Fairfax Neighborhood Branding

Abstract:

This project aims to create a holistic community vision through the incorporation of a variety of local modern businesses, residents, individuals, youth, churches, mosques and other groups to create a "branding" of the neighborhood with a focus on history, culture and modern community. Visually, the iconography will reflect historical signage, natural imagery, and typography once present in the neighborhood as well as inform and inspire the utilization (of existing) and recognition of historical landmarks provided by the research of 6th generation Oakland residents. Pending project approval, local young "writers" and community will be recruited and invited to study, practice, and learn about the historic signage for the "re-branding" of the historic Fairfax shopping district at a local business. Typography, writing, calligraphy, script and the personal "branding" often seen in what is considered vandalization is studied by and utilized in modern street aerosol work, thus creating a gateway into professional sign painting practices for community members who may be interested in expression through painting and not having a legal avenue.

Proposed Image:

Because the work requires immense community feedback, there is not currently a proposed rendering. The work will be based on Historical Neighborhood signage.

Original TimeLine:

- February
  - Recruit painting consultants/community members/volunteers for design development and research
  - Research Potential Images, Typography and Signage
  - Meet and Present for open Community open Session (date TBD) Fairfax community business feedback session about words and images
- March
  - Meet for Community Approval of adjusted images and discussion
- April
  - April 4th-April 30th (aligned with Oakland Unified School District's spring break) paint images on assigned community space with the assistance of Oakland Youth pending weather.
- May
  - Community Dedication and visions of the future of the neighborhood

Updated Timeline:

- NCPC presentation is tenatively scheduled for community participation in April (third Wednesday)
- Continued participant recruitment from the congregation, as well as other community members
- Research and Development throughout the May
- May distribution of project funding from the city (this is projected pending everything works in a timely way)
- Presentation of imagery to community at May NCPC meeting (third Wednesday)
- June painting

Budget:

1. Wall option ***Fairfax Theater***

2. Item	Description	Cost	Total
Design	Community input sessions and historical research of imagery and initial design branding options	500	
Sign Permit costs	Zoning costs and time of organizing permits	600	
	Community feedback sessions with adjustment	250	
Wall Prep	Clean, pressure wash, and prime	500	
Paint and supplies	Exterior UV resistant acrylic, brushes, drop clothes, rollers, extension, paint sprayer	750	
Labor	Two weeks of painting	4,800	
Lift Rentals	To access the entirety of the wall with a directional lift and delivery and pick up of equipment	3200	

Organizational Management	Rock Paper Scissors Collective Management of funding disbursement, liability insurance, and associated licensing	600	
		Project total	11,200

Designer/Partnership:

Kristi Holohan, Artist, Youth and Community Director of Rock Paper Scissors Collective (a certified city vendor) will facilitate the design, and execution of the proposed work as well as maintain the lifespan of the Mural Work. Kristi will work with the Local Neighborhood Crime Prevention Council, the Congregation in the Fairfax Theater, Youth from the neighborhood, local businesses, congregations and Temples. Kristi was asked to participate from the NCPC.

Maintenance:
Wall option 1 has a high cost for the rental of the lift. Pending ordinary circumstances, the life of the mural is expected to be 5-15 years. In the case that the mural needs restoration, additional funding would need to be raised to cover the costs of the lift. The benefit of the placement of the mural option is that there is little chance the mural will be vandalized because it is inaccessible.

KRISTI HOLOHAN
Oakland, CA

OBJECTIVE

Through sustainable practices I work to create beauty as well as highlight socio-economic environmental systems through community-integration and interactive place-making. I believe the Arts are a language used to express; ALL society has a right to equal access and participation in the Arts. I work and facilitate diverse and disenfranchised communities in the creation of art with a variety of mediums including: textiles, fashion, accessories, painting, screen-printing, letterpress, woodworking, bookbinding, large-scale murals and installations. My work is done through intensive collaboration with the utilization of public spaces. The collective works include vast community input in all phases of the design and development. Through these cohesive efforts of inclusion we can use the Arts as a tool and a language to express, share, ease our social ails through purposeful connection, and create a brilliant future. This is our Culture.

EDUCATION

2002 B.A. *Cultural Studies of Dress & Gender*, University of Massachusetts, Amherst, MA (Under the direction/sponsorship of Professor in Arts and African American Studies and Painting, Nelson Stevens)

PUBLICATIONS, COMMISSIONS, & AWARDS

2014 Radio Feature, The Giving State: Teaching Fine Motor and Math Skills Through Sewing, KQED

2014 Article and Lead Community Facilitator, *Taggers by Night, Muralists by Day*, East Bay Express, I do it 4 Oakland Campaign, Restorative Justice Mural with Alameda County Juvenile Justice Participants, Oakland, CA

2013 Recipient, East Bay Community Foundation, Grant for Invented Birds Project

2012 Fashion Artist In Residence, Saint Vincent de Paul, Alameda County

2012 Oakland's Hometown Hero, November, Bay Area News Group, Greater Bay Area

2011 Featured Cultural Arts Blog, Cultural Policy Blog Salon, Emerging Artists Professionals, San Francisco Bay Area, CA

2011 Lead Artist, Courtland Creek Enhancement with ACE Arts, District 4, Oakland, CA

2010 Recipient, City of Oakland, Individual Artist Grant

2009 Recipient, City of Oakland Open Proposals Commission, Open Circle Foundation

2009 Recipient, City of Oakland, Individual Artist Grant

2007 Illustrator, Children's book series on homelessness, written by Diane McCarthy - Arlington's Dream, Evvy, Independent Book Award Winner, 2009

2007 Illustrator, White Plaines Youth Green Concepts, Website Illustration Design, White Planes, NY

2007 Lead Artist, Visual Concept Designer, *Rainforest Mural*, Guayaki Yerba Mate, Sebastopol, CA

CURATION

2012- PRESENT Curator, Rock Paper Scissors Collective, Oakland CA

2013 Curator, Recreate Recycled Art Competition, Museum of Children's Art, Oakland, CA

2012 Curator, Elias Duchowny, Youth Art Show, Oakland Public Library, Oakland, CA

2012 Curator, Living Concrete, A live mural painting featuring Urban Artists, Oakland Museum of California

2012 Curator, Hella Positive Youth Art Show, Rock Paper Scissors Collective

2011 Curator, Art in the Gardens, Friends of Lake Merritt Gardens Fundraiser, Oakland, CA

TEACHING, FACILITATING & COMMUNITY WORKS

2011-PRESENT Arts Program Director, MetWest Public High School, Oakland, CA
2009-PRESENT Facilitator, Street Style/Dream Seams School of Fashion, Rock Paper Scissors Collective, MetWest High School (OUSD)
2015 Lecturer, Restorative Practices in community Art, California College of the Arts, San Francisco, CA
2015 Artist, Montclair Garage Mural Project, Oakland, CA
2014-15 Lead Artist, Community Sessions, Mural Creation with Restorative Practices, Oakland Police Department and Oakland Youth community collaboration, Dimond Park, Oakland, CA
2013 Lecturer, Navigating Strategies for Artists, California College of the Arts, San Francisco, CA
2012 Teaching Mural Artist, 5th Grade, Emerson Elementary, Oakland, CA
2012 Featured Presenter, Arts as a form of Youth Incorporation into Public Parks, Oakland Parks Coalition
2011 Lead Artist, KABOOM playground building, Native Butterfly Elements & Mural, Wade Johnson Park, Oakland, CA
2011 Fashion Program Presenter, Bridge the Bay Conference, A showcase of Enrichment Programs for Public Education, Oakland, CA
2011 Lead Artist, Mural at Defremery Pool, Open Community Painting, Oakland Parks and Recreation youth, Oakland, CA
2010 Lead Artist, Mural at Raymond Kimball Park in collaboration with Jewish Community Services SF and City of San Francisco, San Francisco, CA
2010 Lead Artist, Community Painting, Dia de los Ninos with KQED and Oakland Office of Parks and Recreation, Oakland, CA
2010 Lead Artist, Community Mural at the Marriott with MOCHA, Oakland, CA
2009 Butterflies of the East Bay, Community Installation Project, Allendale Park, Oakland, CA
2009 Lead Muralist, Dimond Gateway Mural Community Mural, MacArthur and Lincoln Ave., Oakland, CA
2009-2010 Visual Arts Instructor at LPS College Park (Castlemont Campus) High School, Oakland, CA
2008 Mural Artist, Art & Social Justice Course, Irvington High School, Fremont, CA
2008 Community Muralist, *Sausal on My Mind*, Lion's Pool at Dimond Park, Oakland, CA
2008 Puzzle in the Park, A Community Art installation to reclaim a park in the midst of violence at Nicol Park, Oakland, CA
2008-2009 United Front, a component of *Challenges of Champions*, Anti Gun Violence Art Project, Mosswood Recreation Center, Oakland, CA

VOLUNTEER EXPERIENCE

2002-2004 Art Teacher, *Art in Still Life*, Ageless Art, Senior Activities, Santa Cruz, CA
1999-2002 Survival Center Volunteer, Amherst MA
1999-2002 Arts Supervisor, Boltwood Project, Department of Mental Health, Amherst, MA

PROFESSIONAL

2010-PRESENT Coordinating Member, Youth Director, Rock Paper Scissors Collective, rpscollective.com Oakland, CA
2008-PRESENT Board Member, Friends of Oakland Parks and Recreation, Oakland, CA
2008-PRESENT Artistic Program Director, ACE Arts, acearts.blogspot.com, Oakland, CA
2003-PRESENT *K Holohan Design*, Photography, Illustrations, Graphic Design, Binding, Paintings, Murals, Curation, Wood Working, Clothing/Accessory Design & Construction, and Community Artistic Facilitation. Work can be found at Rock Paper Scissors Collective, Oakland and Wonderland, San Francisco.

Melrose-High Hopes Neighborhood Council

March 31, 2015

To: **Public Arts Advisory Committee**
Oakland City Hall
1 Frank H. Ogawa Plaza
Oakland, CA 94612

Re: Fairfax Neighborhood Mural

The Melrose-High Hopes Neighborhood Council initiated and supports the project to paint a mural on the upper west wall of the Fairfax Theater building. We have had numerous meetings with the owners and congregation of the Fairfax Deliverance Church and they support the project.

In summer 2014, The Melrose-High Hopes Neighborhood Council grateful accepted City Council Member, Libby Schaff's offer of a grant for a mural to aid in the revitalization of the Fairfax/Bancroft/Foothill Commercial District.
Subsequently, the City Council approved funding-in-full for the mural proposal created in collaboration with the community and many of its members.

We believe that the mural, and the involvement of neighborhood residents and youth in the planning and painting of the mural, will discourage graffiti on the building and give the once-vibrant commercial area a renewed identity. It will support the ongoing effort to transform a neglected commercial area into an inviting community destination.

We are thrilled that the District 4 office suggested engaging Kristi Holohan to lead the project. She has worked well with us in the past on the beautiful Courtland Creek mural, and she effectively solicits and manages community involvement.

We have met with Kristi several times. We've also provided images and historical pictures that might serve to brand the neighborhood and give it identity. The final design will be a collaborative effort between Kristi and the community with the church having final approval. Please see her proposal for details.

We hope you will approve this project since it offers such opportunity for a noticeable improvement in the quality of life in our community.

Sincerely,

Preston J. Turner, Chairperson
The Melrose-High Hopes Neighborhood Council

MURAL AUTHORIZATION AGREEMENT

This Mural Authorization Agreement ("Agreement") is entered into effective 11/23/14, by and between Kristine Holohan (the "Artist") and ~~Fairfax Lighthouse~~ Community Church (the "Property Owner"); (the Artist and the Property Owner together constitute the "Parties").

The Artist wishes to create a public mural (the "Mural") on the South East exterior walls of the property at 5345 Foothill Blvd., 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 scheduled 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.

The Property owner takes no responsibility for any unforeseen nature or condition of the premises that are unbeknownst to the property management team and or property owner in the area for which the mural be painted. The property owner ask the Fairfax Lighthouse Community Church be included in an insurance "Endorsement" as a certificate holder and be given a copy of said insurance.

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 not interfere or block entrances and exits of any of the property owners existing tenants to said property, which would interfere with day to day operations.

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' 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 100 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. The property owner retains right to mural approval, aesthetic production of the work, and future development of the wall premises with above stated communication with the artist.

9. If either party shall desire or be required to give notice to the other, such notice shall be given in writing, via prepaid U.S. certified or registered postage address to recipient as follows:

<u>Property Owner</u>
Name: Evelyn Lewis Fairfax Lighthouse Community Church
Address: 5345 Foothill Blvd. Oakland, CA
Telephone: 510 376 1446
Email: churchlane@jsco.net, flcs3@yahoo.com

<u>Grantee</u>
Name: Kristine Holohan
Address: 2411 Humboldt Ave
Telephone: cell 415 420 8028 land 510 788 6363
Email: Kristi.Holohan@gmail.com

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

Signature 11/23/14 Date

Print Name: Kristine Holohan

PROPERTY OWNER

Signature 11/24/14 Date

Print Name:
Evelyn Lewis