



Cultural Arts & Marketing
Department of Economic and Workforce Development

TO: Public Art Advisory Committee
ATTN: Kevin Chen and Nick Dong, Co-chairs
FROM: Kristen Zarembo, Acting Cultural Arts Manager
DATE: September 12, 2016
RE: Golden Gate Recreation Center – Public Art Project Artist Recommendation

SUMMARY

Staff recommends that the Public Art Advisory Committee (PAAC) accept the selection panel's recommendations of Lynne-Rachel Altman, Alan Leon, the team of Joaquin Newman and Eduardo Pineda, Johanna Poethig, Trust Your Struggle Collective and Fan Lee Warren as finalists; and the team of Joaquin Newman and Eduardo Pineda as the recommended artists (Johanna Poethig as alternate), for the Golden Gate Recreation Center Public Art Project.

SELECTION PROCESS

In 2011, the Public Art Program issued a Request for Qualifications for a pre-qualified artist pool. Practicing, professional artists or artist teams living or working in the Northern California Bay Area region, defined as the counties of Alameda, Contra Costa, Marin, Napa, San Francisco, Santa Clara, San Mateo, Santa Cruz, Solano and Sonoma, were eligible to submit their qualifications for the opportunity to be considered for possible commission for various projects.

The City received a total of 152 applications to the artist pool. Staff reviewed all applications and forwarded the 129 eligible applications to the selection panel. The panel met to review applications on September 30, 2011, in Hearing Room 3 of Oakland City Hall, 1 Frank Ogawa Plaza. Criteria for the selection of artists are found in the Oakland 2011 Pre-Qualified Artist Pool Request for Qualifications (RFQ). The panel recommended 72 finalists.

For the Golden Gate Recreation Center Public Art Project, a short list of seventeen eligible artists/artist teams with experience working in suitable materials (painted murals, tile and mosaics or equivalent) was developed to be reviewed and interviewed by a panel of City and community representatives. The panel met on June 28th, 2016 to review the qualifications of the shortlist.

The panel selected the following finalists to be interviewed prior to making a final recommendation:

- 1) Lynn-Rachel Altman (Oakland)
- 2) Trust Your Struggle (Oakland)
- 3) Alan Leon (Oakland)
- 4) Fan Lee Warren (Oakland)
- 5) Johanna Poethig (Oakland)
- 6) Joaquin Newman/Eduardo Pineda (Oakland/Berkeley)



Cultural Arts & Marketing Department of Economic and Workforce Development

Prior to being interviewed, the finalists attended a site visit orientation meeting on July 18, 2016 to become familiar with aspects of the project, and ask questions of community members and City staff. The selection panel met a second time on September 7, 2016 to interview the six finalists before reaching their final recommendation to award the commission to the team of Joaquin Newman and Eduardo Pineda with Johanna Poethig as the alternate.

FISCAL IMPACT

The Golden Gate Recreation Center Public Art Project is funded through City of Oakland percent for art funds (per Ordinance Number 11066 C.M.S). Once approved by the PAAC, the selected artist will be contracted for design development, fabrication and installation of the final artwork in an amount up to seventy-five thousand dollars (\$75,000). A portion of the budget, to be confirmed, will be administered to the artist through a general contractor for fabrication and installation.

BACKGROUND

Artist Opportunity

The Oakland Public Art Program agreed to commission an artist to enhance three separate locations at the Charles Porter Golden Gate Recreation Center at 1075 62nd St, Oakland, CA 94608.

Finalists were asked to develop preliminary concepts and to consider how they would approach working with the Golden Gate community to develop their final designs. The three separate locations within the community center designated for public art are:

- 1) Exterior plaster wall adjacent to the entryway
- 2) Interior lobby plaster wall
- 3) One wall in the Teen Lounge

PROCESS REVIEW

For the Golden Gate Recreation Center Public Art Project, the Public Art Program pre-selected a short list of qualified artist candidates from the 2011 Oakland Pre-Qualified Artist Pool.

For the 2011 Pre-Qualified Artist Pool, the City released a Request for Qualifications seeking local qualified artists. The selection panel met on September 30, 2011. They recommended 72 finalists from the eligible pool of 129 applicants for inclusion in the pre-qualified pool.

Voting members of the pre-qualified artist pool selection panel were local arts and community representatives Kevin Chen, Program Director, Intersection for the Arts and Public Art Advisory Committee member; Joyce Gordon, Joyce Gordon Gallery owner and Cultural Affairs Commission representative; Amana Johnson, Oakland-based public artist; and Amy Stimmel, Alameda County Public Art Coordinator. The panel was facilitated by Public Art Program staffers Steven Huss and Kristen Zarembo.

For the Golden Gate Recreation Center Public Art Project Phase One artist selection, a



Cultural Arts & Marketing
Department of Economic and Workforce Development

community-based selection panel met on June 28, 2016 in the Multi-Purpose Room of the Golden Gate Rec. Center to review artists' credentials from the eligible pool of seventeen candidates and recommended six finalists for interviews. The recommended finalists include Lynne-Rachel Altman, Alan Leon, Joaquin Newman and Eduardo Pineda, Johanna Poethig, Trust Your Struggle Collective and Fan Lee Warren. After a project / site orientation on July 18, 2016, the selection panel met again on September 7, 2016 to interview the six finalists and to review their preliminary concept proposals. They reached a recommendation after careful consideration and discussion of the merits of each presentation.

Voting members of the Golden Gate Recreation Center Public Art Project selection panel were community representatives Josephine Lee, Carl Metzger, Octavia Conley and Francisco Mariscal, and project architect Brian Leonard. Advisory (non-voting) panel members included City of Oakland CIP Coordinator Denise Louie, and Recreation Center Directors Elena Bermeo and Alaina Fuglestad. The panel was facilitated by Acting Cultural Arts Manager Kristen Zarembo and Public Art Project Manager Joe Saxe.

RECOMMENDATIONS

Staff recommends that the Public Art Advisory Committee (PAAC) accept the selection panel's recommendations of Lynne-Rachel Altman, Alan Leon, Joaquin Newman and Eduardo Pineda, Johanna Poethig, Trust Your Struggle Collective and Fan Lee Warren as finalists, and Joaquin Newman and Eduardo Pineda as the recommended artists (Johanna Poethig as alternate) for the Golden Gate Recreation Center Public Art Project.

Respectfully submitted,

Kristen Zarembo, Acting Cultural Arts Manager

Prepared by Joe Saxe, Public Art Program Analyst II