

# **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 third of the six murals was designed by West Oakland Middle School students from Ms. Thomas and Ms. Hicks classes. The Self as Super Hero curriculum was taught by Ms. Orlanda Uffre. The project implementation at West Oakland Middle School, like the previous ones, took students through a process to develop the concept and design a mural addressing our community's deepest concerns. Students from West Oakland 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 creatively as an immergence of dreams and imaginations.

The third mural is located on West 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 Javier Rocabado who served as an assisting artist in Mural #2. In addition, AHC will be hiring mostly 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.

# **Oakland Super Heroes Mural Project**

## **Timeline**

The project will begin June 2014 and end March 2015

- a. March – May: Engage youth for the conceptual development of the design for mural #3
- b. April - September: Hire Art Director and Lead Artist
- c. September – December: Fundraising, planning and organizing
- d. October: Design Approval Complete by City of Oakland
- e. November-January: Design Approval Complete by Cal Trans
- f. January: Call to Artist
- g. February - March: Mural Preparation and Painting
- h. April: Mural Unveiling

## Javier G. Rocabado

### Contact

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### Address

841 Apgar st Oakland 94608

### Profile

**Objective** I am seeking to fill the Lead Artist position for Oakland Super Heroes Mural Project  
**Availability** Immediately

### Key Skills

Large Mural painting, portraiture, drawing, painting in several mediums: acrylic, oil, pastels, temperas, water color landscape painting, flora fauna and cityscapes, color theory and sensitive esthetics.  
Wood Working, light carpentry, mold making, wall painting (faux finishes), construction and plastering,  
Metal Construction: arch welding, torch cutting and riveting.

### Education

**1986 to 1990**      **Academy of Art University BFA**  
San Francisco, CA

**1995**              **San Francisco State University (downtown campus) web graphic design classes**  
San Francisco, CA

### Work Experience

#### **Freelance mural artist**

June, 2007 to present

#### **Our Lady of Lourdes Parish Colusa, CA**

Painted two 25'x 7' murals for the Central Altar and a 12' x 12' grotto for the image of Lady of Lourdes

#### **Montaire Residential Condominiums Russian Hill, San Francisco**

acrylic over a plastered wall 40' x 25' decorative mural.

#### **Vasary Men's boutique in Las Vegas NV**

Painted and designed a 12' x 7' oil paint over canvas of the "Three Graces" .

#### **Currently represented by:**

Fifty 24 SF Gallery, San Francisco, CA

#### **De Young Museum of Art**

Life-size installations at "Art Fridays"

#### **SOMarts Cultural Center, San Francisco, CA**

Art installations for the Day of the Dead and Pride Day at ONU plaza.

#### **San Francisco State University, San Francisco, CA**

"Transgressions" Group art shows

#### **Amaru Arts Gallery – 510 Valencia Street, San Francisco, CA**

2002 – 2006- Store Manager, Curator & Proprietor

## Activities and Interests

Art, History, Current Events, Animals, Hiking, Film

## Languages

English (second)

Spanish (native)

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## Javier Rocabado

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### Contact

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## References

### Annamarie Deeney

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### Adrian Ordenana

Photographer  
149 Prentiss Street  
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## Oakland Super Heroes Mural Project Budget 2015

<b>EXPENSES</b>	<b>WOPAC Funding</b>
<b>Salaries for Project Staff (Listed by title)</b>	
Project Management	\$ 15,305.00
Fringe Benefits @ 15%	\$ 2,295.75
<b>Subtotal - Salaries &amp; Benefits</b>	<b>\$ 17,600.75</b>
<b>Consultants &amp; Professional Fees</b>	
Managing, Lead and Assisting Artists	\$ 40,000.00
Photographer/Videographer	\$ 1,750.00
<b>Subtotal - Consultants' fees</b>	<b>\$ 41,750.00</b>
<b>Total Personnel Expenses</b>	
<b>Non-Personnel</b>	
Telephone, Fax & Internet Services	\$ 200.00
Printing/Copies	\$ 300.00
Insurance	\$ 1,000.00
Permits	\$ 700.00
Food	\$ 500.00
Youth Stipends	\$ 500.00
Transportation/ Fieldtrips	\$ 300.00
<b>Non-Personnel Mural Supplies</b>	
Wall Preparation	\$ 750.00
Paint, Brush, Graphic Supplies, Blacklines, color copies	\$ 7,000.00
Scaffold Rental	\$ 900.00
Protective Coating	\$ 1,500.00
<b>Total Non-personnel Expenses</b>	<b>\$ 13,650.00</b>
<b>Sub Total Expenses</b>	<b>\$ 73,000.75</b>
<b>Administrative Overhead (10%)</b>	<b>\$ 7,000.00</b>
<b>TOTAL EXPENSES</b>	<b>\$ 80,000.75</b>

## AHC Super Hero Mural Project Action Plan

**Location:** Hoover Corridor at West and 35<sup>th</sup> Streets, West Oakland

**Project Duration:** March 2, 2015 – April 9, 2015

Project Director: Amana Harris

Art Director: David Burke

Lead Artist: Javier Rocabado

Project Summary: Approximately 30 days

- |   |          |
|---|----------|
| 1. Build Scaffolding                            | 1-2 days |
| 2. Prep and Prime Wall                          | 1-2 days |
| 3. Stain Wall/Background                        | 1-2 days |
| 4. Draw Trees/Flowers/ Ribbons                  | 2-3 days |
| 5. Paint Trees and Flowers                      | 3-4 days |
| 6. Draw Houses and Figures (Foreground/Sides)   | 3-4 days |
| 7. Paint Houses and Figures (Foreground/Sides)  | 3-4 days |
| 8. Draw & Paint Figure and details (Mid Ground) | 2-3 days |
| 9. Touch ups                                    | 2 days   |
| 10. Apply Anti-Graffiti Coat                    | 1 day    |

<b>Goal:</b> Build Scaffolding/Set up			
<b>Objective:</b> Build Scaffolding (4 Towers), Organize Storage			
<b>Implementation</b> What Will Be Done?	<b>Responsibilities</b> Who Will Do It?	<b>Resources</b> Time/People/Materials	<b>Timeline:</b> Start/Finish Date
1. Assemble sections of scaffolding across the length of the wall 2. Assemble small storage shed 3. Organize materials	David Javier 4-6 Assistants	1-2 days  6-8 Assistants  Scaffolding Parts Painting Materials	March 2-3
<b>Notes:</b>			

<b>Goal:</b> Prepare and Prime Wall			
<b>Objective:</b> Repair any problems with the surface and apply primer coat over the entire surface area of the wall			
<b>Implementation</b> What Will Be Done?	<b>Responsibilities</b> Who Will Do It?	<b>Resources</b> Time/People/Materials	<b>Timeline:</b> Start/Finish Date
1. Scrape and patch areas that are flaking 2. Apply primer coat	David Javier 2-3 Assistants	1-2 days  3-5 people  Primer Rollers Roller Trays Drop Cloth Paint Sprayer	March 4-6
<b>Notes:</b>			

<b>Goal:</b> Stain Wall/Background			
<b>Objective:</b> Stain the sky that covers the top portion of the wall			
<b>Implementation</b> What Will Be Done?	<b>Responsibilities</b> Who Will Do It?	<b>Resources</b> Time/People/Materials	<b>Timeline:</b> Start/Finish Date
1. Roll out sections of stain 2. Blend sections of color with rollers	David Javier 2-3 Assistants	1-2 days  3-5 people  Background Colors Rollers Roller Trays Brushes Water Buckets	March 9-10
<b>Notes:</b>			

<b>Goal:</b> Draw Houses			
<b>Objective:</b> Sketch all of the Background architecture			
<b>Implementation</b> What Will Be Done?	<b>Responsibilities</b> Who Will Do It?	<b>Resources</b> Time/People/Materials	<b>Timeline:</b> Start/Finish Date
1. Draw the outlines for the houses	David Javier 6-8 assistants	2 days 8-10 people  Chalk Chalk Line Paint Brushes Long Straight Edge(s)	March 11-13
<b>Notes:</b>			

<b>Goal:</b> Paint Houses			
<b>Objective:</b> Paint all of the details on the houses and the rest of the skyline			
<b>Implementation</b> What Will Be Done?	<b>Responsibilities</b> Who Will Do It?	<b>Resources</b> Time/People/Materials	<b>Timeline:</b> Start/Finish Date
1. Prepare paint 2. Assign areas to be painted 3. Paint Houses	David Javier 6-8 assistants	3 days 8-10 people  Paint Brushes Buckets for Water Drop Cloth	March 16-18
<b>Notes:</b>			

<b>Goal:</b> Draw Figures on Sidewalk (Middle Ground)			
<b>Objective:</b> Draw/Transfer all figures on or above the sidewalk			
<b>Implementation</b> What Will Be Done?	<b>Responsibilities</b> Who Will Do It?	<b>Resources</b> Time/People/Materials	<b>Timeline:</b> Start/Finish Date
1. Draw/transfer the figures on the left side of the wall 2. Draw/transfer the figures on the right side of the wall  * Assistants can paint one section while other areas are being drawn	David Javier 2 Assistants	3-4 days*  4 people  Cartoons of Figures Chalk Paint Brushes	March 19 - 23
<b>Notes:</b> Cartoons of figures will be prepared ahead of time			

<b>Goal:</b> Paint Figures & Foreground			
<b>Objective:</b> Paint all of the figures on or above the sidewalk. Paint the central foreground area.			
<b>Implementation</b> What Will Be Done?	<b>Responsibilities</b> Who Will Do It?	<b>Resources</b> Time/People/Materials	<b>Timeline:</b> Start/Finish Date
1. Prepare paint 2. Assign areas to assistants 3. Paint the figures 4. Paint foreground	Aaron David 6-8 assistants	3-4 days 8-10 people  Paint Brushes Buckets for Water Drop Cloth	March 24 - 27
<b>Notes:</b>			

<b>Goal:</b> Draw & Paint figures in foreground			
<b>Objective:</b> Once the foreground is completed, draw and paint figures in the foreground.			
<b>Implementation</b> What Will Be Done?	<b>Responsibilities</b> Who Will Do It?	<b>Resources</b> Time/People/Materials	<b>Timeline:</b> Start/Finish Date
1. Finish Foreground 2. Draw/Transfer figures 3. Paint figures	David Javier 6-8 Assistants	3-5 days 8-10 people  Cartoons of figures Paint Brushes Buckets for Water Drop Cloth	March 30 – April 3
<b>Notes:</b> Cartoons of figures will be prepared ahead of time			

<b>Goal:</b> Touch Ups			
<b>Objective:</b> Review the entire mural and retouch any areas that need attention			
<b>Implementation</b> What Will Be Done?	<b>Responsibilities</b> Who Will Do It?	<b>Resources</b> Time/People/Materials	<b>Timeline:</b> Start/Finish Date
1. Review the finished areas of the mural 2. Retouch areas that need to be repainted, fixed, etc.	David Javier 4-6 Assistants	3 days 6-8 people  Paint Brushes Buckets for Water Drop Cloth	April 6 - 8
<b>Notes:</b>			

**Goal:** Apply Anti-Graffiti Coat (after one month of curing)

**Objective:** Apply Anti-Graffiti Coat

<b>Implementation</b> What Will Be Done?	<b>Responsibilities</b> Who Will Do It?	<b>Resources</b> Time/People/Materials	<b>Timeline:</b> Start/Finish Date
1. Roll on the anti-graffiti Coat	David Javier 2 assistants	1 day 3-4 people  Anti Graffiti Coating Rollers	April 9
<b>Notes:</b> Anti-Graffiti Coat will be applied after the mural has cured for one month			















