



Cultural Arts Programs

Cultural Arts & Marketing Division

TO: Public Art Advisory Committee

ATTN: Judy Moran and Andrew Woodd, Co-chairs

FROM: Kristen Zaremba, Senior Public Art Project Manager

DATE: June 4, 2012

RE: Artist Selection for the Measure DD: Lakeside Green Streets (Snow Park) – Public Art Project (Phase One) Recommendations

SUMMARY

Staff recommends that the Public Art Advisory Committee (PAAC) accept the selection panel's recommendation of Cork Marcheschi, Masayuki Nagase, Ene Osteraas Constable and Scott Constable (Wowhaus), and Matthew Passmore (Rebar) as the finalists for the Measure DD: Lakeside Green Streets (Snow Park) Public Art Project. The panel further recommends Eric Powell as the alternate for the project.

SELECTION PROCESS

In 2011, the Public Art Program issued a Request for Qualifications for a pre-qualified artist pool. Practicing, professional artists or artist teams living or working in the Northern California Bay Area region, defined as the counties of Alameda, Contra Costa, Marin, Napa, San Francisco, Santa Clara, San Mateo, Santa Cruz, Solano and Sonoma were eligible to submit their qualifications for the opportunity to be considered for possible commission for various projects.

The City received a total of 152 applications to the artist pool. Staff reviewed all applications and forwarded the 129 eligible applications to the selection panel. The panel met to review applications on September 30, 2011, in Hearing Room 3 of Oakland City Hall, 1 Frank Ogawa Plaza. Criteria for the selection of artists are found in the Oakland 2011 Pre-Qualified Artist Pool Request for Qualifications (RFQ). The panel recommended 72 finalists.

For the Measure DD: Lakeside Green Streets Public Art Project, a short list of eligible artists was developed to be reviewed and interviewed by a panel of arts, City and community representatives.

The panel selected the following finalists to be interviewed prior to making a final recommendation:

- 1) Cork Marcheschi (San Francisco)
- 2) Masayuki Nagase (Berkeley)
- 3) Ene Osteraas Constable and Scott Constable – Wowhaus (Oakland)
- 4) Matthew Passmore – Rebar- San Francisco

Prior to being interviewed, the finalists will attend a site visit and orientation meeting to become familiar with aspects of the project and meet City representatives. The selection panel will meet again in June 2012 to interview the five finalists before reaching a final recommendation. Project panel recommendations will be forwarded to the Public Art Advisory Committee for final approval.



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FISCAL IMPACT

The Measure DD: Lakeside Green Streets Project is funded through City of Oakland Measure DD percent for art funds (per Ordinance Number 11066 C.M.S). Once approved by the PAAC and City Council, the selected artist will be contracted for design development, fabrication and installation of the final artwork in an amount up to two hundred thousand dollars (\$200,000).

BACKGROUND

Artist Opportunity

The Oakland Public Art Program and the Measure DD Program agreed to commission an artist to collaborate on the creation of a new public art work for integration into the Lakeside Green Streets (Snow Park) improvement project. The selected artist will have demonstrated experience working with a six-figure budget, as part of a design team, on integrated landscape designs.

The project site is Snow Park and the Lake Merritt pathways adjacent to the 20th St/ Harrison / Lakeside Drive intersection. This intersection adjacent to Snow Park is not friendly to the pedestrian or park user. In response, the Lake Merritt Master Plan calls for the intersection to be reconfigured to calm traffic, create safer pedestrian crossings, add bike lanes, and increase park space, while responding to and enhancing watershed conditions for the lake.

Artists will be invited to consider how they would approach responding to the conceptual plans developed by Design, Community & Environment (DCE) for the project, as documented here: <http://www2.oaklandnet.com/Government/o/PWA/o/EC/s/MeasureDD/OAK025942>.

Opportunities for the integration of public art at the site include:

- 1) The pedestrian promenade intersecting the expanded Snow Park;
- 2) The open space / landscaped area adjacent to the proposed rain gardens within the park;
- 3) The terraced seating area adjacent to the lake;
- 4) The rest spots/ overlooks along the lake pedestrian path;

PROCESS REVIEW

For the Measure DD: Lakeside Green Streets Public Art Project, the Public Art Program pre-selected a short list of qualified artist candidates from the 2011 Oakland Pre-Qualified Artist Pool.

For the 2011 Pre-Qualified Artist Pool, the Public Art Program released a Request for Qualifications seeking local qualified artists. The selection panel met on September 30, 2011. They recommended 72 finalists from the eligible pool of 129 applicants for inclusion in the 2011-12 pre-qualified pool.

Voting members of the pre-qualified artist pool selection panel were local arts and community representatives Kevin Chen, Program Director, Intersection for the Arts and Public Art Advisory Committee member; Joyce Gordon, Joyce Gordon Gallery owner and Cultural Affairs Commission representative; Amana Johnson, Oakland-based public artist; and Amy Stimmel, Alameda County Public Art Coordinator. The panel was facilitated by Public Art Program staffers Steven Huss and Kristen Zaremba.



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For the Measure DD: Lakeside Green Streets Phase One artist selection, a community-based selection panel met on April 20, 2012 in Hearing Room 3 of City Hall to review artists' credentials from the eligible pool of 20 applicants and recommended four finalists and one alternate for interviews.

Voting members of the Measure DD: Lakeside Green Streets selection panel were community representatives Chris Kidd, Planner and Bicycle/Pedestrian Advisory Committee (BPAC); Kendahsi Haley (BPAC); and Mike Udkow, Measure DD Representative and Snow Park steward. In addition, Steve Snyder, Lake Merritt Business Improvement District representative, will attend the interview panel. The other non-voting advisor invited to the panel was project designer representative John Hykes, Design, Community & Environment (DC&E). The panel was facilitated by Public Art Program staffers Senior Public Art Project Manager Kristen Zaremba and Cultural Arts Manager Steven Huss.

RECOMMENDATIONS

Staff recommends that the Public Art Advisory Committee (PAAC) accept the selection panel's recommendation of Cork Marcheschi, Masayuki Nagase, Ene Osteraas Constable and Scott Constable (Wowhaus), and Matthew Passmore (Rebar) as the finalists for the Measure DD: Lakeside Green Streets (Snow Park) Public Art Project. The panel further recommends Eric Powell as the alternate for the project.

Respectfully submitted,

Kristen Zaremba, Senior Public Art Project Manager