



**STREETS ALIVE!**

Earth Island
Institute
David Brower Center
2150 Allston Way,
Suite 460
Berkeley, CA 94704

Telephone: 510-859-9154
Fax: 510-859-9091
earthisland.org/streetsalive

Streets Alive is a project of the Earth Island Institute, a non-profit environmental organization. Streets Alive has worked successfully with the City of Berkeley to place artist designs on 30 utility boxes in the downtown area of Berkeley. Working with new sponsors in Oakland, the Downtown Oakland Association and the Bill Graham Foundation, Streets Alive proposes an expansion of our project into Oakland. Over time we hope to gain more sponsorships, increasing public art funding for the City.

The Goals for Streets Alive are to reimagine ways that the public engages in the streetscape, using art and natural elements to revitalize neglected spaces. We are aware of the many projects in Oakland that have treated the Utility Boxes as blank canvases and we can add to this growing body of public art.

The process Streets Alive! Has used in the past is to digitize all art submissions and have them professionally printed and installed. This was a preferred method by the Public Works Department at the City of Berkeley, and has proved to be a consistent form of managing this art program. The benefits of using the vinyl installation is that it allows us to work with artists of all types, backgrounds and styles. Any work that can be digitized can be printed and installed.

Project Partners:

Downtown Oakland Association: Funder and responsible for box maintenance/graffiti removal

Bill Graham Foundation: Funder

Pro Arts Gallery: Helped Circulate the Call for Artists, identify artists and help with artist selection

Streets Alive: Project Producer

North Star Visual: Printer and Installer (locally owned Oakland business)

In this packet are the following items:

- A short background and sampling of previous Utility Box art projects implemented by Streets Alive
- The Artists FAQ we give to all artists to explain our process and what is required for participation
- Artist Descriptions of Work
- Utility Box proposal by Christopher V. Redman and a short biography of the artist
- Utility Box proposal by Gale Madyun and a short biography of the artist
- Utility Box proposal by Thailan When and a short biography of the artist
- Project Timeline
- Property Owner verification and approval (City of Oakland Public Works)
- Waiver of Proprietary Rights for Artwork Placed on City Property (3)
- Demonstrated Community Support and Notification
- Budget
- Maintenance Plan and Maintenance partners

Thank you for your time and consideration!

Ariana Katovich, Director, Streets Alive



Cultural Arts Programs

Cultural Arts & Marketing Division

Oakland Public Art Advisory Committee Review Form

Artist's Name / Project Contact Ariana Katovich

Organization Earth Island Institute

Date 4/18/14 Phone # 510-859-9154

Property Owner City of Oakland Utility Boxes

Email jtenette@oaklandnet.com

Street Address Oakland Public Works Agency: 7101 Edgewater DR

City Oakland State CA Zip 94621

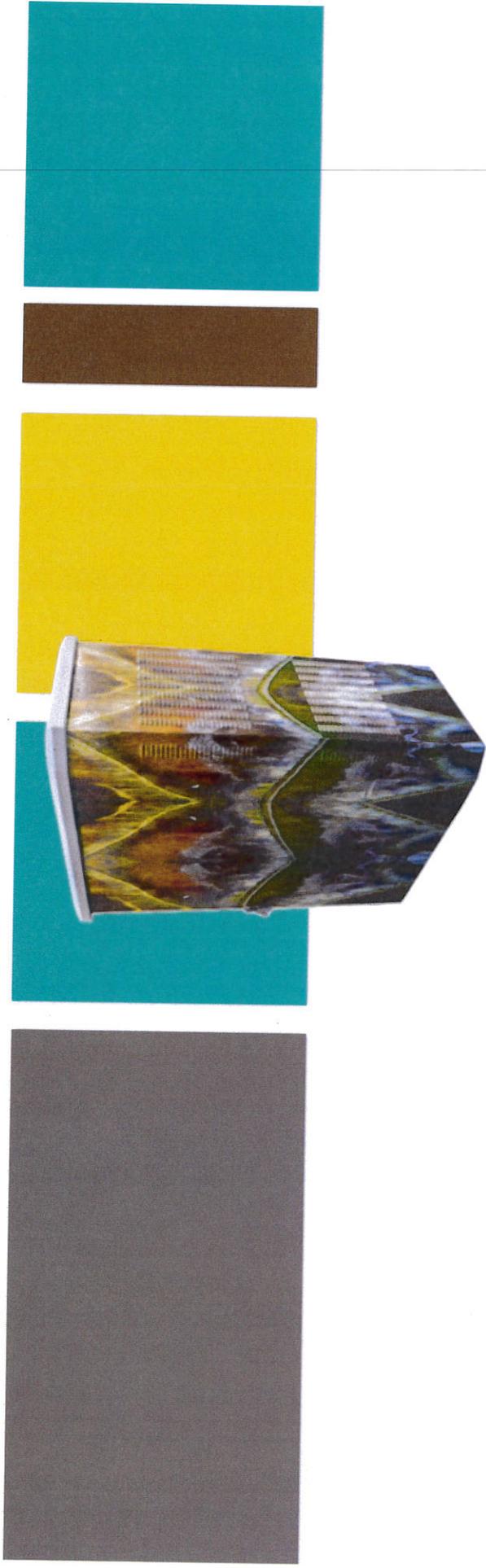
Proposed Site of Project (Address/Cross St. with physical details) 2 boxes @ SE corner of 13th + Broadway,
1 box @ SE corner of 17th + Broadway and 2 boxes @ E side of
Latham Square on Broadway.

Attachments Checklist

Attach a separate document to address the following items:

- Description of proposed design
- Artist Resume / List of Relevant Past Experience
- Materials and processes to be used
- Photos of site
- Color rendering of mural design and/or 3-dimensional model(s)
- Mock-up of artwork at site (can be combined with site photos and color rendering)
- Timeline
- Written permission from property owner
- Artist Waiver (if required). See attached
- Demonstrated Community Support / Notification
- Budget
- Maintenance Plan

UTILITY BOX PROJECT



- Revitalizing the street scape through installation of artwork on utility boxes
- Empowering local artists
- Using art as the platform for storytelling and communication
- Turning neglected urban landscapes and infrastructure into art pieces and community gathering spaces





Ryan Kerrigan
"Redwood"
Sponsored by
Earth Island Institute



Mariana Garibay R.
"Network in Green"
Sponsored by Tom Bates



Studio One Arts Center
"A Healthier Future"
Sponsored by
Open Circle Foundation

EXAMPLES OF BERKELEY'S UTILITY BOXES

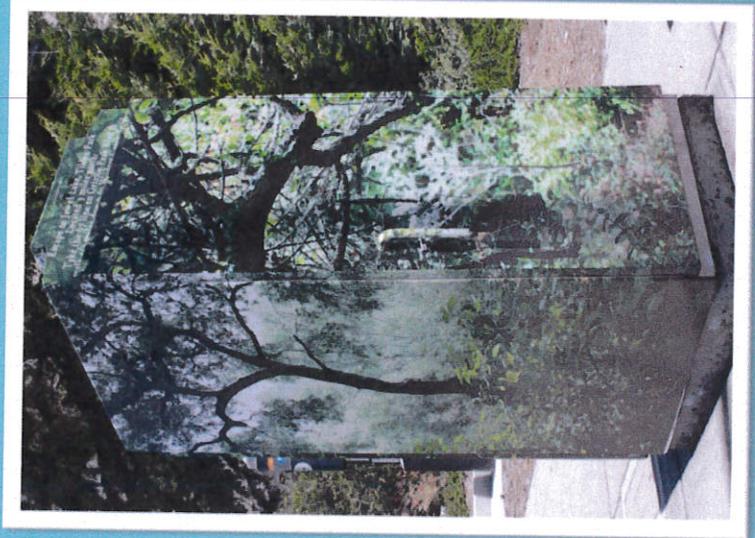
STREETS ALIVE! PUBLIC ART UNVEILINGS IN BERKELEY

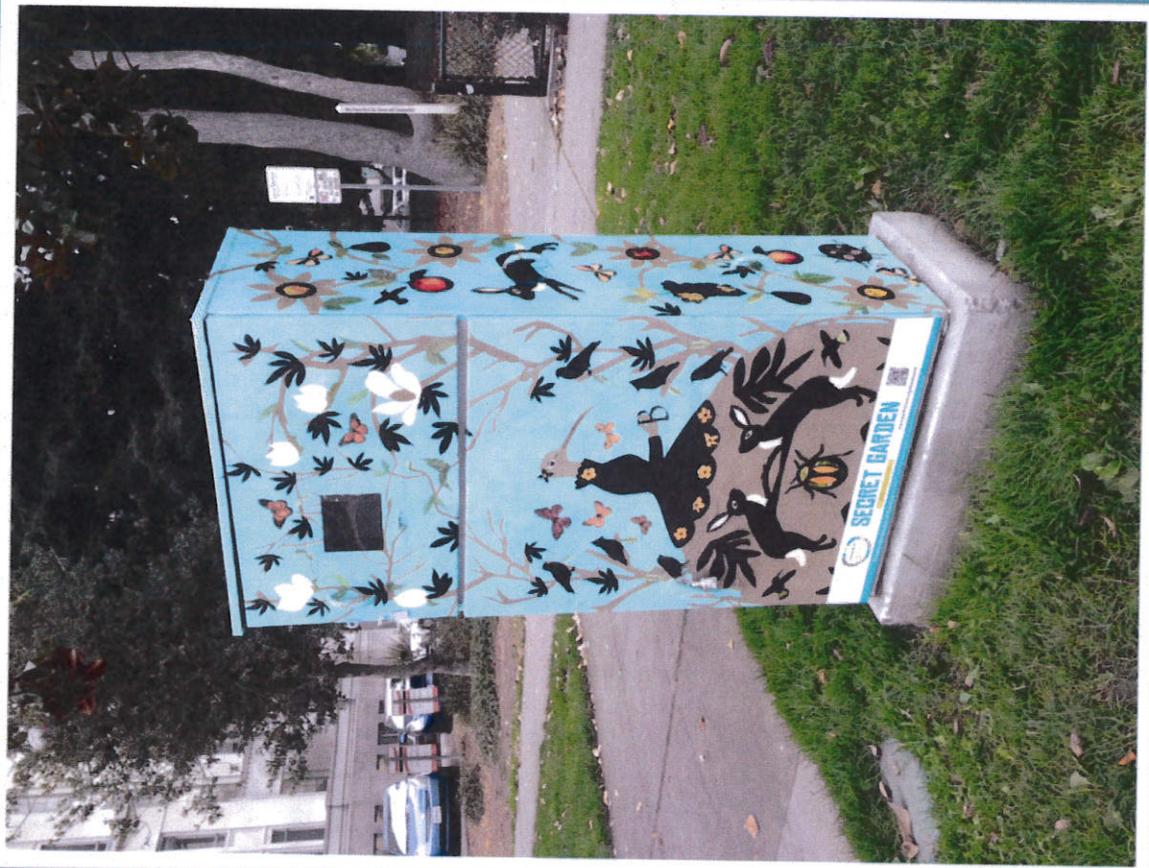
Our first unveiling in
October 2011



Tom Bates unveiling the box he sponsored on Center and Shattuck
with artist, Mariana Garibay R. (left of Mayor)









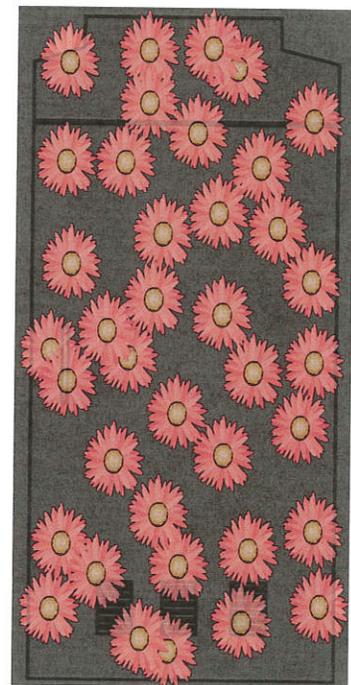
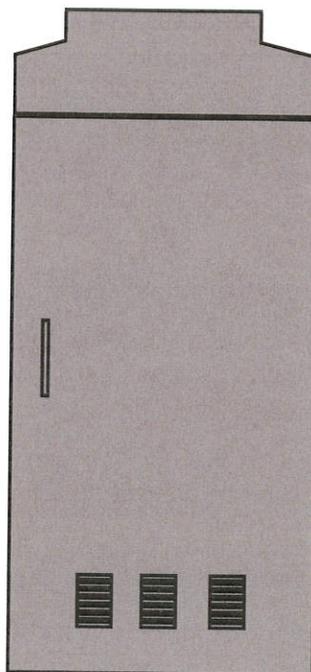
FREQUENTLY ASKED QUESTIONS: DESIGNING A BOX FOR THE STREETS ALIVE! UTILITY BOX PROJECT

Thank you for participating in the Streets Alive! Utility Box Project.

For Additional Questions Contact:
Earth Island Institute's Streets Alive! Initiative
Ariana Katovich, project director
office: 510-859-9154
ariana@earthisland.org

This list of F.A.Q's should get you started.

- 1. I have been selected as an artist for the Streets Alive! Utility Box Project. What are my first steps?**
You have been assigned to a specific box by a specific sponsor. Streets Alive! will help coordinate an initial meeting with your sponsor if needed. You will be given any necessary information in regards to the theme of the box. Please be sure to visit your box and get a feel for the location, surrounding landscape and built environment in order to help inform your design process.
- 2. I understand I will need to submit properly scaled designs, how do I go about getting the information needed to start my design work to scale?**
 - You will want to go out to your box with a tape measure (a soft tape measure, such as seamstress tape is ideal but a regular long tape measure will work too as long as you get your measurements as close to the infrastructure as possible). We encourage you to photograph your box and look at the box and understand its particulars: locks, hinges, vents, etc. these boxes are working infrastructure.
 - You want to measure the panels of where your design will go, and **make sure that you will include an additional 1.5 inches for the bleed on each side of the box.** You will also want to measure the distance from the top of the panel to the roof of the box (making sure to account for the folds above the panel). This is usually a 6-7.5" bleed on large boxes like the one below. Smaller boxes may not have a roof like this.



Final Design Files Submitted would be 27" horizontal (24" + 1.5" inch bleed on each side)" x 66.5" vertical (6.5" for roof bleed and 1.5" bottom bleed) for a two sides of a box this size. Main art space should fit within the 24" x 58.5" panels, excess is for bleed only. Updated 12/2013



Final Design Files Submitted would be 33" horizontal (30" + 1.5" inch bleed on each side) x 71.5 vertical (6" for roof bleed and 1.5" bottom bleed) for a two sides of a box this size. Main art space should fit within the 30" x 64" panels, excess is for bleed only.

- We will print your design in 4 separate panels, and will install each panel on each side of the box. You will need to provide enough bleed (as indicated above) so that we can wrap the edges, or allow the panels to line up on each side if your design is one that is meant to connect. Please make sure to take into consideration that each side of the box is not the exact same size. Generally two sides are shorter and narrower than the other two, so you need to make sure that your artwork fits within those panel sizes.
- The polymer will be printed in 4 rectangles (to fit each side of the box). When the polymer is being installed, the installer will cut away any seams, vents and holes for ventilation. Locks and handles will be left exposed unless there is excess laminate and the installer can wrap them to match.
- There are also vents on each box. We can cover the vents with your design, and cut away at the design so that the vent is covered with art, but also allows for the airflow the box needs to stay vented.
- Don't worry about gaps (in the case of a top half of the box being smaller than the lower half). The installer will make necessary cuts as long as you provide us with a single continuous design for the box, with the details of the design that fit within the panels
- Do not put major details on the edge of the work, some of the edges may get trimmed to fit boxes during installation.

3. What medium can I work in?

-Any medium that can be scanned and printed: acrylic, oil, watercolor, marker, colored pencil, photographs (but you must have the rights to use the image). You can use mixed medium as well!

4. How is the box prepped before my art is installed?

- The box will be lightly sanded before the art is adhered. It will not have any major bumps, but the surface will not be totally smooth (there is about 10 years of paint on the boxes already).
- The designs are being printed in 4 panels (one panel per side of a four sided box), but the sides can over lap if you have a design that you want to connect at the edges.

5. Is there a preview review of ideas by artists, sponsors and others?

Artists should submit draft designs to Streets Alive! so that we may vet it with the Visual Arts Selection Panel members. This will help the process run more smoothly. Of course, artists should also run the idea/draft by sponsors at least once before submitting the draft to Streets Alive! and the Visual Arts Selection Panel (VASP).

6. How far should an artist go with an idea before presenting a draft to the City's Public Art approval process?

Artists should create a design, run it by the sponsor, make any other changes, then submit that draft to Streets Alive! If the VASP does not recommend any changes, we will approve it and then shepherd it through the Public Arts Committee and then the Civic Arts Commission itself.

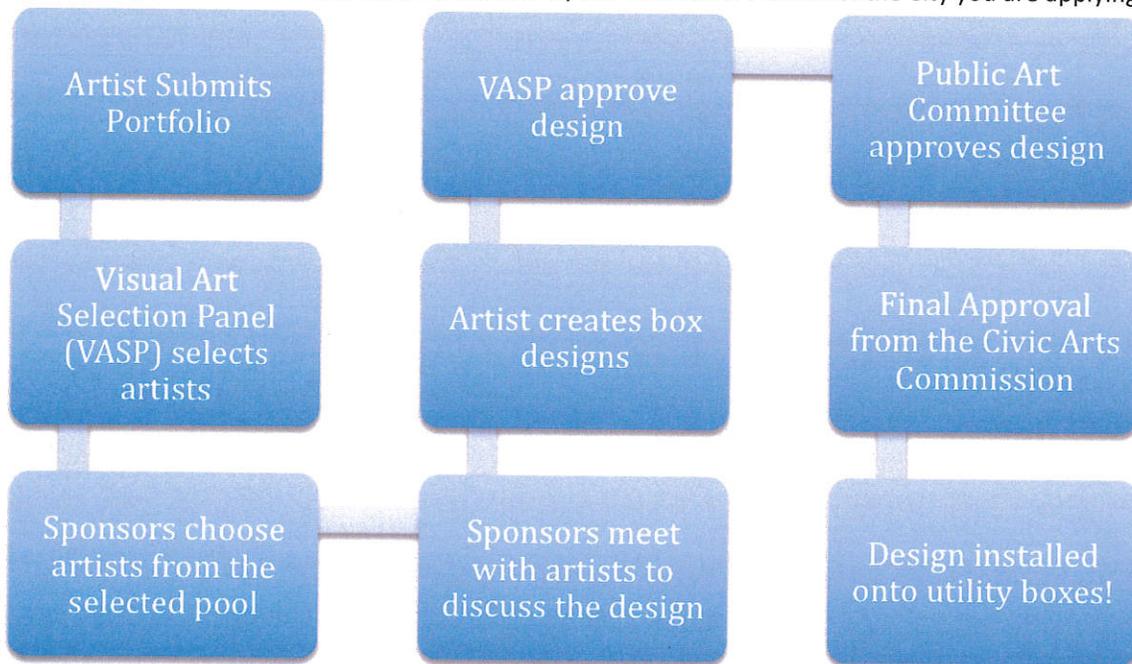
7. "It's not clear to me whether you want each side of the utility box to be an independent image with a message or if one side of the box can convey the primary message with the other 3 sides attracting attention to the primary side."

The design aesthetic is up to you. We have a number of boxes up already, if you would like to look at them to get some ideas. Visit our website, <http://www.earthisland.org/streetsalive> and look under "Projects" to view the boxes that are currently out on the streets.

*It is also important to think about how the community will interact with these boxes. We do want to discourage graffiti, so that generally means we don't want a lot of white space, or blank space, on the boxes.

8. What is the step-by-step approval process?

- We have developed a flow chart (below), which basically demonstrates the approval process: First it has to be approved by the Visual Arts Selection Panel, then by the Public Arts Process of the City you are applying to.



9. "Does the artist help in any way at the time the polymer sticker is placed?"

That is not necessary. Our printer and Installer, will handle the installation process. They will print a test of each print to ensure colors are correct. We suggest artists opt to review their color prints that they will be turning in along with their final digital designs to ensure the quality and provide the printer with a color proof so that they can match the colors accurately.

10. What are some examples of successful box installations?

Keenan Gravier's (left) on Telegraph & Bancroft: Though the box is a different size on the top and the bottom, Keenan measured and took note of these areas and made sure that the four panels were adequately designed to fit with enough bleed to wrap the box for this continuous design.

Right, is an example of how an artist, Masako Miki paneled out her designs based on the layout and dimensions of her box to ensure that the most important element of her design are within the central panels.



11. How will my art be protected once it is installed?

We are printing the images onto 3M High Quality polymer, with an additional overlay of anti-Graffiti film. In the event your art does become victim to graffiti, we can wipe it off with rubbing alcohol. In the event it gets scratched or damaged in any way, or in case the City needs to replace the electrical box, we can reprint the art and reinstall.

12. When do I get paid?

Artists are compensated when their final designs are approved by the City's Public Arts Process and the final art has been given in digital form ready to be printed to Streets Alive!

13. My Design is ready, has been approved and we are now ready to print. NOW WHAT?

Here is exactly what you need to provide us with to ensure a smooth installation process:

1. Laser Print Hard copy (not to exceed 11x17) for color matching
2. pdf of complete layout indicating which panel goes on which side of the box - East Facing, West Facing, etc. (does not have to be 100%) just for visual reference only.
3. Ensure that your artwork is scaled to fit within the art space of the panels with appropriate bleed for the sides and the roof of the box and described above. Convert all text to OUTLINES, and save files as PDFs at 100%. Please scale down DPI to 150 while maintaining the exact measurements of the box. You should have four files— one file for each side to be printed.

Art work should be submitted on CD along with the printouts requested and dropped off to our office.



STREETS ALIVE!

an initiative of
Earth Island
Institute
David Brower Center
2150 Allston Way,
Suite 460
Berkeley, CA 94704

Telephone: 510-859-9154
Fax: 510-859-9091
earthisland.org/streetsalive

ARTIST DESCRIPTIONS OF THEIR WORK

Thailan When

My concept for the large box is that the women shown are sort of like guardians/protectors looking out in every direction. For the smaller box I would like to do a layout of my Chinese Zodiac animals. So essentially the smaller box would be like a space cube with all the animals floating in starry space. I think it would look really cool and compliment the larger box, which also has a space theme. Both boxes would have a starry space background.

Christopher Van Redman

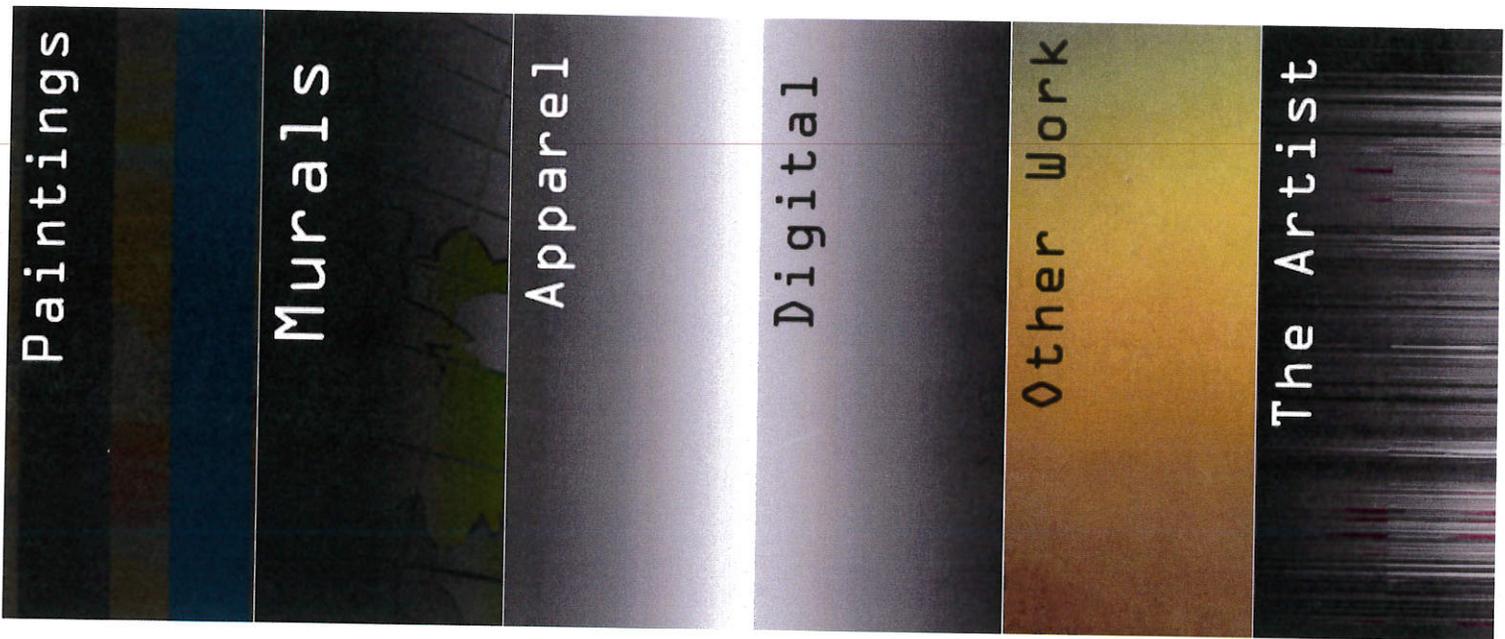
I think the boxes will work well together, especially because the surface of the color swatches (side panel pieces for each box) & the smaller box with the Elephant being lifted by the butterfly has a resin over it, and when its photographed it captures and retains this fluid almost water-like sheen that will only be further enhanced by the sealant you put on the boxes.

Gale Madyun

One of the panels of the art will have text added by the Streets Alive Designer: "Who could have dreamed in 1965 that the alternative society would eventually multiply to such extraordinary proportions that it becomes our mainstream." Bill Graham
This Box was sponsored by the Bill Graham Foundation and it celebrates his contributions and legacy to the community.
As I learn more of the life of Bill Graham the words and admiration are for a true renaissance man who lovingly and successful built a business of music with compassion and an astute finger on the pulse of history.

ARTIST: Christopher V. Redman
LOCATION: 2 Boxes at the South East Corner of
13th and Broadway





The art of Christopher Van Redman is the result of a process that juxtaposes form with abstraction. Chris' background in street art in conjunction with his interest around architectural design provide the basis for the structural aspect of his work while the abstract qualities arise from creative chaos intermittently allowed to graze from the confines of his imagination.

Each piece takes advantage of multiple mediums to create effects not limited to one discipline, highlighting the opposing forces while maintaining continuity. Although traditional mediums such as oil are common in his practice, experimentation with acrylic paint and new glazes in combination with elements such as aerosol, collage, enamel and resin among others illustrate a new breed of painting that breaks free of traditional constraints.

The harmony presented from these two contrasting elements serves as the first visual layer, but underneath exists an infinite number of perceptive possibilities that play on Chris' use of colorful allegorical themes, orchestrated abstraction and a desire to question his reality and the disconnect between perception and experience.

ARCHITECTURE & ENVIRONMENTAL DESIGN PORTFOLIO



Earth Island Institute
2150 Allston Way, Suite 460
Berkeley, CA 94704-1375

Telephone: 510-859-9100
Fax: 510-859-9091
www.earthisland.org

Exhibit A
Earth Island Institute
Public Art Project – (Art project name) Streets Alive! Mural Art Project
Mural Art Design

(Include images of Design below)



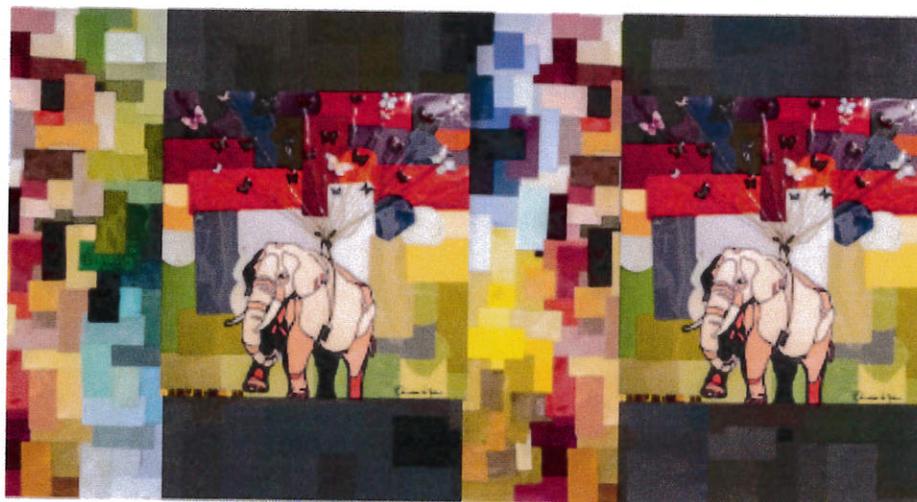
64 in" x 32.75 in"

64 in" x 25 in"

64 in" x 32.75 in"

64 in" x 25 in"

Bigger Box



48 in" x 15 in"

48 in" x 30 in"

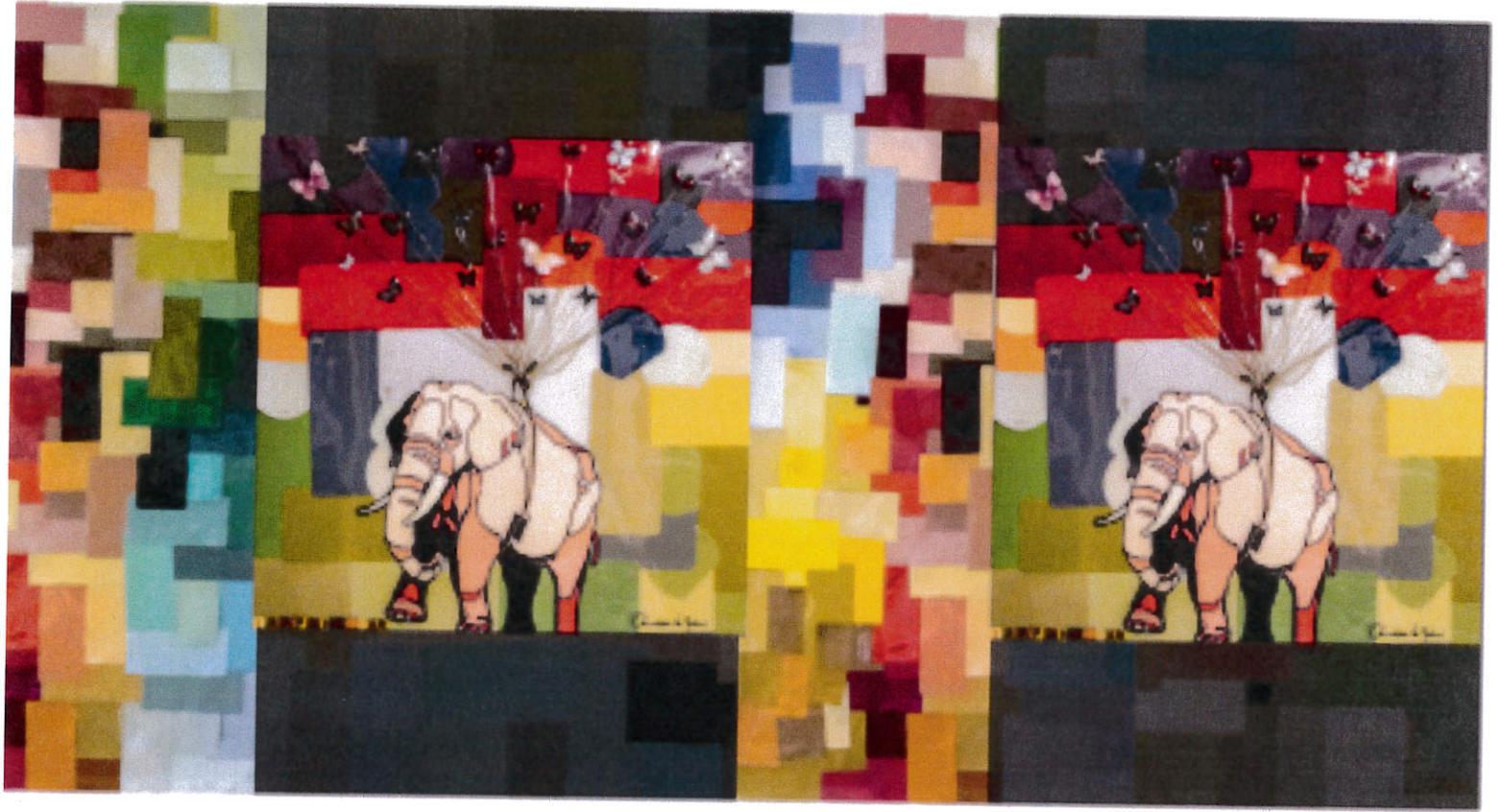
48 in" x 15 in"

48 in" x 30 in"

Smaller Box

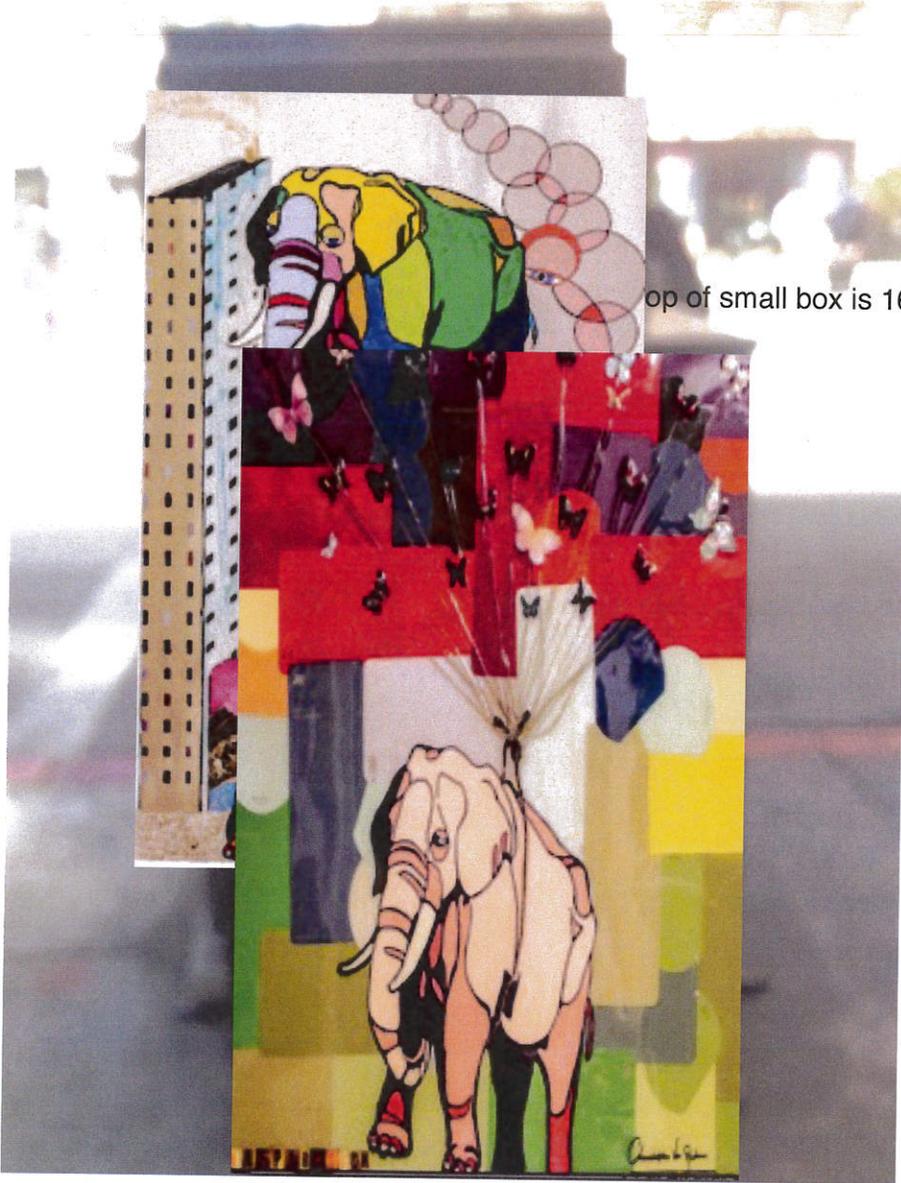


Larger Utility Box





SOUTH SIDE

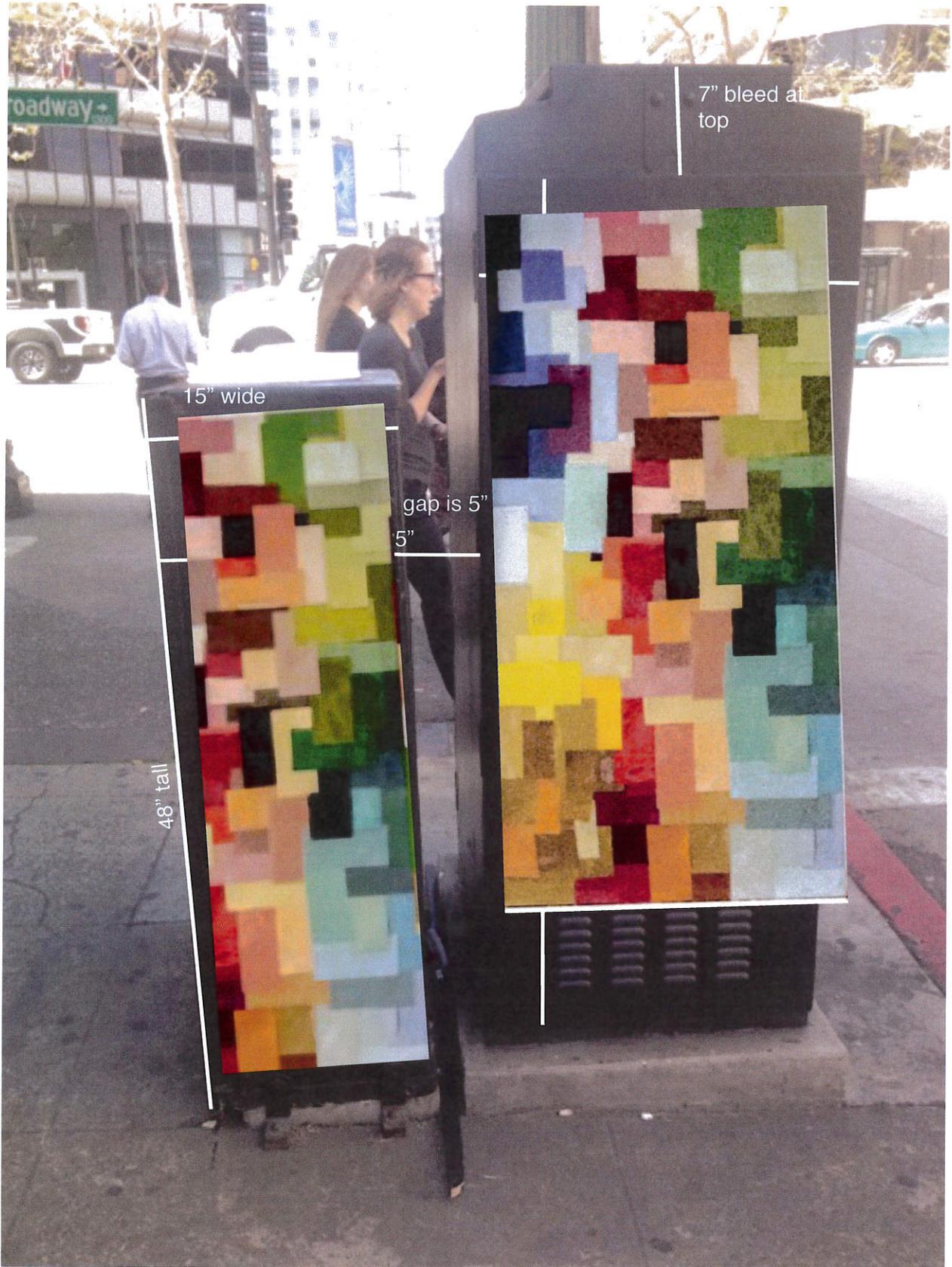


top of small box is 16" x 30"

NORTH



EAST SIDE



ARTIST: GALE MADYUN
LOCATION: South East Corner of
Broadway and 17th



Gale Madyun

- [Home](#)
- [Exhibitions](#)
- [Collections](#)
 - [2013 – Second 6 Months](#)
 - [2013 – First 6 Months](#)
 - [2012 – Second Six Months](#)
 - [2012 – First 6 Months](#)
 - [Lake Merritt Room](#)
 - [Bitches Brew Room](#)
 - [Way Station Room](#)
 - [My Room](#)
 - [Philosophy](#)
 - [Beautiful Big Bottomed Women](#)
- [Contact](#)



I am a descendant of the Tribe of the Middle Passage and an escaped woman slave of contemporary times.

NORTH





HENRY J. KAISER
CONVENTION



CENTERS



COLISEUM



DAYS

on
the

GREEN



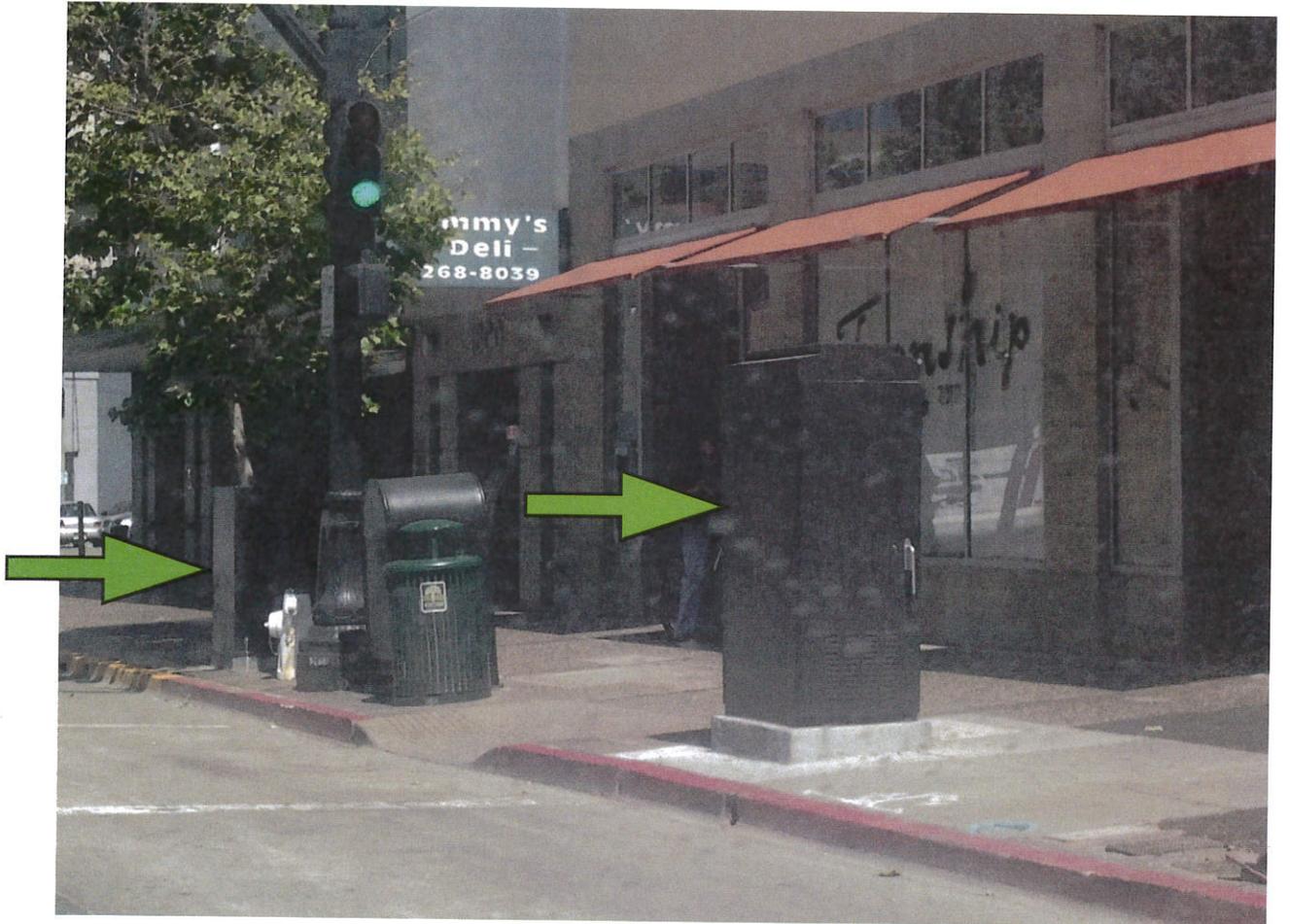
WEST



EAST



ARTIST: THAILAN WHEN
LOCATION: East Side of Latham
Square (on Broadway)





[fullscreen view](#)



Birthplace
Bangkok

Birth year
1980

Lives in
Oakland

Works in
Oakland

Website
<http://www.thailanwhen.blogspot...>

Tags
exhibition/performance, conceptual, graffiti/street-art, abstract, modern, surrealism, performance, arts-education mixed-media installation, collective, publication, studio-lofts, non-profit, gallery, cultural-center pop

Statement

I believe in the dream

Recent Exhibits

Thailan When participated in these exhibits:

Mar, 2010 [*Spring Garden Group Show*](#)
Artist-Xchange

Sep, 2009 [*APAture 2009: A Spotlight on Asian Pacific American Art*](#)
goforaloop Gallery & Studios

Nov, 2008 [*GLAAD OUTAuction 2008*](#)
Metropolitan Pavilion

Exhibited with these artists

Thailan When has Exhibited with these artists:

[+ add to mylist](#) [forward by email](#) [email this artist](#) [report abuse](#) [contact us for help](#)

Tweet < 0

[g+ Share](#) Share this

Like

Amoreena Berg	Laura Browning
Aiko Designs	Eko Jewelry Designs
KKPW Designs	Heidi Durbin
Renee G. Eaton	Georgianne Fastaia
Faccia Felice	Helen Friedman
Sonia Gill	Brienne Hans
Patti Heimbürger	Charlie Homo
David Imlay	Marilyn Jones
Bruce Katz	Rivkah Kaz
Mark Lifvendahl	Tim Lukowiak
Will Manville	Stephanie Mufson
MZZTRZZ	Junko Van Norman
Rebecca Peters	Amanda Potter
Shilo Ratner	Rebecca Roman
Hiroko Sakai	Eve Shen

Exhibited at these venues

Thailan When has Exhibited at these venues:

[Artist-Xchange](#) [goforaloop Gallery & Studios](#)
[Metropolitan Pavilion](#)

[CONTACT US](#) [ABOUT](#) [ADVERTISE](#) [GEORGIA FEE RESIDENCY](#) [SUBSCRIPTIONS](#) [FAQ](#) [JOIN THE TEAM](#) [TERMS](#)

Copyright © 2006-2012 by ArtSlant, Inc. All images and content remain the © of their rightful owners.



























THAILAN WHEN: LARGE BOX



East side of large box



North Side of Large Box



West Side of Large Box



South Side of Large Box

Thailan When: Small Box



West Side



South side



North Side



East Side



STREETS ALIVE!

an initiative of
Earth Island
Institute
David Brower Center
2150 Allston Way,
Suite 460
Berkeley, CA 94704

Telephone: 510-859-9154
Fax: 510-859-9091
earthisland.org/streetsalive

TIMELINE

September-November 2013: Call for Artists Circulation

November-December 2013: Artist Selection

January to April: Artist Design

May 2014: City of Oakland Approval process

May-June 2014: Final Files rendered for print and print/installation

June 2014: Box Inauguration and walking tour event/press

----- Forwarded message -----

From: **Tenette, John**

Date: Tuesday, June 11, 2013

Subject: Utility Box Ownership

To: Andrew@downtownoakland.org

Cc: "Canestro, Allan" <ACanestro@oaklandnet.com>, "Womack, James"

<JWomack@oaklandnet.com>, "Ferguson, David"

<dferguson@oaklandnet.com>, "Clanton, Daniel"

<dclanton@oaklandnet.com>, "Wilson, Stephanie J"

<SWilson@oaklandnet.com>, "Chan, Paul" <pchan@oaklandnet.com>

Good morning Andrew,

I received the approval from David about installing art work on our Traffic signal controller boxes. We are looking forward to working with you on this project. There are a few rules that need to be observed when applying materials to the City cabinet structures:

- All vents, lock openings and hinges must remain free of foreign materials which could impede their function.
- All materials must be non toxic /non-corrosive and adhere to the surface in a manner which prevents them from eroding or shedding into the storm water system.
- The City of Oakland will not be responsible for any art work applied to the cabinets and in the event that the cabinet must be replaced, the art work will not be saved or returned to the artist.
- Should the art work not be maintained in a manner which reflects positively on the City and the community or does not allow for designed operation of the units, it will be removed from the cabinet surface or the cabinet replaced and the art work will

not be saved or returned to the artist.

We look forward to meeting with you for the art project.

Thanks

John Tenette

Electrical Construction and Maintenance Planner- Electrical Services

City of Oakland | Public Works Agency | APWA Accredited Agency

7101 Edgewater Dr, Bldg 3 | Oakland, CA 94621

(510) 615-5438 | (510) 615-5433 Fax

jtenette@oaklandnet.com

Report A Problem | Public Works Agency Call Center | (510) 615-5566

www.oaklandpw.com | pwacallcenter@oaklandnet.com | Mobile app: SeeClickFix

Andrew Jones

Andrew@downtownoakland.org

7/2/13

Apparently, every single box identified on the map you sent over is City of Oakland owned. So lets go get them all wrapped!!!

Andrew Jones

District Service Manager

Lake Merritt Uptown District Association

Downtown Oakland Association

510.238.1122

Andrew@downtownoakland.org

Andrew@lakemerritt-uptown.org



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 [describe artwork/project: mural, sculpture, etc. and medium]:

Entitled [title of work]: **"Structural Endeavors"**

and located at [identify site, including interior location if applicable]:

13th & Broadway, Oakland CA

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

Artist's Address for Notice [insert artist's name and complete address]:

Christopher Van Redman
2342 Shattuck Ave. #857
Berkeley, CA, 94704

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: [Insert Address of Client Department with jurisdiction over property]:

Christopher V. Redman
Artist Signature/Date

17th, April 2014

City Signature/Date



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 [describe artwork/project: mural, sculpture, etc. and medium]:

Entitled [title of work]: The Guardians

and located at [identify site, including interior location if applicable]:

The utility boxes in front of 1540 Broadway, Oakland

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

Artist's Address for Notice [insert artist's name and complete address]:

Thailan When, 261 10th St. Ste. 205, Oakland, CA 94607
(718)757-6327 dreamsandlife@gmail.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: [Insert Address of Client Department with jurisdiction over property]:

Thailan 4-16-14
Artist Signature/Date

City Signature/Date



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 [describe artwork/project: mural, sculpture, etc. and medium]:

Utility Box

Entitled [title of work]:

Oakland Remembers Bill Graham

and located at [identify site, including interior location if applicable]:

17 and Broadway

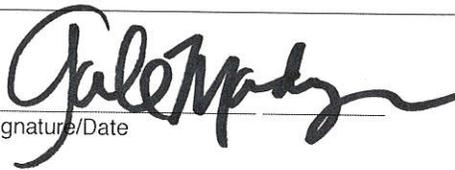
in whole or in part, in City's sole discretion.

Artist's Address for Notice [insert artist's name and complete address]:

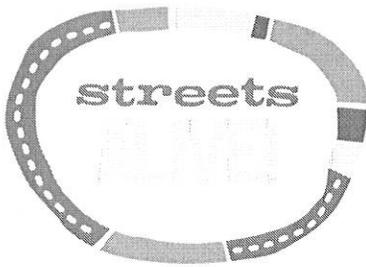
7941 Outlook
Oakland CA 94605

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: [Insert Address of Client Department with jurisdiction over property]:

Artist Signature/Date

 4-15-14

City Signature/Date



STREETS ALIVE!

an initiative of
Earth Island
Institute
David Brower Center
2150 Allston Way,
Suite 460
Berkeley, CA 94704

Telephone: 510-859-9154
Fax: 510-859-9091
earthisland.org/streetsalive

Demonstrated Community Support and Notification

Streets Alive! is fortunate to have the Downtown Oakland Association as its primary partner in this project. Andrew Jones and his team have helped to spread the word about this project and work with the business community to understand our project's goals. We also partnered with Pro Arts Gallery, working primarily with Amy Spencer. Amy assisted us in releasing a call for artists, which we kept open for 10 weeks, to attract diverse Oakland artists.

I am attaching samples of flyers that we circulated to the Oakland and wider East Bay Community. We sent a packet of postcards advertising the call to over 30 art galleries, and developed Street teams to distribute postcards and flyers at 2 first Friday events in Oakland. We printed and distributed over 2,000 cards. We also circulated the Call for Artists on social media (twitter, facebook and instagram) and over listserves in the community to reach an even wider audience. Earth Island Institute has over 40,000 followers on Twitter and over 5,000 facebook connections.

We also threw a large party and fundraiser at the end of the year at the Firehouse Art Collective in South Berkeley. We also timed the call for artists to end on the day of our event, and cross promotions helped to boost the visibility of both. The Call for artists and our end of the year event were featured in Berkeleyside and the East Bay Express.

We received 45 entries for the call, of which we whittled to 20 with input from Pro Arts. From there, our sponsors (Downtown Oakland Association and Bill Graham Foundation) looked at the portfolio of selected artists and ranked them for selection. Through the process, three artists were chosen and their art is enclosed in this packet.

CALL FOR ARTISTS

BRING YOUR ART TO THE STREET!



YOU +



DEADLINE TO SUBMIT IS: 11.15.13

LOOKING BACK TO SEE OUR WAY FORWARD | DESIGNED BY BERKELEY HIGH ARTS + HUMANITIES ACADEMY



STREETS ALIVE!
Earth Island Institute
2150 Allston Way, Suite 460
Berkeley, CA 94704-1375

STREETS ALIVE!, an initiative of Earth Island Institute, restores urban areas through **PUBLIC ART**. We use art as a platform to communicate the importance of sustainability, education and cultural diversity.

Applying is easy and free!

- Go to eii.org/streetsaliveapply
- Fill out an application
- Include 3-5 portfolio samples

Please feel free to email any questions to streetsalive@earthisland.org.

Current Partners



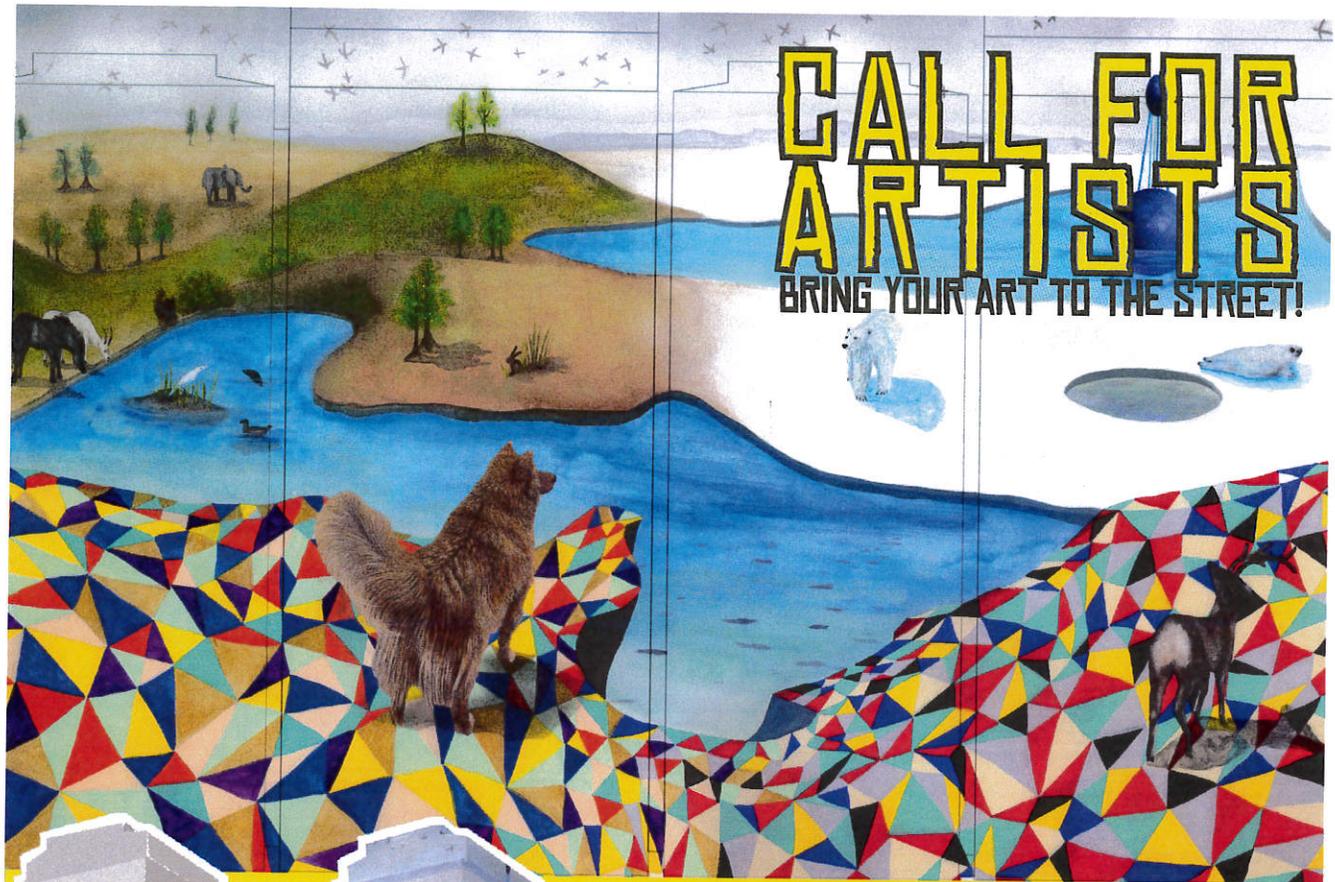
Visit earthisland.org/streetsalive for deadlines and details.
We look forward to working with you!

Streets Alive! | Earth Island Institute | www.earthisland.org/streetsalive

CREATE ART
FOR UTILITY BOXES
IN BERKELEY +
OAKLAND!



WE WANT TO
STAY HERE
FOR A LONG TIME
DESIGNED BY
MASAKO MIKI



CALL FOR ARTISTS

BRING YOUR ART TO THE STREET!

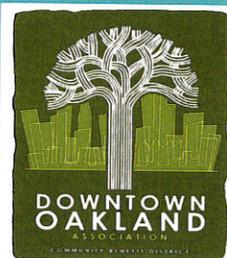
WE WANT TO STAY HERE FOR A LONG TIME | BY MASAKO MIKI



STREETS ALIVE! is an initiative of the Earth Island Institute that works to restore urban areas through **PUBLIC ART**, which communicates issues of sustainability, education and cultural diversity. We have installed art on 25 utility boxes to date and are expanding the Streets Alive! project, which means there are more blank utility boxes, waiting to be brought alive with **YOUR** works of art!

STREETS ALIVE! invites local **DAKLAND** artists to submit 3-5 artwork samples. **STREETS ALIVE!** maintains an archive of preselected artists' portfolios for future sponsored utility boxes. Once **STREETS ALIVE!** receives sponsorship for a specific box, artists will be selected from our portfolio archive. The selected artist then creates art for the selected utility box. See below for application details.

in collaboration with





TRANSFORM UTILITY BOXES INTO ART!

STREETS ALIVE! IS EXPANDING:

EARTH ISLAND INSTITUTE and the **DOWNTOWN OAKLAND ASSOCIATION** is collaborating to bring the Streets Alive! initiative to Oakland. Streets Alive! will place art on Utility Boxes owned by the City. The goal of Streets Alive! is to improve and enhance the urban experience through public art.

Streets Alive! is currently looking for **LOCAL ARTISTS** to transform the streets of Oakland and Berkeley into works of public art. This is your **CHANCE** to make a huge impact on your urban environment!

LEARN MORE:

EARTHISLAND.ORG/STREETSALIVE
[FACEBOOK.COM/STREETSALIVEBERKELEY](https://www.facebook.com/streetsaliveberkeley)
[TWITTER.COM/STREETS_ALIVE](https://twitter.com/streets_alive)

APPLY:

Please visit the **"APPLY"** section of our website for rules, guidelines, and an application.



Designed by Ryan Kerrigan

STREETS ALIVE
 OAKLAND UTILITY BOX PILOT PROJECT

BUDGET

EXPENSE

Item	Amount	Unit Cost	Total	
Artist Fee	3 artists	\$500	\$1500	
Installation Fee	4 boxes	\$250	\$1000	
Printing (per square foot)	171 square feet	\$12	2,051.00	
Production (Streets Alive)	40 hours	\$45.00	\$1800	
		Subtotal	6351.00	
Earth Island Overhead (10% of total)			\$635.00	
		TOTAL	\$6986.00	

INCOME

Source	Amount	Status	Total	
Downtown Oakland Association	\$4846.74	Received	\$4846.74	
Bill graham Foundation	\$3,000	Received	\$3,000.00	
			\$7846.74	



STREETS ALIVE!

an initiative of
Earth Island
Institute
David Brower Center
2150 Allston Way,
Suite 460
Berkeley, CA 94704

Telephone: 510-859-9154
Fax: 510-859-9091
earthisland.org/streetsalive

Maintenance Plan

Please see the attached letter from the Lake Merritt Uptown Association and the Downtown Oakland Association, who will be assuming all maintenance for the utility box artwork in their district.

In general, art will be printed on:

3M IJ180 with anti-graffiti laminate:

3M Controltac Plus Graphic Film IJ180-10 is an excellent choice in making outdoor durable graphics. Combined with medium term exterior durability, excellent hiding power and a positional / repositionable adhesive, this vinyl is ideal for larger applications such as commercial signs, striping, and fleet / vehicle graphics.

Product features:

- Film is a 2-mil (3 to 4 mil with adhesive), opaque white vinyl with a pressure-activated adhesive.
- Positional and repositionable adhesive makes 3M IJ180-10 an ideal choice for larger graphics.
- Medium term exterior durability of up to 3 years
- Wide application and removal temperature makes installation and removal achievable in any climate.

Graffiti is easily removed in most cases with an orange/soy-based solvent or preferred graffiti removal solvent. In rare and stubborn cases (Sharpie Marker removal), dispirited alcohol can be used (although not advised because it degrades the anti-graffiti coating).

Panels are easily removed after their lifespan. Streets Alive recently removed a panel that had been on a box for 2.5 years and it came off very easily by just peeling it off the box.

After launching the Streets Alive program in 2010, we have several boxes in Berkeley that have been installed for over 3 years and have received unsolicited notes from the Public Works Department that the artful utility boxes are deterring graffiti noticeably. Streets Alive is excited that our work has multiple benefits to the City!



UPTOWN DOWNTOWN

Downtown Oakland and Lake Merritt/Uptown Community Benefit Districts

To Whom It May Concern:

The Lake Merritt Uptown and the Downtown Oakland Associations are funding the wrapping of utility boxes within our boundaries with Art. We have contracted with Earth Island Institute to help facilitate this process, in order to ensure a fair and local process for the artists selected to participate.

As part of our plan we will be provide regular maintenance of the artwork on the selected boxes to ensure that they remain a valuable part of the cultural fabric of Downtown, not a blight.

If you have any further questions or concerns please feel free to contact me directly.

Sincerely,

Andrew Jones
District Service Manager
Lake Merritt Uptown Association and
The Downtown Oakland Association
510.384.7874