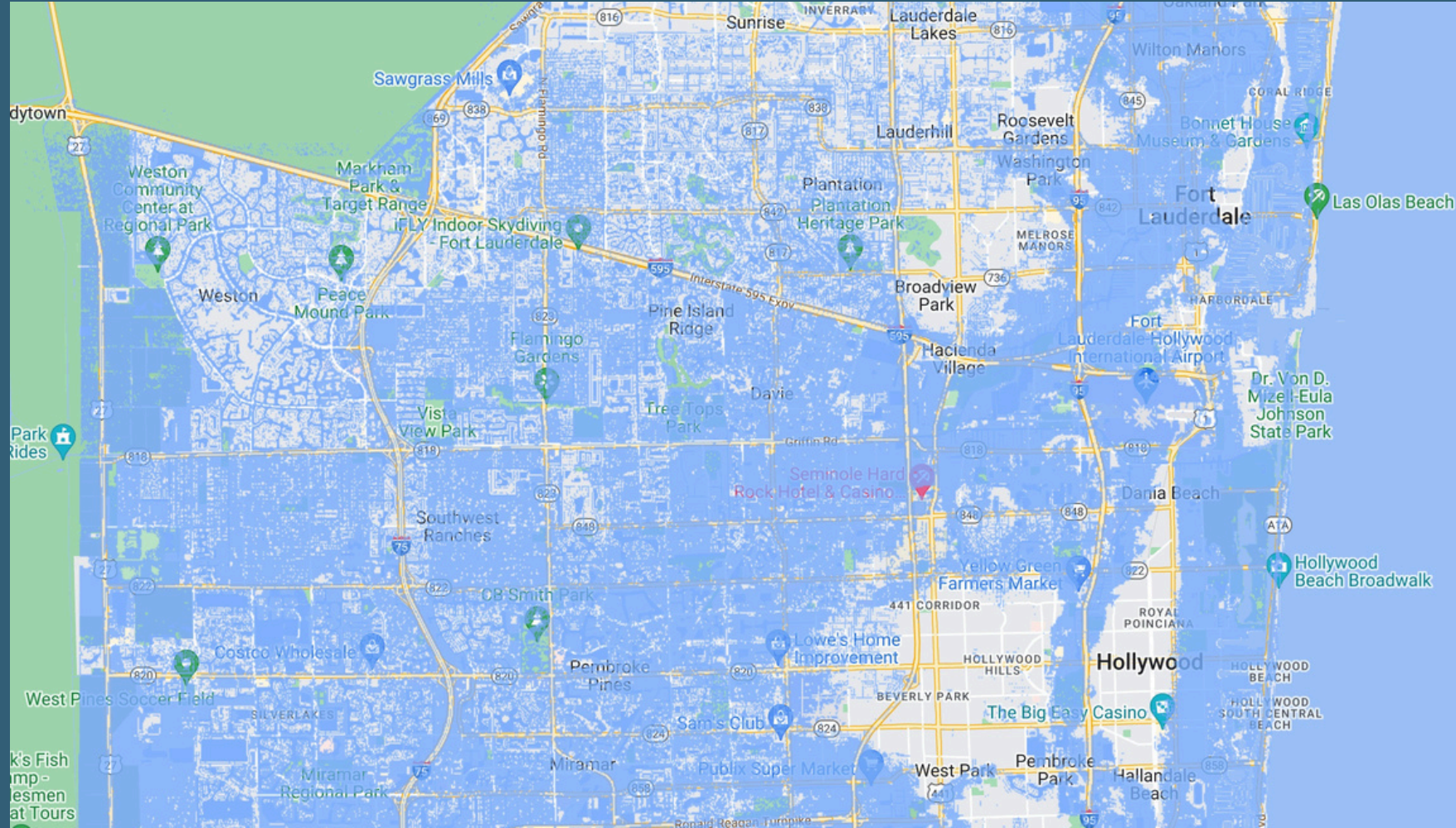




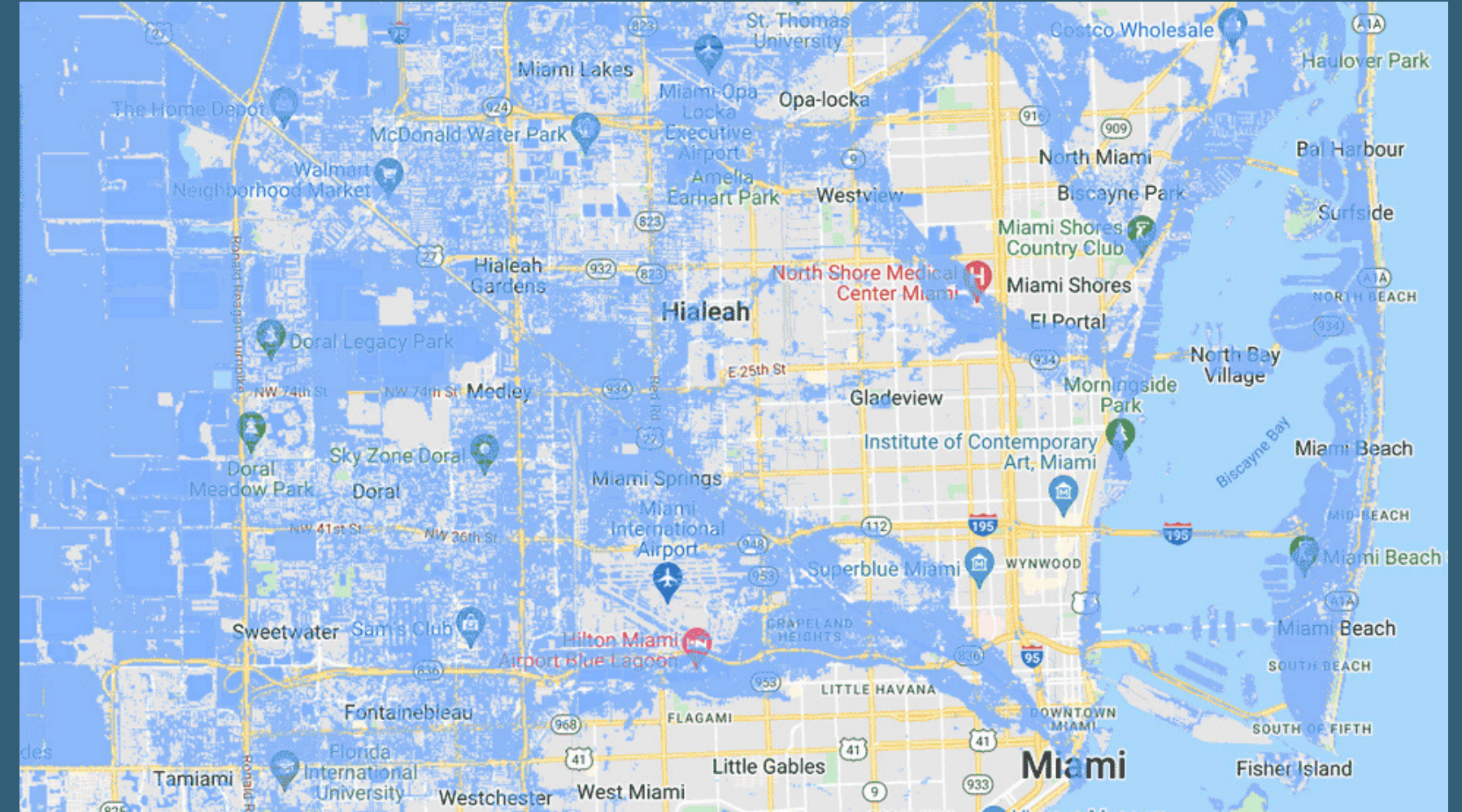
THE UNDERWATER

CREATIVE CLIMATE ACTION

THE PROBLEM EXISTENTIAL CRISIS



Broward County, Florida



Miami-Dade County, Florida

Scientists say that sea levels could rise up to 7 feet by 2100.

This projection permanently inundates most of South Florida, resulting in millions of displaced residents and hundreds of billions in economic losses.



**As new buildings continue to rise along the coastline,
most South Floridians are unaware of their climate vulnerability.**

The question becomes...

What is the best way to engage and educate vulnerable communities, helping them prepare for sea level rise and motivating them to demand climate action from their policymakers?



IMAGINE

You're driving down your street, surprised to find this ambiguous number.

What does it mean?



IMAGINE

You start seeing neighbors with these weird yard signs in front of their homes.

What does it mean??



IMAGINE

You're at the park and you find another number, this time as a sculpture.

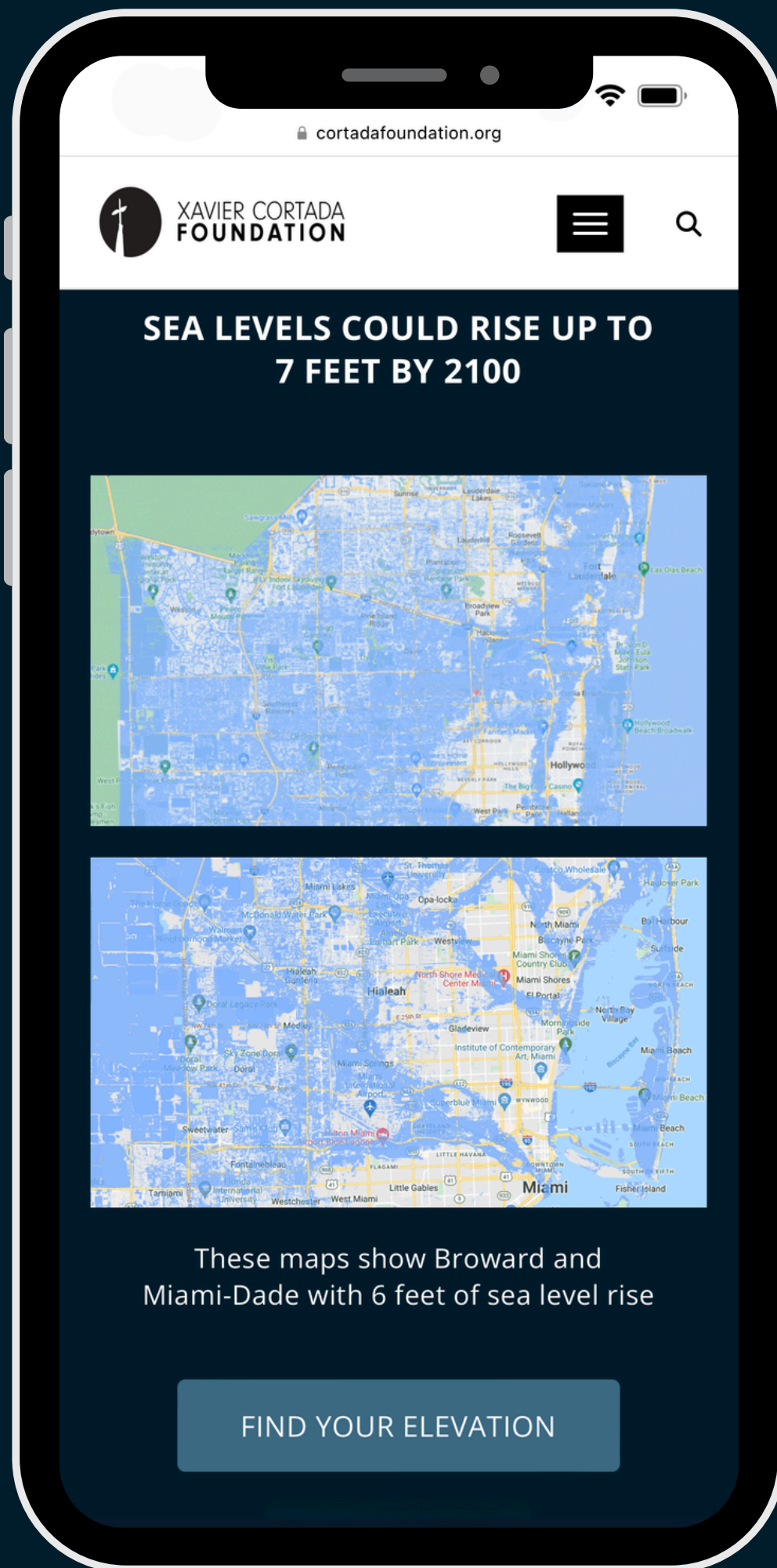
What does it mean???



You scan one of the QR codes to quench your curiosity and learn that these are elevation markers.



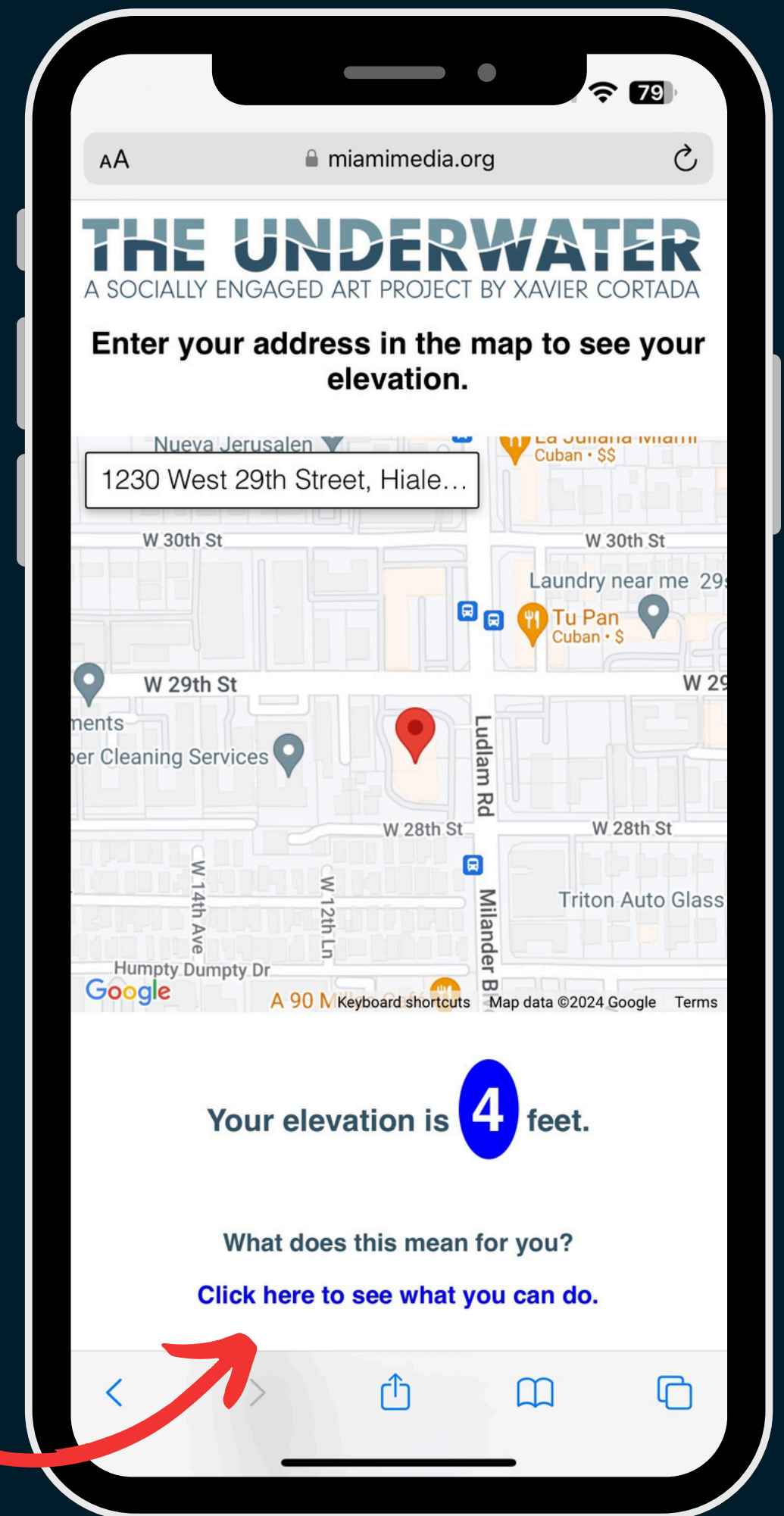
Each public art piece represents exactly how many feet above sea level that location is.

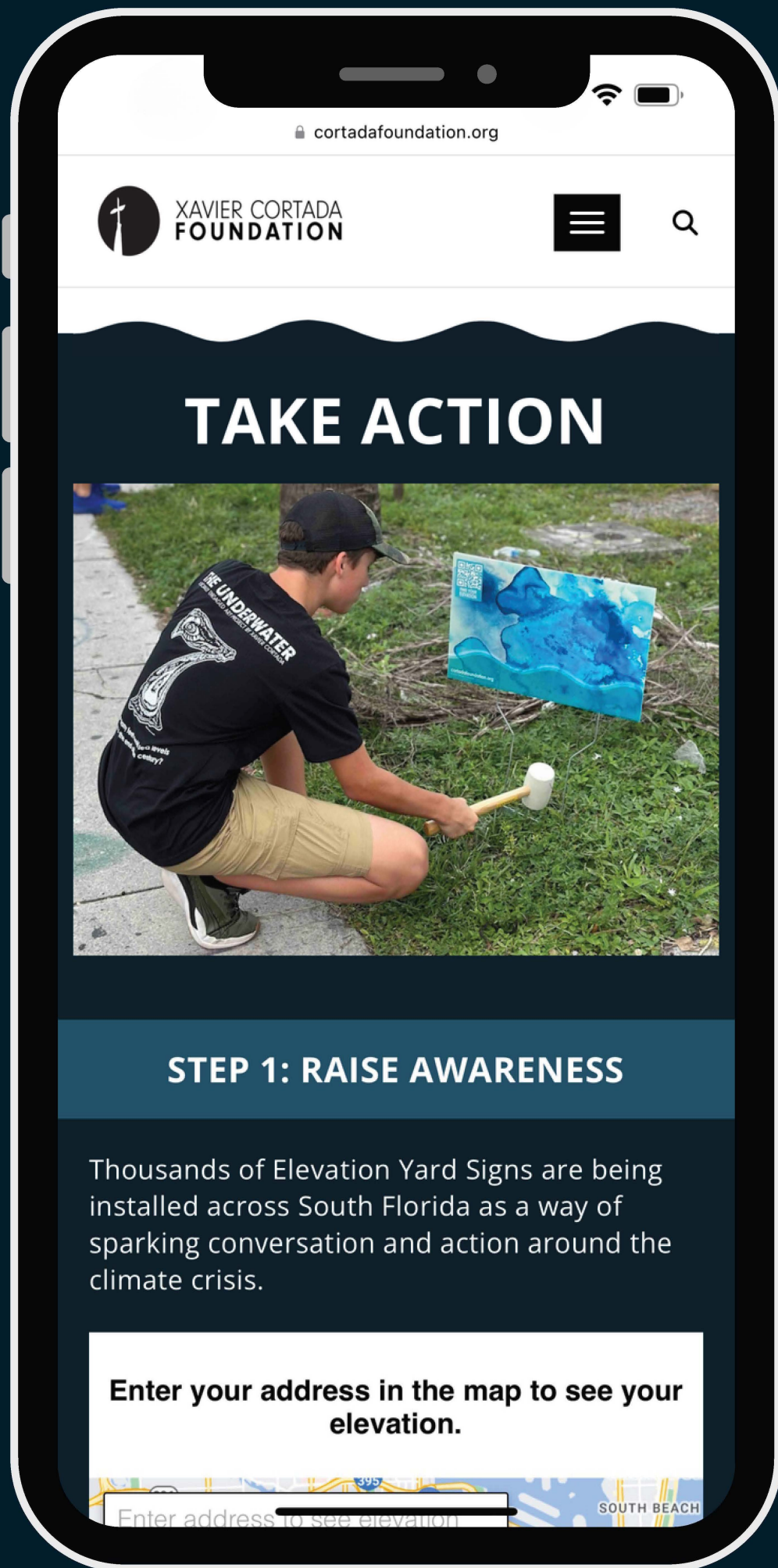


You find out how rising seas are projected to impact your community and are prompted to discover your own home's elevation above sea level.

This process quickly makes the climate crisis a personal and immediate issue.

You're then invited to pick up a yard sign, grow the campaign and take action.





TAKE ACTION



STEP 1: RAISE AWARENESS

Thousands of Elevation Yard Signs are being installed across South Florida as a way of sparking conversation and action around the climate crisis.

Enter your address in the map to see your elevation.

 SOUTH BEACH

STEP 2: CONTACT LAWMAKERS

We need our elected officials to be preparing for a future with rising seas, but right now that's not happening.

Find your representatives below and ask them what they're doing about the climate crisis:

Find Your Representatives

Here you can find your representatives, how to contact them, bills they've introduced, committees they serve on, and political contributions they've received. Enter your full address below to get started.

With thousands of people making phone calls and writing emails, our politicians will need to come up with answers.

STEP 3: GET INVOLVED

There are dozens of local organizations that are working toward a safer, healthier, and better world... and they could use your help!

Click below to see where you can plug in and make a difference.

STEP 4: LEARN MORE

We created a collection of climate resources, the "Underwater Intel," that includes videos, websites, podcasts, books, and more.

If you're interested in learning more about the climate crisis, but aren't sure where to start or who to trust, the Intel is for you.

THE ARTIST



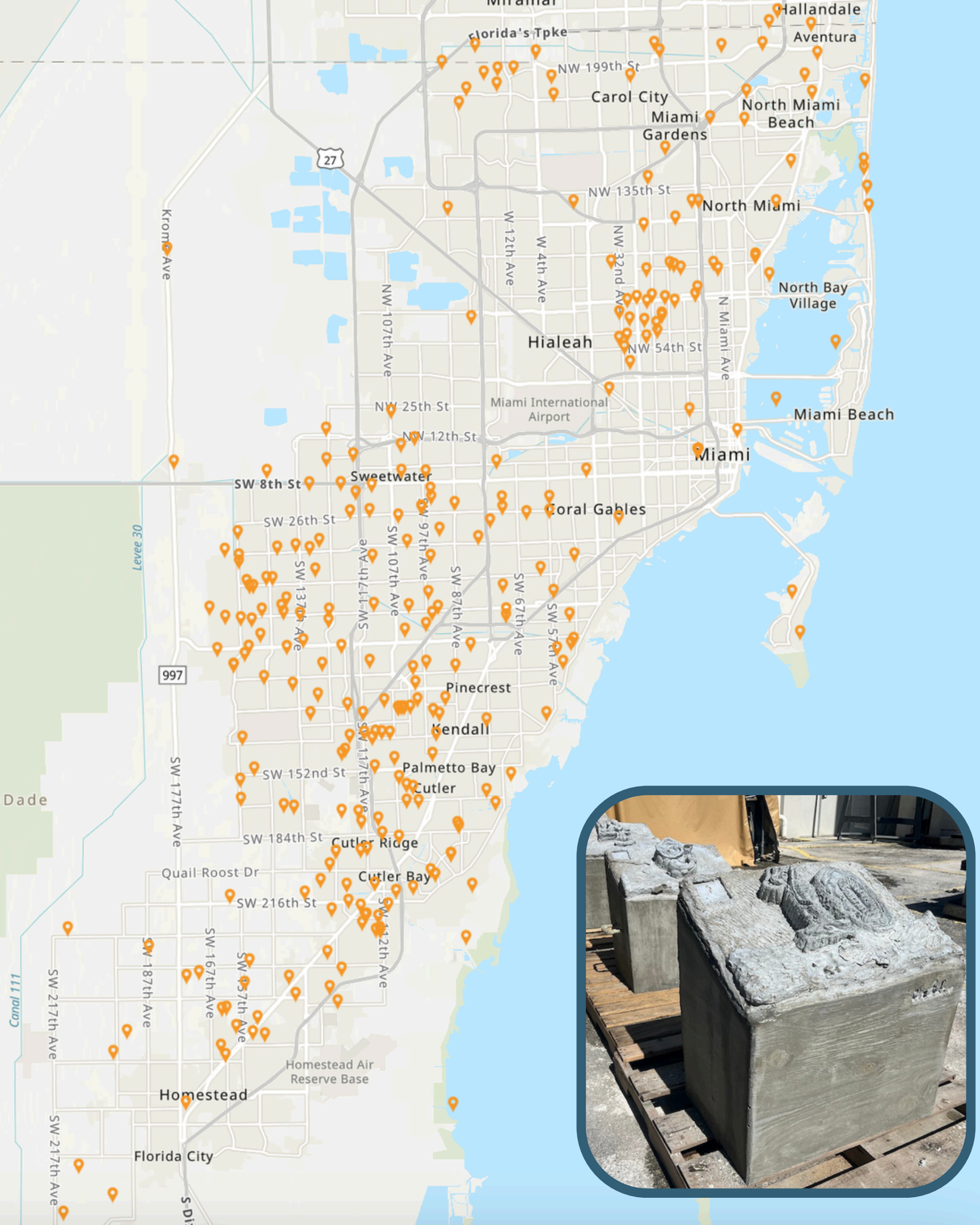
Xavier Cortada, member of the State of Florida Artists Hall of Fame, is the only artist to have created work at both of the Earth's poles.



While at the South Pole, Cortada created a series of "Antarctic Ice Paintings" which he later used as a backdrop for the elevation yard signs.



Conceptually, as the Antarctic ice melts, sea levels rise, and once they reach the number on your marker, your house is underwater.



MIAMI-DADE COUNTY

Sustainable concrete elevation sculptures are being installed in over 250 Miami-Dade parks, a collaborative effort led by the artist's non-profit, the Cortada Foundation, and the Office of the County Mayor, the University of Miami College of Engineering, the Knight Foundation and other partners.

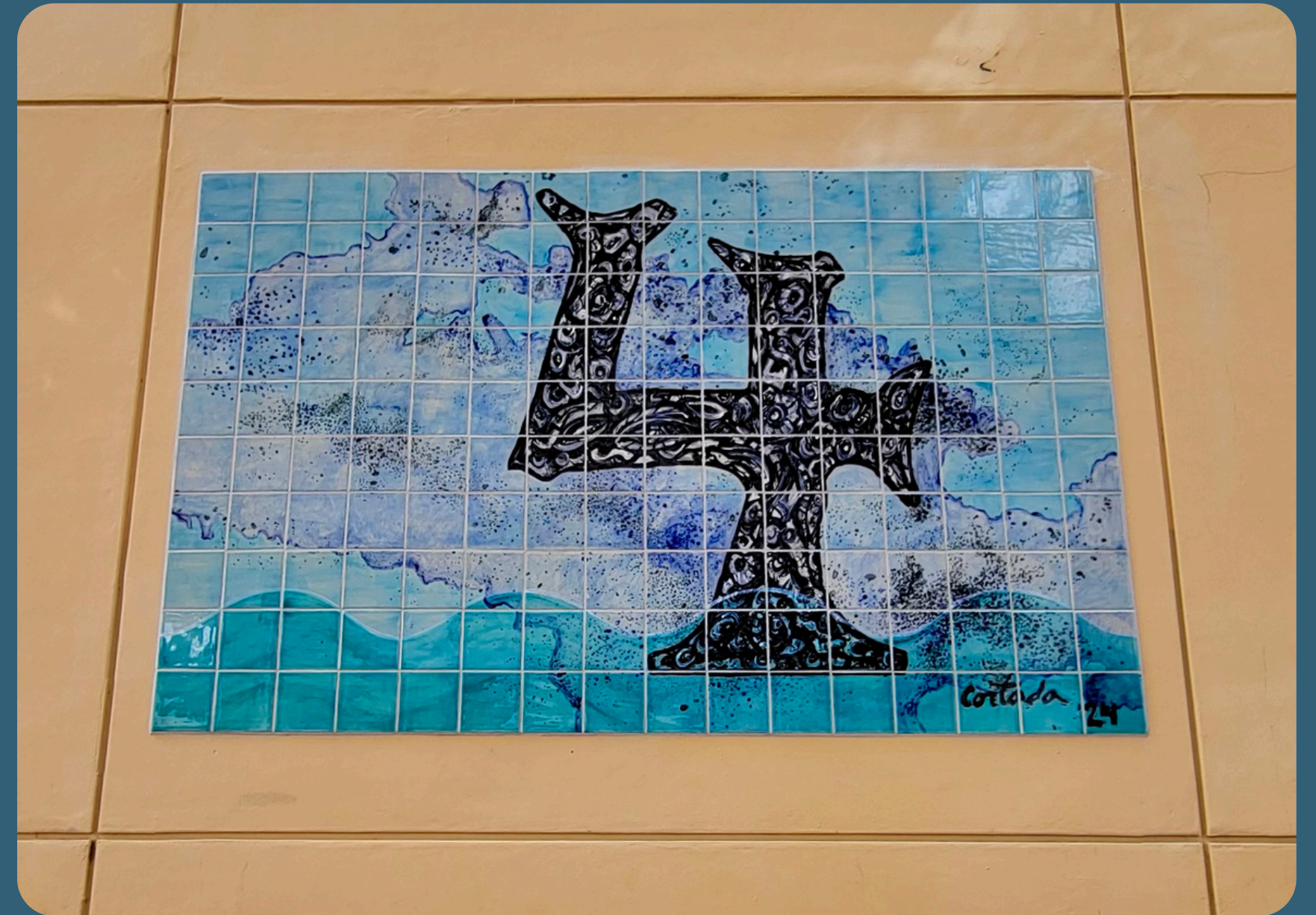


BROWARD COUNTY

The Cortada Foundation is also partnering with Broward County's Resilient Environment Department and Cultural Division, as well as the Community Foundation of Broward, to engage thousands of Broward residents in climate action through school workshops, murals, bus wraps, and other public art installations.



BROWARD COUNTY (cont.)



The above metal sculpture and ceramic tile mural are located at Broward County's Government Center in Fort Lauderdale, Florida.



EXIT



BROWARD COUNTY
FLORIDA

BROWARD COUNTY
FLORIDA

BROWARD COUNTY
FLORIDA

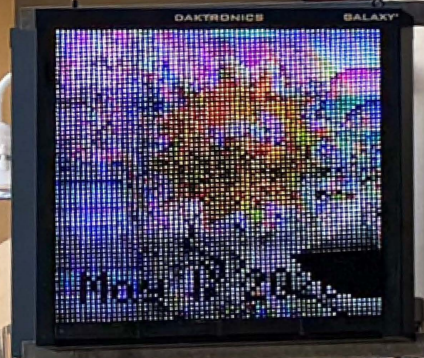
BROWARD COUNTY
FLORIDA
GOVERNMENTAL
CENTER
PARKING
GARAGE
PEDESTRIAN
ENTRANCE
➔



The Underwater Broward | Downtown Miami 4th
Artist: Cortada
Commissioned by: Broward County
Installation Date: 2024



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MOBILIZING COMMUNITIES



Utilizing a strong base of volunteers, the Cortada Foundation hosts frequent community meetings, exhibitions, activations, and canvassing events.



IN THE NEWS



The New York Times

The Washington Post

BBC



Miami Herald

AP

RECOGNITION

NATIONAL
ACADEMIES

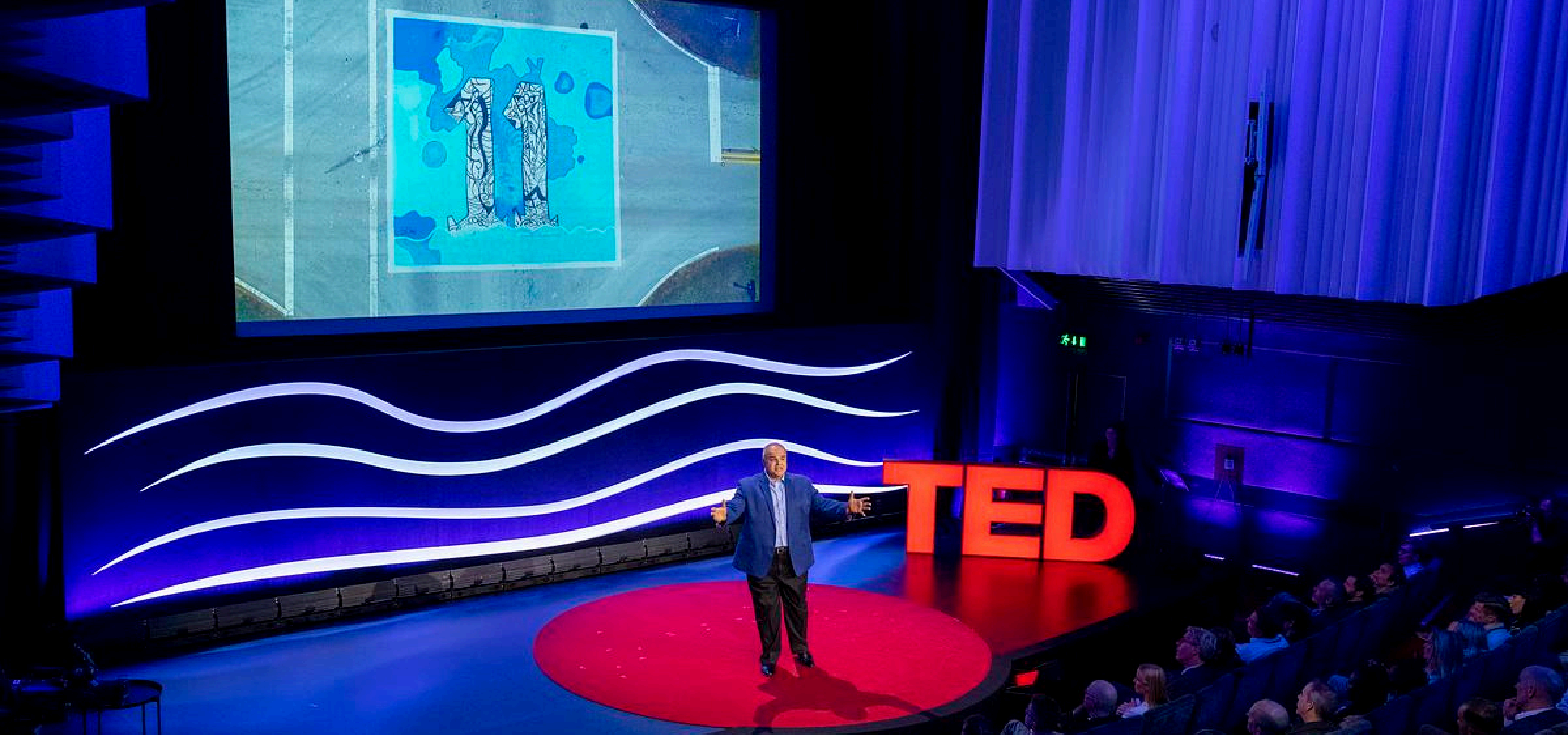
*Sciences
Engineering
Medicine*



Office of Science and
Technology Policy NCA5

AMERICAN ACADEMY
OF ARTS & SCIENCES

creative
capital



Cortada's TED Talk, "A creative approach to community climate action," focuses on "The Underwater" and has received over 1.4 million views.

UNDERWATER AR

(concept phase)

“Underwater AR” will be an augmented reality application that submerges users in a future with rising seas and engages them in a global mission to protect coastal communities.

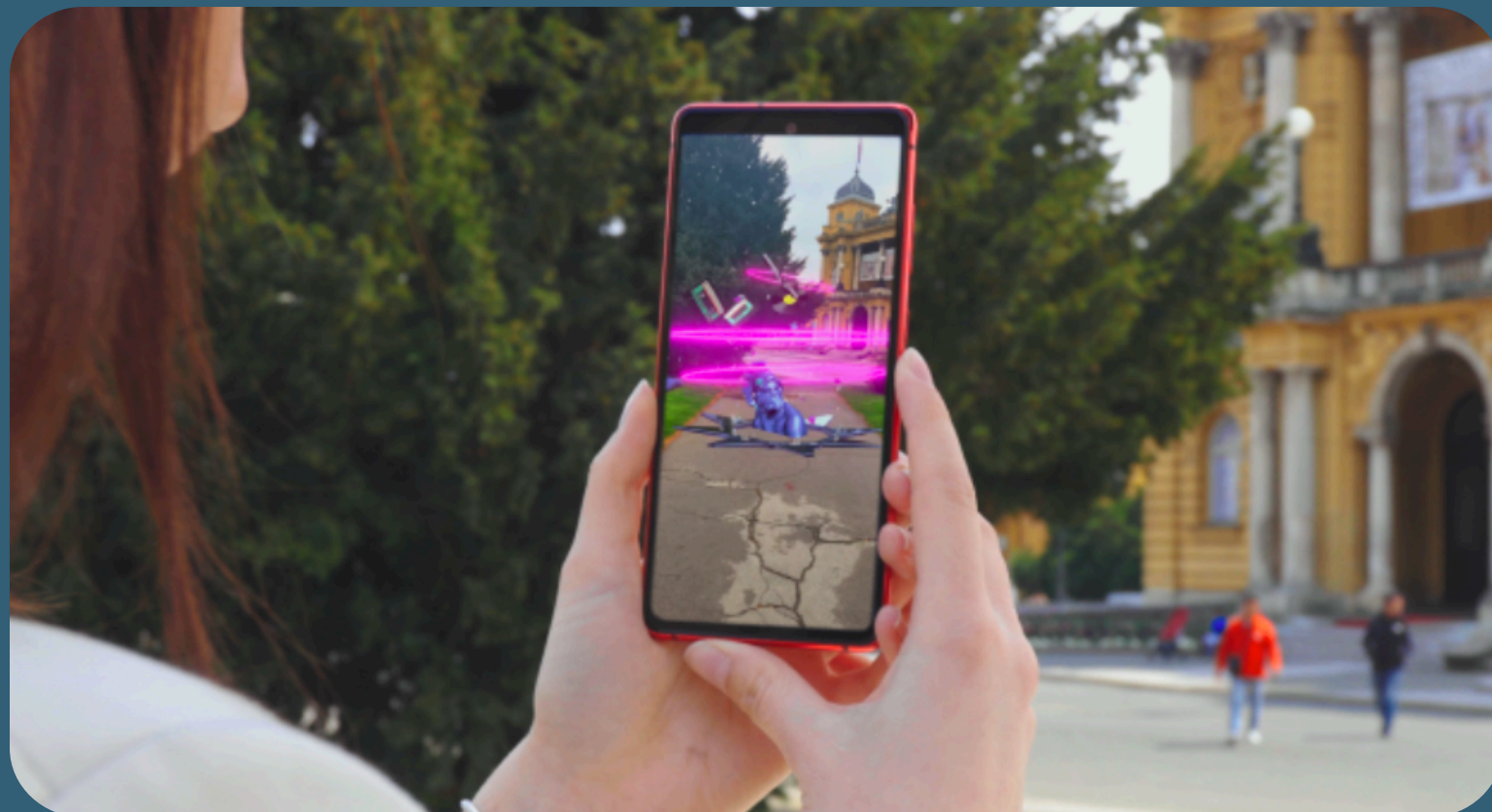


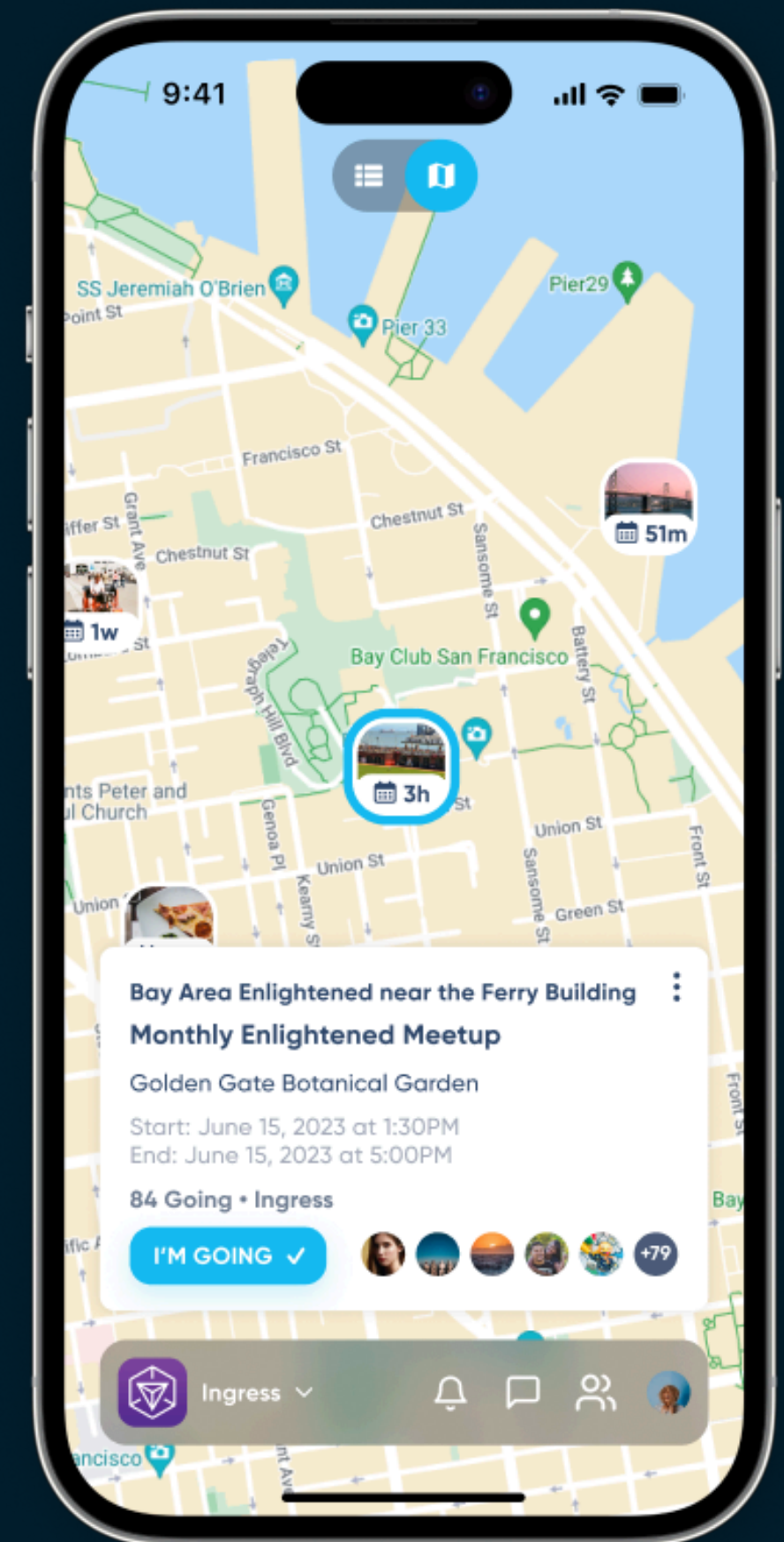
Image: Climate Central/Nickolay Lamm

UNDERWATER AR

(concept phase)

People will watch the ocean surge from beneath their feet as they learn their home's elevation above sea level and how today's greenhouse gas emissions dictate which cities will be drowned tomorrow.

With the goal of helping the world transition to renewable energy, users will be challenged to reduce their carbon footprint, explore green spaces with friends, contact local elected officials, register for volunteer opportunities, and generate community-driven stories, videos, and art.





THE UNDERWATER

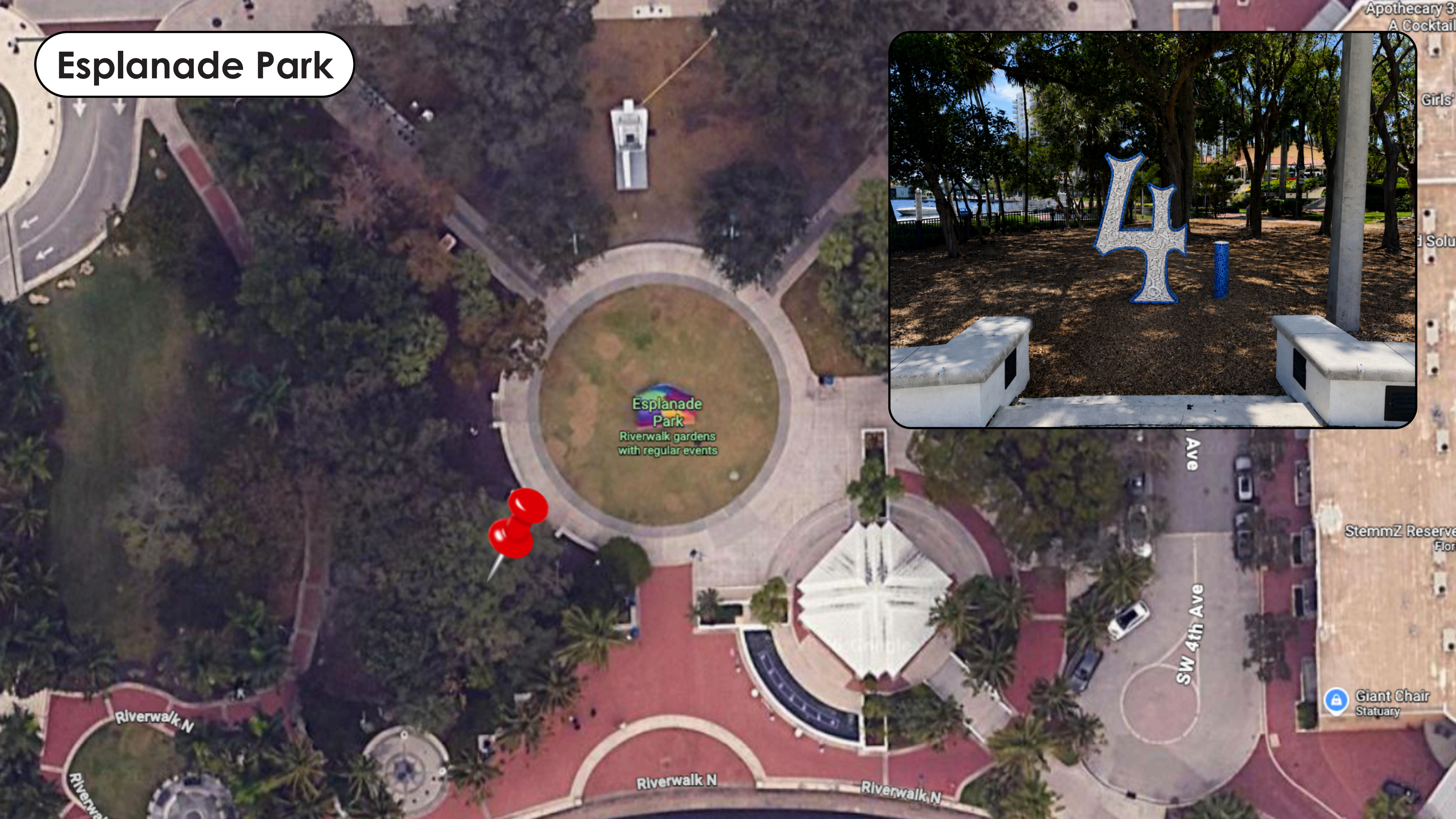
FORT LAUDERDALE PROPOSAL

Holiday Park: Soccer Fields



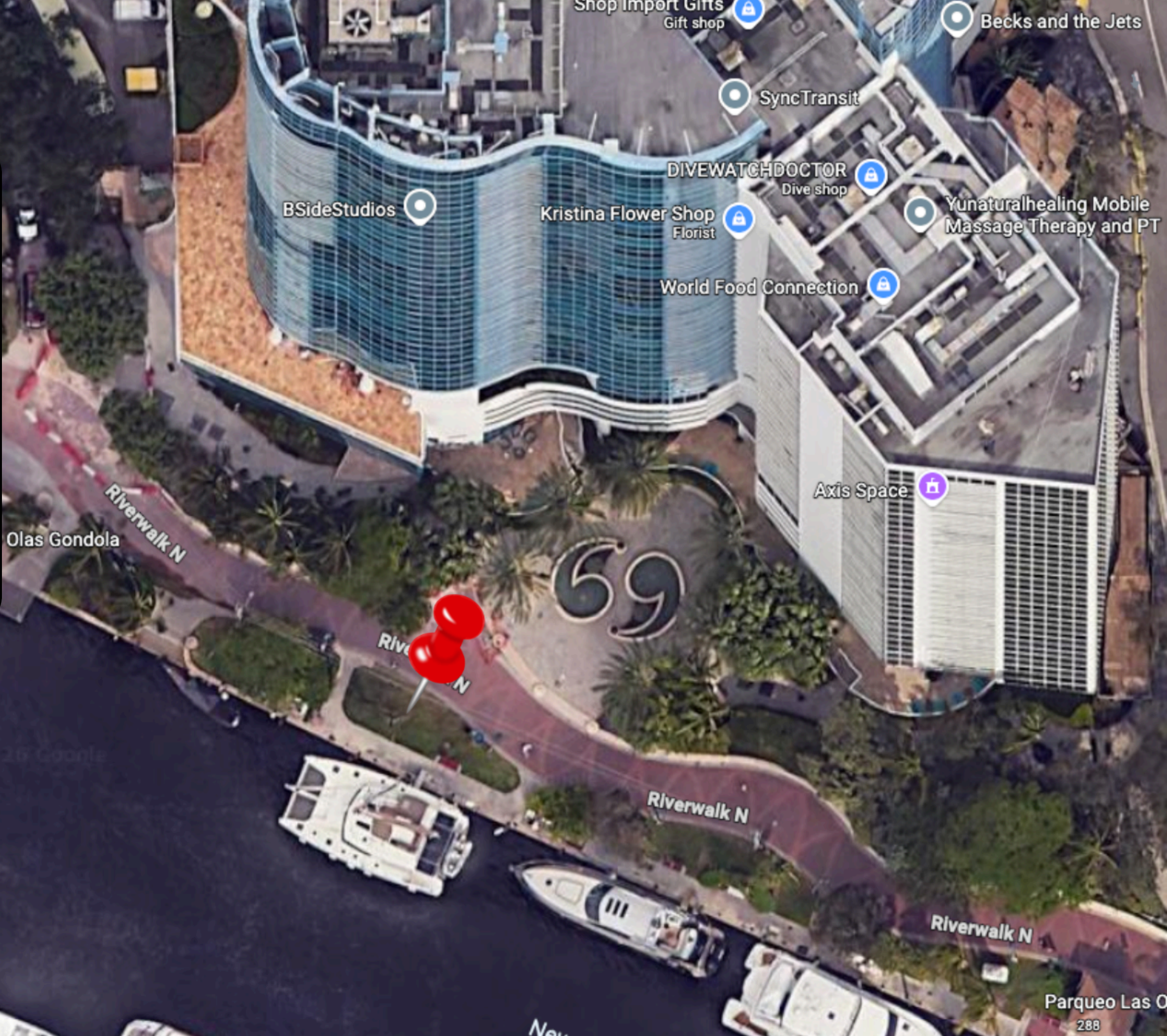


Esplanade Park



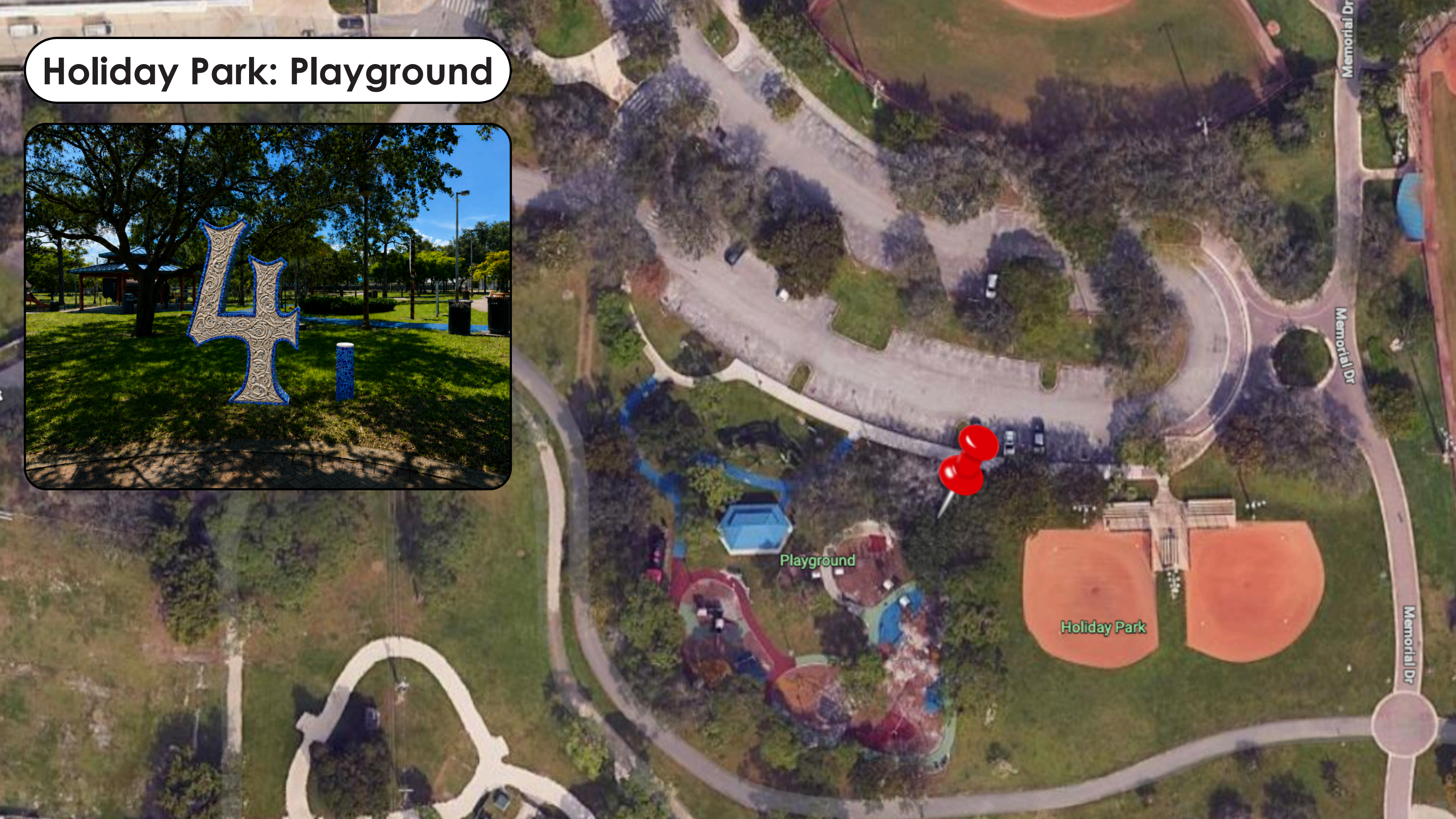
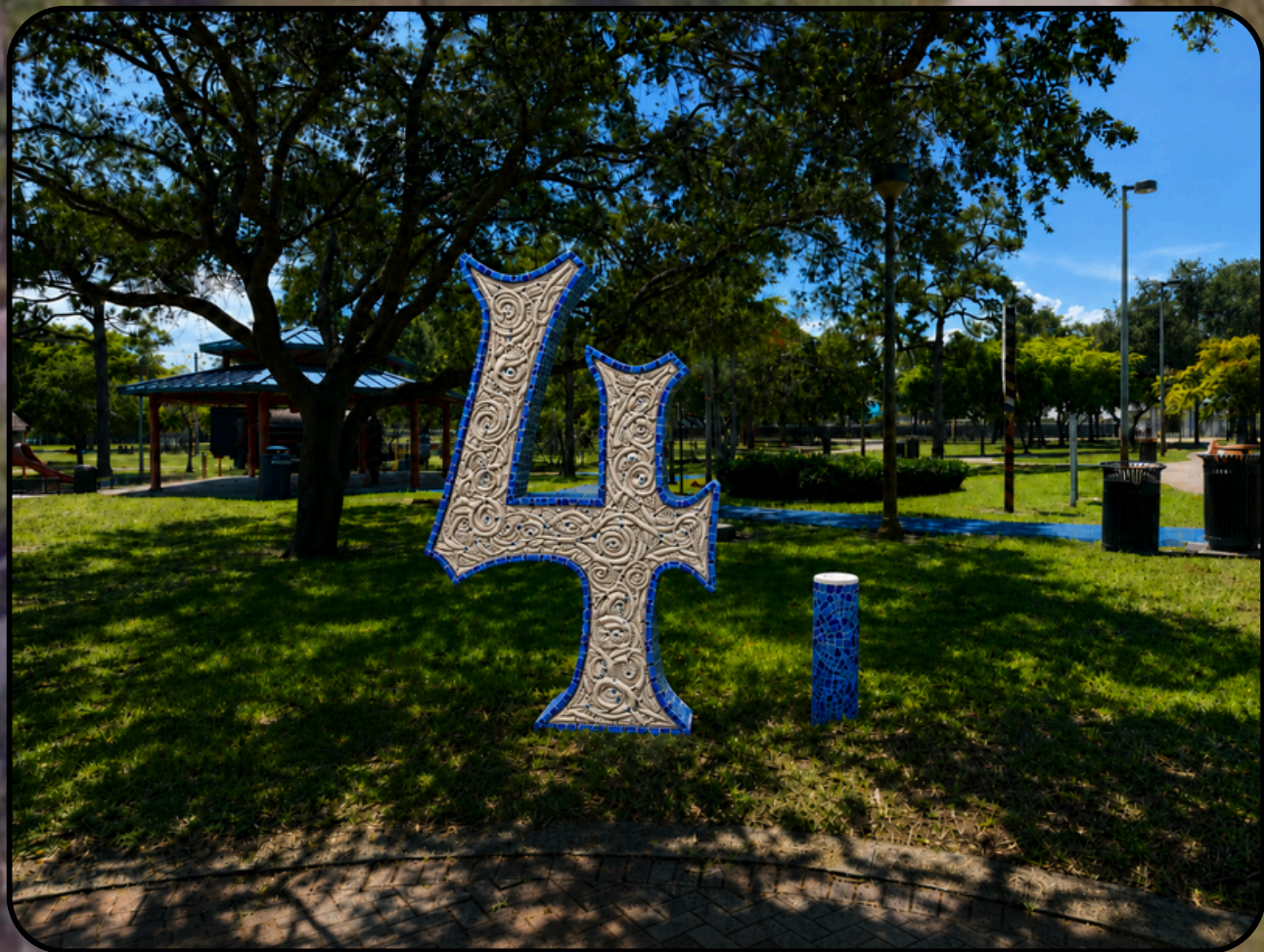


Riverwalk





Holiday Park: Playground





MATERIALS & MAINTENANCE

Bas Relief Ceramic Mural Materials

1. Hand-crafted and carved (Standard Co.)
Cone 6 Stoneware sculpture tiles
2. Amaco Potter's Choice mid-fire artist's glazes
3. Amaco Velvet Underglazes



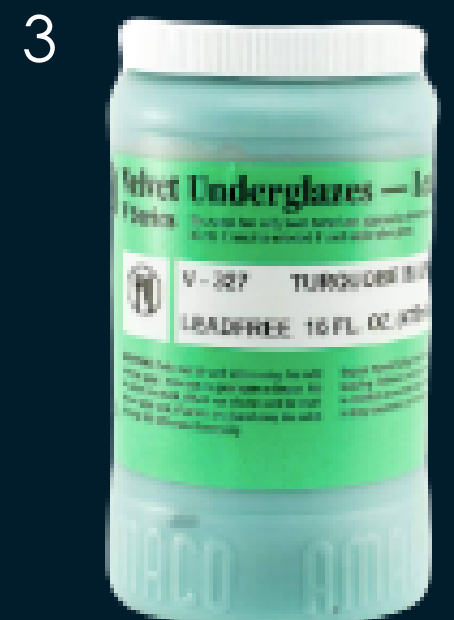
Finishing Materials

1. Mapei Ultraflex LHT Heavy-tile Thinset
2. Mapei Ultracolor Polymer Grout



Cleaning

Rinse with low-pressure water; wash with pH-neutral soap and soft bristle brush; thorough rinse.



PRELIMINARY BUDGET

Budget Item	Amount
Design Development: Artist concept, design refinement, and artistic authorship	\$11,250
Project Management: Direction, coordination, vendor management, and City liaison	\$7,500
8-foot freestanding sculptural number & QR pedestal forms: mold, casting, structural coordination, and fabrication	\$13,250
Artwork fabrication: Hand-carved textured ceramic relief artwork for the two primary façades and broken ceramic tile mosaic	\$28,000
Artwork installation: Ceramic tile cladding for sides, edges, exterior surfaces, and pedestal	\$5,000
Fort Lauderdale-specific Underwater webpage and digital engagement layer	\$2,000
Dedication ceremony and elevation yard signs for public activation	\$3,000
Documentation and insurance	\$1,250
Contingency – 5%	\$3,750
Total	\$75,000

PRELIMINARY TIMELINE

Phase	Timeline	Scope
1. Project Kickoff & Production Coordination	Week 1	Confirm final dimensions, site placement, pedestal location, installation logistics, concrete fabricator schedule, and production responsibilities.
2. Concrete Form Fabrication	Weeks 1–4	Concrete fabricator creates the 8-foot freestanding sculptural number form and QR-code pedestal. This includes formwork, casting, curing, and preparation for delivery.
3. Ceramic Artwork Production	Weeks 1–8	Cortada Studio creates the hand-built textured ceramic relief artwork for the two primary façades. This includes sculpting, drying, firing, glazing, and organizing the ceramic components for installation.
4. Fort Lauderdale Digital Engagement Layer	Weeks 1–8	Develop the Fort Lauderdale-specific Underwater webpage, QR destination, interpretive language, elevation lookup connection, and public-facing digital content.
5. Delivery & Concrete Installation	Week 9	Deliver and install the concrete sculpture and pedestal at the selected site. Installation is expected to occur in one day, subject to site access and weather.
6. Ceramic Cladding Installation	Week 9–10	Clad the sculpture and pedestal with the textured ceramic façade elements and broken blue ceramic tile mosaic. This includes the primary ceramic surfaces, side cladding, edge treatment, pedestal cladding, grouting, and finishing. Estimated duration: up to one week.
7. Final Review, Documentation & Activation Prep	Week 10–11	Complete final inspection, photo/video documentation, QR testing, webpage review, yard sign preparation, and dedication logistics.
8. Dedication Ceremony & Public Activation	Week 11–12	Host the dedication ceremony, launch the Fort Lauderdale-specific webpage, distribute elevation yard signs, and activate the project with community participants.

MEET THE TEAM



Xavier Cortada
Artist



Adam Roberti
Director, Cortada Foundation

CONTACT US



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**CORTADA
FOUNDATION**

