

Ellen Lake, Bench Projects

2. Project Narrative

Bench Projects is an artist-led public art platform showcasing work by North Oakland artists on "bus bench galleries" at North Oakland AC transit stops. **Bench Projects** features work by North Oakland artists on bus bench galleries at AC transit stops along Shattuck Avenue, 55th Street, MLK Jr. Way, and Market Street. Bench Projects is working to transform under-utilized bench ads (a mix of public and private space) with print-based artwork that engages new audiences, celebrates local talent, and activates public space. Another goal is to create new opportunities for artists to work locally.

Bench Projects launched in February 2015 with funding from Alternative Exposure and now in its second year and with support from the City of Oakland Cultural Funding Program, we are able to add new bus bench galleries along Market Street, 55th Street between Shattuck and Dover, and new bus benches along MLK.

Ellen Lake started Bench Projects after seeing the same message ADVERTISE HERE, 1-800-234-5460, www.benchad.com on neighborhood bus benches for years. Cross an underpass and walk a few blocks and the benches might read Red Oak Realty or other real estate companies, but along Martin Luther King Jr Way, and Market Street they call out ADVERTISE HERE. These same neighborhoods are home to many talented and diverse artists. Bench Projects draws on this local creative spirit to infuse these under-utilized sites with Oakland made print-based projects.

All work goes through the company benchad.com and they print, install, and clean the work if there is graffiti. The five new bus benches funded with support from the City of Oakland's cultural funding project include bench art by Jet Martinez, Kelly Ording, and two by Lisa Solomon.

Ellen Lake, Bench Projects

3. Artist Resume – Ellen Lake

b. 1969, Falls Church, Virginia

Education

2000-2002 MFA, Mills College, Oakland, CA
1987-1991 BA, Amherst College, Amherst, MA

Awards

2016 City of Oakland Cultural Funding Program, Bench Projects
2015 Alternative Exposure Grant, Bench Projects, Southern Exposure
2012 Experimental Media Arts Lab Residency, Stanford University
2009 Sarah Jacobson Film Grant, Free History Project
2008 Open Meadows Foundation, Project Grant
2007 Juror's Prize, Betting on Shorts, Palais de Tokyo
2006 Juror's Award, ArTech – New Media Works
2005 Mediamaker Award, Bay Area Video Coalition
2005 Individual Artist Grant, City of Oakland Cultural Funding Program
2002 Herringer Prize, Mills College
2001 Murphy & Cadogan Award, The San Francisco Foundation
2000 Mills College Graduate Research Grant
1999 Vermont Studio Center Residency Fellowship, Vermont Studio Center

Exhibitions

2015 Wish You Were Here, Peephole Cinema, San Francisco, CA
Chrysalis Lens: A Survey of Contemporary Video Art, Klaus Center for the Arts, CA
2014 Resource: 9th Street New Media Art Project, Block Gallery, Oakland, CA
All the World Has its Sky, Addison Windows Gallery, Berkeley, CA (solo show)
2013 Actual Scale, Kala Art Institute & Gallery, Berkeley, CA
Instant Vintage, Interface Gallery, Oakland, CA * (solo show)
2012 Seeking Silicon Valley, Zero1 Biennial, San Jose, CA
Seaworthy, e4c, Media Gallery, Seattle, WA * (solo show)
2011 Currents 2011, Sante Fe International New Media Festival, Sante Fe, NM
2010 Provocative.Objects: the Extradition, Patricia Doran Gallery, Boston, MA
2009 The Big Switch: New Media, Film & Video, Sumter County Gallery of Art, Sumter, SC
2008 Piece to Piece: Works from Kala Art Institute, Downtown, Berkeley, CA
Subversive Complicity, The Lab, San Francisco, CA
Centennial Video Special, Crawl Space Gallery, Seattle, WA
Reconciling America, San Francisco Arts Commission Gallery, San Francisco, CA
2007 Love/War/Sex, Exit Art, New York, NY
Arbots: Philadelphia, The Esther M. Klein Art Gallery, Philadelphia, PA
2006 Bound, Mama Buzz Gallery, Oakland, CA (solo show)
2005 By Any Means Un/necessary, Mission 17, San Francisco, CA
2004 Geek-tique 3: The Geek-tique Roadshow, The Lab, San Francisco, CA

Ellen Lake, Bench Projects

4. Examples of Past Work, 3-5 images of Bench Projects 2015



Lori Fischer, April – June 2015 (above), Ronnie Sampson (below) – residents of 600 block of 56th Street, showed work at bus bench galleries, MLK/Aileen St and MLK/Arlington



Ellen Lake, Bench Projects



Lynn Beldner (above) and Steve Briscoe (below) first artists to show work for Bench Projects, Jan – March 2015, also residents of 56th Street, showing work along Shattuck Ave/55th Street and MLK and Aileen St.



Ellen Lake, Bench Projects

5. Visual Proposal

Proposed work by Jet Martinez

1.

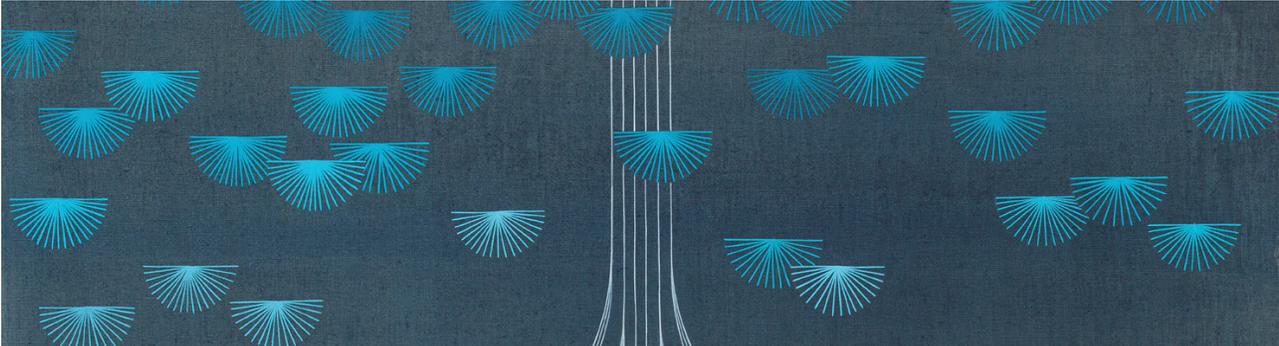


2.



Proposed work by Kelly Ording

3.



Ellen Lake, Bench Projects

Proposed work by Lisa Solomon

4.



5.



6. Materials and Methods Description

Benchad.com prints, installs, and maintains all of these bus bench spaces.

Ellen Lake, Bench Projects

7. Photos of Site / 8. In-Situ Mockup

Jet Martinez image 1 will go on bus bench at 55th Street between Shattuck and Dover (see below)



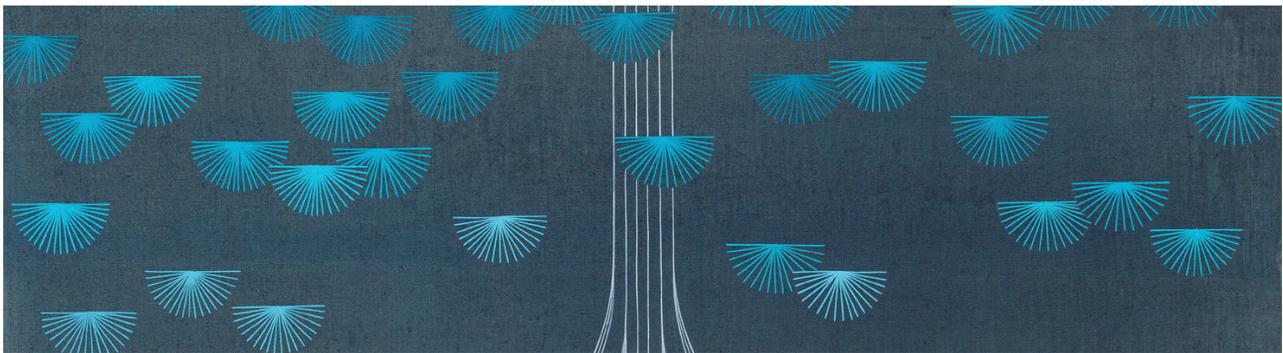
Ellen Lake, Bench Projects

Jet Martinez image 2 will go on bus bench at MLK and 61st



Ellen Lake, Bench Projects

Kelly Ording image 1 will go on bus bench at Market and Stanford (see below for site and artwork)



Ellen Lake, Bench Projects

Lisa Solomon's art will go on the side-by-side benches on Market Street/Stanford. (See below)



Ellen Lake, Bench Projects

9. Timeline

Jan 2016 – Artists Selected

Feb 2016 Contract with benchad.com signed and files delivered and approved by company

March 2016 – Install Dates TBD based on this approval

April 2016 – Community Celebration and Bench Warming Party

May 2016 - Open Call announced for next Oakland bus bench commissions

June 2016 – Project continues, funding applications, new cycle

10. Budget –

INCOME

\$6,000 (Combination of City of Oakland Cultural Funding Support and Individual Fundraising)

EXPENSES

\$750 artist honoraria

\$425 insurance

\$4475 bus bench rental and production

\$350 marketing, admin,

\$6,000 total

11. Maintenance Plan – The sites are completely maintained by benchad.com including reprinting based on vandalism and graffiti cleaning

12. Community Outreach/Support – We have positive community participation and feedback to date.

Below are quotes pulled from neighborhood emails

Nancy Martin, 5/27/15 - Hi neighbors,

Just a reminder that the bench-warming party for bus bench artists & 56th St. residents, Ronnie Sampson & Lori Fischer, is this Sunday, May 31st, 3-4pm at the corner of MLK and Aileen St.

If you can't make it to the party, the bench art will be up through July, so you can still check it out.

Amazing! ~Nancy

Steve Briscoe, 3/1/15 - Thank you all for showing support to us and for the Bench Project.

We feel grateful to be part of this great community. We're looking forward to seeing the other artists' takes. -- Steve

Lori Fischer, 3/1/15 - So nice to connect with everyone at "The Bench Project". Yummy, yummy cookies - home baked by our awesome John, and chocolate truffles brought by Ronnie and Nancy! Really nice turn out. Congratulations, Ellen for putting this together and to Steve and Lynn for the beautiful, thoughtful art. Lori

John Holme – 3/1/15 - What a great party we had at the bus benches! There were some awesome cookies :-), and a great turn-out from neighbors, friends, kids and dogs, including 10 (count 'em) 10 cops, Council Member Dan Kalb and NCPC Chair Don Link. Many thanks to Ellen and Lynn for

Ellen Lake, Bench Projects

organizing it. I'm hoping we'll have more bench-warming parties when there are more benches out there that have been treated to a makeover by one of our very talented neighborhood artists. thanks for the good times!

John

Bench Warming Celebration from 2015 (below)



More comments and neighborhood feedback available upon request

Please call Ellen Lake at 510-520-6438 with any questions about Bench Projects.

Thank you for your support!

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**ADDITIONAL INSURED - OWNERS, LESSEES OR
CONTRACTORS - SCHEDULED PERSON OR
ORGANIZATION**

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

**Name Of Additional Insured Person(s)
Or Organization(s):**

Location(s) Of Covered Operations

City of Oakland, it's councilmembers
directors, officers, agents,
employees and volunteers

various

Information required to complete this Schedule, if not shown above, will be shown in the Declarations.

A. Section II – Who Is An Insured is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by:

1. Your acts or omissions; or
2. The acts or omissions of those acting on your behalf;

in the performance of your ongoing operations for the additional insured(s) at the location(s) designated above.

B. With respect to the insurance afforded to these additional insureds, the following additional exclusions apply:

This insurance does not apply to "bodily injury" or "property damage" occurring after:

1. All work, including materials, parts or equipment furnished in connection with such work, on the project (other than service, maintenance or repairs) to be performed by or on behalf of the additional insured(s) at the location of the covered operations has been completed; or
2. That portion of "your work" out of which the injury or damage arises has been put to its intended use by any person or organization other than another contractor or subcontractor engaged in performing operations for a principal as a part of the same project.



COAST UNITED ADVERTISING

LOS ANGELES • SAN DIEGO • SACRAMENTO • OAKLAND BAY

Home Office: 8020 Deering Avenue • Canoga Park, CA 91304 Phone: 818.313.8644 Fax: 818.313.9024

PLEASE READ THIS AGREEMENT - IT IS A LEGALLY BINDING CONTRACT

Agreement Date JANUARY 25, 2016

NEW check one RENEWAL

The Advertiser contracts with Coast United Advertising Co., Inc. d.b.a. Bench Ad Co. to lease advertising space as follows:

Number of Bench Panels 9 for a minimum of 6 months and to continue thereafter on a whole month to month basis until: A) canceled by Advertiser in writing by registered mail with 30 days advanced notice, or B) canceled by Coast United Advertising, or C) renewed per mutually agreeable terms.

Rate per Bench Panel \$ 70.00 Rate per Month \$ 630.00 Advertising Space Minimum Contract Total \$ 3,780.00

The advertising period of this contract commences:

The first of the month following panel placement or, at the sole option of Bench Ad Co., no later than 90 days after the Agreement Date if Advertiser has not provided to Bench Ad Co., in a timely manner, Artwork, Artwork Approval and/or Advertising Material. Panels placed during the first ten (10) business days of the month will be considered "PLACED" in that month.

On 20 If Advertiser is adding new or additional bench panels to his/her contract, any panels placed within ten (10) business days of the date stated on this line will be considered placed on the date stated on this line.

Bench Ad Co. reserves the right to remove any bench or to move any bench panel to another location if Bench Ad Co. deems it desirable, necessary, or required by Jurisdictional Regulation. In the event of bench and/or bench panel removal, Advertiser's copy panel will be relocated by Bench Ad Co. to another bench location. Advertiser may request a new location providing it is available, otherwise Bench Ad Co. will choose the new location. If for any cause beyond its control, Bench Ad Co. ceases to have the right to continue the advertising covered by this contract, all or in part, Bench Ad Co. shall have the right to terminate the contract all or in part, and discontinue the service without notice and without penalty. Loss of service as a result of strikes, fire, defacement, unauthorized removal, or any other cause beyond the control of Bench Ad Co., shall not constitute a breach of contract by Bench Ad Co., and Bench Ad Co. shall have the sole option of terminating the contract or of providing a pro-rata refund or of providing additional advertising panels or an equivalent extension of the term of service as a full remedy. Bench Ad Co. will place the advertising on the benches and insure them against property damage and public liability.

A minimum deposit of first and last month's space rental, totaling \$4,475 Includes production is to be paid in advance to Bench Ad Co., receipt of which is hereby acknowledged. The balance due hereunder shall be paid in advance on a monthly basis at the rate per month set forth above. Payment is due on the first (1st) day of each month and is past due after the tenth (10th) day of the month. Bench Ad Co. reserves the right at any time upon failure or neglect of Advertiser in paying as stipulated above and at their sole option to either (1) consider the entire balance of payment to be made under this contract accelerated and immediately due and payable; or (2) to cancel this contract and to require immediate payment of the balance due, including the addition of the applicable short term rate based on the Advertising Space Rate Card in effect at time of contract agreement and, Bench Ad Co. shall have the right to remove all advertising bench panels, treat this contract as terminated and retain all monies paid to date; the exercise of any of these rights by Bench Ad Co. shall not constitute a waiver of any and all other rights it may have for breach of contract. In the event suit is instituted to collect on the contract, or any part thereof, Advertiser hereby agrees to pay all plaintiff's attorney's fees and costs and, waives the statute of limitations. In the event of error in advertising copy or placement thereof, liability for damages by Bench Ad Co. shall be limited to the amount actually received per the terms of this agreement for the applicable advertising and period in question. It is agreed between the parties that in the event of default, damages to Bench Ad Co. are difficult to determine and the total balance of the contract due as determined by option (1) or (2) as stated above shall be considered liquidated damages and not a penalty.

All advertising copy is subject to approval of Bench Ad Co. as to character, text, illustration and design. PLACED copy may be removed without prior notice or penalty if objectionable to the Regulating Jurisdiction.

Past Due (delinquent) accounts shall be subject to a late charge equivalent to 1 1/2% of the unpaid balance per month. If any payments shall be due and unpaid, or if default shall be made in any of the terms and conditions of this agreement on the part of the Advertiser, Bench Ad Co. may, at its option at any time after such default and without demand or notice to Advertiser, remove all advertising panels from bench locations. Removal of the advertising because of non-payment or default by Advertiser shall not constitute a waiver of any amounts due hereunder for the full advertising period.

This contract is made, entered into and payable at Bench Ad Co. at 8020 Deering Avenue, Canoga Park, Los Angeles County, California and is complete only when approved by an Authorized representative of Bench Ad Co. By signing this contract, you are agreeing to have all legal matters arising from this contract heard in the Los Angeles County Court System.

The Advertiser and his heirs and assigns shall be personally, individually and jointly responsible for this agreement until said contract is paid in full. The person signing this contract as the Advertiser or on behalf of the Advertiser hereby warrants his authority to do so and also personally guarantees performance of Advertiser. The Advertiser and/or signer agrees to allow Bench Ad to research his/her personal and company credit history including the use of services provided by various credit reporting agencies and contacting the listed credit references and/or bank references. This agreement shall not be transferred, assigned, or sold without the written consent of Bench Ad Co. It is expressly understood that in the event of the sale of the Advertiser's business, Bench Ad Co. shall be notified of the sale one (1) month prior to the sale by Registered Mail with a return receipt requested.

This document constitutes the entire agreement between the parties and there are no other terms or conditions. No changes or additional can be made to this contract except by separate written agreement over the signature of an authorized representative of Bench Ad Co. The undersigned acknowledges that he has not relied upon any statement, promise, or warranty other than as contained herein.

Remarks:

ADVERTISER WILL PAY FULL CONTRACT IN ADVANCE A TOTAL OF \$4,475 WHICH INCLUDES PRODUCTION.

Advertiser: (Company/Individual) NORTH OAKLAND PUBLIC ART PROJECT/ELLEN LAKE Type of Business _____

Doing Business As (if different) _____ Corporation Partnership Sole Owner

Business Address 609 56TH ST. City OAKLAND State CA Zip Code 94609

Business Phone # (510) 595-0525 Fax # () _____ How long in business _____

Home Address _____ City _____ State _____ Zip Code _____

Home Phone # () _____ Pager / Alternative # () _____

Credit References: 1) Company _____ Contact Name _____ Phone # _____

2) Company _____ Contact Name _____ Phone # _____

Bank Reference / Acct. # _____ Contact Name _____ Phone # _____

Social Security # _____ CA Drivers License # 2302 2913 Federal ID # _____

Payment Received \$ _____ Check Number _____

Coast United Advertising Co., Inc. d.b.a. Bench Ad Co.

Salesperson ANGIE CAMPOS

Advertiser:

X Ellen Lake

Print Name

X [Signature]

Advertiser's Signature

X Project Director

Official Capacity

X 1/25/16

Date

Approved by _____ Date _____
Authorized Representative

PERSONAL GUARANTEE TO BE SIGNED BY ALL CORPORATIONS, PARTNERSHIPS & ADVERTISING AGENCIES:

I agree to personally guarantee payment in full on this contract as per the terms of this contract X [Signature] X 1/25/16
Signature Date

NEW CONTRACTS: Paid Panels <u>9</u> + Other Panels _____ = Total Panels <u>9</u> • Account Code <u>ELLAK2</u>
RENEWAL CONTRACTS: Renewed Panels _____ + New Panels _____ + Other Panels _____ = Total Panels _____
SPECIAL INSTRUCTIONS:



Bench Ad Production Rates



In House Production Costs Estimate Sheet

Home Office: 8020 Deering Ave, Canoga Park, CA 91304

Phone: (818) 313-8644 Fax: (818) 313-9024

Advertiser / Client: ELLEN LAKE Account Code: ELLLAK2 Date: 1/25/2016
NORTH OAKLAND PUBLIC ART PROJECT

Number of Bench Panels		Total Production Charge \$695.00	
	# of Panels		TOTAL
1		\$175	
2		\$240	
3		\$305	
4		\$370	
5		\$435	
6		\$500	
7		\$565	
8		\$630	
9	9	\$695	\$695
10		\$715	
\$60 each additional panel			
20		\$1,220	
\$55 each additional panel			
50		\$2,625	
\$50 each additional panel			
75		\$3,505	
\$45 each additional panel			
100		\$4,135	
\$40 each additional panel			
200		\$7,140	
\$35 each additional panel			
300		\$9,145	
\$30 each additional panel			

ANGIE CAMPOS
SALESPERSON / SIGNATURE

X Ellen Lake
ADVERTISER / AGENCY (PRINT)

X 1/25/16 X [Signature]
DATE SIGNATURE

all work for 2016
order 1/25/16

All printing is done in full color digital printing using high quality uv ink's, and coated with a clear high gloss uv coat. We will design and create the bench advertising artwork for you. Please provide some ideas of what you would like your ad to look like. Including any logos or pictures which need to be in 600 dpi. We will provide up to 3 color renderings sent to you in PDF format. After 3 rederings there will be an additional charge. We print on a 2 foot by 7 foot white panel. If providing your own artwork please scale to size. Any artwork done by client must be approved by our art department. All artwork is guaranteed from up to 1 year from time of placement.



COAST UNITED ADVERTISING
 Bench Ad Company
 8020 Deering Avenue
 Canoga Park, CA 91304
 (818) 313-8644 • Fax: (818) 313-9024

Invoice

DATE	INVOICE NO.
1/25/2016	119626

BILL TO
NORTH OAKLAND PUBLIC ART PROJECT ATTN: ELLEN LAKE -ELLAK2 609 56TH ST. OAKLAND, CA 94609

AMOUNT REMITTED	\$
-----------------	----

"Please detach and return this top portion with your check in the envelope provided"

Please Detach Here

P.O. NO.	TERMS	DUE DATE	REP	ACCOUNT CODE
CONTRACT	Due on receipt	1/25/2016	HOUSE	ELLAK2

ITEM	DESCRIPTION	# BENCHES	PER BENCH	AMOUNT
AD SPACE-SL	Outdoor Advertising Space on 9 Benches for 6 months	9	420.00	3,780.00
PRODUCTION-SL	PRODUCTION FEE IA-1601	9	77.22222	695.00

We appreciate your prompt payment.

Total

\$4,475.00

**COAST UNITED ADVERTISING - BENCH AD
LOCATION REQUEST**

PAGE 1 OF 1

**ELLEN LAKE
NORTH OAKLAND PUBLIC ART PROJECT**
ADVERTISER

ELLAK2
ACCOUNT CODE

COPY FILE # 8
TOTAL BENCH PANELS

REQUESTED: SITE SPECIFIC AREA SPECIFIC

	1				5	6	7	8	9		10
	BOOK	MAP PAGE	COORD.	SERIAL NUMBER					FACING STREET	CROSS STREET	
1	A629G5001				MARKET	STANFORD	SE				
2	A629G5002				MARKET	STANFORD	SE				
3	A629G5009				MARKET	ARLINGTON	SE				
4	A629G5013				MARKET	ARLINGTON	NW				
5	A629G5030				MARKET	59TH ST	SW				
6	A629G5041				M.L.KING	59TH ST	SE				
7	A629G5050				M.L.KING	61ST ST	SW				
8	A629G5060				M.L.KING	ARLINGTON	SW				
9	A629H6045				55TH ST	SHATTUCK	NW				
10											
11											
12											
13											
14											
15											
16											
17											
18											
19											
20											
21											
22											
23											
24											
25											
26											
27											
28											
29											
30											

ALTERNATES

	1				5	6	7	8	9		10
	BOOK	MAP PAGE	COORD.	SERIAL NUMBER					FACING STREET	CROSS STREET	
1											
2											

TYPE CODE: A) SITE B) AREA C) ALTERNATE D) OTHER-EXPLAIN X) NOT AVAILABLE V) VERIFIED R) RESERVED

REMARKS: _____

BUS BENCH LOCATIONS ARE REGULATED BY GOVERNMENT JURISDICTION, FROM TIME TO TIME BUS BENCH LOCATIONS ARE MOVED AND/OR ELIMINATED. BUS BENCH LOCATION(S) CANNOT BE GUARANTEED FOR ANY PERIOD OF TIME. IF A BUS BENCH LOCATION(S) IS NO LONGER AVAILABLE, CONTRACTED ADVERTISING COPY PANEL(S) WILL BE RELOCATED TO THE NEAREST AVAILABLE LOCATION(S) AT THAT TIME. ADVERTISER WILL BE NOTIFIED OF THE RELOCATION AND MAY DESIGNATE NEW LOCATION(S) PROVIDING THEY ARE AVAILABLE LOCATIONS AT THAT TIME. BEST EFFORT IS MADE TO RELOCATE ADVERTISING COPY PANEL(S) WITHIN TWO MILES OF PREVIOUS LOCATION(S). IN THE EVENT THAT RELOCATION(S) EXCEED TWO MILES, ADVERTISER MAY ELECT TO REDUCE CONTRACTED BENCH ADVERTISING COPY PANEL(S) FOR ONLY THE NUMBER OF BENCH ADVERTISING COPY PANEL(S) THAT EXCEED THE TWO MILE RELOCATION CRITERIA AND ONLY FOR THE REMAINING FULL MONTHS IN THE CONTRACT TERM.

ANGIE CAMPOS
ACCOUNT MANAGER'S SIGNATURE

1/25/2016
DATE

X

Ellen Lake
ADVERTISER'S SIGNATURE

X

1/25/2016
DATE