
Zero Mile Marker

VISION STATEMENT



The Origin of “The Good Life”

There is a new and exciting project coming to Miami in a very unique, unassuming, but significant place. The Miami Design District and Midtown Miami are separated by the I-195 overpass and the space underneath is the current site of an iconic art installation. The Miami Parking Authority (MPA) selected Italian artist, Vito Di Bari, to re-design this space that connects the two epicenters of Miami’s vibrant cultural, dining and shopping experiences. Di Bari has aptly named his vision “Zero Mile Marker.”

As we all know, a “Zero Mile Marker” is the iconic location from which all distances are measured. The first known one in human history was located in the agora of Athens, in Ancient Greece, and over the centuries, other civilizations adopted this metaphor to create art installations as well. Di Bari’s “Zero Mile Marker” concept is inspired by the story of the Roman Empire’s Milliarium Aureum (The Golden Milestone). This is the literal origin for the phrase “all roads lead to Rome;” however, all roads actually originated from Rome’s Zero Mile Marker.

Di Bari explains, “Just as the Milliarium Aureum was the reference point for the Roman civilization, I have decided to utilize the ‘Zero Mile Marker’ concept as a metaphor of the borderline between the two neighborhoods representing a sophisticated quality of life: design and culture, fashion and art, shopping and night life. I imagined the borderline of Miami Design District and Midtown as the center of a modern La Dolce Vita [the good life] both in Miami and around the world.”

Di Bari design utilizes two colors to represent each of the neighborhoods: “Deep Blue” for the Design District and “Quite Coral” for Midtown Miami. There are 96 columns located in the parking lot under the overpass and each of these columns features an original painting of one of eight sites symbolizing upscale life around the world: 5th Avenue, New York (USA); Copacabana, Rio De Janeiro (Brazil); Downtown Dubai (Emirates); Long Street in Cape Town (South Africa); Shibuya, Tokyo (Japan); La Rive Gauche in Paris (France); Central District in St. Petersburg (Russia); and Rodeo Drive in Beverly Hills (USA). Each of these paintings is inscribed with the distance of the depicted site relative to the Zero Mile Marker installation.

The eight paintings are stylistic representations of each location and have been created by young artists on Di Bari’s team from different countries around the world: Ayan Nag from India, Roberto Gatto from Italy, Olga Tereshenko from Russia, Lucas Terra and Bianca Resende from Brazil, Sanjay Charlton from Jamaica, Robert Shirley from the U.S. and Nikolas Lefas from Greece. When asked about who he recruited to work on this project, Di Bari explained, “The ethnic diversity of my associated artists is not random, as it represents the diversity of the City of Miami and its love for the people of the world without prejudice.”

In formulating his concept, it was important for Di Bari to highlight diversity as a unique characteristic of Miami. “Diversity is one of the pillars of this great city and it is the profound spirit of this art installation, Zero Mile Marker. I have created this as an homage to the centrality of Miami inspiring the savoir vivre of our contemporary age, enabled and sustained by the enrichment coming from its diversity.”

Di Bari’s vision has been realized a century after the “Zero Milestone” was dedicated in the Ellipse south of the White House in Washington, D.C., and was intended to be the initial milestone for all road distances in the United States. The City of Miami now has its own initial milestone for contemporary art of living and ethnic diversity.

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PROJECT FACTS



LOCATION: MIAMI PARKING AUTHORITY LOTS 52-55

Lot 52: Under I-195 on N.E. First Court from N.E. 36th to N.E. 37th Streets

Lot 53: Under I-195 on N.E. First Court from N.E. 36th to N.E. 37th Streets

Lot 54: Under I-195 on N.E. Second Avenue from N.E. 37th to N.E. 39th Streets

Lot 55: Under I-195 N.E. First and Second Avenues from N.E. 36th to N.E. 37th Streets

PROJECT DESCRIPTION

The redesign of the Miami Parking Authority lots 52-55 located under I-195 from N.E. 36th to N.E. 39th Streets and from N.E. Second Avenue to N.E. First Avenue encompassed two phases. Phase I included art installations by world-renowned artist Vito DiBari, principal of DiBari and Associates.

PHASE I - ARTWORK

During phase I, the contractor prepared and painted the surface columns, girder and highway overpass beams with either Design District- or Midtown Miami- branded colors. A slope wall (embankment) artwork (30' x 105') was installed at the N.E. First Avenue overpass location. Anti-graffiti protection was applied over the artwork. Each overhead beam features the logos of the Design District and Midtown Miami on both faces.

Signage and logo installations feature stencil techniques. A new metallic logo "0" Mile Parking was placed at the N.E. First Avenue underpass. The diameter of the laser-cut logo sheet is 5 feet wide.

The new artwork has been printed on vinyl film applied to an aluminum wrap and installed at each of the highway-support columns located in each of the three surface parking lots. Artwork printed on vinyl film included a text applied on the columns below each artwork. Artwork wraps were then applied onto metal sheets. Metal sheets and hardware were made from aluminum to allow for ease of removal.

PHASE II - SURFACE PARKING LOT RESTORATION

During Phase II of the project, new parking bumpers were installed and jet cleaning of all existing catch basins was performed to provide the required drainage. Damaged asphalt was removed and replaced with a lime rock sub-base. Seal coating was applied to the entire asphalt surface area. New striping, accessible markings and signage throughout the lots were applied, according to Miami-Dade County and City of Miami standards. New detectible warnings at each of the disabled parking areas were placed. And new synthetic lawn was placed on both sides of roadway locations at N.E. First Ave, N.E. First Court and N.E. Second Avenue. The synthetic lawn is real "turf" model Master. The lawn has a 10-year manufacturer's warranty.

Number of Parking Spaces Available:

Lot 52: 69 Spaces • Lot 53: 33 Spaces • Lot 54: 33 Spaces • Lot 55: 10 Spaces

ABOUT DI BARI & ASSOCIATES

With offices in Milan, Italy, and Miami, DiBari and Associates designs the cities of the future today. The team shares the same vision: creating beautiful, magical, eco-compatible cities implementing new materials, new technologies and brand new ideas. The firm designs cityscapes with the belief that the cities of the future are canvases to be painted with emotion.

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PROJECT FACTS (continued)



ART DESIGN DESCRIPTION

Just as the Milliarium Aureum was the reference point for the Roman civilization, Vito DiBari has decided to utilize the “Zero Mile Marker” concept as a metaphor for the borderline between the two neighborhoods representing a sophisticated quality of life: design and culture, fashion and art, shopping and night life. DiBari imagined the borderline of Design District and Midtown as the center of a modern La Dolce Vita [the good life] both in Miami and around the world.” Please refer to the attached artist’s vision statement for additional information.

COST AND FUNDING

- Cost: \$1,211,664.00
- Funding: Permanent meter removal fund

CONSTRUCTION TIMELINE

The total construction timeline was approximately eight months. The project kicked off in April of 2018.

ENVIRONMENTAL ELEMENTS

Lighting was removed and replaced with new LED lighting by Visionaire that meets code-required light levels for surface parking lots. New LED linear accent lighting by Insight was installed in each roadway at N.E. First Avenue, N.E. First Court and N.E. Second Avenue.

CONTRACTOR

KVC Constructors is a privately-held construction company based in Miami Shores, Florida.

ECONOMIC DEVELOPMENT

KVC Constructors included a diverse team reflective of the Miami community. In addition, its sub-contractors for this project were:

- Synthetic Lawns of Miami, a woman-owned local company
- Beefree Media, a Hispanic-owned local company

These enhancements are expected to be a catalyst for the economic vibrancy and synergy already occurring in both districts. They are also expected to help fulfill the parking demand from customers, merchants and visitors in the Design District/Midtown Miami and neighboring areas. This urban art installation is also projected to underscore the identity and character of the local community and bring a sense of place and pride to these Miami neighborhoods. Further, the MPA is committed to continue to strive to strengthen the economic landscape of the communities it serves.