



# Cultural Arts Programs

## *Cultural Arts & Marketing Division*

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### **PUBLIC ART ADVISORY COMMITTEE AGENDA ITEM**

**Title:** Measure DD East Oakland Sports Center Project Artists' Final Design Concept  
**Submitted by:** Christin Hablewitz, Measure DD Public Art Project Manager  
**Committee Date:** March 2, 2009

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### **SUMMARY**

Staff requests that Public Art Advisory Committee (PAAC) review and approve the final designs prepared by the Measure DD East Oakland Sports Center Artist Team of Jos Sances and Daniel Galvez.

### **BACKGROUND**

In January 2008, PAAC recommended that the Artist Team of Jos Sances and Daniel Galvez receive a commission in the amount of \$150,000 to design, fabricate and install public art for the East Oakland Sports Center at 9175 Edes Avenue in East Oakland.

After approval by City Council, the artist team was contracted with the City of Oakland in March 2008 and began design development. The artists worked in collaboration with project architects ELS Architecture & Urban Design in Berkeley, CA, and City staff to identify prominent artwork locations and preliminary concepts. The artist team conducted five community meetings and consulted with many individuals from the community that will house the new East Oakland Sports Center, including LeRoy Slaughter, director of the East Oakland Multi-purpose Senior Center, Dennis Flannery Jr., director of the Ira Jenkins Recreation Center, and many community members from the senior center, the recreation center, Brookfield Elementary School and Brookfield Library. The artists' goal was to receive images and stories unique to this East Oakland community that could be utilized in the artwork designs.

The artists made their preliminary design presentation to the project stakeholders in August 2008 and received positive feedback and suggestions for changes. The artists integrated the suggested changes and conducted a second presentation to project stakeholders in February 2009. The result was the emergence of the final designs being presented at the March 2, 2009 PAAC meeting.

Artists Daniel Galvez and Jos Sances will create a large-scale public artwork on the metal mesh sunscreens on the building's exterior and on digital tiles embedded in the floor of the building lobby. The artists' focus has been to attain not only a "sense of place" but to make positive visual statements that reflect cultural and community pride. Their approach for the new East Oakland Sports Center has been to create multiple artwork installations that are thematically unified and exude energy and excitement. The artwork's theme of "Healthy Lifestyles" will reflect and educate the local community, and the imagery in the artwork has been generated through research and dialogue with the neighborhood residents.

Staff recommends that the Artist Team should now proceed with the completion of their design development and begin the fabrication process. The East Oakland Sports Center is scheduled to begin construction in spring 2009 and be completed by the end of 2010.



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## **FINANCIAL IMPACT**

There is no new financial impact associated with this design review and approval.

## **REQUEST**

Staff requests that the Public Art Advisory Committee (PAAC) review and approve the final designs for the Measure DD East Oakland Sports Center public art project by the Artist Team of Jos Sances and Daniel Galvez, so the Artist Team may proceed.