

Question and Answers for Call B, Opportunities B1 & B2.

The following questions were received between April 22, 2025 – May 07, 2025.

General Questions

QUESTION	ANSWER
If an artist were awarded this commission, would that preclude them from the calls in 2026 and 2028?	At this time, we encourage unsuccessful artists to apply to future planned art calls for 2026 and 2028.
Is 'local' defined at DFW metropolitan statistical area?	Local means applicants must be currently living, working, or studying in North Texas. This includes the DFW Metroplex, along with the cities and surrounding areas. For artist teams, at least 50% of team members must be based in North Texas.
Do references have to write anything or no? What all is required for references/ what do they have to do?	At this time, we request that you identify your references and provide their contact information. If we need to contact your references, the applicant will receive more information.

Question and Answers for B1: Curatorial Exhibit, Terminal C, South Baggage Claim Wall

QUESTION	ANSWER
I'm a curator that worked in Texas for over 6 years. I'm currently out of the country doing research, wondering if I can still apply?	Curators must be based in Texas for the entire duration of the project to be considered local
From what I understand this curatorial call is not for artists but only for curators only. Will there be a way artists can show their work to the curator who is finally selected? Will the curator have a way to see artists work, who were interested in showcasing their work in that space?	Correct, this is a call for curators. If individual artists are interested, we recommend that they form a partnership with a curator and that the curator apply for the opportunity.
Can a curator who is also an artist be included in the curatorial project?	No. It is the role of the curator to develop an exhibit with artist(s) who are not themselves.
What are the dimensions of the glass case for the curatorial project?	The glass case dimensions are: 27'wX2'dX10'h
How much to insure the painting?	Successful curators will be required to have a minimum of \$1 million USD in general liability insurance coverage during the full exhibition term; including design development, fabrication, and installation phases. Curators may also be required to have extended insurance coverage for the value of the artwork included in the exhibit.

Question and Answers for B2: Digital Video Artwork, Terminal C, South Baggage Claim Screens

QUESTION	ANSWER
Can you apply to both Option 1: Existing Artwork AND Option 2: Commissioned Artwork?	Please select only one option. The preference is for existing work. However, if you do not have existing artwork that can be adapted to the screen specifications and aligned with the curatorial themes, you may propose a commissioned artwork instead.
The RFQ mentions that the applicant provides a budget. However, is there a possibility you might be able to prove a range?	As many variables impact the artwork and artist fee, the artist is to supply a budget based on their proposal (e.g., reformatted vs. built new, different durations, different equipment needs, etc.). We understand that it is early in the process, so we will accept a range for the budget.
Can people from Ennis Texas participate in this public opportunity?	Applicants can be anywhere in the United States.
Will the opportunity allow us to work remotely/ from home?	B2 does not require a site visit.
What dimensions does the video/animated video have to be? For example, 1920 by 1080 pixels, 1280 by 720 pixels? Can you break down the digital specs and format more and how it would need to be applied to the artist/s creating a digital video file on the computer or tablet?	Successful Artists in Phase 2 will be provided with more detailed and accurate specs. The current specs include: Pixel Pitch (mm) = 2.500, Module Resolution (W x H) 120 x 135; Module Dimension (W X H, mm) = 300 x 337.5; Physical Pixel Density (pixels/m2) = 160,000. Please note this is the info for one Module, not the whole area. The area is made up of several modules to cover the desired total area.
What file does the final video have to be? Mov, MP4, AVI, etc.?	Successful Artists in Phase 2 will be provided with more detailed and accurate specs.
Are we allowed to include a watermark as text on the video of our signature or company name or no?	No. Didactic information will be publicly available near the artwork.
Does it matter what style of art and animation is used in the video? 2D and 3D, cartoon, hand drawn, painted, etc?	Any digital art style in video format is accepted.
If selected, will there be someone who can help walk us through the process of formatting, meeting certain requirements, any questions we may have, and other things needed to ensure that the video is good for submission?	MASSIVart and technical team members will ensure that the final file meets the requirements needed for optimal display. Selected artists will also be provided with detailed screen specs and playback requirements.

Can you break down more on the budget? How would it apply if we already have software to make the art /animation and do not have to pay for certain tools that we already have? Are the artist fees the amount that we need to charge for the animated video?	Please provide a budget that includes all the necessary work and equipment required to adapt an existing artwork or create a new artwork.
Can you clarify about fees when it comes to technical programming, artwork reformatting, optimization, and 2year license for DFW to have the art in their collection?	Please provide a budget that includes all the necessary work and equipment required to adapt an existing artwork or create a new artwork. As a reminder, the term of the artwork is an exclusive license for a 2-year term and for DFW Airport to keep the artwork as part of their permanent collection.
Are we allowed to use the art, animations, and video that we create for DFW in our portfolio/ demo reels, social media, etc. that can be shared for others to view? Also, how would this apply toward the 2 year license if selected?	Successful Artists in Phase 2 will be provided with more details regarding licensing.
Can the resumes still be accepted if they do not include a webpage?	Yes.
Can we include an artist statement that we can share together? Does the statement have to be 500 words max or can it be less?	Each application must have one artist (or artist team) statement that is not more than 500 words / one page.
Are we allowed to share a link to a private portfolio and demo reel through email including our social media? If we do not have exactly six projects and all of the information like title, medium, dimensions, year completed, project budget, location, etc. then is that okay? Can our portfolio, demo reel, etc still be considered?	<p>The application portal allows for multiple methods for sharing portfolio projects, from uploading video files to sharing links to private videos.</p> <p>We recommend that you include a minimum of three to a maximum of six past projects. For each project, please provide as many details as possible.</p>
What does it mean to include three images of art in Situ and a short description?	<p>"Art in situ" means a picture of the final artwork in its installed location. For example, a picture of a digital artwork displayed on a screen in a public square.</p> <p>The short description should explain the work, its meaning, and information about where it is displayed.</p>
In the tech requirements it mentions outlining specs for screens, data, power, etc. how does that apply for people who submit a video file of an animation like mp4. Mov. Etc?	Please describe the current specs and optimal specs for your artwork to ensure that we understand the path for compatibility.
When estimating for the rough budget and using a template, will someone walk us through how to use that template? Even for emerging artists who are	Phase 1 Budgets must include an estimate for all the necessary work and equipment required to adapt an existing artwork or create a new artwork.

new to this?	In Phase 2, successful artists will be walked through how to develop a more detailed budget (if they require this support).
If selected and accepted for the briefing meetings and other meetings, will there be virtual/remote options for those meetings?	For B2. All meetings will be held virtually.
Can people who are selected for this opportunity include what they have done in their resume? If so, Is there a specific way to write the information in the resume?	Yes, these details will be provided to successful artists.
If selected, will we be able to walk through the process of stage two and three to the finalized product and delivery?	Phase 2 will include 2-3 touchpoints that will involve reviewing details of the contract, design briefs, and in-progress concept review touchpoints.
I have a different concept/ idea that may include similar things to some of the themes listed that mention unity, diversity, and travelers but I wanted to know who we can speak to about that to see if it is acceptable or not.	Please outline your concept idea in the Letter of Interest. At this stage, we are not expecting a detailed proposal. Artists selected for Stage 2 will receive an honorarium to develop a full proposal.
Does DFW have free stock images, footage, etc. that are royalty free people to reference/ draw inspiration from in the creative process for making the art and animations?	To be determined in Phase 2 for successful artists.
Are we allowed to use the same people as references for the application?	References can be used across multiple applications.
How many digital artists are you looking to commission?	The number is currently undefined and will depend on the applications received.
For the digital art, will traditional art that can be digitized be also considered? Is it only a static art or can it be a video of an art piece being created	The digital artwork must be in video format and be dynamic / moving in nature.
Are animations allowed?	Any digital art style in video format is accepted.