

Questions and Answers for Call C, Opportunities CC.

The following questions were received between August 15, 2026 – September 3, 2026.

QUESTION	ANSWER
Who is eligible to apply as a U.S.-based artist?	Artists and artist teams based anywhere in the United States may apply. This is defined as having a current permanent address in the United States. Artists based in North Texas are especially encouraged to apply.
May an artist apply to Call C3 if they have applied to another DFW Airport art opportunity?	Yes. Applying to another DFW Airport opportunity does not prevent an artist from applying to Call C3.
May artists who applied to a previous version of this opportunity (Call B2) apply again?	Yes. Previous applicants must submit a new application to be considered. Call C3 is specifically for existing, pre-produced video or animated artwork that is available for licensing and can be adapted to the display system.
What should artist teams submit?	Artist teams should provide one combined artist statement and biography and one combined letter of interest. Each team member may submit an individual CV of up to two pages.
How many artworks may an artist or artist team submit?	Each artist or artist team may submit up to three existing artworks. Submitting three artworks is not required.
The \$15,000–\$50,000 budget is intended per selected artist and, should the budget include both the 10-year exclusive license and any technical adaptation required to format the artwork for the DFW screens.	The \$15,000–\$50,000 budget range applies to each selected artwork. The proposed budget should include the 10-year exclusive license and any technical adaptation, reformatting or optimization required to prepare the artwork for the DFW Airport screens.
Could DFW Airport select more than one work by the same artist or artist team?	Yes. More than one artwork from an applicant may be selected.
What are the display dimensions and resolution?	The currently published specifications are approximately 30 feet wide by 3 feet 4 inches high, with a resolution of 4,877 × 540 pixels and a pixel pitch of 1.875 millimeters. The display model is LSCC018-GZ. Dimensions remain subject to change.
How will selected artwork be adapted and installed?	Selected artists will work with MASSIVart and the technical team to confirm compatibility with the display system. Artists will be responsible for adapting, optimizing and delivering their final files. DFW Airport will manage their deployment to the baggage-claim screens.
Will selected artists receive technical assistance?	MASSIVart and the technical team will provide

	specifications and compatibility guidance. Selected artists remain responsible for completing the necessary editing, reformatting and final file delivery.
Will artists be able to preview their work before final approval?	The project team may arrange a virtual review or technical preview during the adaptation process. No site visit is required. Specific review procedures will be communicated to selected artists.
Must the artwork loop without a visible beginning or end?	Yes. The final artwork should loop seamlessly.
Must the artwork form one continuous image across the entire display?	Yes. One artwork will occupy the designated artwork area at a time and should read as a continuous composition spanning the width of the screen. Multiple visual elements may appear within the artwork, but they should function together as a single piece.
Will multiple artworks appear simultaneously on one screen?	No. One artwork will be presented at a time. Multiple selected artworks will rotate through the display program.
Will the same artwork appear on all seven baggage-claim displays?	The current intent is to present the same artwork across all seven Terminal C baggage-claim displays at the same time, with multiple selected artworks rotating through the program.
Will baggage information interrupt or cover the artwork?	Baggage and airport information will appear in designated areas alongside the artwork and is not intended to interrupt the artwork display.
Must submitted artwork already be formatted for the baggage-claim screens?	No. Application materials may show the work in its existing format. However, the artwork must be capable of being adapted to the screen's dimensions and technical requirements if selected.
May an applicant submit artwork in a standard 16:9 HD format?	Yes. Artwork may be submitted in its existing format, including 16:9. Applicants should ensure that the work can later be adapted to the required format without compromising its artistic intent.
Should applicants show renderings to demonstrate how an artwork in another format would be adapted to the panoramic screen?	This is not required, but a brief explanation or render is helpful, particularly when the submitted work differs substantially from the display's panoramic proportions.
Must the application video be exactly one minute long?	No. Applicants may submit a representative sample or excerpt. The final displayed artwork may be up to one minute long and must be capable of looping seamlessly.

What requirements apply to existing artwork submitted for consideration?	Artwork must be pre-produced, dynamic or in motion, audio-free, suitable for all ages and capable of seamless looping. It must be adaptable to a landscape display and available for the required licensing arrangement. Static, text-based, branded or advertisement-like content will not be accepted.
May video documentation of an existing performance be submitted?	Yes, provided that the video itself is an existing artwork available for licensing and can be adapted to meet the display, duration, content and technical requirements. Applicants should not rely on producing an entirely new work after selection.
Must artwork addressing landscape depict the immediate DFW Airport area?	No. Existing artwork does not need to depict a specific location within the Dallas–Fort Worth area. It should, however, meaningfully connect to the call’s themes and overarching vision. For the “Landscape Tales” theme, broader interpretations of North Texas landscapes, ecology, climate, flora or fauna may be appropriate.
How many artworks will be selected?	Multiple artworks will be selected. The exact number will depend on the applicant pool and final curatorial and budget considerations.
When will selected artists need to provide final files?	The current anticipated adaptation and approval period is February through June 2027. A detailed schedule will be provided to selected artists, and all dates are subject to change.
Should applicants provide a separate fee for each submitted artwork?	Yes. A separate proposed fee should be provided for each artwork so that each work can be independently evaluated for selection and licensing.
May previously sold or collected artwork be submitted?	Yes, provided the artist retains the rights necessary to enter into DFW Airport’s required licensing agreement. Applicants are responsible for confirming that no prior sale, commission, collection agreement or third-party right prevents the proposed use.