



Cultural Arts Programs

Cultural Arts & Marketing Division

Oakland Public Art Advisory Committee Review Form

Artist's Name Joaquin Newman & Eduardo Pineda

Date 5/25/2012

Organization CiviCorps Schools (Contact: Rachel Friedman)

Phone # 510.992.7846 Fax # 510.992.7950

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Street Address 101 Myrtle Street, Oakland, CA 94607

City Oakland State CA Zip 94607

Proposed Site of Mural (Address/Cross St.) 1425 5th Street @ Mandela Parkway

(New Home of CiviCorps Academy)

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

1. Description of proposed design (See Attached)

2. Materials and processes to be used (See Attached)

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)

1. A written description of the proposed artwork.

The purpose of this intensive, 5-week mural seminar series is to have Civicorps Corpmember Academy students (approximately 20) understand and appreciate the usefulness of mural art in the transformation of people and communities. By creating a mural related to the themes emphasized by Civicorps which include, community, environmental stewardship, second chances, hard work, and academic rigor, students in the mural seminar will grasp the design and creation method for murals while also exploring their own role in the broader community. In addition, students will learn the general components of a creative project and the steps needed to successfully implement a concept. With a focus on developing craft, students will work in teams to research, draw, and paint the mural panels. The final product has been slated to emblazon the new Field Academy Headquarters for Civicorps located at the old Cable Moore facility, located at 1425 5th Street in West Oakland with visibility from BART.

Taught by established local muralists, Eduardo Pineda and Joaquin Newman May 18-June 15th, at our current Field Operations Headquarters near 7th and Market Street (955 – 7th Street Oakland, 94607) the format of the class will involve slide lectures, group discussion, research, written reflection, drawing, and painting. The skills gained by students and teachers will carry forward to future projects at the school.

2. A project timeline:

Workshops May 18-Jun 22, 2012
Installation October 2012

3. Written permission for use of proposed site, Including acknowledgment of responsibilities from property owner:

This building is owned by Civicorps Schools, and a document of acknowledgement and permission is pending.

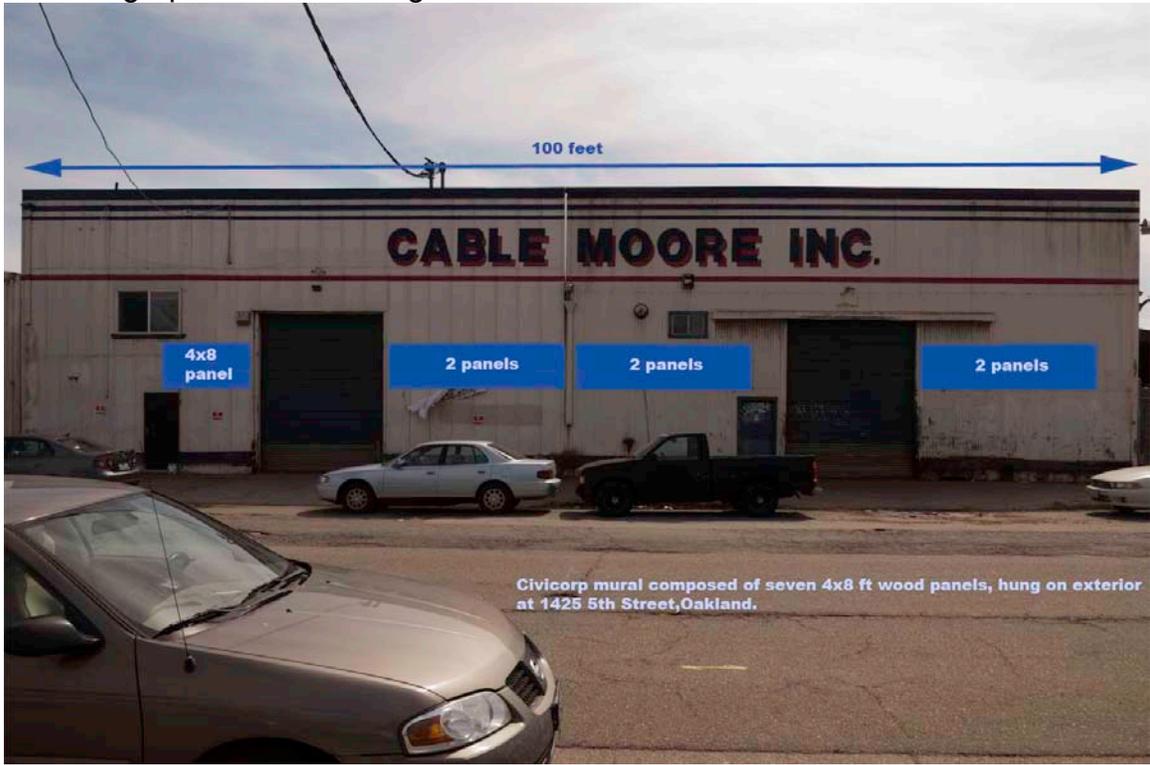
4. Demonstration of community support for proposed project:

This project was selected and is partially funded by the City of Oakland's Cultural Funding Program, and brought forth by the staff of Civicorps.

5. Budget:

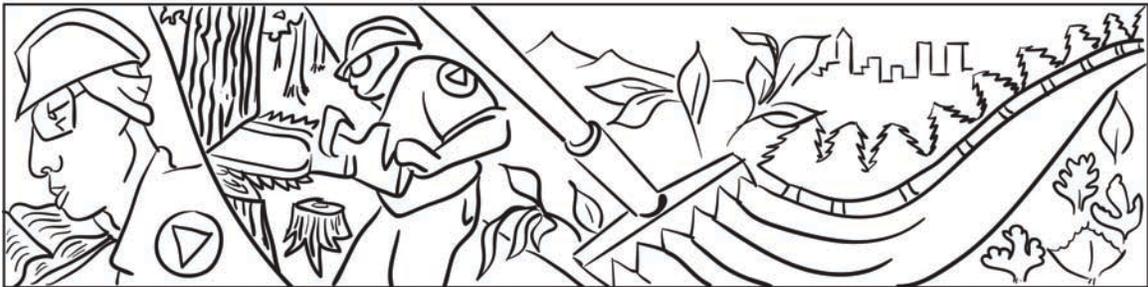
Cultural Arts and Marketing Funding \$3,499.30
Civicorps Matching Fund \$2,435.70
Muralists \$3,499.30
Tech Prod \$600.00
Production/Exhibition (materials) \$1,135.00
Insurance \$700.00
Project Total \$5,935.00

6. Photographs of the existing site.



7. Adequate visual representation in color of the proposed work, in drawing(s) with scale indicated.

Each of the three large panels is 4'x16' with one smaller 4'x8' panel



8. A scale drawing depicting the proposed work as it will be sited.



9. A list of past projects and/or other supporting material relevant to the artist's experience with similar projects, if any.

Ashland Youth Center Current
Exterior architectural enhancements to amphitheater and courtyard at facility under construction, collaboration with Joaquin Newman.
Sponsor: Alameda County Arts Commission
Budget: \$60,000

Berkeley Watershed and Community Mural 2011
5x73', exterior mural at M. L. King Park, Berkeley, CA, collaboration with Joaquin Newman.
Sponsor: Friends of King Park, Kala Art Institute
Budget: \$5,000

100 Families Highland Hospital Community Mural Project 2011
7x650', 50 panel digital mural for Highland Hospital, collaboration with Joaquin Newman
Sponsor: Alameda County Arts Commission.
Budget: \$12,600

The Right to Good Health 2011
Mission Neighborhood Health Center
15x14' interior mural, collaboration with Joaquin Newman.
Sponsor: San Francisco State University Anthropology Department, Center for Minority Health and Health Disparities of the National Institutes of Health (Grant 1R13MD005792-01)
Budget: \$7500

Family Education Resource Center 2009
8x19' interior mural, for a new innovative family/caregiver-centered information facility, Oakland.
Sponsor: Mental Health Association of Alameda County
Budget: \$5,500

Fox Courts 2009
9x34' exterior murals on affordable housing complex, Oakland
Sponsor: Resources for Community Development, Paytok Architects, Inc.
Budget: \$34,480