Oakland Public Art Advisory Committee Review Form

Artist's Name: SFMOMA TEEN MURAL PROJECT

Date:

Organization: SAN FRANCISCO MUSEUM OF MODERN ART

Phone #: 415-357-4067   Fax #: 415-947-1120

AIMEE SHAPIRO, EDUCATION ASSOCIATE, SCHOOL AND YOUTH PROGRAMS

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City: SAN FRANCISCO   State: CA   Zip: 94103

Proposed Site of Mural (Address/Cross St.): DEFFREMIER PARK SKATE PARK, 18TH STREET BETWEEN POPLAR AND ADELINE

You may attach a separate document if necessary to address the following items:

1. Description of proposed design: SEE ATTACHED

2. Materials and processes to be used: SEE ATTACHED

3. Attachments Checklist

☐ Written permission including acknowledgment of responsibilities from property owner

☑ Timeline

☑ Photos of site

☑ Color scale rendering of mural design and/or 3-dimensional model(s)

Cultural Arts & Marketing Department, 1 Frank H. Ogawa Plaza, 9th Floor, Oakland CA 94612
In February, 2009 SFMOMA unveiled the first Art in the Atrium commission: Visible Means of Support, two murals by Chicago-based artist Kerry James Marshall. Currently on view in the museum’s Haas Atrium, these paintings explore, quite literally, the distortions inherent to conventional wisdom about early America. The murals trace themes that Marshall has considered for over three decades -- racial identity, the civil rights movement, and the unsung histories of African Americans. In response to Marshall's commission for SFMOMA, fifteen students from Oakland High School, Ralph J. Bunche Academy, and Oakland School for the Art designed and created a mural focused on the silenced histories of their own Oakland communities. The mural will be prominently displayed in the new skate park, developed by Keith Williams (“K-dub”), a community artist, educator, and activist, in Oakland’s DeFremery Park. (I think it’s important to mention that this is where the teens already go…that it’s their community park that they already use)

Between January and May, the teens met weekly at either SFMOMA or DeFremery Park. Under the guidance of artist-mentors from Precita Eyes, a San Francisco-based community mural organization, the teens developed individual artistic skills, created design plans, and collaboratively executed the mural. At the start of the program, the teens met and interviewed Kerry James Marshall and spent a morning at the studio of Oakland-based artist Brett Cook discussing the need for and impact of community-based public art.

The teen response mural is based on the vibrant histories of West Oakland and its community. Pictured in the design are elements addressing various hidden stories that have made Oakland what it is today: Patterned rays of cultural symbols beaming from the fist of determination, which symbolizes strength and power, represent the diverse cultural backgrounds of the Oakland community. An incoming train from the transcontinental railroad represents the westward migration to the area. The train exhales smoke clouds of HOPE in the spirit that there is positive change to come. In the foreground, one artist depicted a black sailor, referencing the historical significance of black sailors who were welcomed to the Port of Oakland. Oak trees, growing from roots that spell ‘family’, illustrate how Oakland got its name. Flanking the mural are the spirited Oakland hills depicting the familiar backdrop of Oakland.

On May 2, the students will meet again with artists Kerry James Marshall and Brett Cook to share their final mural. By late May, the artwork they created in the planning and design process will be exhibited in the Koret Visitor Education Center exhibition space at SFMOMA.
**Project Timeline:**

September 2008: Agree to embark on teen mural project at DeFremery Park with Keith Williams

October 2008: Agree that Precita Eyes will collaborate with SFMOMA to provide mural instruction for youth mural project

January 31, 2009: Program begins at SFMOMA

February 2009: Kerry James Marshall and Precita Eyes install commissioned murals in Haas Atrium at SFMOMA

February 7, 2009: Students meet at studio of Oakland-based artist, Brett Cook; Site visit to DeFremery Park; Presentation on Oakland’s history by Steve Lavoie, librarian from the Oakland Public Library History Room

February 14, 2009: Students meet with and interview Kerry James Marshall

February 21-March 7, 2009: Students design, color, and create composite of final mural

March 14-May 2, 2009: Students meet at DeFremery Park to paint mural on plywood panels

May/June 2009: Conscious Construction builds mural structure

Installation of mural on site at DeFremery Park’s skate park

Summer 2009: Community Unveiling Celebration at DeFremery Park.
Materials and processes to be used:

The students used acrylic paint on six 8 x 4” pre-primed plywood panels. The six panels come together to form a complete 8 x 24’ mural to be installed on a wooden wall constructed above the steel storage container located in the park. The final mural is covered with a topcoat of protective varnish.
Acknowledgement of Responsibilities:

**SFMOMA**: Will offer Keith Williams a one time lump sum of $400 to be used exclusively for the purchase of materials (paint, brushes, varnish, etc) for the upkeep of the mural.

**Keith Williams**: Will work with community members/youth visitors of the park to ensure the upkeep of the mural, including painting and varnishing the mural, if needed, as a result of vandalism and/or environmental damage, while preserving the integrity of the mural’s original design. In conjunction with the City of Oakland Parks & Recreation, Keith Williams will develop a volunteer team of 6-8 youth that will be available to assist in the upkeep and maintenance of the mural.

**Precita Eyes**: Will offer consultation and expertise on materials, processes, technique for the upkeep (including repainting and re-varnishing) of the mural. If necessary, Precita Eyes will also offer supervision for the repainting and re-varnishing of the mural.
**Project Budget:**

**Precita Eyes**  
$7,440.  
This fee represents the total financial obligation of SFMOMA and includes payment for muralist honorarium (approx 80 hours), insurance, transportation, and all art supplies/materials for meetings scheduled at SFMOMA and DeFremery Park. Precita Eyes will provide and pay for the materials needed for production, including paint, brushes, etc.

**Keith Williams:**  
$1,400.  
SFMOMA will pay Keith Williams an honorarium of $1,000 upon completion of the mural project on May 2, 2009. At the close of the Program on May 2, 2009, Keith Williams will become the sole owner of the mural, stage, and skate ramps and will be individually responsible for all upkeep and maintenance of the building site. SFMOMA will offer Keith Williams a one time lump sum of $400 to be used exclusively for the purchase of materials (paint, brushes, varnish, etc) for the upkeep of the mural.

**Conscious Construction:**  
$6,675.  
SFMOMA will pay Conscious Construction for all costs and materials associated with the building of the mural wall and skate ramp to serve as the main stage at DeFremery Park’s skate park.

Construction of a mural structure at Oakland's skateboard facility located at Defemery Park.

- Demo top section and reframe platforms for the two adjacent existing ramps.
- Provide railings at new platform areas.
- Provide and install new 24’ wide, 16’ gross height (+- 10’ net height) mural wall within existing skateboard ramp area. Wall to be constructed of galvanized metal studs and pressure treated plywood.
- Provide and install ¾” pressure treated plywood for existing stage/platform area.
- Provide and install exterior grade “Ramp Armor” skate surface to existing ramp structures.
- Install new 2” galvanized metal pipe coping to center ramp structure.
**List of past projects and/or other supporting material relevant to the artist’s experience with similar projects:**

**SFMOMA:**

**Statement of Mission**
The mission of the Education Department of the San Francisco Museum of Modern Art is to foster deeper understanding and enjoyment of art among Museum visitors of all ages, to work with all other Museum departments to increase accessibility and actively diversify the Museum’s public, to expand people’s interest in the art of their time, and to promote the Museum as a lively, innovative, and multi-faceted institution for encountering modern and contemporary art.

**Teen Program Goals:**
- Foster a teen connection with the community (arts, peer, local, museum).
- Establish a relationship between the teen community and the museum. Build a diverse teen audience and build a perception of SFMOMA as a place for them.
- Provide a supportive and meaningful environment for teens to explore artistic practices and ideas and express themselves through immersive experiences in an informal learning environment.
- Foster critical thinking skills and visual literacy skills.
- Provide programming that is meaningful and holds relevance to the lives of Bay Area teens.

**Teen Tours for High School Students**
Tours of the Museum’s permanent collection or special exhibitions can be tailored to complement curriculum topics in the humanities, social sciences, language arts, and fine arts. **Teen Tours** for high school groups must be booked by the teacher at least one month in advance by calling the Docent Tour Scheduling Office at 415.357.4095. **Teen Tours** are free of charge.

**Outreach Program**
The **Art Express** outreach program is designed for classes grades two and above that are unable to visit the Museum. Docents travel to your classroom to introduce concepts of modern art by engaging a lively discussion and hands-on art activities with your students. The **Art Express** outreach program is free of charge.

**SFMOMA Matches**
Founded in 1996 by the Education Department and Kamala Harris, this multi-visit program introduces teenagers to modern and contemporary art through pairings with SFMOMA members. This program focuses on helping teens discover an interest in art with the help of an adult enthusiast through gallery visits and museum tours. All students receive a free Museum membership for participating in SFMOMA Matches and have the opportunity to bring their significant adults to tour their favorite galleries in the Museum.

**Precita Eyes:**
- Precita Eyes Mural Arts Center offers a variety of low-cost art classes for adults, teens and children six days a week every week.
- More than 20,000 students and tourists have walked from Precita Eyes as the starting point for mural tours encompassing more than 80 murals in an eight-block walk.

Though Precita Eyes predominantly serve the Mission District with murals and programming, it has also collaborated on projects serving Bernal Heights, South of Market, Tenderloin, Bay View, and Outer Mission neighborhoods, as well as international projects in Russia, Germany, Spain,
Kerry James Marshall:

- Kerry James Marshall is recognized for his work with youth. Most recently in 2008 as a part of his Wexner Center Residency Award project, he worked with local youth to bring his expansive narrative Rythm Mastr to life. The project entailed creating scale puppets in the Japanese tradition of Bunraku; in this tradition, the puppets are attached to rods and manipulated by multiple puppeteers. Marshall selected 20 teenagers from Columbus to be trained as puppeteers and to perform Rythm Mastr.

- Marshall created a mural on the Legler Branch Library in Chicago in 1995. The mural celebrates the library as the source of mystery and wonder. Children and adults gaze into larger than life books which hold answers to questions about life and the universe. Rather than depicting books as passive objects of contemplation the artist has made them the active agents of the imagination. Planets and stars mingle with cells and molecules, both symbolizing the beginning of life and the vastness of the universe. The painting contains other signs and symbols such as a stylized tree, which could be interpreted as the tree of life or knowledge.

http://www.sfmoma.org/exhibitions/388

Teen Mural Project Participants:

In response to Marshall's works, SFMOMA has partnered with fifteen students from Oakland High School, Ralph Bunche Academy and Oakland School for the Arts to design and create a mural focused on the silenced histories of their own Oakland neighborhood. The schools selected to recruit students for the project are neighboring schools of DeFremery Park.

The teens - a mix of skaters, artists, performers, and dancers - met weekly between January and May 2009-- here at SFMOMA and at Oakland's DeFremery Park. With the guidance of artist-mentors from Precita Eyes, a San Francisco based community mural organization they developed individual artistic skills, created design plans, and collaboratively executed the mural.
Existing site before construction

Rendered drawing of site at completion (with substitute imagery in place of mural).