



# Cultural Arts Programs

## *Cultural Arts & Marketing Division*

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TO: Public Art Advisory Committee  
ATTN: Judy Moran and Andrew Woodd, Co-chairs  
FROM: Steven Huss, Cultural Arts Manager  
DATE: September 17, 2012  
RE: Final Artist Recommendation for the West Oakland Youth Center Public Art Project

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### **SUMMARY**

Staff recommends that the Public Art Advisory Committee (PAAC) accept the selection panel's unanimous recommendation of (*artist or team to be named at meeting*) as the selected artist(s) to receive the commission to create an exterior tile mural artwork for the West Oakland Youth Center. The selection panel further recommends (*artist or team to be named at meeting*) 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, inviting practicing professional artists and artist teams living or working in the Bay Area (defined as the counties of Alameda, Contra Costa, Marin, Napa, San Francisco, Santa Clara, San Mateo, Santa Cruz, Solano and Sonoma) to submit their qualifications to be considered for various projects. The City received 152 applications to the artist pool. Staff reviewed all applications and forwarded the 129 eligible applications to the selection panel. The panel reviewed the eligible applications on September 30, 2011, and recommended 72 artists for the pre-qualified pool.

For the West Oakland Youth Center Public Art Project, staff developed a short list of eligible artists to be reviewed and interviewed by a selection panel of community representatives. The community-based panel met on August 13, 2012, in Hearing Room 3 of City Hall to review credentials of the 14 artists on the short list, and recommended four semi-finalists and two alternates for interviews. The semi-finalists were:

- 1) Juana Alicia Araiza (Berkeley)
- 2) Delaine Hackney (Oakland)
- 3) Samuel Rodriguez (San Jose)
- 4) Trust Your Struggle Collective – lead artist Erin Yoshi (Oakland)

Mr. Rodriguez subsequently withdrew from consideration due to schedule constraints.

City staff and the project architect provided on-site orientations to the remaining semi-finalists (Ms. Araiza and Ms. Yoshi on August 31, Ms. Hackney on September 5). On September 14, 2012, the selection panel reconvened, in Hearing Room 1 of City Hall, to interview the semi-finalists before reaching a final recommendation.



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### **FISCAL IMPACT**

The public art project budget for the new West Oakland Youth Center is derived from the 1.5% allocation reserved for public art from State of California Proposition 84 Grant Funds. The Prop. 84 grant funding agreement with the City of Oakland stipulates that the project must include public art and specifically requires youth involvement in the creation of the artwork.

### **BACKGROUND**

#### **The Project and the Artist Opportunity**

The new West Oakland Youth Center will be located at Market and Brockhurst streets (Oakland City Council District 3). An existing structure on this site will be improved with 90% new construction. A group of local youth (Youth Coordinators) was engaged to plan and lead the design of the Youth Center. They surveyed over 100 West Oakland youth to identify key elements of programming for the new facility and developed the design in collaboration with Gerson/Overstreet Architects. Programming will include a library, computers, multipurpose room (floors for dance, space for theater), music practice rooms, and other amenities for cultural and intellectual development.

A Bay Area artist or artist team selected from the pre-qualified pool will lead youth from the surrounding community, secondary and high schools in the creation of public art for the Youth Center. The project will be an exterior tile mural that will enhance and wrap around the entry façade of the building, facing onto Market and Brockhurst. The qualified applicant will have demonstrated experience working with youth in the development of public art projects, and demonstrated experience with or a working knowledge of the medium of ceramic tile in permanent exterior applications. The project team has asserted that it is essential that community youth have a significant level of engagement and a sense of ownership over the tile mural, in keeping with the level of youth involvement in the development of the facility as a whole.

At this time, construction of the new facility is scheduled to be completed in April, 2013. The public art project must be completed toward the end of the building's construction schedule. The General Contractor will install the finished tiles, unless the selected artist prefers to install, in which case the GC will prepare the surface. Special arrangements for insurance and access to the construction site will be made if the artist intends to install the work.

#### **Process Review**

For the 2011 Pre-Qualified Artist Pool, the Public Art Program released a Request for Qualifications seeking qualified local artists. The selection panel met on September 30, 2011, and 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 Member, Public Art Advisory Committee; Amana Johnson, Oakland-based public artist; and Amy Stimmel, Public Art Coordinator, Alameda County Arts Commission. The panel was facilitated by Public Art Program staffers Steven Huss and Kristen Zaremba.



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For the West Oakland Youth Center Project, Public Art staff developed a short list of 14 qualified artist candidates from the 2011 Pre-Qualified Artist Pool. In Phase One review, a community-based selection panel chose four semi-finalists from the short list, based on a review of the artists' qualifications and appropriateness for the project. For Phase Two artist selection interviews, the community-based panel met on September 14, 2012 in City Hall Hearing Room 1 to interview the remaining three semi-finalists. The panel reached a unanimous decision to recommend (*artist or team to be named at meeting*) for the project.

Voting members of the West Oakland Youth Center selection panel were community representatives Diana Alonzo, a member of the Youth Coordinators group; Anthony J. Hall, artist and architect; and, Crystalee Crain, Instructor, Peralta Community Colleges. The selection panel was advised by project manager Sandra Ousley, with the participation of project architect Harry Overstreet. The panel was facilitated by Cultural Arts Manager Steven Huss.

### **RECOMMENDATIONS**

Staff recommends that the Public Art Advisory Committee (PAAC) accept the selection panel's recommendation of (*artist or team to be named at meeting*) as the selected artist(s) to receive the commission for the West Oakland Youth Center Public Art Project. The selection panel further recommends (*artist or team to be named at meeting*) as the alternate for the project.

Respectfully submitted,

Steven Huss, Cultural Arts Manager