



City of
OAKLAND
California

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News from: **Community & Economic
Development Agency**

FOR IMMEDIATE RELEASE

August 3, 2011

**Winners of 'I Choose Oakland' Contest Announced
*Celebration planned for city's first online/real-life meet-up;
Broadway Shuttle late night service***

Oakland, CA – The City of Oakland has announced the grand prize and runner-up winners of the recent '[I Choose Oakland](#)' photo and video contest. Open to Oakland residents and business-owners, the contest received over one hundred submissions. Mayor Jean Quan and the City's Cultural Arts & Marketing Division will host a special event as part of Art Murrur this Friday, August 5, 2011, to celebrate both the contest winners and the recently expanded late night Broadway Shuttle service.

The top ten finalists in each of the two categories were selected by public voting as part of the City's new social media initiative and promoted on its [Facebook page](#). The winners were selected by a panel of judges that included Oakland-based artists, filmmakers, art educators, publishers and journalists.

The Grand Prize for photo will be awarded to Nicholas Bruno for his entry "Parkway Theater." The moody, black-and-white shot, described by one judge as "gritty and poetic," depicts the poignant farewell message on the marquee of the now defunct theater on Park Blvd.

According to Bruno "This street scene represents the honest and enduring beauty of Oakland culture. The marquee on the now closed Parkway Theatre says, 'Yeah, we all have our problems, but around here we always love and support one another.' We, the people of Oakland, want the best for each other and our city. That is why I choose to stay here."

Born in Oakland, Bruno has lived here for the better part of his 23 years. He works as a freelance photographer, as well as a barista, dog hiker and teacher. He says he is "deeply invested in the complex and nuanced changes that are sweeping the city, for better or worse."

The Grand Prize for video will be awarded to Tom Lattanand and Rob Gwin for their entry, "ESP: Making of Lucid," that judges noted "personifies the attraction Oakland has for many artists" and is "a good representation of our young and thriving art scene."

The video follows a West Oakland nighttime streetscape as colorful video images of the entrants' Oakland-based band, Ettie Street Project are projected on the walls of buildings. The video is complemented by the band's original compositions and narration on how they, "like many artists in West Oakland, draw inspiration from the raw simplicity of the industrial environment."

Lattanand, 34, is a sound engineer, music composer and studio owner. He's lived in Oakland for five years and in the Bay Area for 13 years. Gwin, 36, is a software engineer and musician and has lived in Oakland for 14 years.

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Runner-up photo winner is Cecilia Fox, whose entry "Fairylnd" was shot from behind the eponymous Oakland attraction's colorful sign at Lake Merritt and "did the best job of capturing the city's photogenic quality" according to one judge.

Fox states, "After cleaning up around the lake with my congregation, I looked back and saw downtown glowing in this colorful and vibrant way. I smiled and felt satisfied with the work we had just completed, knowing that I am giving back to this city that I love so much."

A 27-year-old nursing student at Samuel Merritt University, Fox has lived in Oakland for three years and came to the city to enter a novice program at the Center of Light spiritual school. She says that she "has come to love Oakland for its diversity, beauty and warmth. It is a very joyful city to me and the people are sincere and kind."

Runner-up video winner is Sean Kennedy for "Oakland's People," a montage of diverse footage showcasing individuals and groups of Oakland residents. One judge commented, "The artist seems to be saying that, in the end, it is people that make up a great city."

Kennedy, 42, a lifelong Oakland resident and marketing and advertising professional, is the creator of "Good News in Oakland," the city's first "good news media outlet."

Mayor Jean Quan will host the awards presentation at this Friday's celebration, which begins with a reception for contest entrants, winners and their guests and culminates in a live showcase of the top photo and video entries beginning at 7:30pm. The first in series of unique live events designed to connect Oakland's online and live communities, the celebration is being held in conjunction with First Fridays Art Murmur at Classic Cars West gallery and showroom, located at 411 26th Street in downtown Oakland.

In addition to two pairs of round-trip **Southwest Airlines** tickets designated specifically to fly friends or family members to Oakland, the donated Grand Prize packages included gift certificates for dinners at local restaurants **Pican** and **Miss Pearl's Jam House (founding members of the Oakland Restaurant Association)**, hotel stays at the **Executive Inn & Suites** and **Oakland Marriott City Center (arranged through Visit Oakland, the new moniker for the Oakland Convention & Visitors Bureau)**, **Art & Soul Oakland** Festival and **Paramount Theatre** tickets as well as 'Made in Oakland' gift baskets. Runner-up winners receive **Oakland A's** tickets, Art & Soul Festival tickets and annual memberships at either **Chabot Space & Science Center** or the **Oakland Museum of California**.

"I attended hundreds of house parties during the election and one of the main themes I heard was that the people of Oakland heartily *choose* to live and work here," said Mayor Jean Quan. "This contest is one of many ways we hope to harness this unique Oakland pride to make our city shine." Mayor Quan will ride the Broadway Shuttle from City Hall to the event on Friday to commemorate its recent expansion that provides late-night service on Fridays and Saturdays. The popular free shuttle now operates during both its original hours of 7am-7pm on weekdays in addition to 7pm-1am on Friday evenings and 6pm-1am on Saturdays. For shuttle routes and schedule, visit bshuttle.com.

"Social media is the perfect vehicle for lifting the veil on the abundant enthusiasm demonstrated by the contest participants and others who live and love Oakland," said City of Oakland marketing manager Samee Roberts. "It will be exciting to see a broad range of people, united in their appreciation for Oakland, meet in person to celebrate their collective creativity."

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The 'I Choose Oakland' contest launched Oakland's overall social media initiative in late May along with the City's first Facebook page, which quickly has grown to more than 3,500 fans. The contest, live event series and other social network pages, are all part of a comprehensive strategy being developed in conjunction with Oakland-based consultant Karen Wertman and her organization, [Indelible Branding](#).

The City convened a blue ribbon panel of judges for the 'I Choose Oakland' photo and video contest that included:

- **Haaziq Madyun** – KRON4 News video journalist who covers Oakland and the East Bay and whose work has been featured on CNN and other national networks.
- **Jody Colley** – Publisher of the *East Bay Express*, the region's leading voice for East Bay readers through news, arts, and dining coverage since 1978.
- **Ashley James** – station manager of the City's KTOP TV/Channel 10 and award-winning producer/director/filmmaker and recipient of numerous prestigious national grants.
- **Maria Porges** – Oakland-based artist, writer and Assistant Professor in the graduate program at California College of the Arts in Oakland. Her critical writing has appeared in numerous publications and she's authored essays for more than 60 exhibition catalogs as well as well as numerous scripts for museum audio tours.
- **Alex da Silva** – award-winning documentary filmmaker, director and producer who has been working in the film industry on commercial and non-commercial projects since 1986.
- **Susanne Cockrell** – Oakland-based social artist who works in performance, film/video installation has been presented at a wide range of local, national and international museums. She is associate professor of fine arts at California College of Arts.

For updates on the contest and other great things to see and do in Oakland, visit the City's [Facebook page](#).

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Editor's Note: Mayor Quan will be available for a photo/video opportunity on the Broadway Shuttle around 7p.m. If interested in covering, please contact Samee Roberts, sroberts@oaklandnet.com or 510-220-8140.