



Cultural Arts Programs

Cultural Arts & Marketing Division

PUBLIC ART ADVISORY COMMITTEE AGENDA ITEM # IV.A.

Title: Presentation and Review of the ceramic tile mural proposal by Umi Vaughn for placement at the West Oakland Branch Library

Submitted by: Kristen Zaremba, Assistant Public Art Coordinator

Committee Date: April 6, 2009

SUMMARY

Projects within the City of Oakland that will result in the placement of a permanent work of art on City property, or which are funded by the Cultural Arts Program, must undergo a City of Oakland public art review and approval process before such projects can be executed. Artist Umi Vaughn, a Cultural Funding Program Individual Artist Grant recipient, has identified an alternate location for installation of his ceramic tile mural project, entitled "Joy," at the West Oakland Branch Library. Mr. Vaughn and Oakland Public Library staff will present the proposal.

BACKGROUND

Artist Umi Vaughn originally presented his proposal for a work to be sited on the exterior of the Farmer Joe's market. Mr. Vaughn had determined that he cannot obtain the required permissions and has been searching for an alternate location, and has now identified the West Oakland branch library, located at 20th and Adeline, as a suitable location for the mural (which depicts a group of school children at a nearby elementary charter school). Mr. Vaughn has support from OPL administration to proceed with the project. All parties are in agreement regarding the longevity and future care of the mural, as noted on the enclosed memorandum.

Projects within the City of Oakland that will result in the placement of a permanent work of art on City property, or which are funded by the Cultural Arts Program, must undergo a City of Oakland public art review and approval process before such projects can be executed. The artist and/or project sponsor is required to submit a work plan for review by the Public Art Advisory Committee prior to creation and installation of the artwork.

Public Art staff have determined that the proposed mural does not meet the criteria established by the Oakland Gifts Policy or require review by the Gifts Panel. The role of the PAAC is to review the artist's proposal, to make an advisory judgment regarding form, content and feasibility of the proposed work, to determine if the proposed project meets general standards for public art in the city of Oakland and to determine who will be responsible for ongoing maintenance of the work.

FINANCIAL IMPACT

No financial impact on Public Art Program funds will result from approval of this proposal. The project budget is provided by the Cultural Funding Program Grant and the artist's own contributions.

RECOMMENDATION

Staff recommends approval of the proposed location for this project at the West Oakland Branch Library.

**Cultural Arts Programs
Cultural Arts & Marketing Division
Oakland Public Art Advisory Committee Review Form**

Artist's Name : Umi Vaughan

Date: April 15, 2009

Phone: (510) 467-4981 Fax: (831) 582-3780

Email: umivaughan@yahoo.com

Street Address: 3506 65th Avenue, Oakland, California 94605

Proposed Site of Mural (Address/Cross St.)

West Oakland Branch of the Oakland Public Library

1801 Adeline St, Oakland, CA 94607 (Adeline at 18th Street)

Description of proposed design

I plan to install a Photo Mural entitled "Joy" on the external wall of the West Oakland Public. The image shows children dancing in West Oakland. My objective is for those who experience the work to envision a brighter future for the world, our nation, and specifically for Oakland. This mural has great potential to benefit the community. It will beautify the city through art that speaks to the importance of our youth.

Young people will be inspired to achieve and older community members will feel encouraged to support them in their endeavors. Also it will be an opportunity for Oakland to see one of its sons "give back" in the form of art.

Materials and processes to be used

The work is a photo-based mural on ceramic tile measuring 6.0 x 8.0 feet (composed of forty-eight 12.0" x 12.0" tiles). The tiles will be produced by TileArtisans laboratory and installed by tile master Iva Walton. The edges of the tiles bordering the mural will be "rounded" as a precaution against chipping.

Timeline

These tiles require six to eight weeks for preparation.

This means my mural could be ready for installation six to eight weeks after funds are made available to process them. If funds are released by June 1st 2009, the work can be installed in July or August. (This would make possible a great summertime unveiling event in the community.) The installation process will take no longer than one day.

Budget

Tile Production: \$5,060.88

Installation: \$500 (Expenses beyond the allotted amount from Oakland Cultural Arts Funding will be covered by the artist.)

Community Support

Library supervisor Jane Lopez plans to attend the meeting and address community outreach and response regarding the mural.



**CITY OF OAKLAND
Oakland Public Library**



Interoffice Memo

TO: Steven Huss, Cultural Arts Programs Coordinator
cc: Kathy Littles, Public Arts Coordinator. Kristen Zaremba, Assistant Public Arts Coordinator
FROM: Gerard Garzon, Associate Director 
DATE: April 13, 2009
SUBJECT: MURAL PROJECT "JOY" BY ARTIST UMI VAUGHAN

The purpose of this memorandum is to document that the West Oakland Branch of the Oakland Public Library accepts and welcomes the Mural project "Joy" proposed by artist Umi Vaughan, to be installed on the exterior wall of the Library at 1801 Adeline St, Oakland, CA 94607. Funding for the project is from the City of Oakland Cultural Arts Funding Program.

The work is a photo-based mural on ceramic tile measuring 6.0 x 8.0 feet (composed of forty-eight 12.0" x 12.0" tiles). It is intended as a long-term, temporary installation. The lifespan of the work, based on the high quality materials, is between 25 and 100 years. After 7 years it will be up to the library's discretion whether to keep the mural in place. The work will be maintained by the artist.

In the unlikely event that the mural is damaged beyond cleaning or repair, then it will be removed at the Library's discretion. Should the library decide to remove the mural for any reason, the artist will be contacted and allowed the opportunity to reclaim the tiles that comprise the work. The artist agrees to keep the library informed with current contact information.

We look forward to completing this project. Acknowledgment of funding from the City of Oakland Cultural Arts program will be available inside the library. Thank you.