



Cultural Arts Programs

Cultural Arts & Marketing Division

Oakland Public Art Advisory Committee Review Form

Artist's Name Kristi Holohan of Arts and Creative Expression (ACE Arts) _____

Date April 2009 _____

Organization ACE Arts (under the fiscal sponsorship of Friends of Oakland Parks and Recreation) _____

Phone # 415 420 8028 _____ Fax # N/A _____

Email ace.arts.eastbay@gmail.com _____

Street Address 3019 Champion St _____

City Oakland _____ State CA _____ Zip 94602 _____

Proposed Site of Mural (Address/Cross St.) Corner of MacArthur and Lincoln (Dimond District) _____

Parcel no. 28-906-36 _____

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

1. Description of proposed design SEE ATTACHED DOCUMENT _____

2. Materials and processes to be used SEE ATTACHED DOCUMENT _____

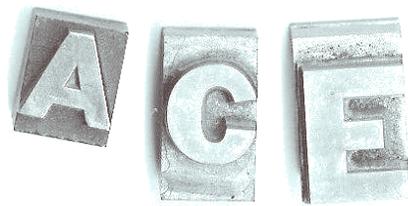
3. Attachments Checklist

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)



ARTS & CREATIVE EXPRESSION

WELCOME MURAL PROPOSAL DIMOND GATEWAY PEACE PLAZA

PROJECT LOCATION

In the Dimond District, on the Northwest side of Lincoln Ave at the cross section of Mac Arthur there is a small park with an almond shape retainer wall scaling down Lincoln Avenue towards the Farmer Joes/Longs shopping Plaza. The park sits across from 7 eleven and is valued by our community who have organized a volunteer clean up committee to visit the area twice a week to rid the park of unwanted weeds and litter. The wall of often plagued by vandalism and there are currently comments like “cops kill” spray-painted on the concrete structure. We propose the transformation of this wall from a bleak surface to a multi-dimensional welcoming image as a “Gateway” to the Dimond District.

PROJECT DESCRIPTION

As an active component of this community Arts & Creative Expression (ACE Arts) proposes a community mural to inhabit the wall space. Lead by artist Kristi Holohan, ACE Arts proposes to work with various youth in the community including Bret Harte Middle School, and other youth on “the block”. It is the intention of ACE Arts to create and construct the project’s design with all available community collaboration by working with the landscape designer of Dimond Gateway Peace Park Trisha Christopher, the Dimond Improvement Association and the Dimond Merchant Association, as well as other community groups including the local youth. Through working a variety of groups we will create a sense of pride in the community.

Through various interactions with community members in the Dimond District artist, Kristi Holohan with ACE Arts has collected information regarding imagery for the proposed wall. By speaking with Trisha Christopher, who had initially designed the park to be a welcoming area for visitors and other community members of the Dimond District, it is appropriate to include the word welcome in the image.

The youth in the area have recommended an image that can incorporate many different cultures of the neighborhood because the community represents an enormous array of ethnicities and cultures therefore we propose to have welcome artistically inscribed in 85 languages. Methods of paint will also cater to the desires of the youth therefore we will practice safe and aesthetically appealing spray-painting methods.

Sausal Creek is also a prevalent feature of the Dimond District and it is fitting to incorporate native species and colors from this specific ecosystem. This will act as an educational component for the public as well as promote the important protection of nature.

TIMELINE

Week of March 9th- Meet with DIA, Merchant Association, and Bret Harte

Week of March 16th - Strategize Funding, Submit funding request letter to various appropriate community groups/businesses

Week of March 23rd – Solidify Image proposal and gather letters of community support
 March 30th – All proposal materials are due for Oakland’s Public Art Advisory Commission (PAAC). Materials include:

1. A written description of the proposed artwork.
2. A project timeline.
3. Written permission for use of proposed site, including acknowledgment of responsibilities from property owner.*Consult the Federal Visual Artists Rights Act (VARA) and California Art Preservation Act (CAPA) guidelines for more information.
4. Demonstration of community support for proposed project.
5. Budget (to ensure sufficient resources for completion of project).
6. Photographs of the existing site.
7. Adequate visual representation in color of the proposed work, in drawing(s) and/or three-dimensional model(s), with scale indicated.
8. A scale drawing depicting the proposed work *as it will be sited*.
9. A list of past projects and/or other supporting material relevant to the artist’s experience with similar projects, if any.

April 6th- PAAC meeting

Week of April 13th- Gather funding and materials

April 19th-May 2nd – Paint Mural (weather permitting)

May 3rd- Dedicate Mural to the Dimond District

BUDGET

Necessity	Description	Source	Amount
Artist Fees	Design, Instruction, and Community facilitation	ACE Arts, lead artist Kristi Holohan	\$550.00
Materials	Acrylic Latex Exterior Paints, Spray Paints, Brushes, Drop Clothes, Graffiti Coat, Ventilators and safety masks	Laurel Ace Hardware donations, ACE Arts donations, also financed by other sources	\$ 190.00
High School Internship	Local Oakland Student Internship	ACE Arts & funding from outside sources	\$ 160.00
Administration	Fiscal Sponsorship Friends of Oakland Parks and Recreation (FOPR) and other paperwork/documentation	ACE Arts and FOPR	\$72.00
TOTAL			\$ 972.00





Oakland Beat 22x
Neighborhood Coalition for Positive Ch.
www.Oakland22x.org

March 17, 2009

Dear Public Arts Advisory Commission,

This letter is in support of a mural design in the Dimond District on the vacant wall, Northwest side of Lincoln Avenue between Palmetto and MacArthur (across from 7-Eleven).

A mural on this wall will be a welcome artistic addition to the beautification projects many groups are undertaking in the Dimond district. It is an appropriate placement for a mural as the Dimond Gateway Peace Park is adjacent to this wall, a garden area sustained by volunteers, where many community activities take place.

Another positive aspect of a mural on this wall is that it would be a deterrent to graffiti postings that often appear there. The mural would have a protective coating and 22X NCPC Beautification could then easily maintain and preserve the artwork.

As I understand, this mural project will be led by Kristi Holohan, ACE Arts, who has experience in bringing together the artistic design process and community involvement. Of particular interest to 22X NCPC Beautification is the involvement of our community youth in such a positive project.

22X NCPC Beautification looks forward to the start of this project.

Sincerely,

Kathleen Russell
22X NCPC Beautification
510-842-3200

Daniel Swafford, Co-Chair
22X Neighborhood Coalition for Positive Change (NCPC)

DIMOND IMPROVEMENT ASSOCIATION
Involvement Builds Community

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

P.O. Box 27355
Oakland, CA 94602
dia@dimondnews.org
www.dimondnews.org

Dear Public Arts Advisory Commission,

In the Dimond District, on the Northwest side of Lincoln Avenue at the cross section of MacArthur, there is a small park with an almond shape retainer wall scaling down Lincoln Ave. towards the Farmer Joe's/Longs shopping Plaza. Affectionately titled the "Peace Park," this small corner entrance to Dimond is valued by our community who organize a weekly volunteer clean up to rid the park of unwanted weeds and litter.

The wall is often plagued by vandalism and there are currently comments like "cops kill" spray-painted on the concrete structure. A local community arts organization called Arts & Creative Expression (ACE Arts) proposes the transformation of this wall from a bleak surface to a multi-dimensional welcoming image, a "Welcoming Gateway" to the Dimond District.

Lead by artist Kristi Holohan, ACE Arts proposes to work with various youth in the community including Bret Harte Middle School, and Fruitvale and Sequoia Elementary Schools. Leadership from both the Dimond Merchant's Association, the Dimond Improvement Association, and the 22X NCPC Beautification Neighborhood Action Group are involved in the design process and creation of the work, with the intent to solicit community participation throughout the process. In addition, ACE will offer various community days for open involvement in the actual painting of the mural.

We are fundraising from merchants and members of the community and anticipate a wide amount of community support for the mural. Financial support is expected from multiple community stakeholders.

This work will not only add to the beauty of the Dimond but will also connect the participants to the neighborhood, building community pride and broad ownership of the mural. We encourage you to approve the design submission and extend your support for the mural so we can move forward with the creation of this community art project.

Thank You,

Daniel Swafford

Daniel Swafford, Chair
Dimond Improvement Association