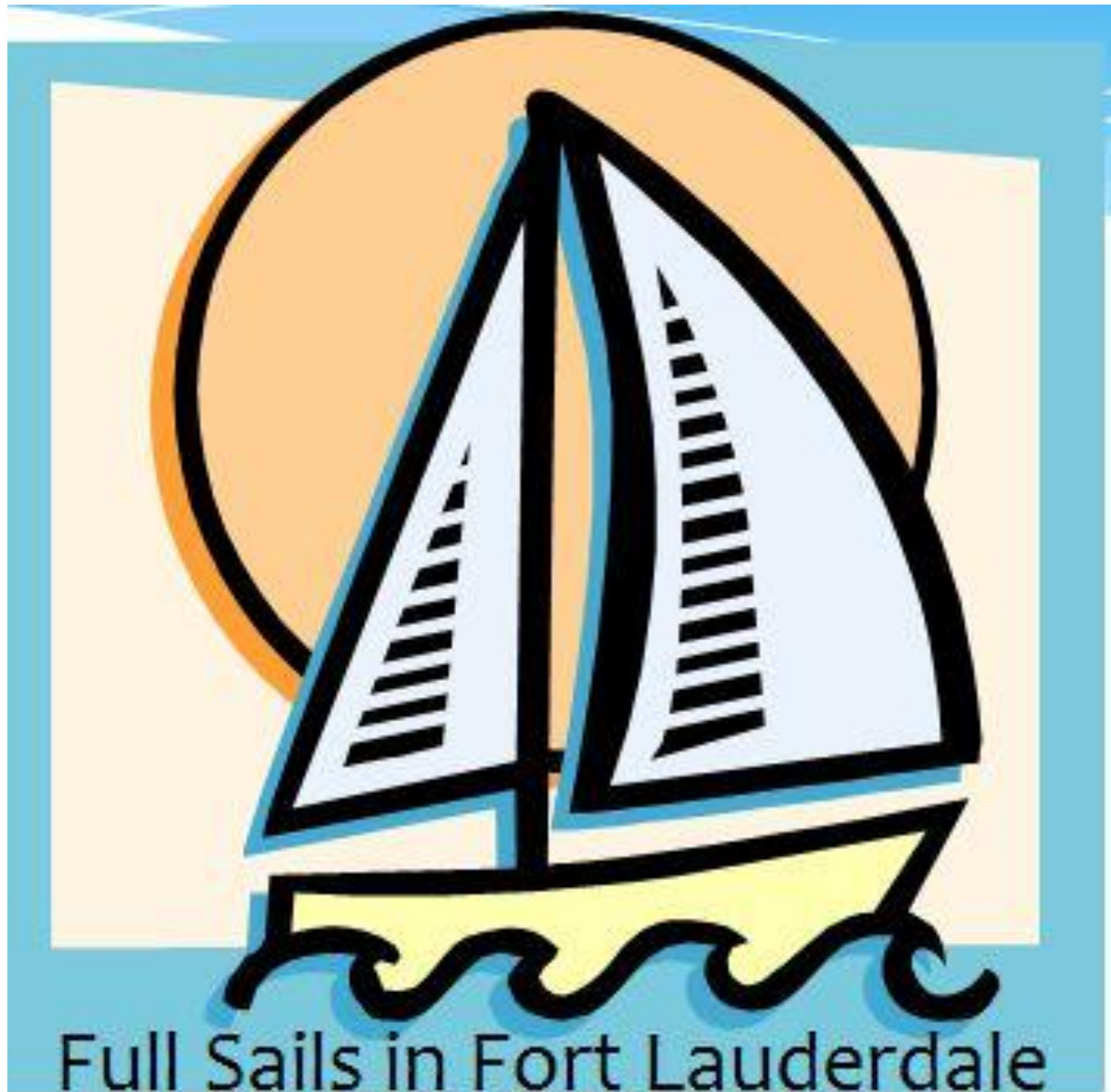


Full Sails in Fort Lauderdale Press Collection

2011 - 2013



Sailboat armada a new take on public art

November 17, 2011 | By Larry Barszewski, Sun Sentinel

Public art has taken the shape of cows in Chicago, flamingos on Miami Beach and peacocks in Coconut Grove.

Sailboats are now on the horizon in Fort Lauderdale.

Prince Media Development is seeking permission to launch Full Sails in Fort Lauderdale, an armada of 100 8-foot-high sailboat artworks to start being displayed in October and fully installed by December 2012.

The sculptures, which could be painted by anyone from noted artists to schoolchildren, would dock at parks, businesses, tourist destinations and other spots throughout the city.

Promoter Heather Bettner said the artworks would be displayed for six to eight months and then be auctioned off to benefit the city's Parks and Recreation Department Foundation. Her company has produced similar, but smaller events, in Coconut Grove and South Miami.

"There's a saying, 'The tide lifts all boats,'" Bettner said. "I like to think public art lifts the entire community."

The Fort Lauderdale commission will consider the project Dec. 5. If Bettner gets the go-ahead, she hopes to have a statue mock-up available for the Dec. 11 Winterfest Boat Parade. The actual event would be a year away because of the time needed to find sponsors for the sculptures and to have them produced, painted and sealed.

Bettner anticipated sponsorship fees starting at \$3,500 per boat. The company will have to work with the city to determine where the sculptures can be placed.

For information, call Bettner at 305-775-0113 or heather@princemediadevelopment.com.

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Sailboats as public art coming to Fort Lauderdale

December 06, 2011 | By Larry Barszewski, Sun Sentinel

FORT LAUDERDALE — A hundred sailboats — 8-foot-high artworks to be painted by various artists and local groups — received approval Tuesday to dock at public and private spots throughout the city next year.

City commissioners approved the agreement with Prince Media Development, which will seek sponsorships for the sculptures. The sailboats will be on display at businesses, parks, tourist destinations and other spots between October 2012 and May 2013.

When the program is finished, the sailboats will be auctioned off, with the proceeds going to the city's Parks and Recreation Department Foundation.



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The quarter scale Model was unveiled at the Winterferfest Boat Parade 2011 Grand Marshall Reception for Barry Gibb!



The Winterfest Boat Parade is a sponsor of Full Sails in Fort Lauderdale. Full Sails in Fort Lauderdale will have a boat float in the Parade, as well as boats at the Winterfest Ball 2012 and at many Winterfest Boat Parade 2012 events.





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Public art project coming to Fort Lauderdale
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DON CRINKLAW Forum Publishing Group

12:00 PM EST, December 30, 2011

Last year Heather Bettner, head of her own media development firm in Miami, placed outsized fiberglass mockups of peacocks around Coconut Grove. Earlier this year she did the same thing for dogs, putting pups throughout Pinecrest. In both cases, the creatures were decorated, sometimes elaborately, by local artists. Both times, too, the birds and beasts were sold off months later at auction. The money benefited schools and charities.

Now Bettner is bringing her act to Fort Lauderdale. In collaboration with the city's Department of Parks and Recreation, she's beginning an enterprise she calls Full Sails in Fort Lauderdale. One hundred scale-model fiberglass sailboats, each 48 inches long with a 7-foot mast, will be finding their way to assorted spots around town. Once again, local talent will paint them and, after their season in the sun, they'll be auctioned to benefit the department.

This is "public art," Bettner said. "Art without walls. Free to the public. Maybe there's a strict definition, but I think of it as destination exhibits, or just things people happen on and enjoy."

Full Sails, she said, grew out of a conversation with the administration of the Parks and Recreation Department.

"At various times, they'd spoken to people in the city about having a public art event. I was able to talk about what I do, and they loved the idea of bringing more art to the parks, to the oceanfront area near the beaches," she said. "I tried to come up with a figurehead that would best represent the city when it occurred to me: This is the Venice of America! Sailboats!"

On Dec. 6, the City Commission approved a resolution allowing Bettner to move forward with her plan for public art within the city. She unveiled a quarter-scale model at the Winterfest Grand Marshall Reception at the Hard Rock Hotel and Casino.

"The boat has two sails, and its design conveys a sweeping motion, like it's cutting through the water," Bettner said. "The back is a design which depicts the Fort Lauderdale wave wall. So the boat looks like it's actually leaving Fort Lauderdale and going out onto the high seas."

If everything goes right, the unveiling of the boats will coincide with the International Boat Show in October 2012. "That'll be the one time people can come to one location and see all the boats," Bettner said. "Afterward they'll be installed at different locations – parks, hotels, near Sistrunk Boulevard and on the Riverwalk. I hope to have some on A1A."

The boats will be kept at these locations "until May, 2013 – after the Air and Sea Show. Then they'll be up for auction," she said.

A hundred of these "is expensive, you betcha!" Bettner said. "We're going to require sponsors. We're looking to organizations, to the community, to rally behind us. We're asking that interested artists contact us, too. They can paint the boats in their studios or in our 'artists incubator.' We're looking for a location right now."

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