

BROOKDALE INSTALLATION/MURAL PROJECT

NARRATION

It is the intent of the proposed project to bring a collaborative dynamic, colorful visual art installation piece that is reflective of the local High St. community historically, culturally, socially, and environmentally. Lead Artist Kristi Holohan, the project seeks to engage a variety of community components. The proposed project will provide the High Street community with access to participate in a unique community project that exposes participants to the arts and leaves a permanent piece for all to enjoy.

SITE LOCATION & PUBLIC POPULATION:

Located at 2535 (and facing) High St, Oakland, CA 94601, Brookdale Recreation Center is a community facility operated by Oakland Parks and Recreation (OPR). The site is owned by the City of Oakland, maintained by the Department of Public Works and advised by both the Brookdale Advisory Committee and Parks and Recreation Advisory Commission (PRAC). The public facility is in close proximity to the Laurel District and serves a number of other communities. In addition, the recreation center is located directly on High St., which acts as a main corridor through Oakland between the 580 and the 880 highways (as well as MacArthur Blvd. and International Blvd.).

Brookdale Recreation Center Clubhouse is open to the public during the weekdays and some Saturdays year round. Directed by Alaina Fuglestad, the center offers free and low cost recreational programming to youth and adults. The center also houses computers, game tables, public restrooms, and a commercial kitchen. Throughout the academic school year the center is open from 3pm-7/8 pm and during the summer the center operates camp programs during which time the center is open from 8:30 am-7/8pm depending on the programs.

Large green-space surrounds the Brookdale clubhouse. A tot lot play structure and redwood grove with multiple barbeques overlook the clubhouse. A path circles down from the Redwood Grove past two tennis courts. A small basketball court sits next to Brookdale Ave. The court is used for both basketball and turf dancing. Shafer Field, a baseball field, backs into the corner of Brookdale and High Streets the field is also often used for pick-up soccer games in the evening and on the weekend. The park and recreation center receive an immense amount of use from the community. Public who utilize the park, also those who drive, walk, and bus High Street could easily view the piece (see *Proposed Site* presentation board). It will certainly be a beacon for the community and OPR programming. Artist Kristi Holohan frequently uses the park and is already familiar, friendly, and comfortable with both the staff and participants. The word is already buzzing that there is going to be a mural at the site and there are many community members interested in getting involved in the project.

PERMISSION TO USE SITE:

(Attached is a letter from the director of Brookdale Recreation Center and general supervisor)
Note: Because the Brookdale Mural Project will encourage community participation the early design phase, we have not received the committee approval for final design. Upon the completion of the design we will seek approval from PRAC and Public Art Advisory Committee (PAAC). In addition, the Department of Public Works whom is responsible for the maintenance of the park has been contacted and will be aware of the mural project, design, and process. It is to be noted that Kristi Holohan has previously gone through both PRAC and PAAC review as well

as has gained general support for previous works from the Department of Public Works and Graffiti Abatement.

PROJECT DESCRIPTION AND DURATION:

The creation of the Brookdale Mural Project is uniquely community oriented. Kristi Holohan has had experience creating such works in the past (see *Previous Community Works* presentation board). The vision of the project is a multi dimensional installation. The existing building will be painted as the background. Painted Art panels of marine grade plywood (this material will ensure maximum life for the art) will be installed over the background on the exterior of the building. The project creation will span seven months from project research and design to installation and dedication. The project will take place in three phases.

Phase 1-November through December: Community recruitment, research and design development and artistic facilitation

Phase 2-January through April: Commission Review, Community Art Panel painting

Phase 3-May through June: Background Painting and Panel Installation. The Dedication is to be scheduled for the beginning of OPR's summer programming

PHASE 1: RECRUITMENT AND THE SPREAD OF INFORMATION: Together with OPR, Kristi Holohan will reach out through a variety of active community groups including the following: the council woman Jean Quan's office (District 4), local Neighborhood Crime Prevention Council (NCPC) 24y and 24x, and Brookdale Advisory Council as well as an advisory board that spans three parks including Brookdale. We will utilize the group's list-serves and contact methods to spread dates of open community planning, research and design at Brookdale and other public institutions. OPR is posting the project on RecWare (an online/print resource for the public to sign up for recreational programming). OPR will provide additional assistance with printing and flyer distribution. In addition, we are going to work to flyer the neighborhood and recruit as many community members as possible. Initial flyers will be sent home to neighboring schools such as Allendale, Maxwell Park, and all 5 High Schools at the Fremont Campus. We have also been invited to use the MacArthur Metro as another announcement resource for meeting times and schedule. It is important to mention that recruitment will be ongoing and any interested community members will be invited to participate during all phases of the project.

RESEARCH AND DEVELOPMENT: There will be open participatory development workshops at Brookdale where the community will be lead in research and design exercises. We will also use the (internet) computers at Brookdale for additional research. The facilitation will suggest the inclusion of educational natural elemental components as well as imagery that reflects the community demographics and culture specific to both Oakland and High Street. Participants will be guided in research from the Historical Room at the Oakland Public Library.

ARTISTIC ELEMENT: During the research for imagery we will introduce the basic elements and principals of design. We will practice some drawing and painting techniques.

FURTHER PROJECT DOCUMENTATION AND OUTREACH: Led by volunteer and teacher Sonja Totten-Harris, local High School age students will take a unique role in the project. Students from Media Academy (Fremont High School Campus- a neighboring institution) will be responsible for documentation, a blog, a small publication, as well as promotional materials for the dedication of the works. The students will also be welcome to take a larger role in the creation of the mural if they so desire. In addition, we will also have a binder available at the Brookdale Recreation Center Clubhouse with materials that document the entirety of the Brookdale Mural Project. There will also be sign-up sheets available for information, and participation.

PHASE 2: PANEL REVIEW: Participating and interested community members will be encouraged to

attend PRAC and PAAC Panel review for the community envisioned project. Pending and expecting all reviews go forward we will move toward the painting of the panels. If necessary, we will make minor logistical modifications to the work at the request of the review panel.

ARTISTIC ELEMENT: During the panel painting community workshops, we will utilize three main strategies in creating the panels. 1- work from a grid technique in creating the image 2-work from a projection of the chosen image and 3-work from hand drawn source-utilizing shape to scale techniques.

PHASE 3: PAINTING AND INSTALLATION: In respect of insurance stipulations, Kristi Holohan will be solely responsible for all mural painting that uses a ladder/scaffolding (goes above one story) unless the participating parties are covered under a similar general liability. Terrance Brown, a licensed contractor, will install the works. Further the work will be coated with a graffiti and UV protectant.

MAINTENANCE: We have budgeted for a five-year maintenance. Upon project agreement, Artist Kristi Holohan will take responsibility for maintenance of the installation mural. We will let it be known that she be contacted in the case of defacement or other issues (as has been the case with other community projects). Contact information will be readily available on the façade and in the clubhouse. One other unique component of the project is that the installed pieces could potentially be removed and/or replaced in the event of major destruction.

MATERIALS AND EQUIPMENT:

Paint (exterior acrylic latex and spray paint), signage material (marine grade plywood), brushes, paper, pencils, markers, drop clothes, sandpaper, marine grade varnish, sandpaper. scaffolding, ladders, pressure wash, gloves, respirators, dust masks, and goggles.

Managers Specifications request ventilation and proper safety equipment.

FISCAL MANAGEMENT:

Arts and Creative Expression (ACE Arts) operating under the fiscal Sponsorship of Friends of Oakland Parks and Recreation will retain the funding throughout the program. The following participants will be contracted by ACE Arts:

PAID INDIVIDUALS INCLUDE:

- Kristi Holohan (Lead Artistic Project facilitator)
- Justin Divine (ACE Arts Creator)
- Terrance Brown (Licensed Contractor)
- Youth Coordinator (To be Determined Upon Project Commencement)

OTHER KEY UNPAID VOLUNTEERS INCLUDE:

- Alaina Fuglestad (Brookdale Recreation Facility Director, collaborator)
- Paul Bates: (Recreation Supervisor, Oakland Parks and Recreation, community collaborator)
- Richard Cowan (assistant to Jean Quan, community organizer)
- Debra Ramirez (NCPC Neighborhood Services Coordinator, community organizer)
- Sonja Totten-Harris (teacher Media Academy-Fremont High School Campus)

CONCLUSION:

It is the purpose to this project to promote the idea that the more community members that we have present and involved the more pride and connection to our community we are going to foster through this interactive and hands on project. The work has sincere potential to strengthen and unite fragments of the High Street community and add a dynamic, colorful, multidimensional art piece for Oakland to enjoy for years to come. Please contact Kristi Holohan 415 420 8028 or at kristi.holohan@gmail.com. Thank you for your consideration.

BROOKDALE INSTALLATION/MURAL PROJECT

BUDGET

Materials:

Paint (exterior acrylic latex and spray paint), Signage Material (marine grade plywood), brushes, paper, pencils, markers, drop clothes, sandpaper, marine grade varnish, sandpaper, printing.

\$3,700.00 (\$1,200 dedicated donation from ACE Arts)

Total: \$3,700.00

Committed: \$1,200.00

Materials costs requested from Open Proposals: \$2,500.00

Equipment:

Scaffolding, Ladders, Pressure Wash, gloves, respirators, dust masks, goggles.

\$800.00 (dedicated equipment specific donation for full coverage)

Total: \$800.00

Donated: \$800.00

Equipment amount requested from Open Proposals: \$0.00

Facilitation:

Phase 1-November through December: Design development facilitation and installation production

(12 hours a week @ \$25/hr for 8 weeks)

\$2,400.00

Phase 2-January through April: Commission Review, Art Panel painting

(10 hours a week @ \$25/hr for 14 weeks)

\$3,500.00 (\$1,000 committed from Ace Arts)

Phase 3-May through June: Background Painting and panel installation

(10 hours a week @ \$25/hr for 10 weeks)

\$2,500.00

(5 hours a week for assistant @ \$20/hr for 5 weeks)

\$500.00

Youth Coordinator- stipend to be distributed intermittently throughout the project \$700

(\$200 committed from ACE Arts)

Total: \$10,000.00

Committed: \$1,200.00

Facilitation amount requested from Open Proposals: \$8,400.00

Insurance:

Navigator's insurance (for general liability-under which a five year maintenance is understood)

\$800.00

Total: \$800.00

Insurance amount requested from Open Proposals: \$800.00

Maintenance:

Five-year coverage approximation

\$1,000.00 (artist committed to cover up to \$500.00)

Total: \$1,000.00

Committed: \$500.00

Maintenance amount requested from Open Proposals: \$500.00

Installation Contractor: Installation of exterior art panels

Cost: \$1,687.00

Installation amount requested from Open Proposals: \$1,687.00

TOTAL PROJECT COST: 17,587

Amount Dedicated to the Project from Other Sources: \$3,700

Total Requested from Oakland Open Proposals: \$13,887

CITY OF OAKLAND



250 FRANK H. OGAWA PLAZA, SUITE 3330 • OAKLAND, CALIFORNIA 94612-2032

Office of Parks and Recreation

(510) 238-3092
FAX (510) 238-2224
TDD (510) 615-5883

To Whom It May Concern:

As the Program Director at Brookdale Recreation Center I am giving my full support to the Brookdale Mural Project. I think that this project will be a great asset to our community. I will be adding this project into recware so we can register all the members who participate. This project will be incorporating the Fremont High School Media Academy, the High St. community, as well as kids from our center which is very beneficial because we will be able to expand our Brookdale family and offer people other programs that we have. This project will be great for our community because it will give people a chance to come together and come up with a concept that they feel represents their community. I also think that it is great that everyone who helps out with this project will have a lasting visual memory of the hard work they put in. It is a great thing to be able to tell someone you were involved in a project like this and to be able to show it off. A lot of the kids at Brookdale are teens who really do not have something they are passionate about, but talks of a possible mural project has the kids excited and for the first time I am seeing them interested in doing something. I have seen a lot of Kristi's work and I am very impressed with her attention to detail. I watched her do the piece on Lincoln Avenue and was very impressed with how soon she got it done and how beautiful it came out. This project will be a pleasant addition to High St. Please feel free to contact me.

A handwritten signature in black ink that reads "Alaina Fuglestad". The signature is written in a cursive, flowing style.

Alaina Fuglestad
Program Director
Brookdale Recreation Center
2535 High st.
(510)867-5798

Office of Parks and Recreation
250 Frank H. Ogawa Plaza, Suite 3330
Oakland, CA 94612



Paul Bates, Recreation Supervisor
PH (510) 238-6648 Fax (510) 238-3817

September 4, 2009

Dear Oakland Open Proposal Commission,

I am very happy to write you in support of the proposal for the Brookdale Mural Project. Oakland's Park System is the life-blood in providing quality programming at highly subsidized rates to the Oakland Public. The Parks provide not only a much needed free recreational public space, but also guidance for positive life-enrichment. We at Oakland Parks and Recreation call this "playing with a purpose". I have read through Kristi Holohan's initial proposal and am certain that the Brookdale Mural Project's ideals are aligned with the vision of OPR.

I was introduced to Kristi Holohan by a loose connection with Neighborhood Crime Prevention Council (NCPC) 24Y. Kristi had produced an impactful neighborhood art installation at Nicol Park and the director at Allendale Recreation Center –another center under my supervision—took notice. We sought Kristi to create another dynamic collaborative community art piece.

I am excited to be able to offer a mural program in a location under my supervision. Kristi Holohan has been an active member of the Oakland Parks System. Kristi has not only proved herself exemplary visually in interactive group arts programming but she has shown her skill at positively interacting with a diverse demographic on a multitude of occasions. Kristi is familiar and friendly with the staff and leadership of Brookdale Recreation Center and it is a perfect fit for the development and enhancement of Brookdale's existing programs.

In addition, I write to urge the support of this project. The community would benefit from the art as well as the interactive experience. Please contact me if you have any further questions in regards to the Mural Project.

Sincerely,

Paul Bates, Recreation Supervisor

Previous Community Works

partners: OPR, ACE Arts, Community, East Bay Regional Parks
3711 Suter St.

allendale butterflies



Ips college park

Castlemont Campus 8601 MacArthur Blvd. #100
partners: Students and Administration

partners: Diamond Improvement Assoc.
Bret Harte, Jean Quan, Merchant's
Assoc, Friends of Sausal Creek, Community
Lincoln and MacArthur Blvd.

lincoln mural



nicol puzzle

Nicol and Coolidge Ave.
partners: Friends of Parks and Rec. OPD,
NCPG 21Y, community



Proposed Site

**BROOKDALE
RECREATION
CENTER**



clubhouse



2535 HIGH st

