



**Cultural Arts & Marketing**  
**Department of Economic and Workforce Development**

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TO: Public Art Advisory Committee  
ATTN: Kevin Chen and Nick Dong, Co-chairs  
FROM: Kristen Zarembo, Senior Public Art Program Project Manager  
DATE: November 7, 2016  
RE: Golden Gate Recreation Center – Public Art Project Design Review

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**SUMMARY**

The Golden Gate Recreation Center Public Art Project, designed by the artist team of Joaquin Newman and Eduardo Pineda, is in final design development. Final designs are now being presented to the Public Art Advisory Committee for review and design approval prior to fabrication.

**BACKGROUND**

In October 2016, PAAC approved the artist team of Joaquin Newman and Eduardo Pineda for the Golden Gate Recreation Center public art project, located at 1075 62nd St, Oakland, CA 94608.

The three separate locations within the community center designated for public art are:

1. Exterior plaster wall adjacent to the entryway
2. Interior lobby plaster wall
3. One wall in the Teen Lounge

On October 12, the conceptual design proposal was presented to the Parks and Recreation Advisory Commission, who unanimously approved it.

On October 17, and Thursday, October 20, the artist team conducted youth art workshops at the GGRC, where youth in after-school programs at the Center created artwork and were photographed for potential inclusion in the final artwork designs.

On October 19, the project and design was presented at the Golden Gate neighborhood's Neighborhood Crime Prevention Council meeting, to get input from a larger group of community members. Community members provided positive feedback.

The artists have consulted with Public Art Program and Public Works staff to determine what materials will work best for long-term maintenance of painted walls, both exterior and interior. Staff and the artist team also visited fabricator Magnolia Editions to review the proposed methodology and final coatings, and consulted with installer Atthowe Fine Art Services to refine their design for mounting the art panels.



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Newman and Pineda’s design has evolved to reflect the input they’ve received from these stakeholders, and their revised design includes a change in scale to the artwork panels in the Teen Lounge to minimize potential damage to the artwork.

**FISCAL IMPACT**

The Golden Gate Recreation Center Public Art Project is funded through City of Oakland percent for art funds (per Ordinance Number 11066 C.M.S). The artists have been contracted for design development, off-site fabrication, and coordination of installation of the final artwork in an amount up to fifty-four thousand two hundred twenty dollars (\$54,220). A separate budget will be administered to the artists as subcontractors through a general contractor for on-site fabrication and installation, in an amount up to twenty-three thousand, three hundred eighty dollars (\$23,380).

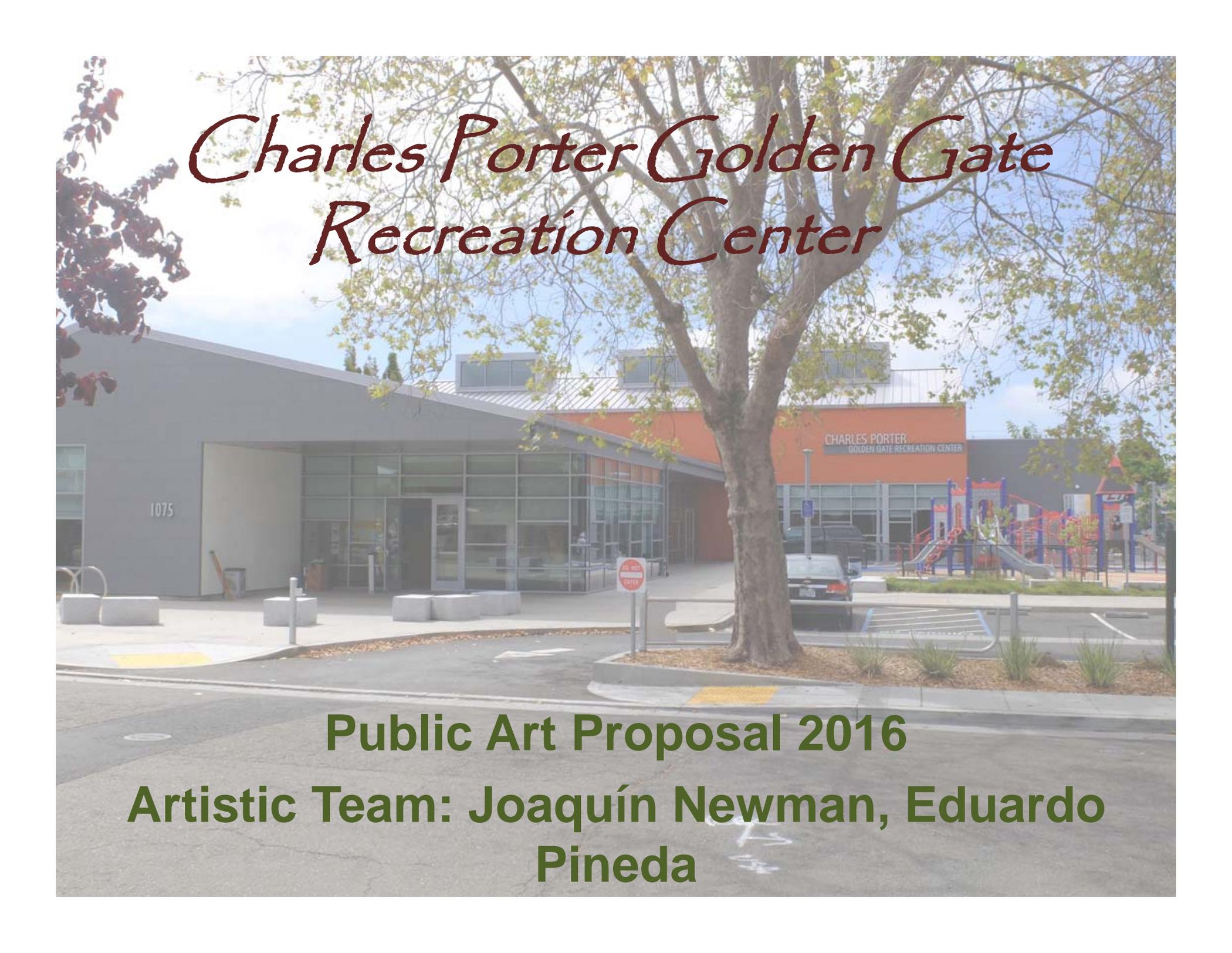
**RECOMMENDATIONS**

Staff recommends that the Public Art Advisory Committee review, provide feedback and approve the final designs, with direction to staff to provide final design approval if necessary, to allow the artist team to proceed with fabrication.

Respectfully submitted,

Kristen Zaremba, Senior Public Art Program Project Manager

Prepared by Joe Saxe, Public Art Program Analyst II

The image shows the exterior of the Charles Porter Golden Gate Recreation Center. The building is a modern, single-story structure with a grey facade and large glass windows. A large tree with green and yellowing leaves stands in the foreground, partially obscuring the building. To the right, a colorful playground with blue and red equipment is visible. A sign on the building reads "CHARLES PORTER GOLDEN GATE RECREATION CENTER". The address "1075" is visible on the left side of the building. The sky is blue with some clouds.

*Charles Porter Golden Gate  
Recreation Center*

**Public Art Proposal 2016**

**Artistic Team: Joaquín Newman, Eduardo  
Pineda**

# *Project Vision*

## **Mural Themes:**

- **Building things together through Generations**
- **Recognizing our past**
- **Equity for All**
- **Community enriched by connection to international cultures**
- **Neighborhood evolving**
- **Embracing new locals that support and sustain community**



# *Lobby Artwork Concept*

- **Interactive Design Process**
- **Vision realized by youth activities**
- **Love, safety, healthy relationships, collaborations, creativity, self-reliance, creativity**
- **Circle shaped artwork reflects moments in time**



# *Teen Lounge Mural Concept*

- **Interactive Design Process**
- **Vision realized by youth activities**
- **Digital Composite Designs with Mirrors**
- **Love, safety, healthy relationships, collaborations, creativity, self-reliance, creativity**







1



2



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4



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8



8

Charles Porter  
Golden Gate Recreation Center  
Public Art Project  
Lobby & Teen  
Lounge **Tondo**  
Drafts Rev 2  
November 3, 2016  
Joaquin A.  
Newman