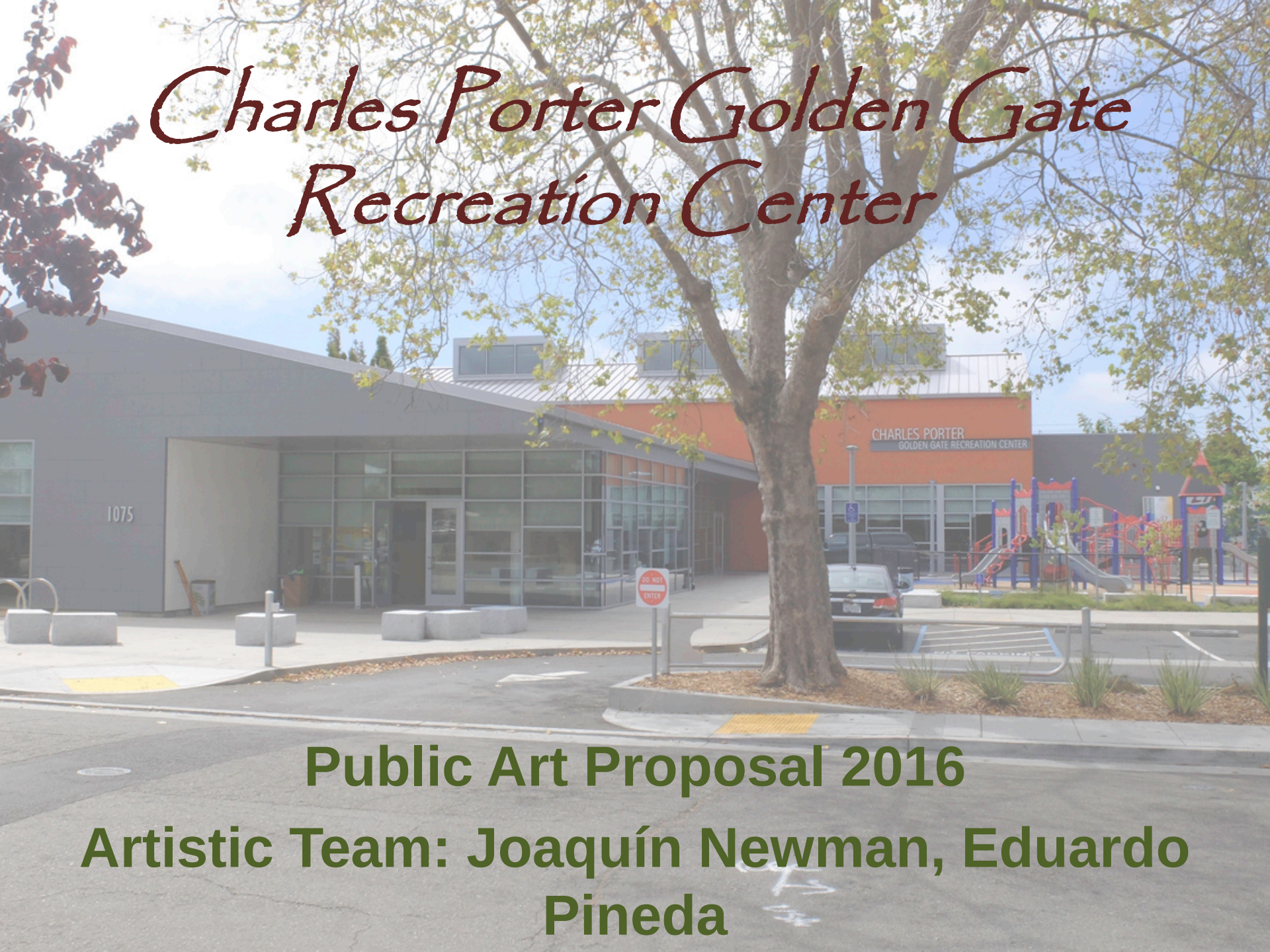
Charles Porter Golden Gate Recreation Center



Public Art Proposal 2016

Artistic Team: Joaquín Newman, Eduardo Pineda

Project Vision

Mural Themes:

- **Building things together through Generations**
- **Recognizing our past**
- **Equity for All**
- **Community enriched by connection to international cultures**
- **Neighborhood evolving**
- **Embracing new locals that support and sustain community**

Lobby Artwork Concept

- **Interactive Design Process**
- **Vision realized by youth activities**
- **Love, safety, healthy relationships, collaborations, creativity, self-reliance, creativity**
- **Circle shaped artwork reflects moments in time**

INFORMATION

Teen Lounge Mural Concept

- **Interactive Design Process**
- **Vision realized by youth activities**
- **Digital Composite Designs with Mirrors**
- **Love, safety, healthy relationships, collaborations, creativity, self-reliance, creativity**

CALI

LOVE

LOVERS

PITAL
SMOKE
FREE
NO PARKING
UNAUTHORIZED
VEHICLES WILL BE
TOWED AWAY
AT VEHICLE
OWNER'S EXPENSE

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Rupert Garcia

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***Obama from Douglass*, 2010**
pigmented inkjet print
44 x 96 in.
edition of 5

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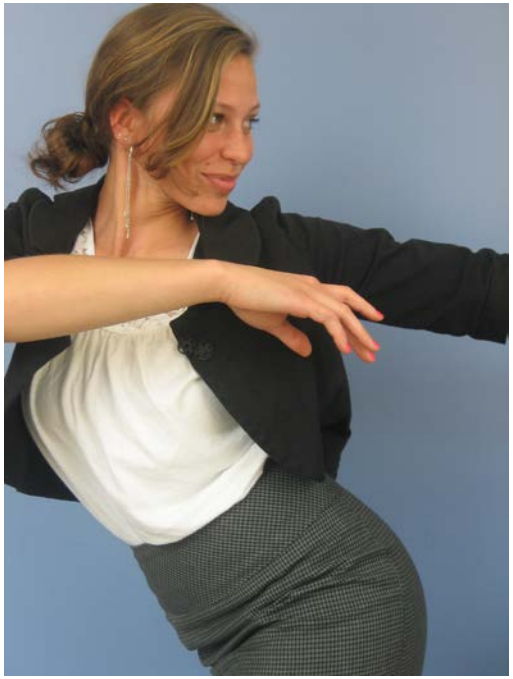
How does fashion reflect culture and society?
What do I wear that reflects cultural and social beliefs?



Genie GS-3268 RT
4x4
SUNSTATE

Genie GS-3268 RT
4x4
SUNSTATE

Working Style

- Highly collaborative Team; welcome work with community.
- Artistic Practice committed to incorporating the voice of community.
- Joaquín and Eduardo creative team for over 5years on over 10 murals and public art projects.
- Both are teachers and have independent art practices.

For Public Art Proposal

•Both are involved in the conceptual design.
•Joaquín will lead on the Lobby Wall.
•Eduardo will lead on the Entry Wall
•Both will focus on the Teen Lounge.
•Both will work with fabricators and installers.
•We share leadership and maintain clear communication with administrators, community people, fabricators, specialists, etc.

PUT THE PIECES BACK
TOGETHER IN YOUR LIFE!

ADDICTION
STAY CLEAN
ANY
MEANS
NECESSARY

NHC

OTHER THINGS MAY CHANGE, BUT WE START AND END WITH FAMILY
SUPPORT
HOPE
FAMILY

Install Solutions
COMMERCIAL & RESIDENTIAL

(510) 723-3320

Charles Porter Golden Gate Recreation Center Public Art Proposal
Artistic Team: Joaquín Newman and Eduardo Pineda

Interview Questions

1. Project Vision
   The evolution of the Charles Porter Golden Gate Recreation Center embodies the history of a robust and vigorous community. Community members that see themselves as part of an ongoing effort of improvement and refine their neighborhood inspires us. We want to celebrate this vision and resilience. Our themes are: Building things together through generations; recognizing our past, equity for all, community enriched by connection to international cultures, neighborhood evolution, and embracing new locals that support and sustain community. The project will result in a mural at the entrance to the Center, a panel mural on the upper wall of the lobby, and a panel mural in the Teen Lounge.

2. Work Style
   We are highly collaborative and welcome the opportunity to work with community representatives to design dynamic and meaningful public artworks for the Center. Eduardo and I have been creative colaborators for over five years on over 10 different murals and public art projects. In addition, we each teach and have independent artistic practices. For this project both of us are involved in the conceptual design and Eduardo will take the lead on the Entry Wall, Joaquin on the Lobby wall. Both will focus on the Teen Lounge. Both of us will work with fabricators and installers. We are used to sharing the leadership and maintaining clear communication with administrators and community people.

3. Past Experience
   In our experience dealing with unexpected situations, we find that close communication with stakeholders, prioritizing project goals, and reassessing limitations with all involved can insure a successful and powerful result even when schedules change. An example was the Healthrigthts360 project (2014). Originally the project was intended to be a 3-month painting process that was reduced to 4-5 weeks. We adjusted our thinking from a full color mural to a monochromatic design that uses color to emphasize significant aspects of the composition. This allowed us to maintain the full size of the mural, the dramatic narrative, and the multipurpose quality of the Obama Community Room environment.

   When we lack experience we go to our network of public art professionals and art educators to identify fabricators, and teaching artists. In the 100 Families Highland Hospital Community Mural Project (2011) we brought on additional teaching artists to expand the number of participants, and teaching artists that specialize in theater for role-playing activities to engage participants in gesture and group poses that translated into imagery for the murals. For the REACH Ashland Youth Center project (2014) that required cast concrete fabrication and outdoor installation of the artwork, we identified fabricators: Kreysler and Associates and Concreteworks, and art installer: Scott Atthowe Fine Arts Services to help realize our vision in the highest quality.

4. Design Development and Community Engagement
   We propose 1-2 more interviews with community stakeholders, including the representatives at the orientation, to clarify more specific imagery and neighborhood priorities for the Entry Way and Lobby murals. In addition, we would work with Center staff to identify developmental needs of the children and youth in order to design 4 hands-on workshops in which Center participants would create content for the Teen Lounge mural. Three previous projects are good examples: Fox Courts Murals (2009), partners: Fox Theater, Oakland School for the Arts, Fox Courts

Apartments, Resources for Community Development; 100 Families Highland Hospital Community Mural Project (2011), partners: Highland Hospital, Alameda County Arts Commission and neighborhood residents; and REACH Ashland Youth Center (2013), partners: Alameda County Arts Commission and Ashland Youth Center. In both examples we worked directly with community stakeholders who's representatives were from different organizations, and children, youth, parents, students and teachers to develop themes and imagery for the Fox Courts murals, 100 Families Highland Hospital Community Mural Project, and the Ashland Youth Center public art. Fox Courts project used a high school art class format and Highland Hospital ands REACH Ashland Youth Center projects used hands-on multi-generational neighborhood workshop formats.

5. Schedule & Availability
   This project is an exciting opportunity and priority for us. We have busy schedules but are confident that we can develop a thoughtful and engaging design that genuinely represents the Center and neighborhood. The approval process and fabrication time will govern the scope of our vision, but we feel we can work with all involved to come up with a solution that respects the overall vision and limitations of the project.

6. Materials & Maintenance
   We are proposing a painted mural on the exterior Entry Way wall, and printed digital composites on wood panels and mounted in the Lobby and Teen Lounge. Acrylic artists colors will be used at all three sites. The exterior mural will be painted in NovaColors with a protective system created by SPARC in Los Angeles. This includes B17, a hard consolidation coat to protect vandalism, weather, and UV. An additional wax coating makes graffiti clean-up easy and non-toxic and is recommended for potentially active sites. The Lobby panels will be printed with artist's acrylics and coated with Golden UVLS, artistic varnish that protects against UV. The Teen Lounge panels will be printed with artist's acrylics and coated with a hard automotive varnish to protect against scratching. The wood panels are rugged. NovaColors are the standard for professional outdoor murals. The artist's acrylics on panels are used for museum artworks. We've used the B17 system successfully on two murals in Berkeley on University Avenue. We used the UVLS successfully on a 3,000 sq. ft. exterior mural with heavy sun exposure and colors are still bright after 8 years.

7. Budget
   [Separate]

8. Questions
   Is it possible to extend the project deadline to enhance community participation and fabrication?

Charles Porter Golden Gate Recreation Center Public Art Proposal WORKING BUDGET
Team: Joaquín Newman, Eduardo Pineda, Revs: 9.2.16

Design		15000
Community Engagement		
4 session with 12 children, materials. Based on 2 artists. Stakeholders, staff interviews Scheduled Artists Talks during mural painting to be arranged.	3000 360	
SUBTOTAL		3360
SITE 1: Outdoor Entry Way		
Design, wall prep, design transfer, painting, varnishing. Based on 1.5 artists, 22 days, 8hrs/day	15,840	
Mural. NovaColor arcylic, MuralShield varnish, World's Best Grafitti Coating. Combination protects against UV, and vandalism.	3,160	
SUBTOTAL		19,000
SITE 2: Lobby		
Print file production, design approvals, supervision of fabricator&install. Based on 1.5 artists, 15 days, 6hrs/day	8,100	
Digital Composite Mural. Acrylic Inkjet print on wood UVLS varnish. Varnish will protect against UV and can be dusted or lightly wiped if necessary.	9240	
SUBTOTAL		17,340
SITE 3: Teen Lounge		
Print file production, design approvals, supervision of fabricator&install. Based on1.5 artists, 15 days, 6hrs/day.	8100	
Digital Composite Mural. Acrylic Inkjet print on wood, hard varnish. Varnish will protect against contact with children.	6200	
SUBTOTAL		14300
Insurance		
4 artists, standard public art liability coverage		1000
Installation		
Installation of 2 Digital Composite Murals by general contractor. Guessimate.		5000
Project Total		75,000