



Cultural Arts Programs

Cultural Arts & Marketing Division

PUBLIC ART ADVISORY COMMITTEE AGENDA ITEM IV.

Item: SFMOMA- 2012 SECA Art Award Recipient Z. Abdalian Proposal for City Hall Plaza
Submitted by: Kristen Zaremba, Senior Public Art Project Manager
Committee Date: May 6, 2013

SUMMARY

Staff requests that the Public Art Advisory Committee (PAAC) review and give direction on the proposal by Oakland artist and San Francisco Museum of Modern Art (SFMOMA) 2012 SECA (Society for the Encouragement of Contemporary Art) Award recipient Zarouhie Abdalian, for a temporary sound project, to be placed on City-owned and private buildings located in the City Hall Plaza and downtown Oakland, from September 14th through November 17th, 2013.

BACKGROUND

SFMOMA will be closing for two years beginning in June 2013 for expansion. During this time, they are embarking on a series of off-site projects and collaborations, including the first iteration of their 2012 SECA Award recipients' exhibition to off-site locations.

Public Art and museum staff met in the fall of 2012 to explore the feasibility of Oakland artist Zarouhie Abdalian's proposal for a sound-based project consisting of 12" diameter brass bells set with timers to ring at specified times, and located on rooftops and balconies in downtown Oakland and the City Hall plaza, for the exhibition period of September 14th – November 17th, 2013.

Public Art staff facilitated site visits with the chief city building facilities engineer to select three locations on city property with electrical access and the artist's preferred sound projection qualities, including the 250 and 150 building balconies and rooftops. Building management and Public Art staff feels confident that each of the selected locations will work for this project, and encourage SFMOMA to consider extending the installation beyond the proposed two month period.

The PAAC is required to review and approve all public art projects to be placed on city property. Staff requests that the PAAC review and give direction on this proposal.

FINANCIAL IMPACT

There is no direct financial impact associated with this design review and approval.

RECOMMENDATION

Staff recommends that the Public Art Advisory Committee (PAAC) review and approve the proposal by Oakland artist and San Francisco Museum of Modern Art (SFMOMA) 2012 SECA (Society for the Encouragement of Contemporary Art) Award recipient Zarouhie Abdalian, for a temporary sound project, to be placed on City-owned and private buildings located in the City Hall Plaza and downtown Oakland, from September 14th through November 17th, 2013.

Respectfully submitted,

Kristen Zaremba, Senior Public Art Project Manager