

Cultural Arts Programs
Cultural Arts & Marketing Division
Oakland Public Art Advisory Committee
Review Form – December 2013 Meeting Submittal

Date

November 13, 2013

Artist's Name / Project Contacts

Andrew Johnstone / Big Picture Arts

2952 107th Ave. Oakland, CA 94605

Phone (510) 823-7320

Email andrew@bigpicturearts.com

Community Lead

Josh Shaw – MSIC Member

(510) 427-3299

hjshaw@gmail.com

Community Lead

Jill Broadhurst - MSIC Chair

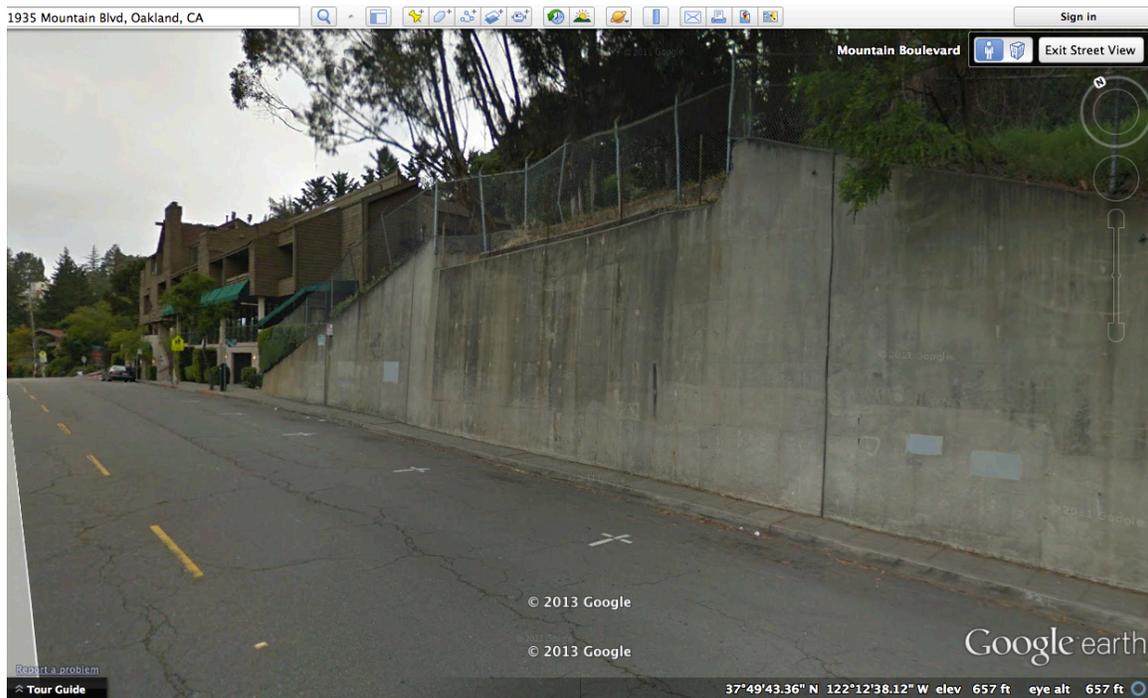
(510) 701-7152

jill_94109@yahoo.com

The Montclair Railroad Trestle Mural Project formally requests support from the Oakland Public Art Advisory Committee (PAAC) to advise on this endeavor to create an enduring public work of art in the Monclair District of Oakland, CA. The Mural is proposed as described below.

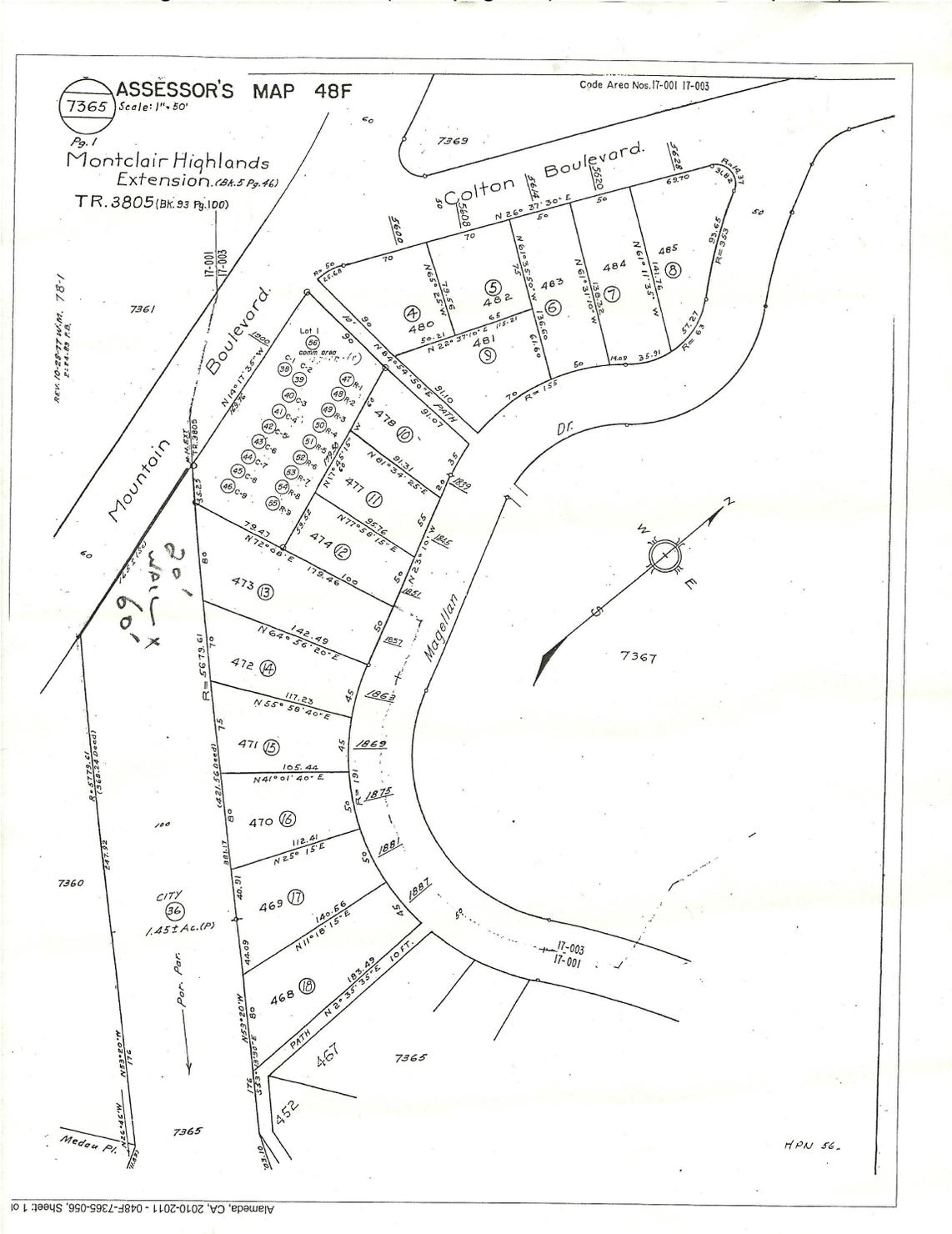
Proposed Site of Project (Address/Cross St. with physical details)

1935 Mountain Boulevard at Colton Oakland CA 94611



Property Owner: City of Oakland

Assessors Parcel Map APN 48F 7365 36 as shown in the Assessors Map on pg 1 Montclair Highlands Extension (Bk 5 page 46) T.R 3805 9Bk 93 p 100).



Alameda, CA, 2010-2011 - 048F-7365-056, Sheet 1 of 1

Attachments Checklist

Description of proposed design

Design and creation of a mural on the East Railroad Trestle (Abutment), at the northern part of the village, on Mountain Blvd, which now serves as a retaining wall. This location of this mural is in a highly visible walking and driving location in the Montclair Village Area.

This enhancement is the first step of a larger enhancement of the improvement project to that general area, which includes a park vista area on the railroad trail above the mural at the end of the Montclair Railroad trail connecting the path to the Montclair Community Park utilizing the Pacific Union steps adjacent to the trestle.



Montclair Railroad Trestle

Rendering depicting proposed design



YouTube video describing proposed design

<http://youtu.be/x5HGPNPfHAZs> -

Artist Resume / List of Relevant Past Experience – Andrew Johnstone

A British artist now living and working in the San Francisco Bay Area, he is a muralist specializing in photo real trompe l’oeil (deceive the eye), and has been a professional artist... forever. Following a classical European education in the arts, he became the apprentice and protégé of William Holgate (1931-2002), the

worlds finest master of the decorative arts in the last 150 years, working on cathedrals, Royal Palaces and international architectural treasures.

His clients recently have included The Smithsonian, Chabot Space and Science Center, Stanford Medical Center and NASA. He was a faculty member at University of California, Berkeley, where he lectured in and wrote the curriculum for the course “mural and decorative arts” and continues his calling to pass along his knowledge with The Big Picture Project.

In 2009 Andrew was nominated for and became one of the Newzonia 500 ambassadors, a group of artists, scientists, Nobel laureates working on global and sustainable solutions for a world in crisis. Since 2005 he worked with the legendary architect/artist Rod Garrett on designing of “The Man”, the centerpiece of the Burning Man festival, the world's largest art event held every year in Black Rock Desert, Nevada. Andrew continued as the designer after Rod's passing in August 2011 and was given the title of “Steward Of The Man” by Burning Man. In October 2011 he was honored by winning the Alameda County Board of Supervisors 2011 Arts Leadership Award and was subsequently appointed by the Supervisors to a four-year term as a Board member on the Alameda County Arts Commission representing District 4. He also holds a position on the board of the Alameda County Arts Education Commission.

Andrew lives in Northern California with his wife, Jeri, two precocious 12-year old girls, a very old dog and 30,000 honey bees

Artist Past Work

Woodminster District Oakland, CA Mural

<http://youtu.be/NeuRmlwg5CA>

Campbell, CA Mural (another railway theme and also shows the concept behind anamorphic projection)

<http://youtu.be/maRHys6Jvfk>

General Mural work

<http://youtu.be/fU9nGYIj5RY>

Materials and processes to be used

The Armor S2000™ Concrete Sealer. Chemically reacts with concrete to form a crystalline barrier within the pores, below the surface of the concrete. - Penetrates up to 4 inches into the concrete -Stops water migration up to 100 PSI -Stops vapor transmission up to 0.15 **WVT** -Stops alkali and efflorescence attack -Strengthens substrate by up to 45% -Reduces transmission of hazardous gases,

including Radon -Prevents the growth of mold and mildew -Increases the bond strength of epoxies, paints, and stains by up to 20%

Timeline (see Budget)

Written permission from property owner (see City waiver)

Artist Waiver (if required). (See attached)

Permits

Andrew Johnstone will obtain any necessary permits.

Insurance

In the past the Artist has taken out project general liability cover notes through Fractured Atlas Insurance. They will cover \$2-3 million for about \$400.

Demonstrated Community Support / Notification

The Railroad Trestle Mural Project location has had consistent interest from the community as an opportunity for enhancement. Neighbors in the both the commercial and residential community have communicated to Montclair Safety and Improvement Council Chair and Beautification committee that they would love to see a mural incorporating historical themes of the railroad created on this empty, large wall.

This specific mural project has been under development in the Montclair community for the last 3 years. The Montclair business association, school community, Montclair Park Recreation staff, Montclair Tennis Association, District 4 County Supervisor, City Council representatives and local residents have all voiced interest and support in seeing a mural decorate this large wall.) With experience managing beautification projects in Montclair, The Montclair Safety Improvement Council (MSIC is supportive of this initiative. The MSIC Board Members adopted a resolution in 2013 to support, promote, and fundraise this project. The Board adopted a position that incorporates the historical element as subject for this public artwork. Chairperson Jill Broadhurst and Member Josh Shaw were named as accountable leads for the project.

To further involve the community, the project leads will continue to hold public meetings and publicize the project through various media channels.

Budget and Timeline

Montclair Trestle Mural Preliminary Scope, Schedule **BUDGET**
Dedication Ceremony 09/14

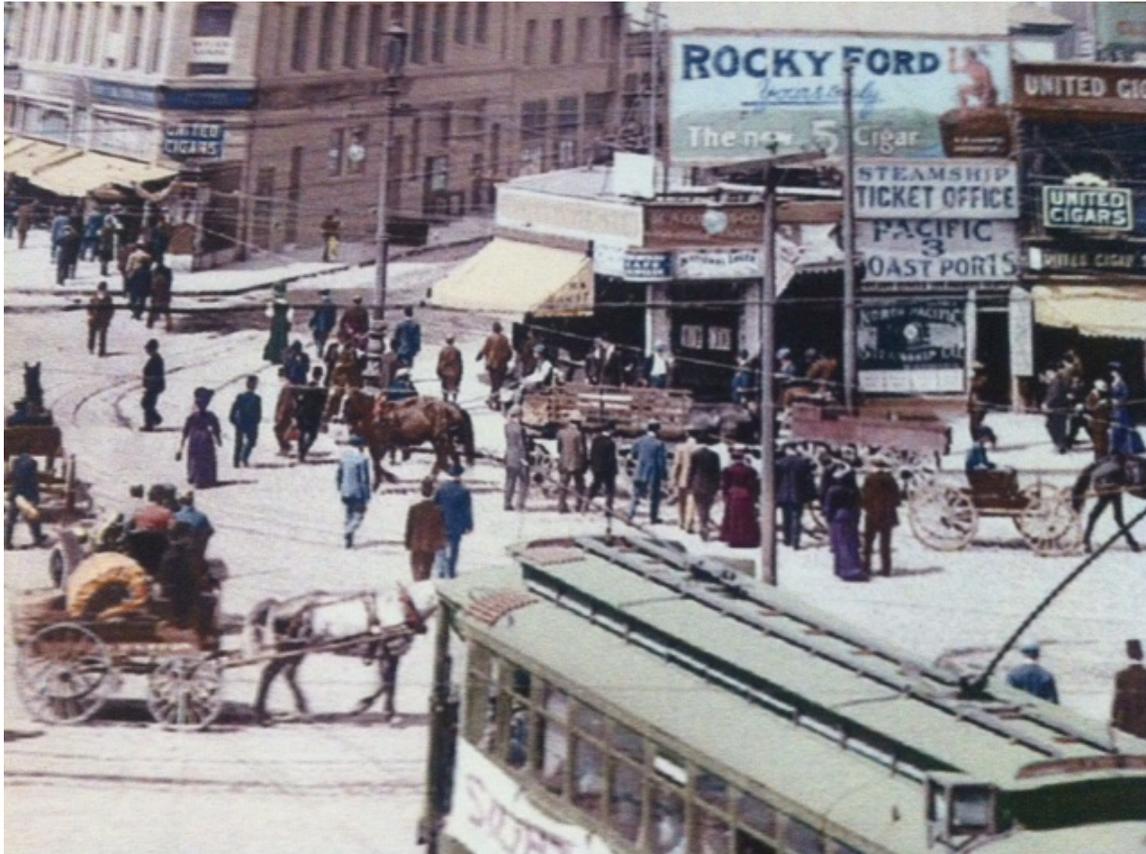
line item	expense	income	total	schedule
Project Design				
General Meeting	\$ -	\$ -		
Artist Meeting	\$ -			
PAAC Meeting	\$ -			
Conceptual Drawings	\$ -			
Final Rendering	\$ 2,000.00			
Final Budget	\$ 60,000.00			through 10/13
Fundraising and Outreach Campaign				
Mail Campaign #1	\$ 1,000.00	\$ 15,000.00		through 12/13
Mail Campaign #2	\$ 1,000.00	\$ 25,000.00		through 06/14
Kickstarter Campaign	\$ -	\$ 5,000.00		through 06/14
Social Media Outreach	\$ -	\$ -		
Traditional Media releases	\$ -	\$ -		
Private Contributions	\$ -	\$ 7,500.00		through 09/14
Public Entity Contributions	\$ -	\$ 7,500.00		through 09/14
	\$ 2,000.00	\$ 60,000.00		
Project Scope				
Permits	\$ 1,200.00	*begin at 50%		begin 05/14
Insurance	\$ 1,200.00	funding threshold		
Site Preparation	\$ 1,200.00			
Scaffolding	\$ 1,400.00			begin 06/14
	\$ 5,000.00			begin 06/14
Site Preparation				
Debris Removal	\$ 500.00			begin 06/14
Cleaning	\$ 500.00			
Surface Preparation	\$ 1,500.00			
Sealer and Primer	\$ 3,000.00			
	\$ 5,500.00			
Project				
Mural Layout	\$ 2,500.00			begin 07/14
Final Layout	\$ 2,500.00			
Paint	\$ 10,000.00			
Final Paint	\$ 1,500.00			
Airbrush	\$ 1,500.00			
Final Surface Preparation	\$ 5,000.00			
Artist Commission	\$ 10,000.00			
	\$ 33,000.00			through 08/14
Subtotal Mural Budget				
	\$ 45,500.00			
Add 10% Contingency	\$3,550			
Mural Total				
	\$ 49,050.00			
Railroad Trail				
	\$10,000			
Lookout and Fence Improve.				
Annual MX	\$ 950.00			
Project Total	\$ 60,000.00			

The estimate for the completion is 8-12 weeks (weather permitting)

Maintenance Plan

Any graffiti removal will be accomplished by the graffiti removal team at the city of Oakland in consultation with the artist. The finish coat of the mural will be a coat of graffiti resistant clear coating. This product will defend against external moisture and UV exposure. The artist will be responsible for any maintenance on the work for a period of 5 years. This is limited to repair of damaged portions of the work and a new clear coat of clear protective sealer at the end of the 5-year period.

Period Detail1.



Period Detail 2.



Cultural Arts Programs Cultural Arts & Marketing Division

Waiver of Proprietary Rights for Artwork Placed upon City Property

The provisions of this paragraph shall apply to modify Artist’s rights of attribution and integrity as set out in the Visual Artists Rights Act, 17 U.S.C §§106A and 113(d) (“VARA”), the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 (“CAPA”), and any rights arising under United States federal or state law or under the laws of another country that convey rights of the same nature as those conveyed under VARA and CAPA, as against the City of Oakland (“City”) and its agents.

The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the

Mural

A large, photo real, trompe l'oeil (“deceive the eye”) mural of an anamorphic perspective arched bridge and a Sacramento Northern railway locomotive. Work is painted on existing prepared concrete with acrylic exterior paint and over coated with an anti graffiti material

Entitled “Train of Thought”

Located at 1935 Mountain Blvd (at Colton) (east side of street) (retaining wall) on the concrete wall formerly serving as a Railroad Trestle
APN 48F 7365 36

in whole or in part, in City’s sole discretion.

Artist’s Address for Notice

Andrew Johnstone / Big Picture Arts
2952 107th Ave. Oakland, CA 94605
(510) 823-7320
Andrew@bigpicturearts.com

Artist bears the sole responsibility for providing the City with any changes to the Artist’s Address for Notice. Notice of changes must be mailed to the Public Art Program, Cultural Arts & Marketing, 1 Frank H. Ogawa Plaza, 9th Floor, Oakland, CA 94612 and the Client Department with jurisdiction over property: **City of Oakland**

_____ Artist Signature/Date

_____ City Signature/Date

Cultural Arts & Marketing Department, 1 Frank H. Ogawa Plaza, 9th Floor, Oakland CA 94612

Period Detail 3.

