



Cultural Arts Programs

Cultural Arts & Marketing Division

Oakland Public Art Advisory Committee Review Form

Artist's Name Debra Koppman and Amanda Lockwood

Date September 8, 2010

Proposed Site of Mural (Address/Cross St.) Fruitvale Ave, close to MacArthur Blvd., side wall of Farmer Joe's

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

1. Description of proposed design

The mural, entitled “*Dimond’s Hidden Jewels*” will be professionally rendered by myself, Debra Koppman, and Amanda Lockwood, with the collaboration of our students at Sequoia Elementary, in the Dimond District, on the Fruitvale Avenue side of Farmer Joe’s. The concept of the mural will be to visually highlight the changes over time to the Dimond District in a loosely-constructed left-to-right timeline format, in a five-panel mural roughly 60’ long x 13’ high. The themes addressed will include the local inhabitants, the natural environment, plant and animal life, agriculture, architecture, and transportation. We as art teachers at Sequoia will be using the theme of Dimond’s history and natural environment to work with students on the creation of drawings which will be incorporated into the design of the mural. We hope that the process of working on these drawings, and on watching the development of the mural will help to bring the ideas of history and community alive to the students, while bringing the students into greater connection with the local community. We also hope through this mural to begin an artistic revitalization of this neighborhood, to inspire the funding and creation of murals and other artworks through the commercial center, and to thereby put the Dimond on the cultural map of “must-see” spots in Oakland.

We have the support and enthusiasm of the owners of Farmer Joe’s, an establishment which has dramatically helped to improve the business center of the Dimond. We have also received support from the Dimond Improvement Association. While the site is technically on private property, it is a large visual presence in the main part of the commercial district, and is therefore “used” by all passersby. Public access to the site is total, day and night, all year. The large wall is currently blank, except for a large painted Farmer Joe’s logo on the section of the wall closest to the entrance of the store. This logo will remain intact. Light fixtures already exist at the top of the wall, which will enhance the visibility and appearance of this space at night as well. We feel this mural will enliven this street, create a focal point for the neighborhood, and help to further promote the Dimond as an Oakland destination.

Thanks to “seed” funding from a 2010 Oaklandish Innovator’s Award, we will be starting work on the project in late September 2010. We will work through the Fall 2010, and plan to finish work no later than Spring 2011.

The owners of Farmer Joe’s have agreed to share responsibility for graffiti abatement for the lifetime of the mural. Letters of support from Diana Tam and from the Dimond Improvement Association are included.

The dimensions of the mural are approximately 13’ high by 60’ long. The entire project has a budget of \$19,000, including artist’s fees, assistants’ fees, materials, scaffolding, and insurance. We have already received \$2500 from Oaklandish. We are asking the office of Jean Quan for \$10,000, and will be requesting \$6,500 from the Dimond Improvement Association, Public Art Fund.



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2. Materials and processes to be used

The wall was redone relatively recently, and is in good shape. We will be using Professional Grade Primer, Zinsser 1-2-3, professional quality mural paints from Novacolor in Los Angeles, and professional quality varnish/anti-graffiti protection from Precita Eyes Mural Center in San Francisco. We will be incorporating our students' drawings into the overall design, and will be working with a gridded surface.

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)