



**Cultural Arts & Marketing**  
**Department of Economic and Workforce Development**

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TO: Public Art Advisory Committee  
ATTN: Kevin Chen and Nick Dong, Co-chairs  
FROM: Kristen Zarembo, Senior Public Art Program Project Manager  
DATE: December 5, 2016  
RE: Golden Gate Recreation Center – Public Art Project Final Design Presentation

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**SUMMARY**

The Golden Gate Recreation Center Public Art Project, designed by the artist team of Joaquin Newman and Eduardo Pineda, is in final design development and fabrication. Final designs are now being presented to the Public Art Advisory Committee as an informational update.

**BACKGROUND**

In October 2016, PAAC approved the artist team of Joaquin Newman and Eduardo Pineda for the Golden Gate Recreation Center public art project, located at 1075 62nd St, Oakland, CA 94608.

As reported previously, the three separate locations within the community center designated for public art include the exterior plaster wall adjacent to the entryway, the interior lobby plaster wall located by building reception, and one wall in the Teen Lounge.

On October 12, the conceptual design proposal was presented to the Parks and Recreation Advisory Commission, who unanimously approved it.

On October 17, and Thursday, October 20, the artist team conducted youth art workshops at the GGRC, where youth in after-school programs at the Center created artwork and were photographed for potential inclusion in the final artwork designs.

On October 19, the project and design was presented at the Golden Gate neighborhood's Neighborhood Crime Prevention Council meeting, to get input from a larger group of community members. Community members provided positive feedback.

The artists have consulted with Public Art Program and Public Works staff to determine which materials will work best for long-term maintenance of painted walls, both exterior and interior, and consulted with installer Atthowe Fine Art Services to refine their design for mounting the art panels. Staff and the artist team also visited fabricator Magnolia Editions to approve two test panel prints.

Newman and Pineda's design evolved to reflect the input they received from these stakeholders, and their revised design included a change in scale to the artwork panels in the Teen Lounge to minimize potential damage to the artwork.



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At the November 7 PAAC meeting, members of the PAAC provided feedback on possible design modifications, and approved all designs, pending public art staff final approval if needed. Taking this feedback into account, along with subsequent comments from the Golden Gate Recreation Center staff, the artists have modified the designs for the exterior mural and two of the interior panels. Here is the artists' narrative description of their exterior mural design:

*"We want the mural to be inviting and vibrant! The circle motif integrates the inside designs with the outdoor design. Color is used to represent time periods — blue for the historical roots of the people in Golden Gate, warm orange/yellow for the more recent past, and full color for the contemporary moment. Silhouettes and patterns support the narrative of the center while also visually paralleling all the action of the lively Center.*

*Neighborhood ancestry is represented by the Ohlone dancer (upper left), Klinkner (in the top hat at upper right), and the Caribbean dancer (just below Klinkner). The Golden Gate neighborhood was known as Klinknerville in the early 1900s. Charles Porter is seen in the middle of the composition, a tribute to his instrumental role in the neighborhood and development of the Center. The young people directly under Porter are seen developing significant aspects such as building healthy relationships; studying/learning about themselves (compass and DNA string suggest geographic roots and genetic origins); and with coaching/mentoring development of life skills. The earth represents the greater world young people "take on" beyond the center and in the future. The richness of program offerings are seen: girl making ceramics (under Ohlone dancer at left) and computer coder (under Caribbean dancer at right). The silhouette figures also show the variety of activities provided — Karate, yoga, gardening, and music. The Art Nuevo pattern and plant designs along with the Bay waters reflect the natural beauty of the area. In addition, the Art Nuevo pattern echoes the pattern in the Lobby design. Finally the Golden Gate Bridge at the top of the wall reinforces the neighborhood identity and through the geometric pattern at the base of the mural taken from the Maynard School building an important link to public education."*

Public Art staff has approved all designs. Magnolia Editions has begun to fabricate the interior panels, and the artists have begun painting the exterior mural.

### **FISCAL IMPACT**

No change.

### **RECOMMENDATIONS**

Staff recommends that the Public Art Advisory Committee review the artist team's designs, and provide informational feedback if desired.

Respectfully submitted,

Kristen Zarembo, Senior Public Art Program Project Manager

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