

Bruce's Beach Park

Commemorative Artwork

June 27, 2023
(updated)

This is a proposal for the Bruce's Beach Park RFP from artist Courtney Einhorn and architect Victor Bruce, both located in Miami, FL.

We have collaborated on several past projects, including a detailed proposal for a memorial to the 17 victims of the massacre that occurred at Marjory Stoneman Douglas High School.

Please see all requested information below.

We thank you for your time in reviewing our proposal for Bruce's Beach commemorative artwork.

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Letter of Interest & Description of Proposal

Racism continues to plague our nation. It is our moral obligation to fight against it, in order to create a fair society. This project will raise awareness and educate others on the racial segregation that once occurred in this very spot. Our hope is for this project to emphasize the importance of inclusivity and equality.

The intent of our proposal is to memorialize the six black families that were affected with what happened almost 100 years ago in Manhattan Beach; their last names are: Bruce, Prioleau, Patterson, Sanders, Johnson, and Barnett.

Four linear elements, like thick, smooth, “poured” concrete walls, are to be placed perpendicular to the steep slope portions of the park. The first at the top will be for the Bruce Family with their name and respective city lot installed in raised steel letters on the surface of the wall. The other three walls will be the same: one for Sanders, another for Johnson & Barnett, and the last one for Prioleau & Patterson.

These “walls” will be cut on their westernmost ends creating a free-standing element that will get wrapped with colorful and contrasting artwork, as shown in the attached drawings. This break in the “wall” symbolizes the tearing down of walls that separate *us*. The transition from one side of the wall to the other will be done via a steel ramp taking the park visitor to the side where the family name and lot can be read.

Each one of these four “walls” will include a cantilevered steel bench of the same material as the raised letters. From each bench, the name of the

family will be visible as well as gorgeous views of the beach and ocean below. This view will also include a series of flat, colored concrete pavers in the shape of beach umbrellas installed below in the gentle slope of the park, as shown in the site plan drawing. The “beach umbrellas” will commemorate the beach facilities owned by the Bruce Family.

Our proposal looks to not only raise racial and cultural awareness through art and architecture, but it also means to upgrade the existing conditions of the Park, like replacing the existing benches & adding one more, and also adding a fourth set of stairs. The existing plaque will remain, but new pavers will be installed connecting the sidewalk along Highland Avenue to the plaque and the top “wall” for the Bruce Family.

Drawings

- **Site Plan of Park:**
Showing existing conditions like trees, sidewalks, bordering streets, and the locations for the proposed memorial for all the affected families in the upper half & the multi-colored concrete pavers in the lower half;
- **Sections of park from east to west:**
Showing an estimated slope and the terracing of the park, the existing trees, the streets of Manhattan & Highland and the proposed location of the memorial for all the affected families;
- **Floor Plan of one of (4) "walls"**
Showing, in plan, the elements that make up each family's memorial as located in the site plan;
- **Three-dimensional (isometric) of one of (4) "walls"**
Showing, in a 3D sketch, the elements that make up each family's memorial as seen in floor plan and elevations;
- **Facades of all (4) "walls";**
Describing the elements in elevation that make up each family's memorial as shown in the floor plans and isometric;

27TH street

sidewalk

existing tree(s)

steep slope

existing stairway to remain

new stairway to match existing

monument to sanders'

monument to bruce's

steep slope

monument to paterson's & prioleau's

existing plaque

see 3d drawing

new concrete paver walkway

existing stairway to remain

"beach umbrella" in concrete pavers set on grade

old Bayview Drive

steep slope

monument to barnett's & johnson's

steep slope

existing tree(s)

see floor plan

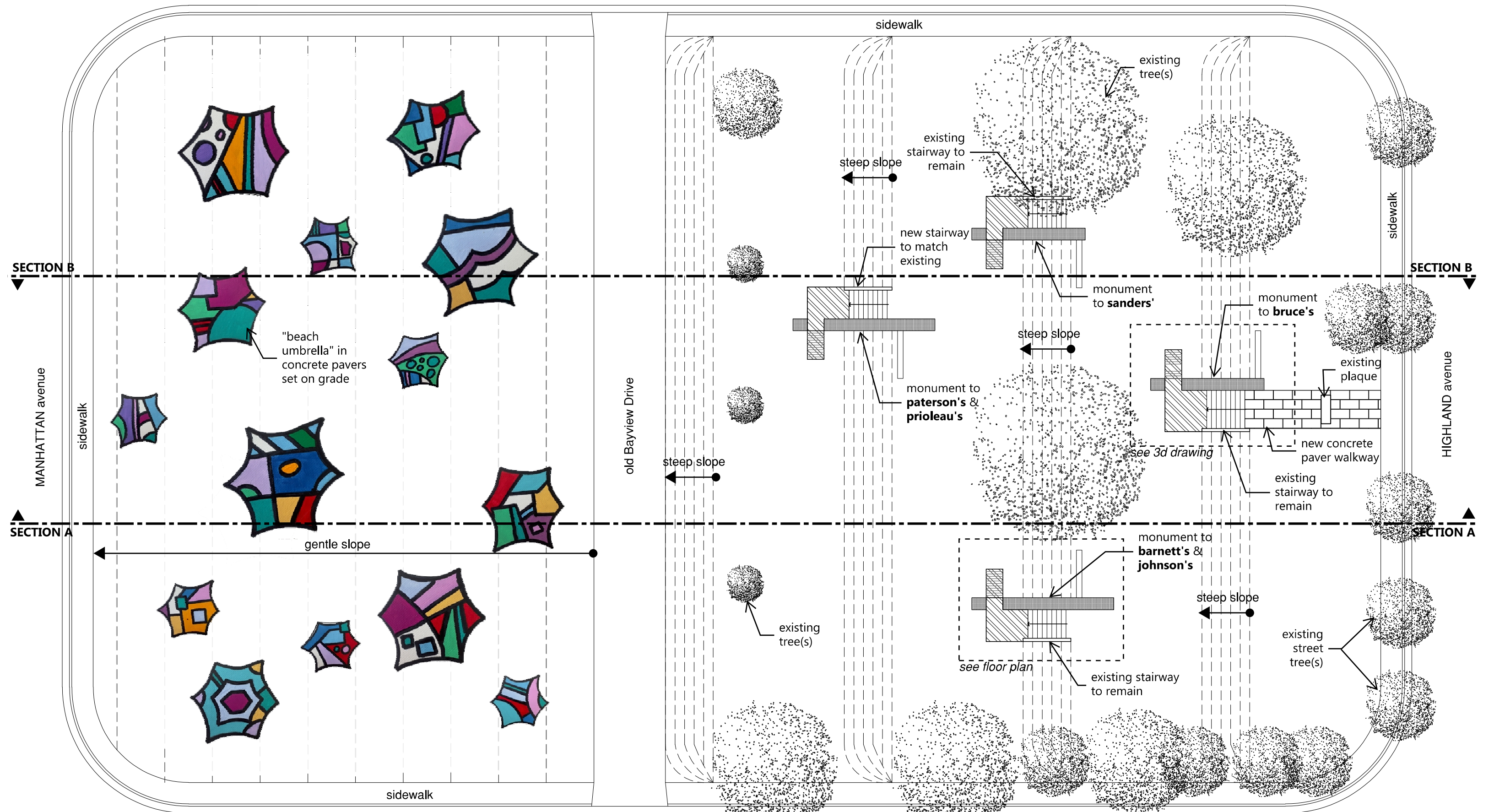
existing stairway to remain

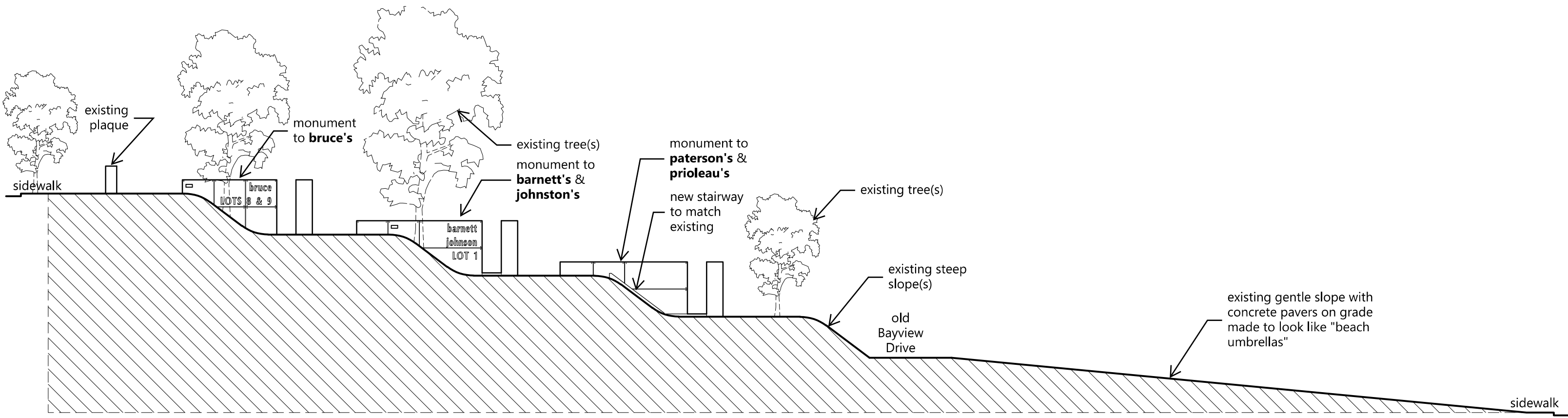
existing street tree(s)

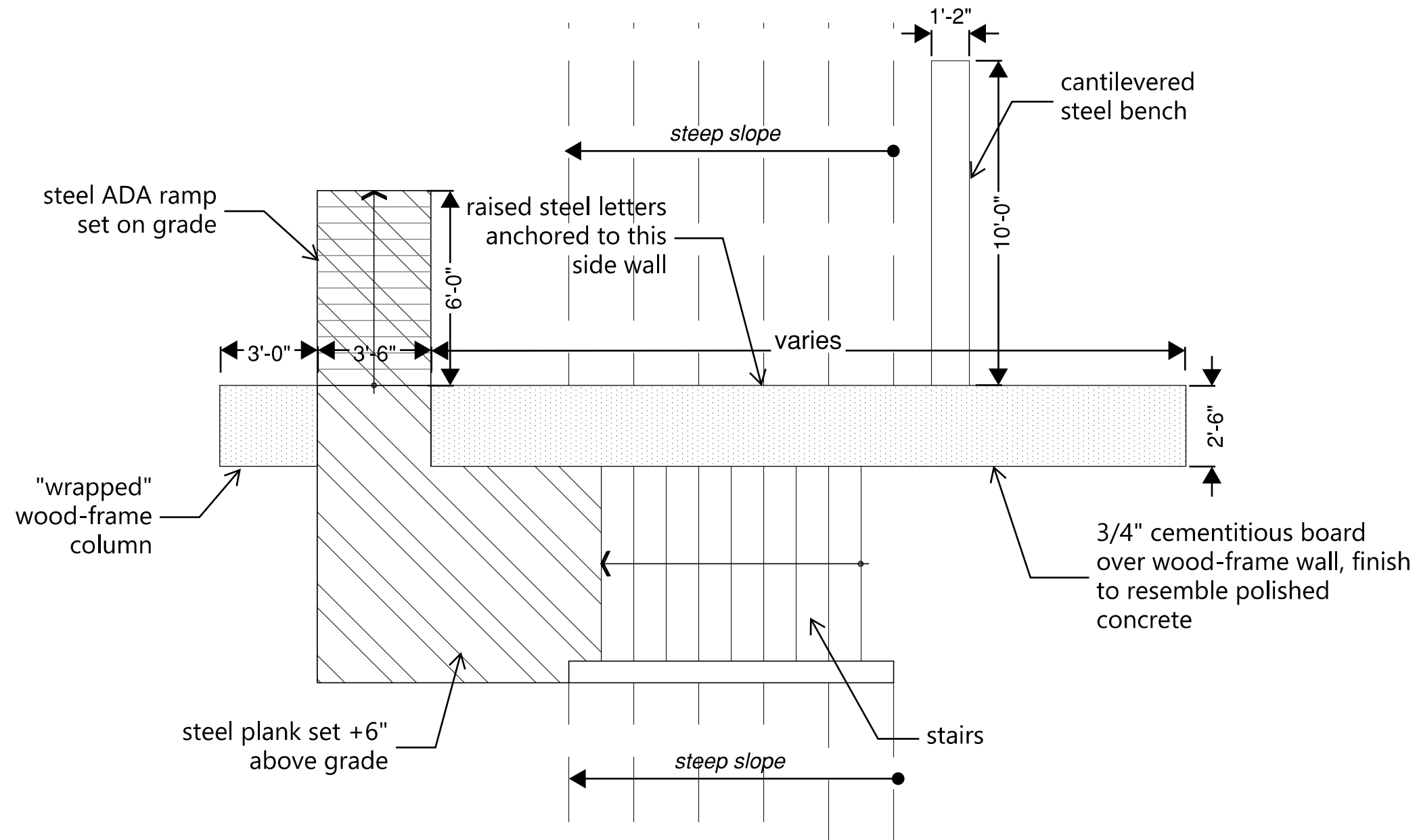
gentle slope

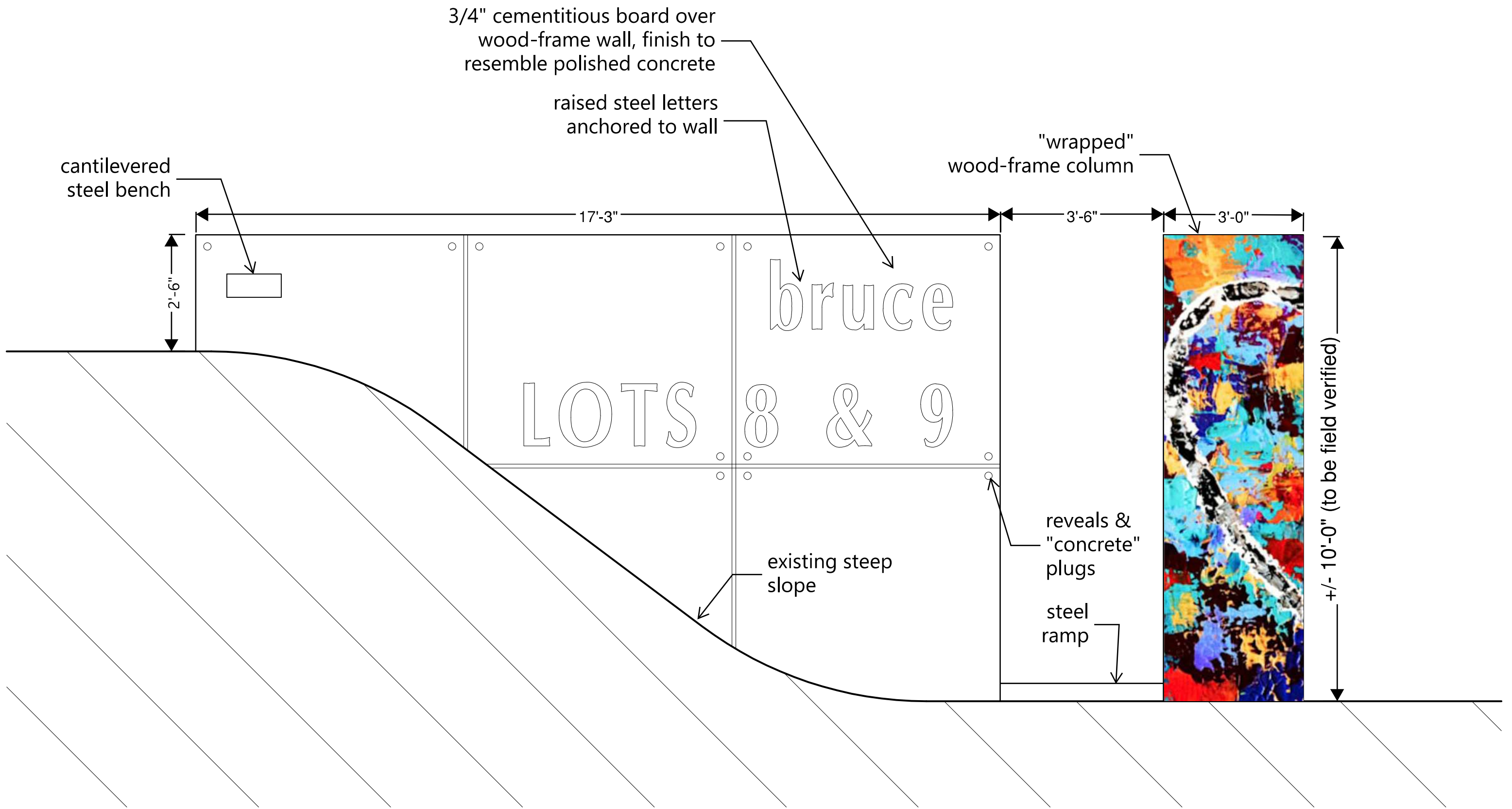
sidewalk

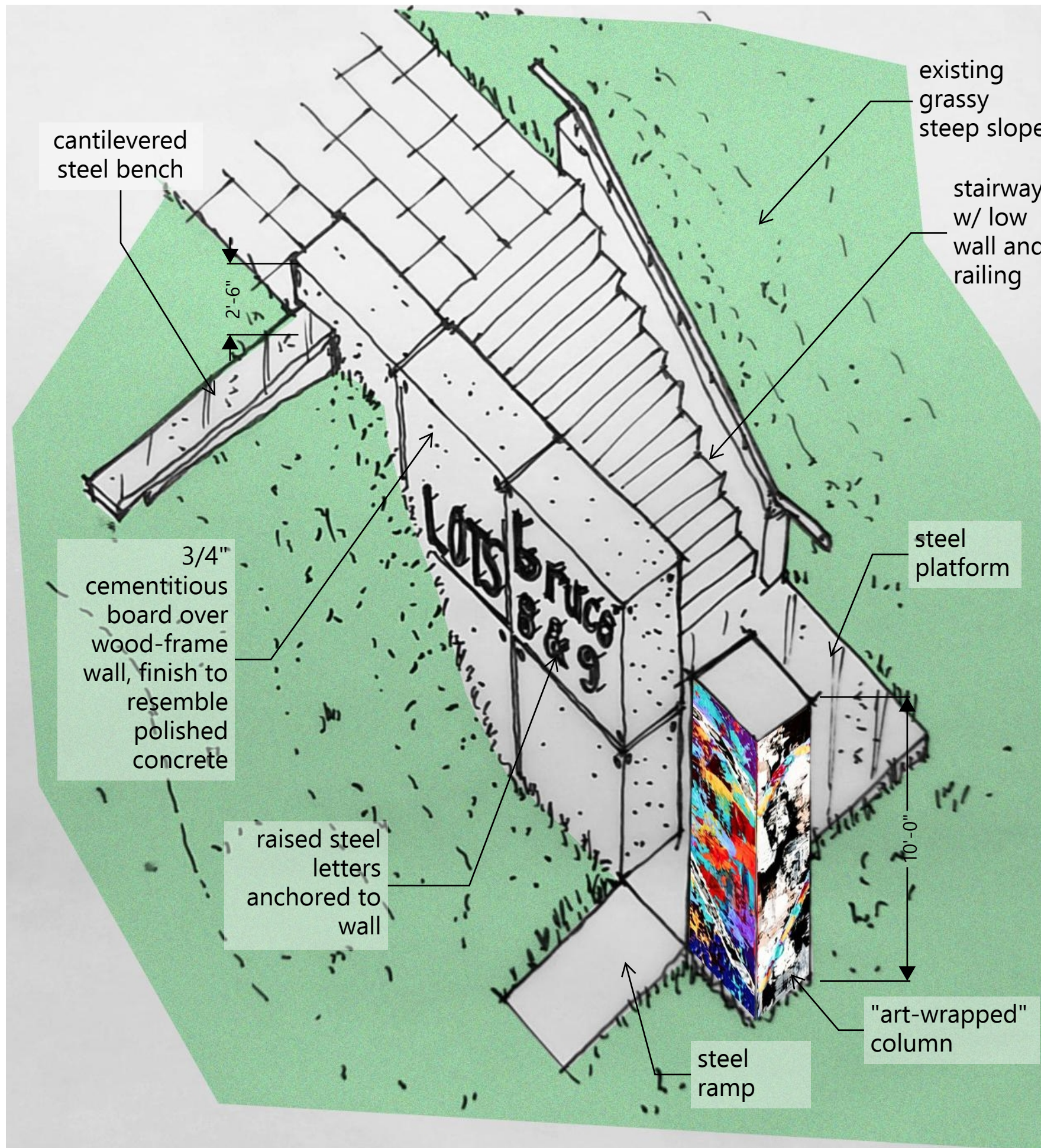
26TH street



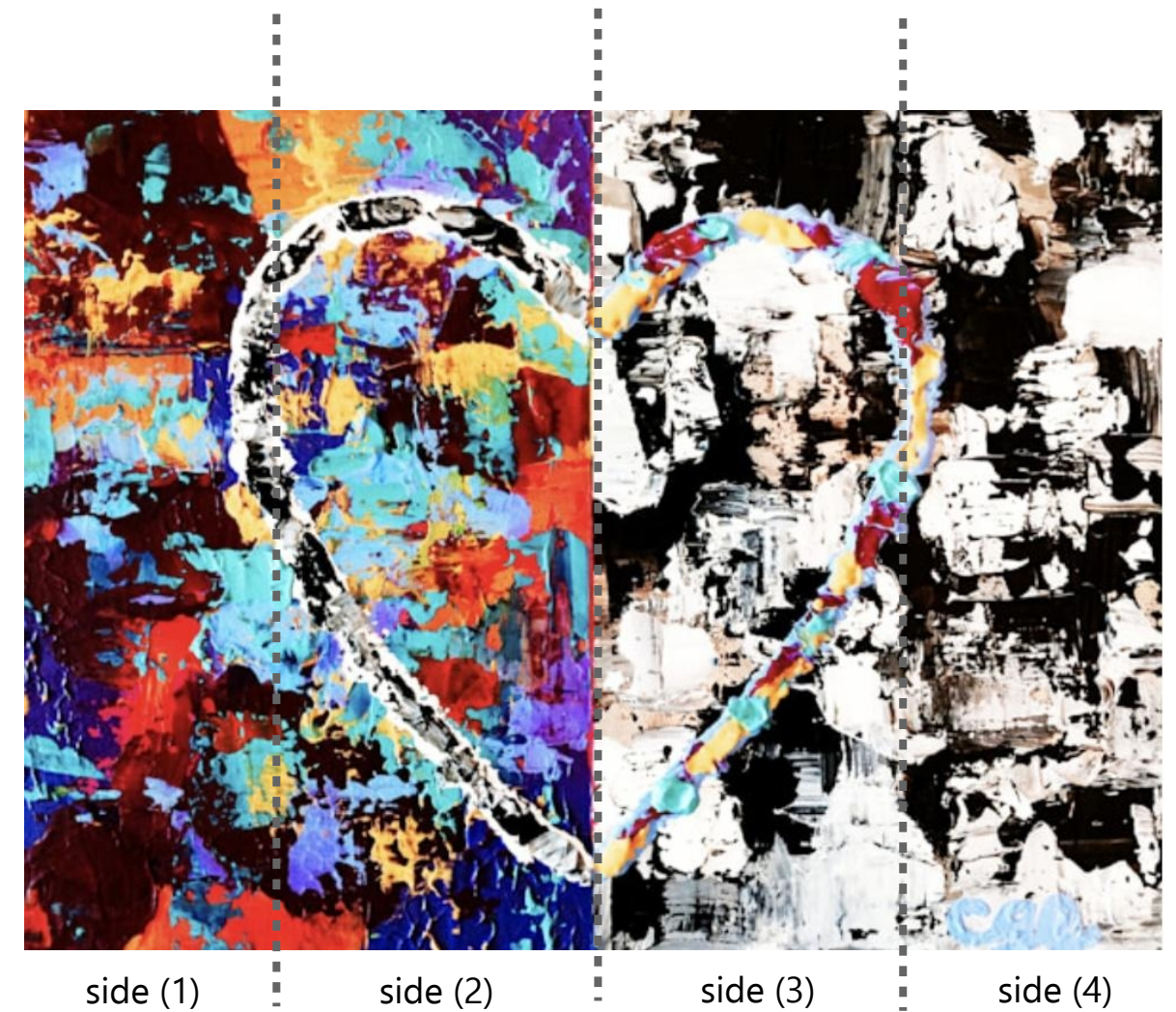


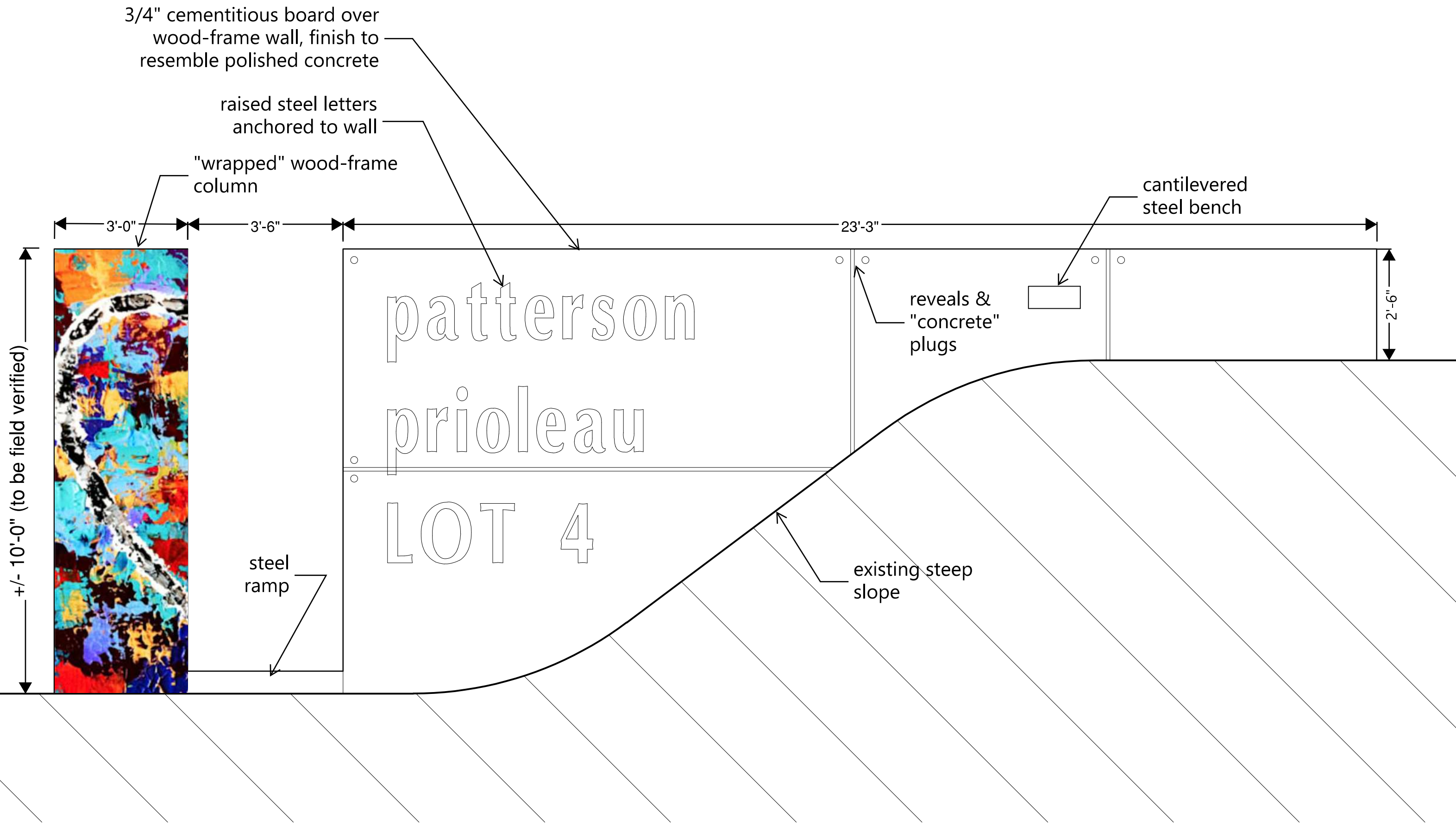


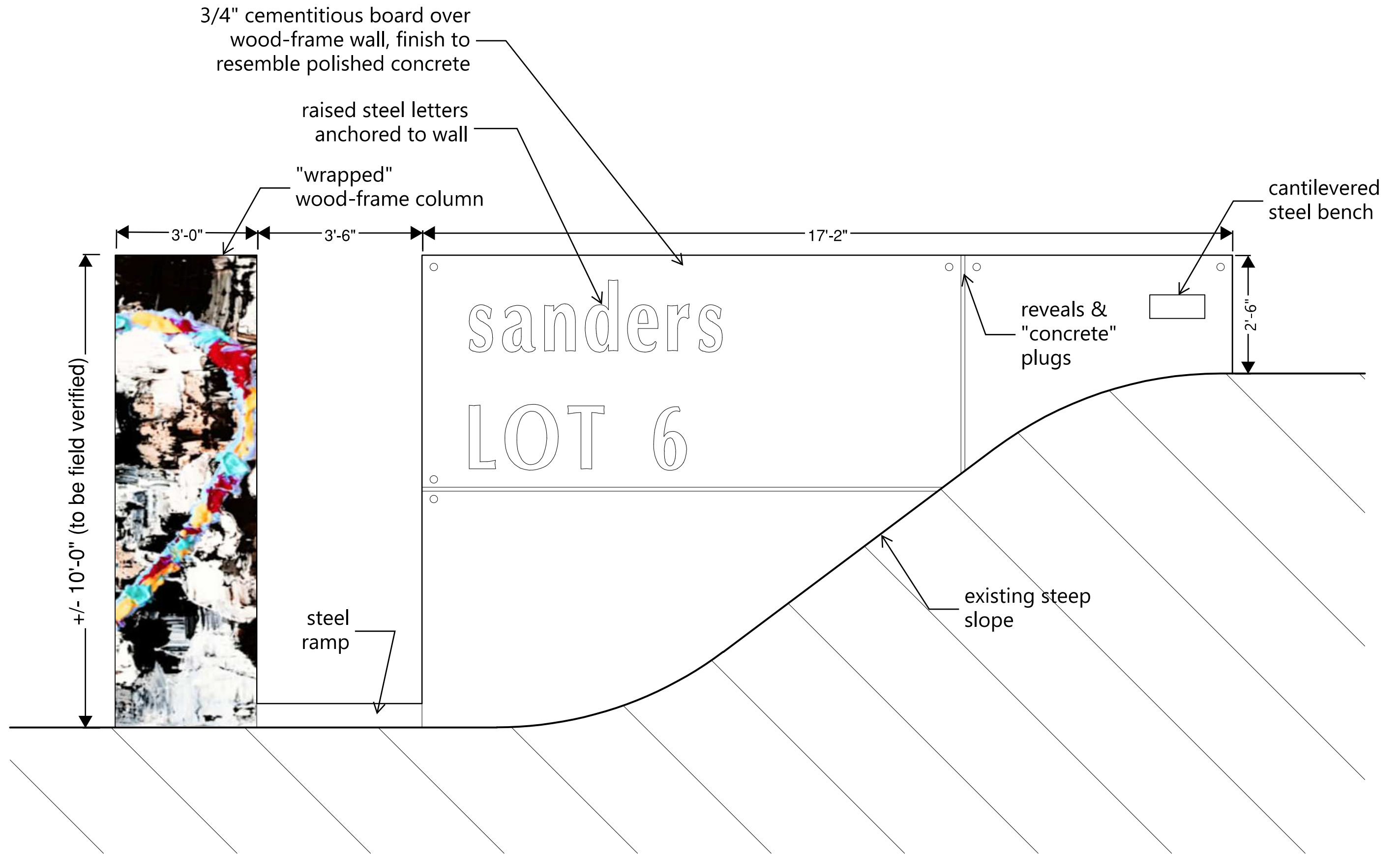


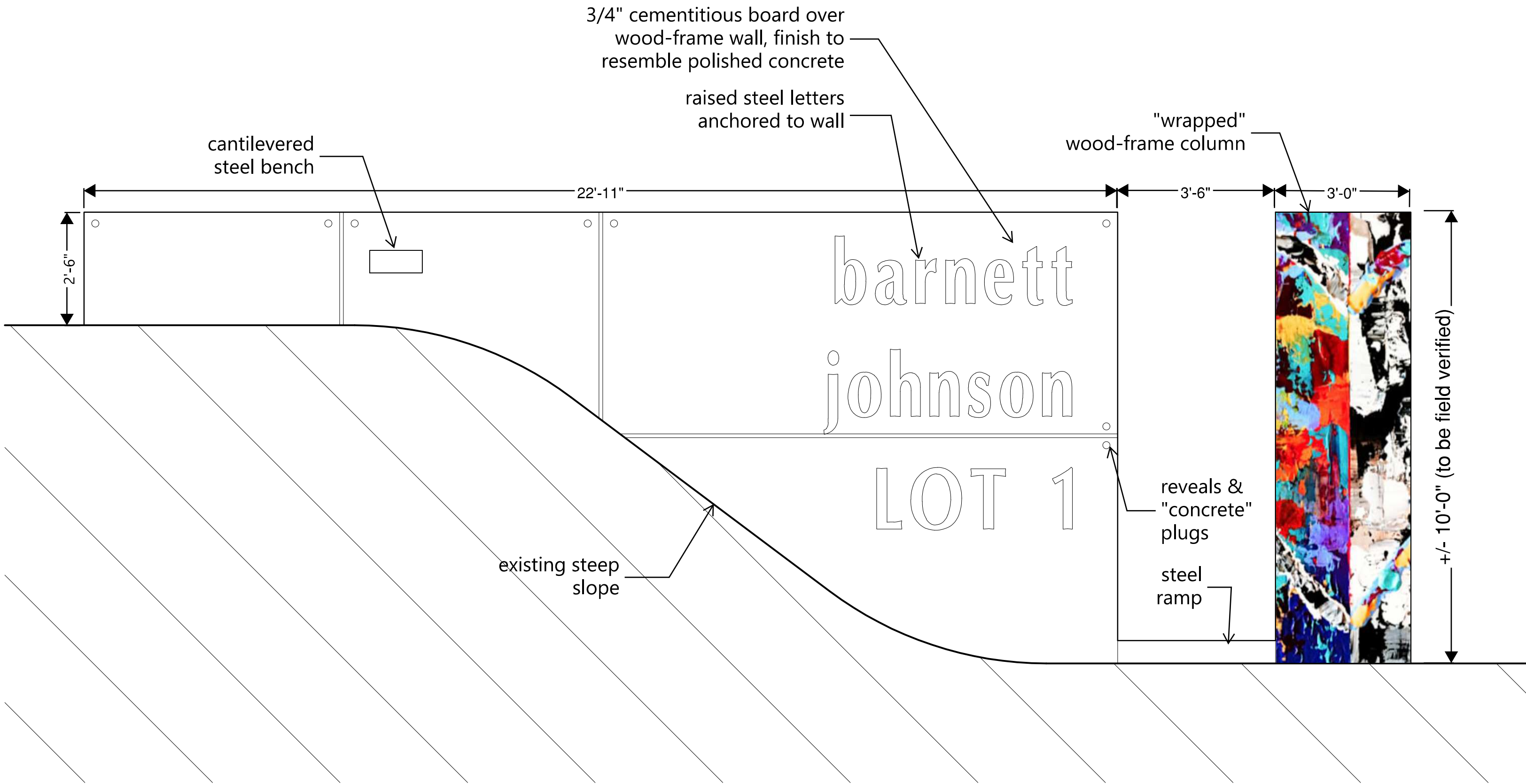


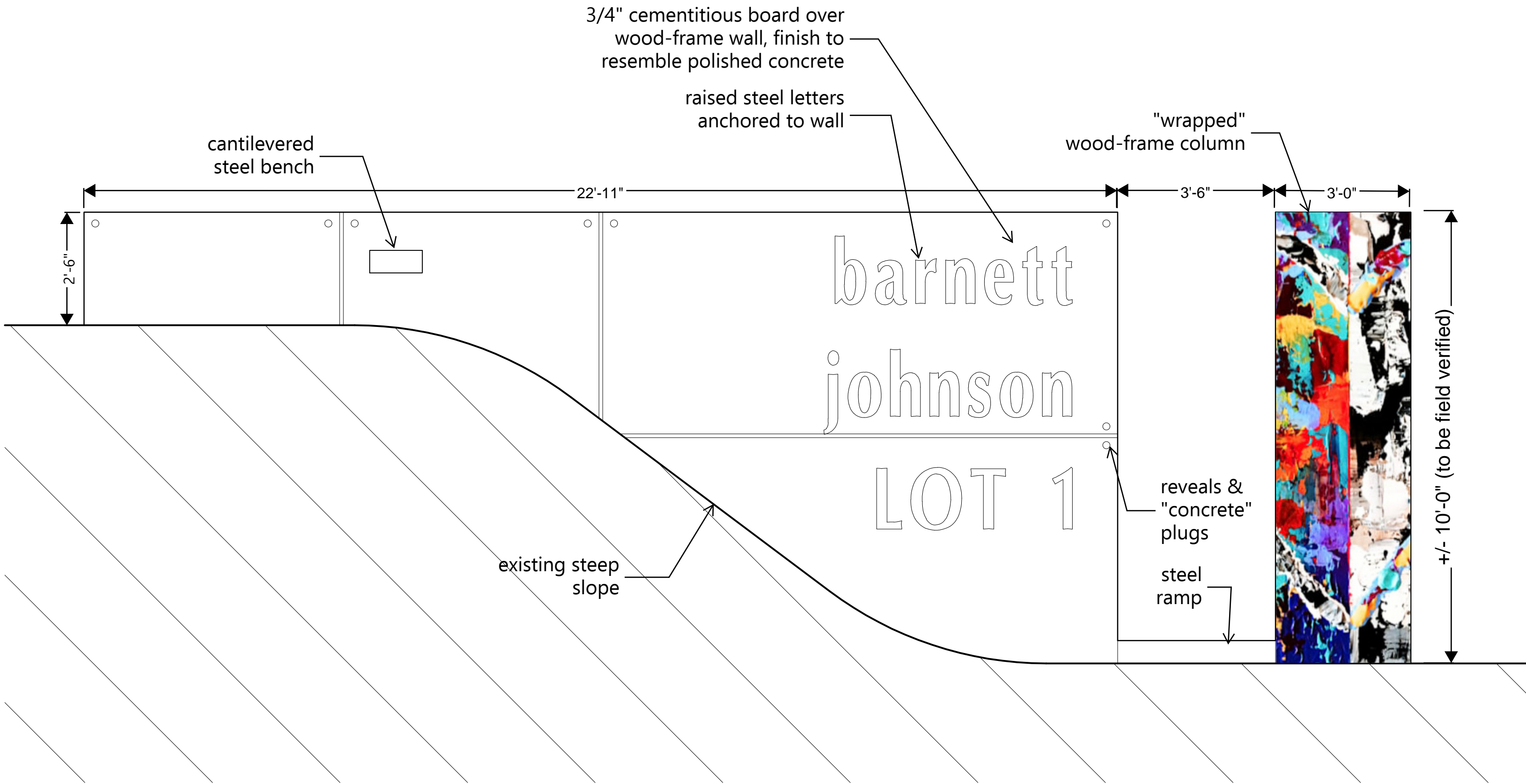
Opposites Attract
(art piece for "wrapping" columns)











Budget & Maintenance Plan

We are not cognizant of the cost of materials in Southern California, but we know that everything that's proposed is readily available and follows customary building practices in the West Coast with the use of wood framing for the "walls". Concrete pavers are also readily available. We believe that a budget of \$350,000 should appropriately cover the cost of materials, labor, consultant fees, and permit fees.

The professional consultants needed for this project, at a minimum, will include an Architect (already included), Structural Engineer, & Surveyor. We will coordinate with the local Building Department for any other required consultants.

The subcontractors needed include carpenter, steel fabricators, signage fabricators, paver installer, stucco installers, shell contractor for concrete foundations and concrete steps, and a vendor for the printing and wrapping of the free-standing elements at each "wall".

Courtney has completed many projects using her designs. Her artwork has been hand-painted onto many large scale surfaces, and have been printed and wrapped around many surfaces as well, including pillars, buses, and columns throughout South Florida.

As a licensed Architect, Victor Bruce has been involved in projects of all types and sizes for more than 20 years. Most, if not all, of the projects involve working with and/or alongside the local municipalities and following local codes.

The proposal for Bruce's Park would include coordination and collaboration with the City of Manhattan Beach and, if needed, Los Angeles County.

The "walls" will be finished with smooth stucco and sealed, requiring very little cleaning;

The letters & benches will be made out of steel that will corrode naturally so no upkeep needed;

The "wrapping" of the free-standing elements will be made of plastic and will also require very little cleaning;

The pavers at the top and bottom of the park will be made out of concrete and will require almost no upkeep.

Resumes

Courtney Einhorn

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Having been born and raised in South Florida, my art is strongly influenced by the area's vibrant colors, which shines through in my abstract and figurative paintings. The purpose of my creations is to elicit an uplifting energy from the viewer. I often hear that my artwork makes people feel good and happy, which is the exact response I'm looking for.

I create canvas work and murals, as well as paint live at events. My artwork can be seen in hotels, hospitals, schools, on storefronts, merchandise, and much more. I have been very lucky to collaborate with major brands, as noted below.

Exhibitions:

2023: Beaux Arts Festival, Coral Gables, FL

2022: Art Basel 20 piece solo exhibit at the Yve Hotel, Miami, FL

2022: CitizenM hotel in-room artist, Miami, FL

2022: Las Olas Art Festival, Fort Lauderdale, FL

2022: The Delray Affair, Delray Beach, FL

2021: Las Olas Art Festival, Fort Lauderdale, FL

2021: Solo exhibit at the YVE hotel, Miami, FL

2021: "A New Day" mural, Miami Shores, FL

2019: Miami Marine Stadium, Miami Beach, FL

2019: The Confidante Hotel solo exhibit, Miami Beach, FL

2018: Coconut Grove Arts Festival, Coconut Grove, FL

2018: Concrete Beach Brewery solo exhibit, Wynwood, FL

2017: Art Basel @ Spectrum, Wynwood, FL

2017: J.Crew Artisan series, Coral Gables, FL

2017: "Park Your Art," Wynwood, FL

2017: "Pop Goes The Palette," at The Milander Center, Hialeah FL

2017: Sher Gallery in Gulstream Park, Miami, FL

2017: "Woman: It's All About us," at The Milander Center, Hialeah FL

2017: Sean Donaldson Hair Salon in Brickell City Centre, Miami, FL

2017: The Delray Affair, Delray Beach, FL

2017: Sunfest Festival, West Palm Beach, FL

2017: Coconut Grove Arts Festival, Coconut Grove, FL

2017: Mural on Tea&Poets store front at Sunset Place, Miami FL

2016: Art Basel @ Spectrum, Miami, FL

2016: "Park You Art" parking meter, Wynwood, FL

2016: "Biscayne Green" art on pillars, Downtown Miami, FL

2016 "Healing Ceiling" at Baptist Children's Hospital, Miami, FL

2016 "More Love, Less Hate" Mural at Allapattah Middle School, Miami, FL

2016: Mural at Alonzo Mourning's Overtown Youth Center, Miami, FL

2016: "Artopia" Coral Gables, FL
2016 "Coconut Grove Arts Festival" Coconut Grove, FL
2015 "Painting Live During Pitbull's NYE Concert" Miami, FL
2015 "Simply Art Gallery: Live sneaker wall installation" Wynwood, FL
2015 "Park Your Art" Wynwood, FL
2015 "Coral Gables Art Walk at Jaes Jewelers" Miami, FL
2015 "Life is Art Summer exhibit at Milander Center for the Performing Arts" Hialeah, FL
2015 "River of Art" Cibo Wine Bar, Miami Beach, FL
2015 "Perfecto" Brickell, FL
2015 "Las Olas Arts Festival"
2015 "Coconut Grove Arts Festival" Coconut Grove, FL
2015 "Blackbird Ordinary Bazaar" Brickell, FL
2014: "Art Fusion Galleries: Fusion XI- Global Revelation" Wynwood, FL 2014: "Temple Judea Bazaar" Miami, FL
2014: "JCC Special needs" Miami, FL
2014: "The Market Company" North Miami Beach, FL
2014: "Open Market" Boca Raton, FL

Special activities:

2022: Live painting at Art Basel event, Miami, FL
2022: Utility box mural artist, Atlanta, GA
2022: Birkenstock collaboration: limited edition custom sandals
2022: Partnership with LulaRosa acrylic blocks
2021: Swimwear/Art show for Art Basel
2021: Miami Marlins Jumbotron as featured artist
2021: Painted multiple fire hydrants, Hallandale Beach, FL
2021: Mural for Miami Shores Village, Miami, FL
2020: Live painting for Swatch "Miami Vibes" Super Bowl party, Miami, FL
2020: Live painting for GrayRobinson Law Firm 50th anniversary, Wynwood, FL
2019: Poster artist for Heineken's event with Cris Cab and Miami Marine Stadium, Miami, FL
2019: Painted a mural at Florida City Elementary in collaboration with LifeWTR, Florida City, FL
2019: Digital graffiti artist for "Hello Florida", Miami, FL
2018: Live painting using only chocolates at the Confidante hotel, Miami Beach, FL
2018: Digital Graffiti Artist for The Wynwood Walls/Goldman Properties holiday party, Wynwood, FL
2018: Donated a painting to Reach For The Stars, Miami, FL
2018: Live painting for Rimmel London US, South Beach, FL
2018: PUMA #Reform hand-painted basketballs, Wynwood, FL
2018: Deck The Walls Beer Can Artist, Wynwood, FL
2018: Influencer for Teavana, Wynwood, FL
2018: Live painting/Commercial shoot/Influencer for El Jimador Tequila, Miami, FL
2018: Created "digital graffiti" for Citi Bank event at Wynwood Walls, Miami, FL
2018: Social media Influencer for Trident Gum
2018: Created "digital graffiti" for Delta Airlines event at the Perez Art Museum, Miami, FL

2018: Collaboration with ArtSugar.co
2018: Painted a stadium chair for the Miami Marine Stadium, Miami, FL
2018: Live painting and visiting artist at Lehrman Community Day School, North Miami, FL
2017: Live painting for opening night of Cirque Du Soleil: VOLTA, Miami, FL
2017: Live painting at Spectrum, Art Basel, Wynwood, FL
2017 Live painting for Concrete Beach Brewery, Wynwood, FL
2017 Live interview with the Coconut Grove Arts Festival, Miami, FL
2017 Live Demo at Best Buy using Dyson products to create art, Miami, FL
2017 Artwork featured in "The Wynwood Coloring Book 2nd edition"
2017 Donation to Special Olympics "Sponsor An Athlete" Gala, Miami, FL
2017 Artist in Residence for Visual Arts for JCC Maccabi and Arts Fest, Miami, FL
2017 Painted Popsicles for grand opening of Cielito Artisan Pops, Wynwood, FL
2017 Live painting for the Florida Lottery at Sunfest, West Palm Beach, FL
2017 Named the Artist Ambassador for the MIAMI FC
2017 Facepainter for the Special Olympics for Camp Shriver, Miami, FL
2017 Live painting and question/answer session at Lehrman Community Day School, North Miami Beach, FL
2017: Artist for the 20th annual Miami HEAT Family Festival, Miami, FL
2017: Received a Proclamation from Miami Dade County School Board for my work, Miami, FL
2017: Painted a mural on "The Good Wall" at Good Will, Little Havana, FL
2017: Visiting artist at Oliver Hoover Elementary School, Miami FL
2016 "Transit Loves the Arts" winner of my artwork on a Miami Dade County Bus
2016 Mural at Krog Street Tunnel, Atlanta, GA
2016 Artwork featured on Telemundo
2016 Volunteer at Baptist Children's Hospital with Art Cares For Kids, Miami, FL
2016 Live painting as part of the Young Artist Initiative at the SLS hotel, Miami Beach, FL
2016 Live painting at Lehrman Community Day School, North Miami Beach, FL
2016 Painted a column at Tea and Poets, Miami, FL
2016 Host/artist for "paint with a twist" for Overtown Youth Center's "Jewels Summit", Miami, FL
2016 Donated a painting to "Branches", Miami, FL
2016 Painted a mural at Alonzo Mourning's Overtown Youth Center, Miami, FL
2016 Live painting during the Model Volleyball Tournament, South Beach, FL
2016 Featured on NBC as an artist for Cultural Arts Day at Highland Oaks Elem School, North Miami, FL
2016: Visiting artist for Cultural Arts Day at Highland Oaks Elementary School, North Miami, FL
2016: Donated a painting, Crohn's & Colitis Foundation of America, White Plains, NY
2016: Miami New times "canvas artist" at the 8th annual Artopia event, Coral Gables, FL
2015: Channel 7 Feature Story on artist Courtney Einhorn
2015 Live painting during Pitbull's New Year's Eve televised concert, Downtown Miami, FL
2015 Video recap: Park Your Art contest with Beefree Media and Miami Parking Authority
2015 TV guest on NBC's 6 in the Mix: Coconut Grove Arts Festival interview 2015 YouTube guest: Interview with Courtney Einhorn, local artist
2015 Visiting artist at Treasure Island Elementary School, Miami, FL
2015 Donated a painting, American Heart Association

2015 Donated a painting, Lehrman Community Day School, Miami Beach, FL 2014 Donated a painting, Shane Battier's Take Charge Foundation
2014: Donated a painting, Children's Resource Fund, Miami, FL
2014 Donated a painting, Miami Children's Museum, Miami, FL
2014: Video Recap: Wynwood's Art Fusion Galleries "Fusion XI- Global Revelation" Opening reception

Publications:

2022: Good day Atlanta FOX 5 interview
2021: "Miami shores Muralist"- The Egret Magazine
2019: Artwork Featured on Real Housewives of Orange County- Bravo
2019: Featured in the Miami Heat's Art Basel edition of the TIPOFF magazine
2019: LIFEWTR commercial airing on primetime and cable
2019: "BringArtsBackToSchools"- Ovation TV
2019 "Murals Brighten Spirits, Walls of Florida City Elementary"- CBS Miami
2018: Live Broadcast from Concrete Beach Brewery- Jolt Radio
2018: "Toast To Basel"- Re-Envision Magazine
2018 "A Change of Heart: From Speech to Art"- Miami Vibes Magazine
2018 "Meet Courtney Einhorn of CourtneysCreARTions"- Voyage MIA
2017 "Courtney Einhorn on fluid art, beer cans, and Salt Bar"- Midtown Miami Magazine
2017 Commercial for the Miami FC Artist Ambassador
2016: "Miami Artist: Courtney Einhorn"- The Huffington Post
2016: "15 Artists You Need To Start Following Right Now"- Ocean Drive Magazine
2016: "Inspirational Women In Their Thirties"- AGirlInHerThirties.com
2016: "Miami woman finds her therapy, passion in painting"- The Miami Herald
2016: "Abstract Paintings From Life"- Blink Art Resource
2016: "VIP Artopia Artist"- Miami New Times
2016 "Artist In The News"- Art Finder
2016 "Courtney Einhorn"- Blink Art Resource
2016 "Save The date: Coconut Grove Arts Festival" - Luxe Interiors + Design
2015 "Miami Artist Courtney Einhorn Takes Her Bursts of Color For A Live Painting During Pitbull's NYE Party- MiamiNewTimes.com
2015 "Artist of the Week"- ArtFusionArtists.com
2015 "Add color to your love life at the Coconut Grove Arts Festival" - BrickellistaFiles.com
2015 "Spotlight on Brickell Miami artist Courtney Einhorn"- Brickellinfo.com

EDUCATION/ACCREDITATIONS/AFFILIATIONS

- Bachelor of Architecture (5-year degree) with an Honorable Mention for Design from Syracuse University in 1992;
- Study Abroad – Florence, Italy in 1991;
- Registered in the State of Florida as Architect since 2000;
- Member of the AIA (American Institute of Architects) since 2001;
- Registered in the State of Florida as Interior Designer since 2005;
- LEED AP – since 2009;
- Co-Chair Fine Arts Commission in Miami Shores since 2013;
- Member of the Greater Miami Shores Chamber of Commerce for more than 10 years;

TOOLS

- Architecture/Design: building & shell, single/multi-family, commercial interiors, construction administration, conceptualization with ease of idea development from idea to three-dimensional form;
- Management: resources, project & staff;
- Coordination: client(s), vendors, building officials, consultants & contractor(s);
- Language: fluent in written & spoken Spanish;

PROJECT TYPE EXPERIENCE

- Single-family: customs homes ranging from 3,500 to 6,600 square feet in Coconut Grove, Belle Meade, and Miami Shores; residential communities in Parkland;
- Commercial interiors: Primal Fit, Arsty Hive, Velvet Crème, Harper Juice & Coffee Shop, Carmela Coffee Shop, Shores Pediatrics, UBS, Gencom, Seabourn Cruise Line, Genovese Joblove & Battista, Stiefel Laboratories, The Beacon Council;
- Multi-family & multi-use: Santa Maria Condominium, Il Villaggio, Porto Vita Towers, The Metropolitan Condominium, Downtown Dadeland, Villa Toscana;
- Civic: Art in Public Spaces including Village Hall Mural & Sculpture Park

DESIGN FIRMS & SCHOOLS / RESPONSIBILITIES

- Istituto Marangoni Miami – Miami, Florida [July 2022 to present]
Adjunct professor for ID104 – Drawing Techniques;
- bruce & bruce, Inc. – Miami Shores, Florida [Jan. 2011 to present]
VP, Architect of Record for all commercial interior tenant & residential projects, Designer, Project Manager & Client Representative;
- International Design Partnership, Inc. (IDP) – Miami, Florida [Jan. 2006 to 2011]
VP, Architect of Record/Interior Architect for all interior commercial projects, Designer, and Project Manager;
- WCI communities inc. – Sunrise/Coral Springs, Florida [2005 to 2006]
Assistant Manager of Architecture for the Southeast Division, Project Manager/Architect;
- Spillis Candela (currently AECOM) – Coral Gables, Florida [2002 to 2005]
Project Architect and Architectural Designer;
- Sierra Cardona Ferrer – San Juan, Puerto Rico [1999 to 2001]
Project Manager/Architect & Architectural designer;
- Revuela Vega Leon – Miami, Florida [1996 to 1999, office no longer exist under this name]
Project Architect and Architectural designer under tutelage of local architect Luis O. Revuelta;

CONTACT INFORMATION

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370 NE 101st Street
Miami Shores, Florida 33138

Completed Works:

*Images 1-5 are Courtney Einhorn's work

1) 36'x12' mural titled "Building Blocks," for LIFEWTR's campaign to "Bring Art Back to Schools." The mural was completed using latex paint, in January 2019, at Florida City Elementary School. The creation of the mural became a national TV commercial from April 2019- Dec 2019. Budget: \$22,000.

[Link to commercial](#)

[Link to learn more about the project](#)



2) 30'x15' storefront mural, titled "Deco," in South Miami, at the Shops of Sunset Place. Completed in 2017, using latex paint. Budget: \$10,000



(same mural but in panoramic view)

3) 8'x8' mural, titled "A New Day," in front of Miami Shores Village Hall. Created in 2021, using latex paint. Budget: \$3000



4) Utility box mural, called "Color Burst," and was created using acrylic paint and varnishes. Created in 2022, in Downtown Atlanta as a beautification project for the city. Budget: \$2000.



Side view



Front view

[Here is a news clip about the project.](#)

5) Parking meters throughout Wynwood Art District in Miami, created in 2015, 2016, 2017, and 2018, using latex paint. Budget: \$1500 each



*Images 6-9 are Victor Bruce's work

6) Design of site plan and concrete pedestals of Sculpture Park for the exhibition of sculptures by a Venezuelan artist, in Miami Shores. Year: 2018
Budget: \$5000.



7) Design, construction, and coordination of Mural Wall for muralists to exhibit their work, in Miami Shores. Year: 2017. Budget: \$4000



8) Architectural design, construction drawings, and oversight from the ground up for a 6,600 sq. ft bayfront custom home in Miami Shores. Year: 2019. Budget: \$3,000,000



9) Architectural design and construction drawings from the ground up for a 4,500 sq. ft. custom home in Miami Shores. Year: 2022. Budget: \$1,750,000



References

References for Courtney Einhorn:

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References for Victor Bruce:

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Chair of the Fine Arts Commission
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Alice Burch
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Thank you