

## 1. Description of proposed design

The Alice Street Mural Project is original in that it weaves together an in-depth documentary process with the development of a large-scale mural to transform a blighted parking lot into a colorful testament to the diverse intersection of cultures that flourish at its location. Numerous “culture keepers,” artists and historians from the historic Hotel Oakland and Malonga Casquelord Center will be interviewed on the history of the neighborhood and the communities that thrive there. Translators will be used to conduct interviews with native Chinese speakers. The final film will include Mandarin and English subtitles, so that both the Chinese and English-speaking communities can watch it at the same time. The interviews and research conducted will inform the design of an approximately 10,000 sq. ft. mural wrapping onto three buildings that face Malonga and Hotel Oakland. Upon completion of the mural, CRP will hold a mural dedication ceremony and neighborhood block party featuring live music and dance.

Alice Street makes a monument to the existing communities and deep history of the area that it is created in. It documents the neighborhood through its stories, its leaders and its residents. And while even the most elaborate mural can only capture so much of the people, the documentary and accompanying website allows the stories to grow beyond what is painted, and facilitates visitors’ connection to the programs and people in the area.

We expect that this project will profoundly impact the site where it is created. We hope to facilitate increased healthy dialogue between the Chinese and African / Afro-American communities. The project will resonate far beyond the neighborhood, as the mural monument will be highly visible to anyone passing through the downtown area. In addition, we plan to show the documentary at local film festivals and spread the word about this unique area far beyond Oakland through social media. The website will serve as a free online DVD, complete with links to all of the programs involved, additional footage, extended interviews, and related projects like the Oakland Chinatown Oral History Project. The website provides the capacity to return in the future and record follow-up interviews with the participants, making the project live on long after the initial mural and film are complete.

## 2. Artist Resume / List of Relevant Past Experience



### **Desi Mundo - Co-Lead Artist / Project Manager / CRP Executive Director**

Desi Mundo (Sam Mulberry) is the founder of the Community Rejuvenation Project. Over the past three years, under his direction, CRP has produced more than 100 murals, primarily in the Bay Area as well as Chicago, Albuquerque, and Bologna, Italy. As an artist, he collaborated with influential aerosol artists such as ZORE, P.H.A.S.E.2, VULCAN, RAVEN and MIKE 360. Desi also has a long history as an educator and youth worker in K-12 schools, such as Oakland Unity High School, ARISE, Calvin Simmons, and OASIS in Oakland for the past 13 years. He has been recognized with a “Best of the Bay” Award by the East Bay Express for his monthly youth art series, the [“Weekend Wake-Up.”](#) Desi has a long history of community organizing and public art advocacy. He received the “Rising Leaders Fellowship from the Youth Leadership Institute in 2005. He has worked with numerous non-profit and community organizations, such as Urban Tilth, Restorative Justice for Oakland Youth, and United Roots forming lasting partnerships and powerful alliances. Desi has organized and painted murals that can be found all over the Bay Area, as well as in Chicago, Santa Fe, Montana and South Dakota. He is the founder of the Community Rejuvenation Project. He facilitates an after-school mural taller called the Arrow-Soul Council. Desi is also a prolific community organizer and founder of the [Weekend Wake-Up](#), free all-ages, community events, which won “Best All-Ages Event ” in the East Bay Express in 2006.



### **PANCHO PESKADOR - Co-Lead Artist**

Peskador is a self-taught artist born and raised in Chile under the oppressive regime of Augusto Pinochet. He attended the School of the Arts in Valparaiso as well as the Vina del Mar. He joined the TAV, Taller de Artistas Visuales in Valparaiso and began his artistic career as a printmaker with them. In 2012, Pancho was commissioned by the 67 Suenos organization to paint a three-story mural in downtown San Francisco with a group of undocumented youth. The success of that project led his receiving of the prestigious Creative Work Fund grant to create more murals with the group. Pancho has also created artwork for West Contra Costa Childrens Services and Youth Spirit Artworks Pancho's canvas work and photography has been nationally and internationally and he has painted murals in Chile, Germany, and throughout the United States.. He currently lives in Oakland, CA where he creates, as he calls it, "visual guerrillas" expressed in mediums such as paintings, drawings, prints, collages, murals and mixed media. He is a resident after-school art teacher at Melrose Leadership Academy.



### **Spencer Wilkinson - Director / Producer / Videographer / Editor**

Spencer Wilkinson is an Oakland-based cinematographer and video editor. Spencer attended the University of California, Santa Cruz and studied Cultural Anthropology with an emphasis of visual media. He completed a year of study at the University of Ghana, Legon with fieldwork in northern Ghana documenting traditional music and dance. Spencer has directed award-winning documentary films, such as Ritmos dos Meninos (Brazil) and Pass Me the Map (Mexico and Central America).

For 12 years, he has taught media arts to young people and adults in communities throughout the Bay Area, including Oakland, San Francisco, Santa Cruz, Gilroy and Watsonville. From 2009-2012, Spencer served as a Media Education and Operations Manager for a Santa Clara county non-profit television station, Community Media Access Partnership. In 2012, Spencer established a freelance video arts business, Endangered Ideas, where he currently shoots and edits music videos, commercials and short films in the Bay Area. He has worked with clients such as Sony Music and Motema Music along with non-profit organizations such as United Roots, Pacha's Pajamas, Alliance for Climate Education and People's Community Market. A portfolio of his work can be found at <http://vimeo.com/endangeredideas>.

3. \_\_\_\_\_ Materials and processes to be used

The wall will be primed with gesso sprayed through an industrial strength sprayer. The rest of the mural will be done with acrylic, spray paint, and a few mirrors and tiles adhered to the wall.

4. \_\_\_\_\_ Photos of site
  
5. \_\_\_\_\_ Color rendering of mural design and/or 3-dimensional model(s)
  
6. \_\_\_\_\_ Mock-up of artwork at site (can be combined with site photos and color rendering)

**Front Wall** - Beginning at the left, an modern Ohlone drums and sings a traditional song. The protesters are taken from several historic protests in Oakland. The women in the foreground are protesting the attempted closure of the center by Jerry Brown to make room for the Oakland School of the Arts. Interspersed are images from the Oscar Grant protests (including Oscar's uncle Cephus Johnson), the Wells Fargo shutdown in support of immigration rights, and the Black Panther Protest at the Alameda County Courthouse. Slightly above the protesters are dancers from Dimensions Dance Theater. At the center is Malonga Casquelourd playing the drum. The dancers jumping on either side are from Diamano Coura. Inside the Eyes of Horus are a natural scene of Oakland before colonization and the first non-indigenous house built in Oakland. In the top right and left corner are a Chinese Dragon and Lion.

**Uneven Wall** - This section depicts the history of the Chinese community in Oakland. The Calligrapher will be writing Chinese characters that float diagonally over the a drawn picture of the original Chinatown on 16th and Telegraph. Above the picture is Roy Chan, director of the Oakland Chinatown Oral History project. Stepping out of the photo is a Chinese fish salesman from the late 1800s, representing Chinese early entrepreneurship in the face of adversity. To the right, a headline announces the implementation of the Chinese Exclusion Act. A Chinese man in traditional regalia from the early 1900s marches, representing the holding on of the cultural practices. Likewise, a modern mother carries her baby in the traditional way. We are still researching a photo of a local modern Chinese leader to fit in the space to the right. In the background, an old train rides on the rails that the Chinese laid and a trolley moves forward to the future.

**Middle Wall** - This section depicts the history of the African-American community in Oakland. However, first, we pay tribute to AXIS dance, the Malonga Center's unique able / disabled dance troupe. Then we transition into Ishmael Flory, an activist for the Pullman Porters Union that initially brought African-Americans to Oakland. To the right is the shipyard and an African-American worker from that time period. Shipyard jobs attracted thousands of African Americans after WWII. In the background, the headline announces a state of emergency, brought on by Oakland's General Strike of 1946. A BART train emerges from the photo, representing the displacement caused by the

building of the Lake Merritt and West Oakland Stations. Jerri Lange, pioneering African-American TV broadcaster and Alice Street resident for 40 years directs the viewer to the culture of Jazz and Blues, as represented by Khalil Shaheed and Destiny Muhammed. Behind Jerri, Oakland Post editor Chauncey Bailey, who was assassinated at 14th and Alice, watches on.

**Big Wall** - On the left, Carlos Aceituno, founder of Fogo Na Roupa, plays the berimbau for two capoeiristas. Inside the arches, young Chinese Opera performers present the culture. In the left eye, the Hotel Oakland will have two hands to represent the “mother that holds the seniors” (a quote from an Alice street interview). To the right, D’wayne Wiggins, legendary Oakland musician and former owner of the Jahva House, plays his guitar. Above him, Papa Zak Diouf of Diamano Coura dances in his traditional regalia. In the center arch, surrounded by the unreadable words “Universal Language” is the Samba Funk’s queen of Carnival. To the right, there is a Chinese ribbon dancer, Bruce Lee and a tai-chi master, bring forth the cultural practices. In the right arch, dancers from Dimensions Dance Theater exult the sky. Tyler Thompson of Purple Silk Music and Arts, represents the coming together of the African-American and Chinese cultures, as Chinese opera singer. Finally, we have an Ohlone youth.

## 7. Timeline

### PHASE I

- November 1 - April 1, 2014 - Interviews
- April 1 - April 15 - Initial Mural Design Process with CRP Artists
- May 6+7 – Present Initial Community Mural Design and Video Draft from Interviews for community feedback
- June 7 – Present Final Mural Design to the Community
- July 2014 – First Stage of Mural Execution - 266 14th St. (One Month)

### PHASE II

- August 2014 - Second Stage of Mural Production - 1443 Alice Street (One Month)
- September 5 – Complete Mural, Hold Mural Dedication Event featuring Artists from Malonga and Hotel Oakland
- December 2014 – Rough Cut of the Final Video, Begin website design, enter final production stages of the documentary
- April 2015 - Video Release Screening, Website Launch with extended interviews, photos and documentation

## 8. \_\_\_\_\_ Written permission from property owner

Permission for the Phase I (264 14th St.) has been secured. Phase II (1434 Alice St. is still being negotiated. We will be proceeding with Phase I while negotiating Phase II.

9. \_\_\_\_\_ Artist Waiver (if required). See attached

Not required.

10. \_\_\_\_\_ Demonstrated Community Support / Notification

CRP has interviewed over 25 community leaders and resident artists at the Malonga Casquelourd Center and Hotel Oakland. On May 6, CRP presented the design to the community at the Malonga Casquelourd Center. Approximately 25 people attended. The reaction was positive and reflected that we included the appropriate people in the design. On May 7, a second community meeting was held with residents from the Hotel Oakland. Over 75 seniors attended. The response was much more mixed. The seniors wanted to see more celebration of their successes and less art around the displacement of their community. CRP adjusted the mural design, maintaining the same representation from the Malonga center's community but integrating the critiques from Hotel Oakland. A second meeting at Hotel Oakland was held on June 5. Once again, over 75 seniors attended. This time, the mural was met with applause and satisfaction. Minor adjustments, based on the senior's input, have been made to increase the authenticity of some of the images since that point but overall the community is aware of the project and excited for it to be painted.

**ALICE ST MURAL / DOC BUDGET**

Supplies

Lift Rental \$ 3,000

Materials

Spray Paint \$ 5,000

Buff \$ 2,000

Miscellaneous \$ 500

Fees

Parking \$ 1,000

Events

Community Meetings \$ 1,000

Block Party \$ 5,000

Video Screening \$ 500

Translation \$ 1,000

Documentary

Film (All Stages of Production) \$ 30,000

Research \$ 5,000

Translation \$ 2,000

Website

Design \$ 1,500

Administration

Project Manager \$ 4,000

Marketing \$ 2,000

Development \$ 2,000

Stipends

Mural Design \$ 4,000

Two Lead Artists \$ 10,000

Per Diem \$ 2,500

Guest Artists \$ 5,000

Youth Artists - \$ 5,000

Total Budget \$ 92,000

INCOME

CFP Grant \$16,000

CFP IA Grant \$ 5,000

Indiegogo \$ 8,000

EBFA (1:1 Match by Indiv. Donors) \$ 8,000

Zellerbach \$ 4,000

Akonad Foundationi \$ 4,000

\$45,000

Pending

California Arts Council \$45,000

12. \_\_\_\_\_ Maintenance Plan

The building is slated for demolition in 3 years. CRP will be given preference to restore the mural upon the construction of a new building.

## MURAL AUTHORIZATION AGREEMENT

This Mural Authorization Agreement (this "Agreement") is made as of the first day of July, 2014, between Community Rejuvenation Project (the "Artist") and Keiko Kadoya (the "Property Owner"); (the Artist and the Property Owner together constitute the "Parties").

The Artist wishes to create a public mural (the "Mural" see exhibit A & B) on the South-Eastern and North-Eastern exterior walls (Back of building and wall facing Alice st) of the property at 264 14th St, Oakland, California (the "Premises").

The Property Owner owns and controls the Premises, and wishes to authorize the Artist to create the Mural.

Therefore, in consideration of the mutual obligations set forth herein, and intending to be legally bound, the Parties agree as follows:

1. Property Owner hereby authorizes the Artist to create the Mural.
2. Property Owner hereby grants the Artist and its authorized agents all access to and use of the Premises as necessary to create the Mural, including any access and use necessary for the erection and maintenance of scaffolding.
3. Property Owner shall bear no responsibility for any bodily or personal injury to the Artist or Artist team occurring in the course of the creation, repair, alteration, restoration or removal of the Mural, so long as Property Owner takes reasonable care to warn the Artist of any non-obvious risks of personal injury arising from the nature or condition of the Premises.
4. The Artist shall bear no responsibility for any property damage to the Premises occurring in the course of the creation, repair, alteration, restoration or removal of the Mural, so long as the Artist takes reasonable care to avoid causing such damage.
5. The Artist shall use its best efforts to exercise its rights hereunder in such a way as to allow Property Owner, its tenants, invitees and guests, and any other assignees of rights in the Premises, unimpeded use and enjoyment of the Premises.
6. Upon the completion of the Mural, the Artist shall leave the Premises as it found it, except for the addition of the Mural and any improvements incidental to the creation of the Mural.
7. The Artist shall monitor the condition of the completed Mural from time to time, and may repair, alter, restore or remove the Mural at the Artist's sole discretion and to the Artist's sole satisfaction. The Artist shall provide reasonable notice to Property Owner, and shall honor any reasonable request by Property Owner to delay or reschedule work, before re-entering the Premises for the purposes of repairing, altering, restoring or

removing the Mural.

8. The Property Owner shall not repair, alter, restore or remove any portion of the Mural, except if (i) the Property Owner has determined that repair or removal of the Mural is necessary to eliminate an imminent threat of physical injury to persons or property, the Property Owner has notified the Artist of the situation, and the Artist has failed to remedy the situation within a reasonable period after receiving such notice, or (ii) the Property Owner has determined that the wall is to be removed or physically altered in such a way that the Mural cannot remain in place, the Property Owner has notified the Artist of the situation, and the Artist has failed to remove the Mural within 60 days of receiving such notice. The Artist shall bear reasonable costs of any work performed on or in connection with the Mural by the Property Owner pursuant to this paragraph.

9. Any notice to Property Owner shall be delivered to:

Name: *Keiko Kadoya*

Address: *172 Estates Piedmont, CA 94611*

Telephone: *510-482-1120*

10. This Agreement is governed by and construed in accordance with the laws of the State of California.

The Parties are executing this Agreement as of the date stated in the introductory clause above.

ARTIST

*Sam Mulberry* 7-1-14  
Signature Date

Print Name: Sam Mulberry, Director,  
Community Rejuvenation Project

PROPERTY OWNER

*Keiko Kadoya* 7/01/14  
Signature Date

Print Name:



Exhibit A



Exhibit B

# LOVE ARTS MUSIC









OPTIMISTUEY!!

JUST! SIMPLY PEACE

UOILA!

WORLD



BTH

TOW AWAY ZONE  
ILLEGALLY PARKED AND  
UNAUTHORIZED VEHICLES  
WILL BE TOWED AT  
PERMANENT RISK AND  
LITIGATION COSTS

NUTS  
Vote  
GREAT IN PEOPLE VOTE 1810

RIP SHROOKS!!