



Cultural Arts Programs

Cultural Arts & Marketing Division

To: Cultural Affairs Commission
Attn: Lori Zook
From: Public Art Advisory Committee
Date: July 27, 2009

Re: PUBLIC ART ADVISORY COMMITTEE RECOMMENDATIONS OF EIGHT PROJECTS TO BE COMMISSIONED THROUGH THE 2009-2010 OAKLAND OPEN PROPOSALS PROGRAM, FOR A TOTAL AMOUNT OF \$97,887 FUNDED BY A GRANT FROM THE OPEN CIRCLE FOUNDATION

SUMMARY

The Oakland Open Proposals Program invites Oakland artists to collaborate with local communities on the creation of temporary and permanent public art projects throughout all the neighborhoods of Oakland. 43 applications were received for the 2009-2010 Open Proposals Program. The selection panel met twice, on July 16, 2009 and on September 21, 2009, first reviewing the 43 applications and selecting twelve semi-finalists to develop proposals for second-phase review, then meeting again to review the proposals and interview the semi-finalists. The panel recommended eight projects to be commissioned through Open Proposals 2009-2010. On October 5, 2009, the Public Art Advisory Committee reviewed and approved the panel's recommendations and forwarded them to the Cultural Affairs Commission for approval.

FISCAL IMPACT

A budget of \$100,000 for Open Proposals was included in the 2009 Public Art Annual Plan. City Council accepted a grant of \$100,000 from the Open Circle Foundation to fund the Open Proposals Program in 2009-2010. The panel's recommended commission awards total \$97,887. The remaining \$2,113 in grant funds will be used to support other costs of the Open Proposals Program.

BACKGROUND

Open Proposals was created in 1990 in response to Public Art Program policy requirements that (a) 15% of the Public Art Fund's annual art acquisition budget must be allocated for "Special Projects" and (b) the Special Projects allocation must enable community members to propose sites and concepts for public art projects in Oakland. Though percent-for-art funding allocations from capital improvement projects have proven insufficient to fund the program consistently, the City of Oakland is able to fund the Open Proposals Program in 2009-2010 through a \$100,000 grant from the Open Circle Foundation.

For 2009-2010, Open Proposals was targeted toward funding practicing, professional Oakland-based artists working with Oakland community organizations and neighborhood groups to create projects that fulfill a specific need within a particular Oakland neighborhood or community. Artists were required to live and/or work within the Oakland city limits. Applications could be submitted by artists, community members, neighborhood groups or non-profit organizations, but an Oakland artist or artist team had to be the primary applicant or a co-applicant (s) in all proposed projects.



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Commission amounts were capped at \$10,000 per project for temporary projects, at \$14,000 per project for permanent projects. All commissioned projects, whether temporary or permanent, must take place on a publicly accessible site in Oakland.

On July 16, 2009, in Phase 1 of selection, the panel reviewed 43 eligible concept proposals submitted by Oakland-based artists and organizations, and selected 12 projects as semi-finalists. The artists/organizations presenting these 12 projects were invited to prepare full proposals for Phase 2 review and received comprehensive guidelines and proposal requirements as well as a \$500 honorarium per project. The panel reconvened on September 21, 2009, for Phase 2 review and made a final recommendation to the Public Art Advisory Committee. For a complete list of selected artists and their proposed projects, please refer to the Appendix to this report.

SELECTION PANEL

The members of the professionally-qualified selection panel were:

Regina Almaguer* Public art consultant; former Coordinator, Oakland Public Art Program
Madeleine Dunphy Writer and publisher; board member, Open Circle Foundation
Suzanne Tan Executive Director, Berkeley Arts Center
Umi Vaughan, Ph.D. Artist; Assistant Professor of Africana Studies, CSU Monterey Bay
Judy Moran, chair (nonvoting) Senior Project Manager, San Francisco Arts Commission
Public Art Program; member, Oakland PAAC

** Phase One participant only*

ACTION REQUESTED OF THE COMMITTEE

The Public Art Advisory Committee recommends that the Cultural Affairs Commission approves the selection of artists and their projects to be commissioned through the 2009-2010 Open Proposals Program.

Respectfully submitted,

Steven Huss
Cultural Arts Programs Coordinator



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APPENDIX

OPEN PROPOSALS PROJECTS RECOMMENDED FOR FUNDING

Artist(s)/Project	District(s)	Amount
Alan Leon (Temescal Business Improvement District Project) First phase of "Temescal Flows" mural project on wall and columns of 52 nd St/Hwy 24 underpass between Shattuck & MLK Way	1	14,000
Sue Mark & Bruce Douglas "Walking the Invisible City," a component of ongoing 10,000 Steps project fostering community awareness and stewardship work at Jefferson, Lafayette, Madison and Lincoln squares downtown.	2 & 3	14,000
Scott Oliver with Yuri Ono & Maria Porges "Once Upon A Time, Happily Ever After" project at Lake Merritt: permanent markers at sites of inflow to lake, audio walking tour, map, map billboard, T-shirts, postcards and information booth	3	10,000
City Canvas: David Stern-Gottfried, Ariel Bierbaum, Cris Cristina & Diana Sherman Murals on public utility boxes in Lake Merritt-Uptown area, created through youth workshops	3	14,000
Kristi Holohan Community art project, Multi-panel installation on exterior of Brookdale Recreation Center, 2535 High Street	4	13,887
Favianna Rodriguez "The Future of Food" project: three posters on 'food justice' distributed to community organizations and displayed in Fruitvale BART station ad kiosks; coordinate community "Eat-In"	5	10,000
Kim Larson & Delaine Hackney Mosaic mural and pet portraits on Oakland Animal Services Bldg., 1101 29 th Avenue	5	12,000
Youth Uprising / Alexandra Mitnick, Joey Xanders "Be the Change" project with youth: four images on Clear Channel billboard on MacArthur corridor in East Oakland	6 & 7	10,000
Total		\$97,887