

OAKLAND SUPER HEROES MURAL PROJECT

PROJECT DESCRIPTION

Attitudinal Healing Connection (AHC) is sponsoring the Hoover Corridor Neighborhood's first large scale mural revitalization and beautification project. Over the course of five years we plan to complete six murals below the 580 freeway in West Oakland. Mural #1 on San Pablo Avenue was completed in July 2012. Using the theme of super heroes, the murals are designed by middle and high school students. The project is intended to uplift and positively transform the neighborhood. These murals serve as a gateway to West and Downtown Oakland, as well as Emeryville and are becoming a key way in which our community is perceived. In July of 2012 AHC walked the neighborhood of the Hoover District to survey people in the community, asking citizens to think about their greatest concerns, as well as strengths, and dreams for this community. Team members went door-to-door, diving into the heart and soul of the community to engage community members. Information collected from the surveys serves as a great source of information for the design of the mural.

The first of the six murals was designed by students from McClymonds 4th period art class, taught by Ms. Marr. The second of the six murals was designed by students from Westlake Middle School's afterschool program. The class was taught by artist Ryan Martin who was involved in the painting of mural #1. The class has gone through a process to develop the concept and design a mural addressing our community's deepest concerns. Students from Westlake Middle School tackle social problems and create super heroes with powers to bring about real change in their neighborhood. These students collectively developed the concepts, heroes, and the stories behind them. The heroes have culminated in an illuminating scene but were developed separately, each by a group of 4 to five students.

The second mural is located on Market Street, between 35th St. and 36th Street, with consecutive murals along the 580 freeway from Martin Luther King Jr. Way to Market Street. The Art Director is David Burke who served as the lead artist for Mural #1. The Lead Artist is Senay Dennis (Refa). In addition, AHC will be hiring Oakland based artists to paint the murals, as the whole process will promote and exemplify community collaboration from beginning to end. The story behind the mural is attached.

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TIMELINE

The project will begin August 2013 and end January 2014

- a. August - September: Hire and Art Director and Lead Artist
- b. September – November: Fundraising, planning and organizing
- c. September: Call to Artist
- d. October: Design Approval Complete by city of Oakland and Caltrans
- e. Community input meeting
- f. October: Recruit youth from community/neighborhood, partners and local institutions.
- g. October : Selection process for artists/muralists complete
- h. November - January: Mural Preparation and Painting
- i. December - January: Mural Inauguration

Attitudinal Healing Connection Oakland Mural Project Budget		
1	EXPENSES	WOPAC Funding
2	Salaries for Project Staff (Listed by title)	
	Associate Director (10%)	\$ 7,000.00
4	ArtEsteem Coordinator (5%)	\$ 3,000.00
6	Project Assistant (15%)	\$ 4,800.00
7	Fringe Benefits @ 15%	
8	Subtotal - Salaries & Benefits	\$ 14,800.00
9	Consultants & Professional Fees	
	Managing Artist/Director	\$ 10,000.00
	Lead Artists	\$ 6,000.00
10	Artists/Muralists	\$ 22,000.00
11	Photographer/Videographer	\$ 1,000.00
12	Subtotal - Consultants' fees	\$ 39,000.00
13	Total Personnel Expenses	
14	Non-Personnel	
15	Studio/Classroom Space	
16	Telephone, Fax & Internet Services	\$ 200.00
17	Printing/Copies	\$ 300.00
18	Insurance	\$ 2,000.00
19	Food	\$ 500.00
20	Youth Stipends	\$ 500.00
	Security	\$ 1,000.00
	Transportation/ Fieldtrips	
	Non-Personnel Mural Supplies	
21	Preliminary Sketches/ Design	\$ 1,000.00
22	Wall Preparation	\$ 200.00
23	Paint, Brush, Graphic Supplies, Blacklines, color copies	\$ 7,181.82
24	Scaffold Rental	
25	Protective Coating	\$ 1,500.00
26		
	Total Non-personnel Expenses	\$ 14,381.82
27		
	Sub Total Expenses	\$ 68,181.82
28		
	Administrative Overhead (10%)	\$ 6,818.18
29	TOTAL EXPENSES	\$ 75,000.00

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Draft – super hero mural story

Oakland was in danger. There were incidents happening on a daily basis, and people, the environment and animals were all suffering. Something had to be done! And that's what happened when four unassuming characters met and decided to work together to make Oakland the beautiful place that they and their communities would want to call home.....

Enter Sasha, the teenager who would usually sit at the oak tree in his backyard. He loved nature and missed his father who had passed away.

One day, Sasha yawned and a butterfly went down his throat. Suddenly, golden butterfly tattoos grew across his chest and arms. When he went to the doctor, the doctor said that they could only hope that the mystical tattoos were harmless and would not affect Sasha negatively in any way.

Sasha was amazed by these tattoos but was unsure what to do with them, until one day when he was walking down his street and something caught his eye. In the alley beside the apartment, a figure was in the dark. It was a man vandalizing the wall with spray paint.

“Hey, stop that!” Sasha yelled at the man.

“Make me!” the man yelled back.

At that moment, the golden butterfly tattoos on Sasha's chest and arms flew off his skin toward the man. A few butterflies landed on the wall, and a few on the man's face. A bright light flashed and in an instant, the vandalism disappeared from the wall.

Sasha also realized that he could use the tattoos to protect himself and others from the school bullies who chose those who were defenseless. His golden butterfly tattoos became a non-violent solution to scare the bullies away. Sasha's goal became to protect the unprotected and use his golden butterfly tattoos for good.

One day while Sasha was sitting in the rundown park, by the one beautiful oak tree, he noticed people littering their soda cans, and potato chip bags. He had seen this park begin to change into this dirty place in just a matter of weeks. He had hoped that the community would come together to clean it. He decided that maybe if he took the first step, others would follow. Just as he was about to spread his arms for his butterflies to go to work, he saw a young woman with a beautiful glowing necklace who seemed deep in thought.

Enter Serenity, deep in thought and blinking her eyes at the brightness of her glowing necklace. The park was suddenly beautiful again. The magic necklace that her mother, who had passed away 10 years ago, had given her, transformed the rundown park into a beautiful oasis! She was amazed! She had felt really badly that nature was being neglected and had not known how to help. Serenity never knew the power the necklace had...until now.

Serenity saw Sasha and his golden butterfly tattoos and knew there was something different about him. Sasha was excited that he had found someone like him, who was making a change. The two became instant friends.

This newfound power and friendship inspired Serenity to do even more to help the community, which she and Sasha did together. They travelled from one Oakland neighborhood, to another, restoring the city's parks. As time went by, other people started to take notice. They felt happier and were proud of where they lived.

Sasha and Serenity found that when they worked together, so many more wonderful things could happen. They began to think that maybe they were not the only ones with these powers to help transform community.....And they were right.

Enter Bob...

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Serenity and Sasha heard the commotion as soon as they walked out of the café and onto the streets of Oakland. Across the street, there was a group of about 5 people arguing with one another. It sounded as if it were becoming more intense with every moment. Serenity and Sasha looked at one another as if to say, “What should we do?”

And then they saw him; Bob, the young man with the beanie. He stood in the middle of the crowd that had now grown to about 12 people. They were beginning to shout. Bob exhaled and his beanie moved a bit. His whole body began to tingle, when a rainbow of smoke poured out of his mouth. The smoke created little windows, portals into each person’s future. They could all see what would happen to them in the future if they stayed on this path. Everyone froze and stared at his/her future in the rainbow. One person saw himself dying from a drug overdose. Another saw himself hitting a pedestrian while he was driving drunk. They asked Bob if what they saw was truly going to happen to them. Bob told them that his magic beanie, given to him by his father, was able to show him the future and he believed it to be true. Many people began shaking their heads at their fate and thanked Bob. They decided that they were going to make different choices so the bad things they saw would not come to pass. Bob was pleased to hear this.

After the crowd was gone, Sasha and Serenity thanked Bob for what he did and shared what they had been doing. They wanted him to be a part of it too, so they asked him if he would like to join them in helping the community be a better place. Bob immediately agreed. He was so happy to find other people with super powers, like him.

As Bob, Sasha and Serenity spent their time working to make change in the community, there were others who still wanted bad things to happen. There were people selling drugs to addicts and children alike. They wondered if there was any way to stop some of these people. As they were discussing the problem and solutions, they heard beautiful music coming from the last boarded-up house on the corner.

Enter Paris...

They walked to the house and peered through the holes in the fence to see a young woman, Paris, playing a musical instrument that looked like a saxophone mixed with a violin. Her music and talent was so great that it began to influence the drug users and sellers, in and around the house, to stop thinking about drugs all together. The music filled their minds, leaving no room for them to think about their addictions.

Paris threw her head back and continued to play her instrument which she named the Saxalin. It seemed as if the Saxalin was tied to her soul in some way and only she could play it. As she played, the drug addicts and dealers began to gather around. They all seemed to be filled with such joy from the sound of her instrument. The thought of doing or selling drugs disappeared from their minds.

Sasha, Bob and Serenity were amazed at the beautiful music and Paris. When she stopped playing, they introduced themselves to her. She shared that in addition to her Saxalin, she had magic tattoos to take care of pollution and radiation. They knew it was perfect!

Of course, the three friends knew that they had made a new friend and invited Paris to be a part of their team to work with the community to make Oakland a beautiful place. She accepted and they all made a pact to work to keep Oakland and its people and animals, safe, healthy and happy.

To this day, if you find yourself walking or driving on Market Street under the 580 freeway in West Oakland, you will see the four friends still at work.

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**Attitudinal Healing Connection
Oakland Superheroes Mural Project
Community Survey**

Intro:

Attitudinal Healing Connection will be engaging community members, local artists and youth residents in order to gain input on the Hoover District's first large scale mural project. Using the theme of superheroes, the murals are going to be designed by local students and are intended to uplift and positively transform the neighborhood. These murals will serve as a gateway to West and Downtown Oakland and can become a key way that our community is perceived. We are also interested in seeing what other kinds of public art you would like to see in your community in the future. Your input and involvement are a key part of the process and would be greatly appreciated, as this project is so intricately connected to the community and its well being. We would really like to infuse your ideas into what we intend to create. Please take part and let us know what you would like to see in your community.

Questions:

1) Identity

-Name:

-Phone Number:

-Email:

-Address of Residence:

-Length of Residence:

-Age:

-Gender:

-Race:

-Religious affiliation:

2) Thinking about history as well as current events, what are some of the talents/skills/assets of this community?

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3) What do you believe are our greatest concerns or problems in the community?

Blank response area for question 3, consisting of 10 horizontal lines.

4) What are some of the icons/heroes in this community? What have they done?

Blank response area for question 4, consisting of 10 horizontal lines.

5) What are some of the hopes and dreams that you have for this community?

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[Redacted]

[Redacted]

[Redacted]

[Redacted]

6) What would you like to see in the mural and in other public art pieces?

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Interview audio was recorded:

Yes___ No___

**Attitudinal Healing Connection
Oakland Superheroes Mural Project
Community Survey Results**

Questions	Responses	Total
1) Identity		
-Age:		
	17-25	6
	26-35	7

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	36-45	5
	46-59	11
	60+	3
	Not provided	10
-Gender:		
	Female	16
	Male	17
	Not provided	7
-Race:		
	African American	25
	Asian	1
	Caucasian/White	4
	Hispanic	1
	Native American	1
	Not provided	8
-Religious affiliation:		
	Christian	4
	Eastern	1
	Jewish	0
	Muslim	1
	None	4
	Not provided	29

2) Thinking about history as well as current events, what are some of the talents/skills/assets of this community?

Academic skills/Intelligence	2
After school programs	2
Art, music, & culture	8
Awareness of historical context	2
Cleaning up	
Cohesive Neighborhood	
Coming together	
Considerable green space infrastructure	
Construction/architecture	3
Couteract violence	
Dedicated to life	
Diversity	4
Faith/religion	4
Family ties	
Friendly people	2
Good food	2
Good vibe	
Good scenery	
Good weather	
Great location	
Innovative thinking	
Interaction across generations	
Kids involved	
Lots of opportunity	
Murals	2
Non-profits	2

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None	3
Not sure	2
Parks	2
People	2
People get along	2
Political Engagement	
Protests/Occupy movement	3
Quiet	
Quiet revolution	
Resiliency	
Sense of justice & equity	
Social Activism	
Sports	6
Strong African American Community	
Strong sense of community/neighborhood	
Things are getting better	2
Unity	
Volunteer Work	
Yard work/gardening	4
Youth moving in	2
3) What do you believe are our greatest concerns or problems in the community?	
Abandoned buildings	3
Alcoholism	
Bad influences/role models	3
Bad mayor - Quan	
Better food	
City doesn't care	
Crime	4
Culture clash	
Damaged streets	
Dogs barking & scaring everyone	
Domestic violence	
Drugs	11
Easy to get into illegal things	
Graffiti	3
Greed/corruption	
Homelessness	5
Hurting nature/pollution	2
Lack of programs	2
Lack of jobs	2
Land use conflicts	
Legacy of poor urban planning	
Negligence	
Not many public areas (for kids)	4
Nothing	
Not enough love	
Not many opportunities	2
Occupy costing money	
People	2

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Police brutality	4
Poor education	3
Poverty/Not enough money/bad economy	4
Prostitution	3
People struggling	2
Riots	
Safety	2
Shootings/killings/guns	4
Squatters	
Stable housing	
Theft	3
Transportation issues	
Trash	2
Turf wars/gangs	
Young and old do not have aproductive dialogue	
Violence	8
Working against the people	

4) What are some of the icons/heroes in this community? What have they done?

A bunch of 'em	
AHC	
Al Davis	
Bill Russell	
Black Panthers	4
Charles Lewis	
Councilman Reid	
Elihu Harris	
Ellen Parkinson has been a leading voice	
Fire Dept.	
Gertrude Stein	
Glen Burke	
Huey P	
Jerry Brown	
Martin Luther King Jr.	
Ms. Marilyn opened up center for kids	
Music Icons	
Nancy Nadel works in community	
None/not sure	5
Not provided	8
Obama	5
Ordinary people like you & me	7
Paul Silas	
Queen Thurston committed to WOCAT & NCPC	
Reverend Audret	
Ricky Henderson	
Schools & programs	
Spiritual leaders	2
Sports	
Steve Lowe voice of change	
Tom Hanks	

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Tupac

Too Short

Willie Keyes advocated for resources

5) What are some of the hopes and dreams that you have for this community?

Better education	3
Better food/shopping	3
Better housing	5
Block parties	
City cares more	
Compassionate teachers	
Computer centers	
Electric cables underground	
End poverty	
End to oppressive police/better police force	3
End violence	2
Fewer liquor stores	2
Financial stability for everyone	
Freedom	
Jackie to be on city council	
Jane Quan out of office	
Kids have fun & prosper	2
Less abandoned buildings	5
Less homelessness	2
Less toxins/removal of industrial impacts	2
Less trash/neighborhood clean ups	4
More art	
More banks	
More community events	
More connected community/people get along	7
More cultural events	2
More family owned houses	
More gardening	
More jobs	6
More participation/involvement with youth	2
More youth programs/facilities	6
None	3
No drugs	
People make commitments to the community	
People thrive and make something of their lives	
Positive change	
Progress	
Respond to issues	
Revitalization	
Safer	4
Skill center	
Spiritual involvement	
Successful people from community come back & help	
Take responsibility for yourself	
Time brings all change	

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naturally

Traffic control

Want kids to grow up and be superheroes/prosper

6) What would you like to see in the mural and in other public art pieces?

Anti-drug	
African American respresentation	3
Black Panthers	2
Butterflies	
Class	
Classic art	
Connection to the environment	
Continents	
Culture	
Different colors/ethnicities	4
Diversity	
Do your thing	
Everybody is equally free	
Everyone coming together/getting along	3
Faces of local heroes	
Famous figures/leaders	2
Harriet Tubman	
Huey B	
Joining hands	
Justice	
(Kids) dreams	
Kids having fun	5
Martin garvey	
Martin Luther King Jr.	2
Malcolm X	
Music Icons	
Nature	
Nice painting	
No discrimination	
Non-violence	5
None/not sure	2
Obama	
Oakland's history/from past to present	4
Old times (Ohlone, Spanish. Industrial Rev.)	
Out with the old, in with the new	
Peaceful	
People coming together	2
Positive images	2
Positive police presence	
Purity	
Revolution	
Scools	
Something beautiful	
Sports Icons	2
Standing up to negativity	

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Symbolism	
The future	
The melting pot	
Unique/individual style	
Unity	3
Vibrant colors	
Visions of a bright/stable future for everyone	3
Working toward change	
World	
Young people being productive	