

1. Re-state the concept and intent of your proposed project.

The Future of Food is a project that will intersect public art, education, and a community gathering to spread messages about food justice to the Spanish-speaking, Latino community living in the Fruitvale neighborhood of Oakland. The project will educate the Latino consumer on the choices around food that considers the Latino worker, grower, and consumer – with an emphasis on new immigrants. The major goals of this project are to:

EAT WELL: Teach Latinos in Oakland how to eat better

BUY LOCAL: Build a stronger relationship between the grower and the Latino consumer

Art and community participation will serve as the vehicle to achieve these goals. The approach will be:

1. To produce three art designs in collaboration with La Clinica de la Raza & EastSide Arts Alliance about food access. The final pieces will be distributed as posters (18x24 inches) freely to community organizations in Oakland. (see “Art Sample” boards) The themes that will be addressed in the poster campaigns will be:

a. Eating/buying local – being active about knowing where your food comes from

b. Food access and organizing against urban food deserts

c. Challenging obesity via the promotion of a more sustainable and healthy diet.

2. To place the three designs at BART in order to reach a larger base of viewers. The emphasis will be on Fruitvale BART station outdoor ads. (see “Fruitvale BART Designs” board)

3. To organize a free Eat-In event in the Fruitvale Transit Village with local, Latino cooks for 100-150 people.

2. Identify the owners of the proposed site(s). Have you contacted them? What is their response and commitment to assisting/permitting/taking responsibility for the artwork(s)?

Yes, I have contacted both BART & the Unity Council/Fruitvale Village, the organization that manages the Fruitvale Farmer’s Market as well the Ignacio de la Fuente Plaza (see “Community Eat In” board). I have received a letter of support from Fruitvale Village in which they outline a strong commitment to the project, access to their farmers, assistance with distributing the posters, and commitment to host the Eat-In event (see letter). The relationship to BART is a contractual one. They will carry the ads for a three month period for a discounted fee (see budget).

3. Describe the site and its uses, including daily/seasonal variations in users and use patterns. Define the amount of public access to the site.

Location of EAT-IN – Ignacio de la Fuente Plaza: The plaza is a busy public space located along 34th Ave. between E.12th St. and International Blvd. The area is part of a mixed-use retail area located within 1 block of Fruitvale BART. The Fruitvale Farmer’s Market takes place year-round on a bi-weekly basis in this location. The market is regularly filled with local farmers, craft vendors, and local musicians. The plaza is bustling with activity year-round due to the proximity to BART and International Blvd., a heavily trafficked street. The Eat-In will take place on a Sunday in conjunction with the Farmer’s Market. (see “Community Eat In” board)

Location of LARGE ART PIECES – Fruitvale BART Station, Train Level & Entrance: The large designs will be placed at Fruitvale BART because its one of the Oakland stations with the most Latino riders. BART has an average of 500,000 riders per day. Two designs will be placed in the center divider between the two train tracks, which is an area accessible only to riders with tickets. (see “Fruitvale BART Designs” board) The third design will be placed above the turnstiles, an area that is visible to the public regardless of whether or not they ride BART.

Location of POSTERS – Various community centers, classrooms, and organizations: The posters will be distributed free to 20 Oakland-based community organizations that serve Spanish speakers.

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4. Describe the user group for the site(s). Describe your intended audience for the proposed project. Are they the same?

The intended audience for this project and the user group of the site are the same. This project is targeting Spanish speaking Latinos living in Oakland. I chose the Fruitvale neighborhood because it has the most racially, ethnically and culturally diverse population in Oakland. In 2000, Latinos represented approximately 49% of the Fruitvale population, with a large percentage of them being recent immigrants. This is also a population that is facing obesity. Among Latinos in Alameda County, 37% of children between the ages of 2-5 are obese. This rate increase to 48% between the ages of 5-20.

5. Define what “working with the community” means to you in the context of your proposed project. Be as specific as possible, with examples of potential activity/engagement/interaction.

I will work with La Clinica de la Raza, one of the largest clinics serving Latino immigrants in the entire Bay Area, and two of their youth-parent groups. La Clinica is currently running an innovative program that works with families to fight obesity. The program is slated to serve 6000 children in 2009. I will conduct 2-3 focus group sessions in which we will discuss the topics of healthy eating, obesity, and food access. Based on a collaborative process, we will identify two key messages and designs will be made around these messages. I plan to use at least one of the families as my model in the pieces. I will also share the completed designs prior to production in order to gather feedback about the effectiveness of the artwork. (see letter from La Clinica)

I will also interview 1-2 farmers from the Fruitvale Farmer’s Market to develop the third design. This art project should help promote the message of buying local and buying fresh, and so what better fit than a farmer to tell their story about how and why they grow food.

The Eat-In will be a public event co-organized with La Clinica and the EastSide Arts Alliance, who is also working on setting up a garden at the corner of 23rd and International Blvd. An Eat-In consists of a group of people who gather in a public space to share a home-cooked meal. The Eat-In will feed 100-150 people and will take place on a day when the Fruitvale Farmer’s Market is in session (Thursday or Sunday). All fruits and vegetables for the Eat-In will be purchased from the Fruitvale Farmer’s Market. The meal will be prepared by 1-2 local chefs/restaurant owners from the Fruitvale who are interested in learning more about healthy cooking. The cooks will receive stipends and will be asked to attend a workshop about food topics, such as buying locally and sustainably. Additional highlights for the Eat-In include a DJ and a guest appearance by the Great Tortilla Conspiracy, a group of performance artists who make art on tortillas. Yes! You can eat this art.

6. How will your proposed project reflect and have meaning that is specific to Oakland? How is this project unique? How is this project unique to Oakland?

Oakland is home to some of the most innovative food justice programs in the nation. Numerous organizations serve the people of Oakland by hosting farmer’s markets, educating consumers on the power of eating local, working with youth to break attachment to fast food. People in Oakland are genuinely interested in food, and

the success of the recent Eat Well Festival at Jack London Square is a testament to that. However, these programs are taking place predominantly in an English context. This project will be unique to Oakland and the Bay Area because it will take the message of food justice to an immigrant, Spanish-speaking audience. In addition, the project will combine the powerful tools of art, marketing, and community participation to forge an innovative, three-prong approach to eating healthy.

7. Explain the nature of the collaborations at work in the project. How will one person or group in your team collaborate with another, and how will the team collaborate, work with or interact with the community?

While this project is primarily led by my own collaborations with the three community organizations previously described, I will also be working with African-American eco-chef and food activist, Bryant Terry. Bryant has experience organizing Eat-In's around the country and will be responsible for:

- a. Working with community members and chefs to develop a menu for the Eat-In
- b. Working with farmers to order the correct amount of produce
- c. Leading the workshop with chefs around food issues

8. Describe all materials to be used in the artwork resulting from the proposed project and provide manufacturer's specifications, if available.

The materials to be used in this project are paper based. The posters will be designed via a printmaking process and will be reproduced via offset process on glossy, UV coated paper. The large scale images on BART will also be produced via offset.

9. State who will hold/receive the funds, i.e., the individual or organization that will be contracting with the City.

The EastSide Arts Alliance will receive the funds and serve as fiscal sponsor for the project.

10. State your expectation of the lifespan of the artwork(s). Do you consider it permanent or temporary?

The large scale images on BART will be up for 3 months and will therefore be temporary. The posters will be printed in quantities of 500 each and will be distributed by local community organizations. They will likely be displayed for a 3-6 month period. The Eat-In is a one day event and will therefore be temporary.

11. Describe maintenance requirements, techniques, materials, schedule, and where responsibility will fall for maintaining the artwork(s) within its anticipated lifespan.

BART will be responsible for maintaining the large scale art pieces for the duration of the 3-month contract. Other than this, no maintenance required.

PROJECT BUDGET**EXPENSES****Artist & Support Staff Fees**

Favianna Rodriguez - Artist	\$3,000
Bryant Terry - Eco Chef, African American Food Activis	\$1,000

Printing Fees for Community Posters

Poster Printing - \$550 per poster (500 quantity) x 3 Designs, plus tax	\$1,795
Postcard Printing for Outreach of Community Eat In	\$200

Community Eat In Costs (for 100-150 people)

Table & Chair Rental (40 tables, 200 chairs)	\$400
DJ	\$300
Portable Speakers and Microphone	\$300
Food Costs	\$800
Stipend for 3 Local Chefs (\$200 each)	\$600
Utensils, Plates, Napkins	\$200

Placement of Art in BART Outdoor

Signs at Fruitvale	\$6,000
Production Costs of Signage (\$9/piece & \$30/sheet)	\$600

Other Costs

Insurance	\$500
Fiscal Sponsor Fee	\$350

Total Expenses	\$16,045
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INCOME

Oakland Open Proposals	\$10,000
Mitchell Kapor Foundation	\$2,500
Oaklandish	\$1,000
TUMIS Design	\$2,000
Kala Fellowship	\$1,000

Total Income	\$16,500
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September 3, 2009

Oakland OPEN Proposals Committee:

The Unity Council is excited to be collaborating with artist, Favianna Rodriguez, on her project, "The Future of Food."

The Unity Council was founded in 1964 and is committed to enriching the quality of life for families who reside primarily in Oakland's Fruitvale neighborhood. Through its mission, the organization manages integrated programs that build economic, social and neighborhood resources to create a healthier, safer, and more prosperous community for families, residents and local businesses.

Favianna will work with vendors from our Fruitvale Farmer's Market to assist with the production of three final art pieces related to eating healthy and eating local. We will also collaborate with her on the free community event known as the "Eat In." Specifically, Favianna will work with us in the following ways:

- Conduct interviews with farmers to discuss the topics of eating locally grown produce
- Profile one of the farmers in her art piece
- Gather feedback from the farmers about the effectiveness of the final art designs.
- The posters will be distributed for free throughout the Oakland community. All the farmers will receive a set of posters.
- The "Eat In" community event will take place on a day when the Fruitvale Farmer's Market is in session. The event will serve as a way to bring attention and attendance to the farmer's market. The area in which the Fruitvale Farmer's Market takes place is a Public space.

The Fruitvale Farmers' Market is a year-round biweekly market that provides high quality, locally farm grown fruits and vegetables to the Fruitvale community. The market transforms the beautiful plazas in and around the Fruitvale Village into active public spaces filled with farmers, craft vendors, and local musicians. The market also provides low-income residents with the opportunity to purchase fresh, healthy foods through government-sponsored food programs like Women Infants and Children (WIC) and Electronic Benefit Transfer (EBT). The Unity Council coordinates the market in conjunction with local community and health organizations to promote healthy and active lifestyles while addressing health concerns often found in lower-income minority communities. The Fruitvale Farmers' Market is located at 34th Avenue and East 12th Street.

We look forward to this collaboration.

Sincerely,

Tiffany Wright
Property Manager





September 1, 2009

Attn: Oakland OPEN Proposals Committee
Cultural Arts Programs Coordinator
Cultural Arts & Marketing Division, City of Oakland
1 Frank Ogawa Plaza, 9th floor
Oakland, CA 94612

Dear Committee Members:

We have met with artist Favianna Rodriguez in regards to her art project "The Future of Food." We understand that Favianna is a finalist for the Oakland OPEN Proposals Artist Call.

This letter serves to confirm that La Clinica looks forward to collaborating with Ms. Rodriguez on the artistic project in the following ways:

- Favianna will meet with organized groups from La Clinica to conduct 2-3 focus group sessions which will discuss the topics of healthy eating, obesity, and food access. She will be meeting with predominantly Spanish speaking Latino clients, since that is the target of the project.
- Favianna will gather findings from the focus groups in order to produce three designs targeting the Latino market. She will gather feedback from our clients about the effectiveness of the designs.
- The final three designs will be placed as advertisements at the upper level of Fruitvale BART and will be printed into tabloid-size posters. La Clinica will be credited as a collaborator on the posters.
- The posters will be distributed for free throughout the Oakland community. La Clinica will receive a set of 100 posters which may be given out to interested staff, families, clients, and community members, also free of charge.
- La Clinica staff and clients will be invited to participate at the final "Eat In" community event which is slated to take place at Ignacio de la Fuente Plaza. The event will be free of charge.

La Clinica is dedicated to improving the health of the underserved and uninsured communities of the East Bay. The organization is currently tackling the subject of obesity via peer to peer groups and family workshops; and, we are excited about this collaboration.

I may be reached at 510/535-2924 if I may be of further assistance.

Sincerely,

Jane Garcia, CEO

IMAGE OF PROPOSED LOCATION

FRUITVALE BART



IMAGE OF PROPOSED LOCATION
FRUITVALE BART



IMAGE OF PROPOSED LOCATION
FRUITVALE BART



IMAGE OF PROPOSED LOCATION
IGNACIO DE LA FUENTE PLAZA



EAT IN - A FREE COMMUNITY MEAL:

- An Eat-In is a public potluck
- An event in which sharing a meal is also a political statement about how food is purchased & prepared
- An event which teaches people how to eat yummy healthy food

IMAGE OF PROPOSED LOCATION
IGNACIO DE LA FUENTE PLAZA

**COMMUNITY
EAT IN TABLE:**

- Long table with chairs, with ability to seat 100 people
- Utensils will be biodegradable.



**COLORING
TABLECLOTH:**

- Paper cloth on table, to serve as a space for people to make a pledge to eat better.
- Coloring pens will be provided day of event.



IMAGE OF PROPOSED LOCATION
IGNACIO DE LA FUENTE PLAZA



**FOOD PREPARED BY
LOCAL CHEFS:**

- Food for the Eat In will be prepared by chefs who own restaurants in the Fruitvale community.
- Local chefs will be encouraged to buy local.

IMAGE OF PROPOSED LOCATION
IGNACIO DE LA FUENTE PLAZA



LOCALLY PURCHASED PRODUCE:

- Produce for the Eat In will be purchased primarily from the Fruitvale Farmer's Market
- In this manner, we will keep resources within the community and support small farmers

IMAGE OF PROPOSED LOCATION
IGNACIO DE LA FUENTE PLAZA

ADDITIONAL ACTIVITIES:

- DJ with sound system
- Guest appearance by the Great Tortilla Conspiracy, a group of artists that silkscreen on tortillas and then make quesadillas. The message on the tortillas will be about food justice.

