

## D-4 Dimond District Mural Project Design Revisions June 26, 2015 by Pam Consear, lead artist

### **Basic Design Concept**

Based on feedback from the April 6, 2015 meeting of the PAAC, I am submitting a set of revised designs for the Dimond District Mural Project.

The new concept features a series of oversized vintage-style postcards that highlight sites and events in the Dimond District. Each of the three walls will show either one or two pairs of postcards, according to the wall's size and shape. Each pair will include a "front side" showing an iconic image laid out in a vintage graphic style, plus a corresponding "back side" with a handwritten message, address, postage stamp and postmark.

Due to the long, narrow shape of the Loard's Ice Cream exterior wall, that site will have two pairs of postcards, plus some graphic lettering on the left side of the large wall saying "Greetings from Oakland's Dimond District."

The walls at Club 2101 and St Louis Veterinary Clinic will each have a pair of postcards, fitting the scale of the respective walls.

The postcards on each of the three walls will be surrounded by a simple, pastoral-looking background of rolling hills and sky with clouds, fading out at the edges. This will cover the "extra" space and serving as a graffiti-detering background area.

### **Design Development and Community Involvement**

Once I conceived of the vintage postcard concept, I ran it past members of the Dimond Public Arts Committee, the DIA, and other neighbors, who enthusiastically embraced it. At Dimond Night Out on June 9th (an annual neighborhood event) I set up a booth where visitors and community members could help design a postcard. I supplied blank post-card templates and inspiration in the form of actual vintage postcards.

Passers-by were encouraged to submit ideas in any form, from a simple list of their favorite neighborhood spots, to complete drawings. I received over 25 submissions, including some by email from neighbors who were not able to attend the event.

These submissions informed the ensuing postcard designs. Dimond Park was the overwhelming favorite location chosen by residents. They cited Sausal Creek, Dimond Canyon, Lion's Pool, the tennis courts, and many other specific and general locations in the park.

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For that reason, Dimond Park sites are featured in three of the four postcard images. The fourth highlights venues where residents come together to eat and drink -- including the annual Oaktobfest event. The written messages on the “back sides” of the postcards further highlight and/or explain local happenings.

While the concept was easily arrived at and embraced, the actual designs are of course more complicated to complete. They are still being fine-tuned, and have only been presented to the property owners in theory, not on paper. Thus these images serve to show the gist of the project. Some details may change.

I welcome your feedback about this new version of the Dimond Mural Project designs. The following images show:

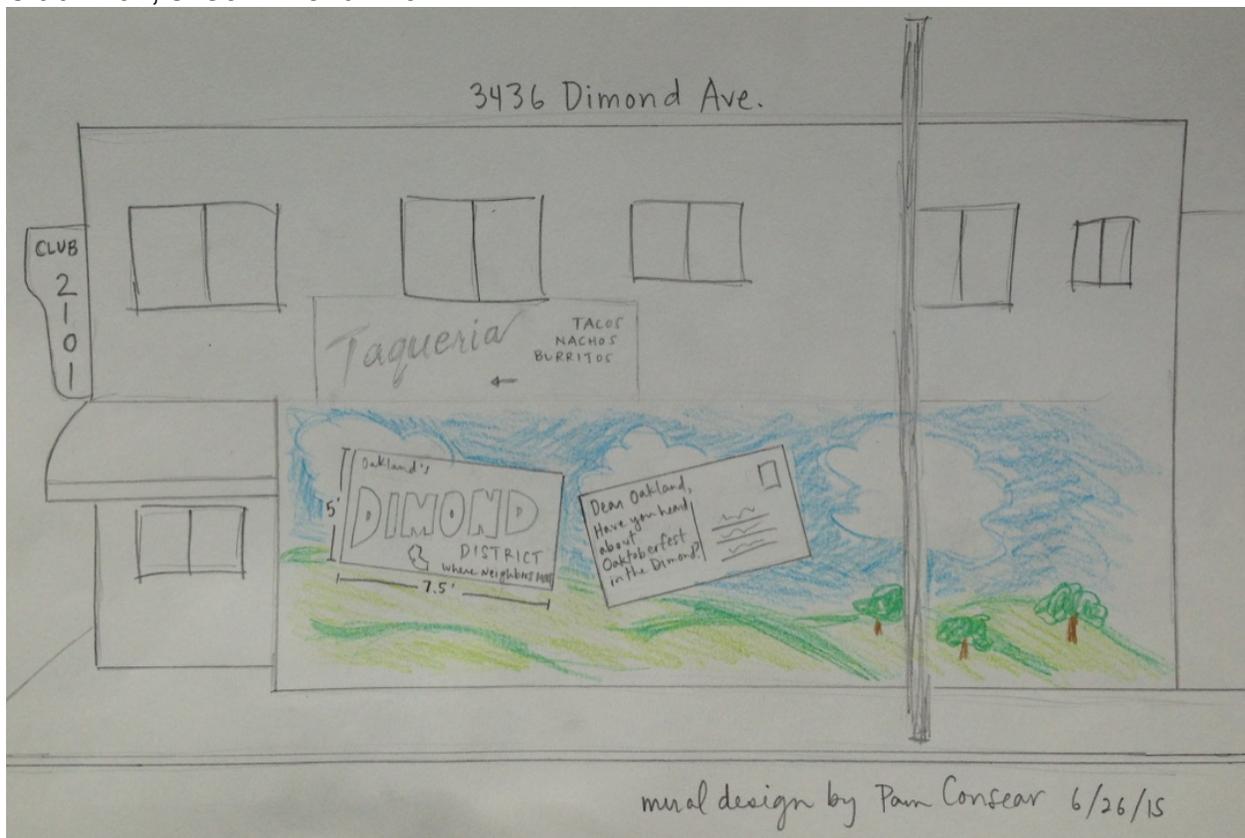
- 1) The scale of the murals on each of the specific walls, and basic information about which images will be featured in each location, as well as what the background will generally look like
- 2) Each mural image in more detail, allowing for minor alterations.

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**Installation and Materials**

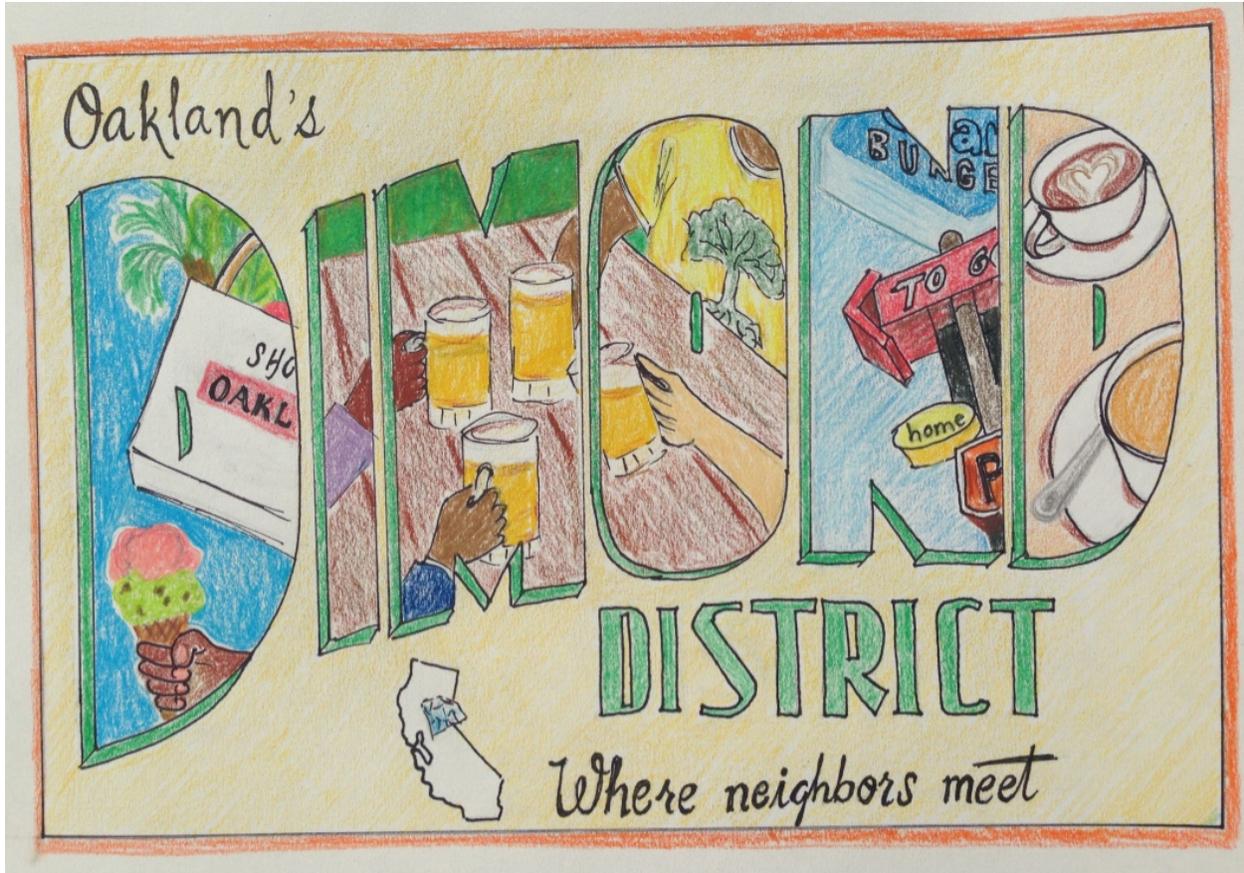
Because two of the walls are finished with wood siding or paneling, I am consulting with several local contractors about how to best attach cement board panels with z-flashing above, to make the work secure and moisture resistant. The cement board will allow for a smooth surface and the inclusion of some mosaic details. However, the major part of all of the images will be rendered in acrylic paint, due to the detailed nature of the designs.

Club 2101, 3436 Dimond Ave:



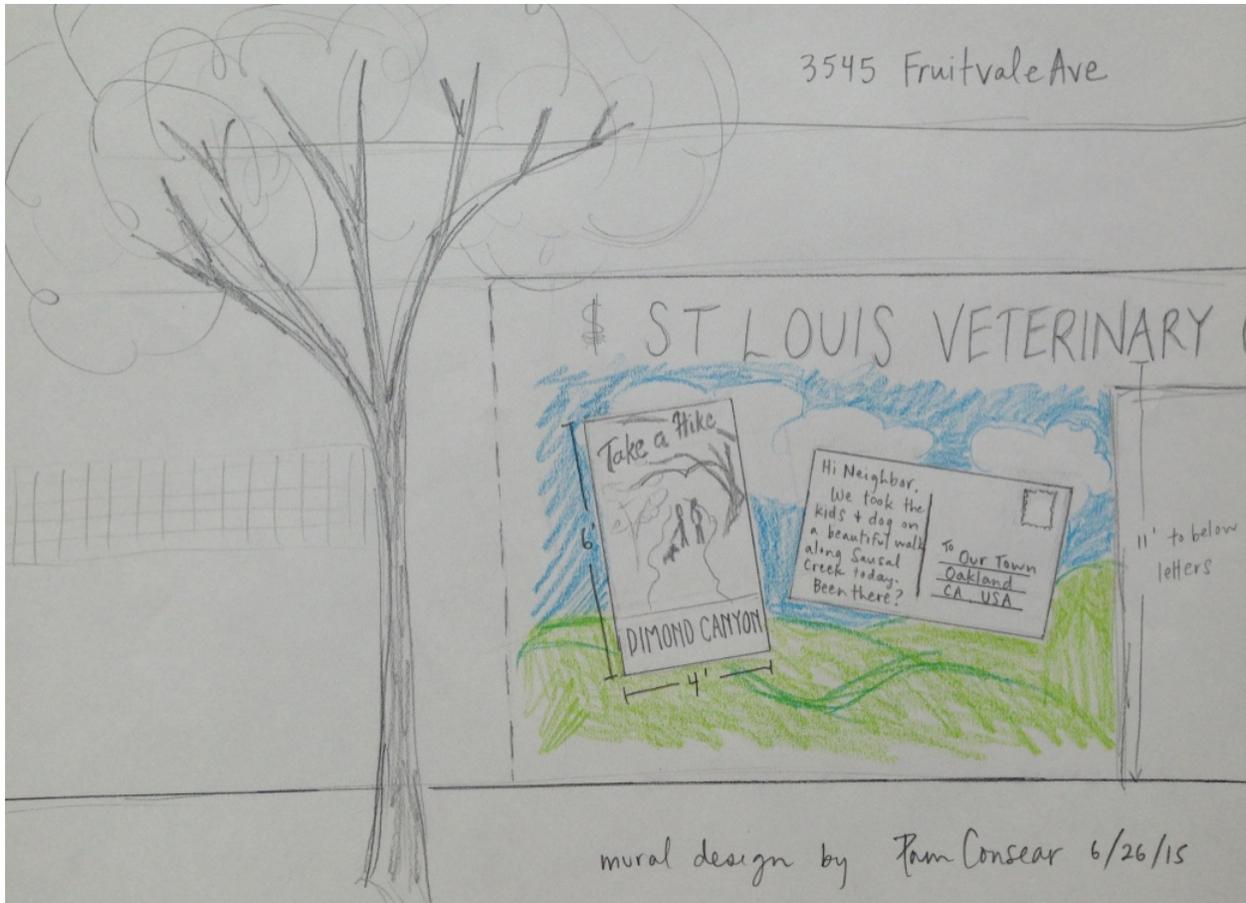
Below: Detail of “front side” of postcard for the above location.

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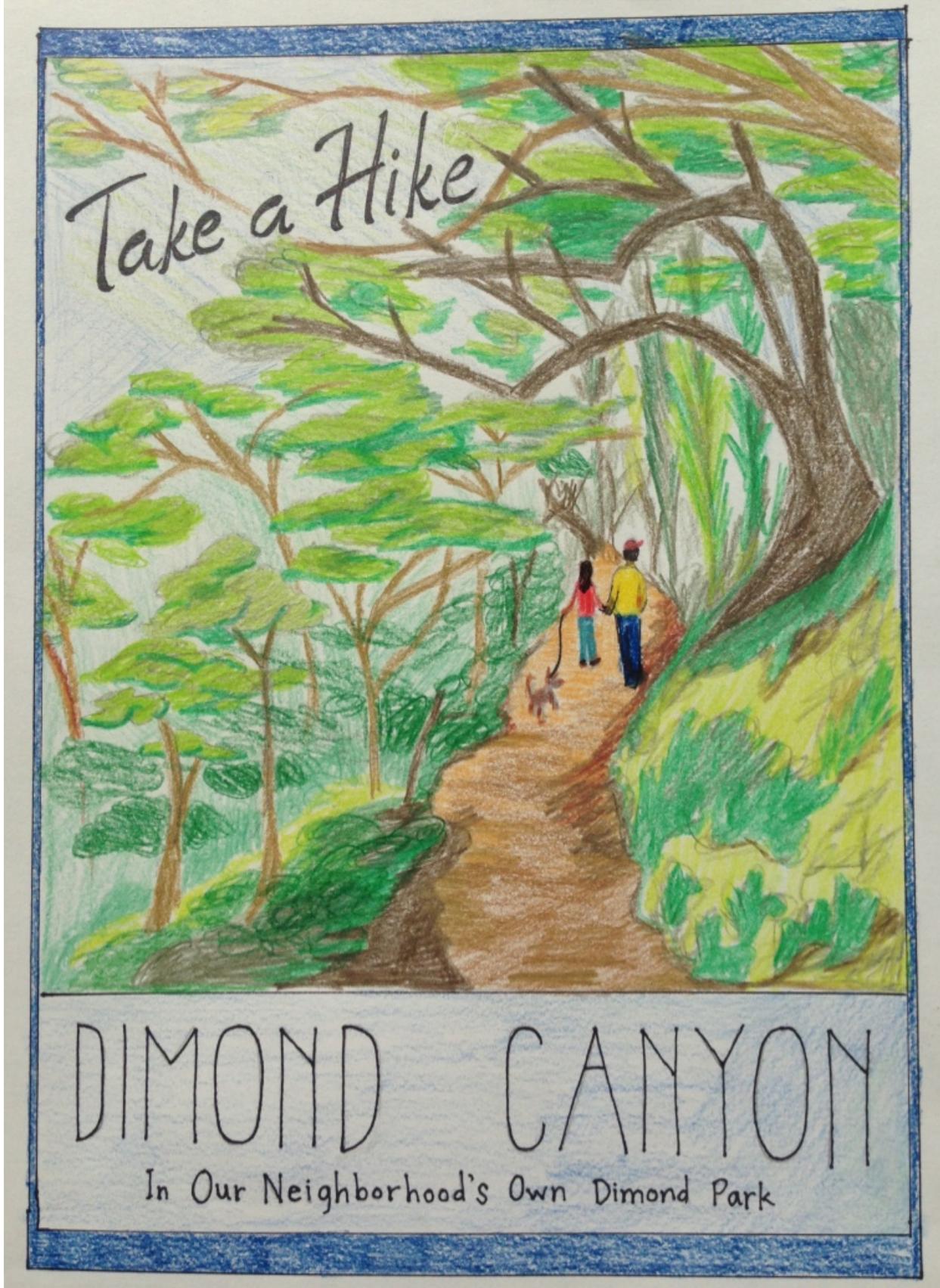


Facade of St Louis Veterinary Clinic, 3545 Fruitvale Avenue, followed by a detail of the postcard image for this location:

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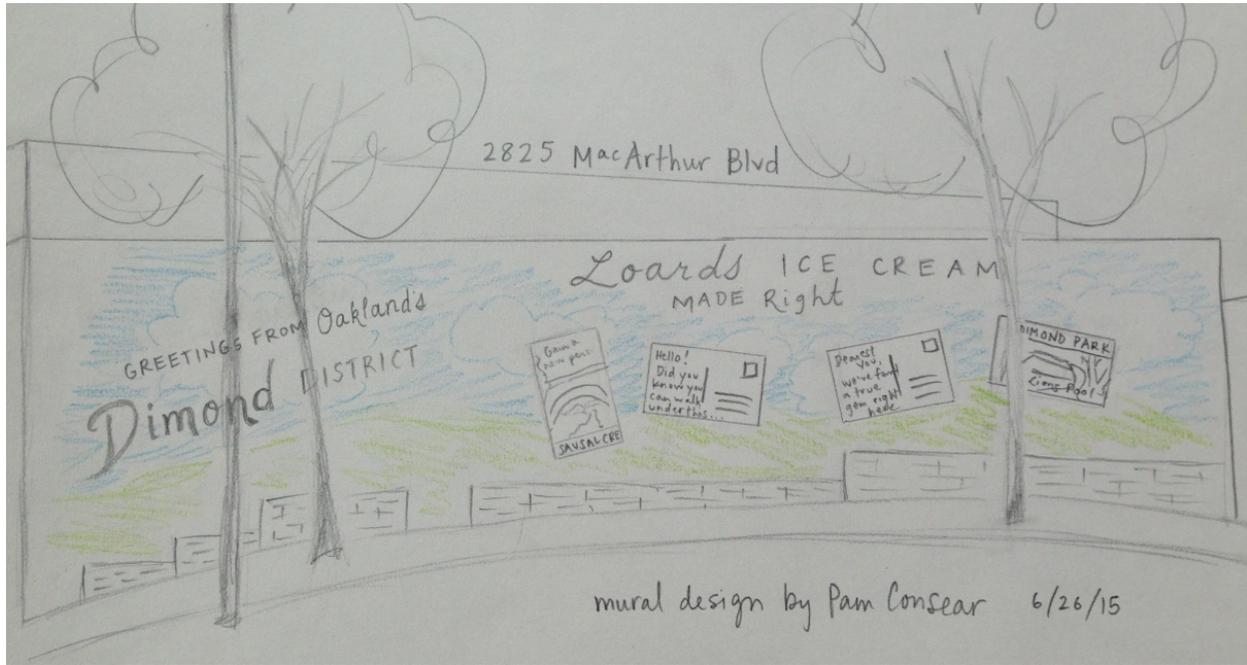


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Facade of Loard's Ice Cream, 2825 MacArthur Blvd, followed by two detailed images of the postcards for this location. Each postcard measures 3' x 5':



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