



# Cultural Arts Programs

## *Cultural Arts & Marketing Division*

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TO: Public Art Advisory Committee

ATTN: Ernest Jolly and Cherie Newell, Co-chairs

FROM: Kristen Zaremba, Assistant Public Art Coordinator

DATE: February 2, 2009

RE: Artist Selection for the Fremont Pool Public Art Project

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### **SUMMARY**

Staff recommends that the Public Art Advisory Committee (PAAC) accept the selection panel's recommendation of (name to be provided at the meeting) as the artist to receive a contract for \$60,000 to design, fabricate and install public artwork for the Fremont Pool Public Art Project. The panel further recommends (name to be provided at the meeting) as the alternate for the project.

### **SELECTION PROCESS**

Artists residing and working in the Bay Area were eligible to submit their qualifications for the opportunity to design, fabricate and install a new public artwork for the Fremont Pool, located at 4550 Foothill Boulevard, in East Oakland.

The City received a total of 40 applications to the project. Staff reviewed all applications and forwarded the 37 eligible applications to the selection panel. The panel met to review applications on January 16, 2009 in Hearing Room 4 of Oakland City Hall, 1 Frank Ogawa Plaza. Criteria for the selection of artists are found in the Fremont Pool Public Art Project Request for Qualifications (RFQ). The panel selected the following finalists to be interviewed prior to making a final recommendation:

- 1) Ene Osteraas-Constable and Scott Constable (Oakland/Sebastopol)
- 2) Michael Hayden and Kristina Lucas (Santa Rosa)
- 3) Dakota Warren (Sausalito)
- 4) Johanna Poethig (Oakland)- Alternate
- 5) Aileen Barr (San Francisco)- Alternate

Prior to being interviewed, on January 27, 2009 the finalists attended a site visit and orientation meeting in order to become familiar with aspects of the project site and meet city representatives. The selection panel met again on January 30, 2009 in Hearing Room 4 of Oakland City Hall, 1 Frank Ogawa Plaza, to interview the three finalists and reached the above recommendation.



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### **FISCAL IMPACT**

The Fremont Pool Public Art Project is funded through City of Oakland Redevelopment Agency percent for art funds (per Resolution No. 89-8 C.M.S.) and supplementary Redevelopment Agency Façade Improvement Funds. Once approved by the PAAC, Cultural Affairs Commission and City Council, the selected artist will be contracted for design development, fabrication and installation of the final artwork in an amount not to exceed sixty thousand dollars (\$60,000).

### **BACKGROUND**

The Fremont Pool, operated by Oakland Parks and Recreation's Aquatics Department and located at 4550 Foothill Boulevard, is one of seven pools serving local Oakland residents and youth.

The pool is located at Fremont High School and serves the East Oakland community in District 5 with fun, safe and recreational programs. Pool use includes swimming classes and lessons for tiny tots, children and adults, swim team practice, water aerobics, recreational swim and Junior Lifeguards programs (considered the City's best team year after year). Fremont Pool is also home to the "Gatorsharks" youth recreational swim team; one of the stronger teams in the all-city League.

The City of Oakland is preparing to undertake improvements to the existing pool exterior and surrounding entry areas, including new landscaping, lighting and paint. The proposed work consists, in general, of the construction of a new coiling security grille and automatic sliding doors at the main entrance, replacement of existing window security grilles, modifications to existing irrigation system, new landscaping including concrete planter and new pavement with custom design pattern, repainting of the exterior of building, and replacement of existing concrete paving in front on the building.

This pool is the busiest of all the city's pools during the summer season. The pool community is very culturally diverse, and national Night Out support for the pool and the neighborhood has been strong the past three years. The pool truly functions as a "community center" for this portion of Oakland. In honor of these distinctions, it was determined that a Public Art project created for the exterior facade should contribute to the identification of this model municipal facility as a community beacon- a place to learn and have fun- and raise community awareness of the pool's existence.

The area designated for public art consists of the two vertical elements, one on either side of the entry doors on the building façade, measuring approximately 4' x 20' each, or a total of 160 square feet of surface area. Project improvements also include new spotlights to highlight the artwork at the entry. Preferred sites and materials for public art include surface treatments to the exterior façade entryway at the corner of Foothill and 46<sup>th</sup> Avenue. Such treatments might include the design of images and/or text incorporated into metal, tile, stone or other permanent, durable materials to be applied or affixed to the facade.

The artist will consult and collaborate closely with project design team members and project managers from the Public Art Program, Oakland Parks and Recreation, Community and Economic



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Development Agency, Oakland Redevelopment Agency and City Council staff, and representatives from the surrounding community, to develop integrated artwork that equally engages pool staff, visitors and community members.

### **PROCESS REVIEW**

For the Fremont Pool Public Art Project, the Public Art Program released a Request for Qualifications seeking a qualified artist or artist-team. The selection panel met in a two-phase process. The first phase included selection of three finalists from the eligible pool of 37 applicants and the second phase included interviews with the three finalists and a commission recommendation.

Voting members of the selection panel were local arts professionals/community representatives David Balona and David Ruth; and Oakland Parks and Recreation representative and community resident John Tornatore-Pili, and for the interviews, Anisa Rasheed, community resident and pool user. The other non-voting advisors invited to the panel were District 5-City Council staffer Claudia Burgos, CEDA Project Manager Sandra Ousley, CEDA-ORA Project Manager Theresa Navarro. The panel was facilitated by Public Art Program staffers Steven Huss and Kristen Zaremba.

### **RECOMMENDATIONS**

Staff recommends that the PAAC accept this recommendation of (name to be provided at meeting) as the artist to receive a contract not to exceed \$60,000 to design, fabricate and install public artwork for the Fremont Pool Public Art Project. The panel further recommends (name to be provided at meeting) as the alternate for the project.

Respectfully submitted,

Kristen Zaremba, Assistant Public Art Coordinator