

Memorandum



CITY OF DALLAS

DATE **November 17, 2025**

TO Honorable Members of the Quality of Life, Arts & Culture Committee: Zarin D. Gracey (Chair), Laura Cadena (Vice Chair), Adam Bazaldua, Paul Ridley, Bill Roth, Chad West, Gay Donnell Willis

SUBJECT **Vickery Park Public Art Project Artist Recommendation**

The City of Dallas Office of Arts and Culture

SUBJECT

Authorize a contract with Victor Quinonez dba Marka 27 Designs LLC as the selected artist for the fabrication and installation of a site-specific artwork at Vickery Park Branch Library, Council District 13. The public art installation will be located at Vickery Park Branch Library located at 8333 Park Lane, Dallas, TX 75231, Council District 13. Not to exceed \$101,000.

Financing: Park and Recreation and Library Bonds

BACKGROUND

The published scope of the project is to create highly visible, welcoming artwork for a library wall. The scope of the project is a site-specific installation of an artist designed and fabricated mural with 3D elements. This compelling artwork seeks engagement and to elicit curiosity from viewers of all ages and backgrounds through design and high visibility. The artwork must require little or no maintenance and be safe and appropriate for public outdoor work. It will enhance the City of Dallas Public Art Collection with variety of style, scale, media, and artists.

ARTIST BACKGROUND

Victor “Marka27” Quiñonez (b.1977) is a Mexican-born, Brooklyn-based artist whose bold aesthetic merges street culture with ancestral tradition. With roots in graffiti and street art, his work spans large-scale murals, fine art, design, sculpture, and installations – each piece a vivid reflection of community empowerment. Internationally recognized for his dynamic visual language, Marka27 has exhibited globally and collaborated with major brands while creating landmark public art in cities across the U.S. He is a Frieze Los Angeles Impact Prize winner (2025) and a Right of Return and Art for Justice Fellow (2023, 2024). Through his art, Marka27 invites viewers into a vibrant space where heritage and urban expression powerfully coexist.

PROJECT DESCRIPTION

The artwork will be installed facing the corner of Park Lane and Greenville Avenue opposite the library entrance. The artwork will create an outdoor landmark to support the library programming and spark the curiosity of by passers and patrons alike. The mural will feature community history, patterns, and the word “Family” in various languages and written styles. Most importantly the mural will have unique 3D silhouette animal images with photographic laser etched images that tell the history of Vickery Park and the urban wildlife in the area. Each image can be lit up using solar powered LED lighting and will be made of high-quality fluorescent acrylic materials backed with weather resistant materials and hardware.

This piece also includes a strong community engagement component. Booker T Washington High School is the artist’s alma mater. The artist plans to give a lecture for the entire school showcasing his work and career journey. We also hope that the artist can include selected students to assist in the painting of the mural.

ESTIMATED SCHEDULE OF PROJECT

City Council Award January 2026
 Contract Award February 2026
 Complete Installation August 2026

FUNDING INFORMATION

General Obligation Bond Fund Library (E)-2017 BP	1V42	BSD	PA60	4425	PUBA	\$73,000	EB17PA60
Park and Recreation Facilities (B)- 2027 BP	1V00	PKR	PA56	4425	PUBA	\$28,000	PK17PA56

Total: \$101,000.

SELECTION METHOD

Artist’s Open Call via CodaWORX (codaworx.org) for artist qualifications to include professional artwork portfolio and ability to execute the scope of the artwork on time and on budget. Artist teams and local artists were encouraged to apply. Community feedback obtained through interviews, surveys, community meetings and office hours was part of the RFQ and instructions to the shortlisted artists.

On September 19, 2025, the final selection panel selected Marka 27 after reviewing all shortlisted artists' design proposals. All Public Art project scope items have been carefully considered and adhered to as well as City of Dallas Public Art policies.

Selection panels were held on June 25, 2025, and September 19, 2025, after three rounds of online jurying.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On January 9, 2018, the Public Art Committee was briefed on the project.

On February 1, 2018, the Park and Recreation Board approved the Public Art Projects list for the 2017 Bond Program.

On June 7, 2018, the Park and Recreation Board approved revisions to the Public Art Projects list for the 2017 Bond Program.

On October 7, 2025, the Public Art Committee recommended this project.

On October 16, 2025, the Arts and Culture Advisory Commission recommended this project.

FISCAL INFORMATION

Library and Park Bond Funds to total \$101,000.00.

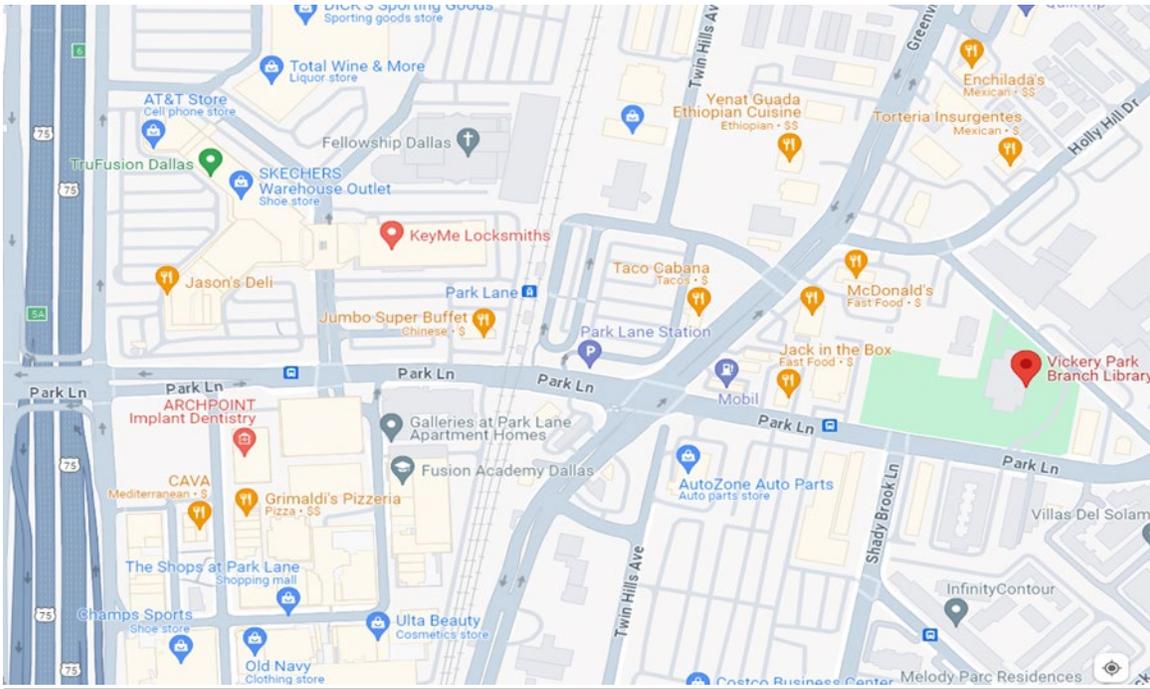
MAP

Location
Image of Design Concepts
Public Art Process

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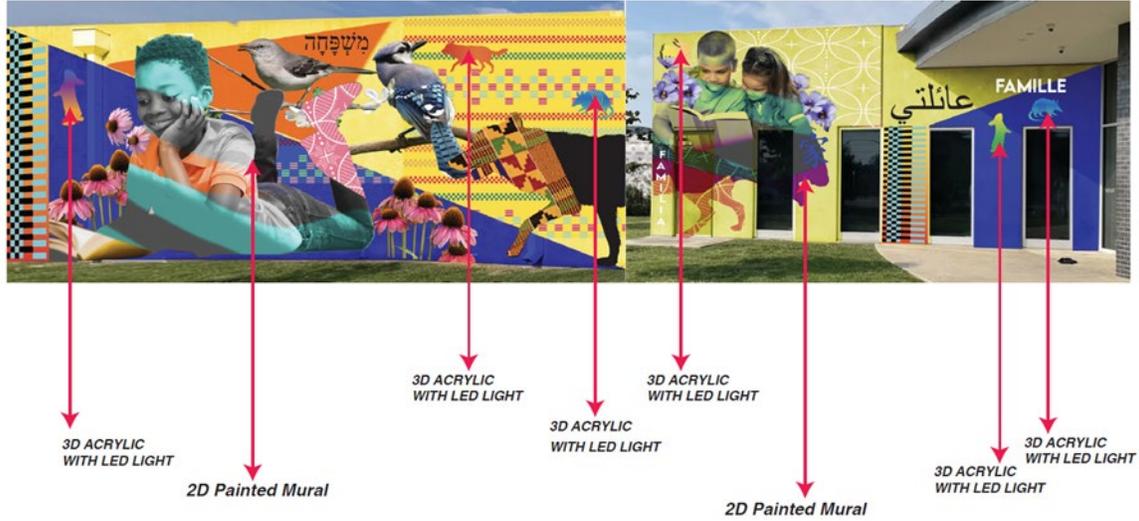
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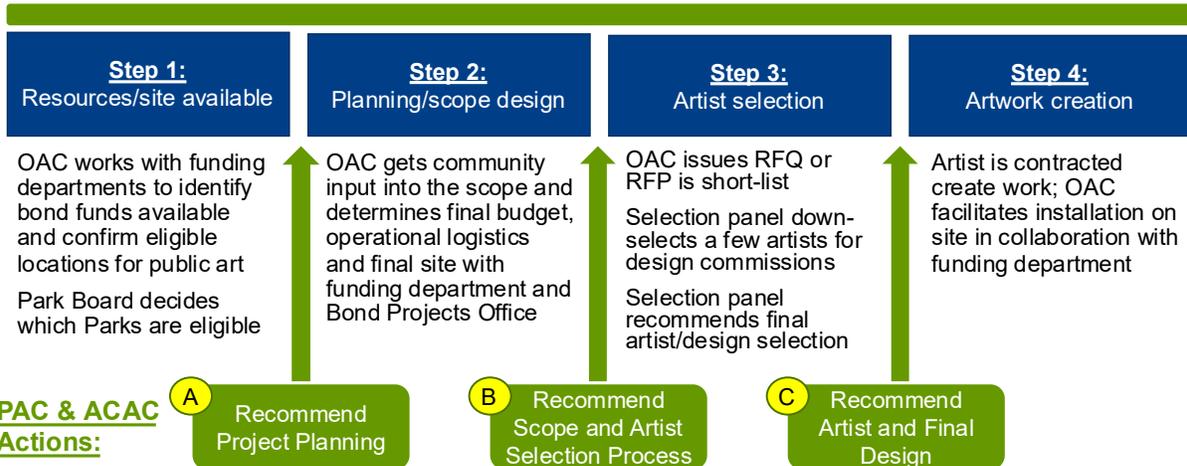
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“Service First, Now!”
Connect – Collaborate – Communicate



Overview: Creation of new Public Art piece



Please contact me or the Director of Arts and Culture, Martine Philippe, with any questions.

Sincerely,

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M. Elizabeth (Liz) Cedillo-Pereira
Assistant City Manager

Kimberly Bizer Tolbert, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Baron Eliason, Inspector General (I)
Dominique Artis, Chief of Public Safety

Dev Rastogi, Assistant City Manager
Alina Ciocan, Assistant City Manager
Donzell Gipson, Assistant City Manager
Robin Bentley, Assistant City Manager
Jack Ireland, Chief Financial Officer
Ahmad Goree, Chief of Staff to the City Manager
Directors and Assistant Directors