



# Cultural Arts Programs

## *Economic & Workforce Development*

### Public Art Advisory Committee Proposal Review Form

Date 2 / 20 / 2017

Artist(s) Fuming Guerilla Productions (FGP)

Project Contact Sage Loring (FGP), Angela Gennino (SPAGGIA)

Organization (if applicable) San Pablo Avenue - Golden Gate Improvement Association

Phone # 510-551-1013 Email agennino@gmail.com (SPAGGIA)

Street Address 980 57<sup>th</sup> St.

City Oakland State CA Zip 94608

Proposed Site of Project (Address/Cross St. with physical details) 950 57<sup>th</sup> St.  
the Lowell St.-facing wall of Glow Glass Studio

Name of Property Owner, Proposed Location Frances Butler

City Council District of Proposed Location District 1

#### Attachments Checklist

Attach a separate document to address the following items, bundled together in a single electronic file:

- Review Form (this page)
- Project Narrative
- Artist Resume
- Examples of Past Work
- Visual Proposal
- Materials and Methods Description
- Photos of Site
- In-Situ Mockup
- Timeline
- Budget
- Maintenance Plan
- Community Outreach / Support Documentation
- Insurance Documentation
- Permission(s)- Private Property Owner or City
- Waiver of Proprietary Rights for Artwork Placed on City Property (if applicable)

## PROJECT NARRATIVE

### Forge to Forest

The Golden Gate community has been struggling for decades to abate blight on Lowell Street, a 13-block, semi-industrial corridor running the entire north-south length of the neighborhood. The mural location has historically been the corridor's strongest magnet for taggers and graffiti vandals, primarily due to the large flat walls and their high visibility. With parking lots on both sides, 950 57<sup>th</sup> St. can be seen from several blocks away and the very first thing hundreds of surrounding residents view from their homes.

Our project's goal is to transform this beacon of blight into a neighborhood attraction that is fun, friendly, and informative for our young families, pedestrians, and bicyclists. Community members recommend the project "reintroduce" nature to this industrial strip by turning Lowell St. into green and wild ecosystem. The other strong desire is to honor the un-sung artist community, which has been based in the Lowell St. corridor for many decades.

Concept and design will show a glass artist from inside the Glow Glass Studio (located inside 950 57<sup>th</sup> St.) creating glass sculptures of wildlife, which come to life as each creature passes through a portal/doorway into the imaginary forest. The creatures will be inspired by species native to the Bay Area but rendered in the style unique to Vogue, the lead project muralist.

## ARTIST RESUME

### Fuming Guerilla Productions' (FGP)

FGP's mission is to create the vital bridge between artists and clients by providing a streamlined process – from planning and production to PR – that allows both parties to maximize their stake in the collaboration and minimize risk. FGP has produced works in areas of blight that receive high praise from building owners and the communities alike on how our installations have made their neighborhoods into something positive and special.

FGP also co-directs nonprofit [Dragon School](#) Oakland's Chinatown, which enlists seasoned artists to paint with city youth, empowering them with a sense of community and civic pride. Dragon School's goal is to include the heavily vandalized properties of Chinatown in the art renaissance spreading across Oakland.

## **Norman "Vogue" Chuck - Lead Artist**

Vogue is an American graffiti artist, calligraphist, illustrator and graphic designer best known for his photorealistic "Spraycan Art" and murals. His work can be seen across Oakland and has been widely photographed and reviewed nationally.

### **EDUCATION**

- Graphic Design/Illustration; Academy of Art College 1988-1991

### **AWARDS**

- Estria Invitational Graffiti Battle Finals winner Oakland, CA. 2009
- Chief of Police, Certificate of Commendation 2009

### **PUBLIC ART COMMISSIONS**

- Participation in the world's longest mural; UAE Dubai, 2014
- Four Guardians; City of Oakland commission, 2009
- Concord Mills Mall; interior murals, Charlotte, NC 1999

### **SELECTED MURAL CLIENTS**

- ESPN Gary Payton and Draymond Green Murals Oakland, CA 2017
- DT Oakland Marriott lobby mural Oakland, CA 2016
- ESPN Ricky Henderson murals CA 2016
- Exterior of the Moscone Center Garage (Barry McGee project) 2016
- Ballantine's Whiskey sign; Oakland, CA 2016
- Spittin' Fire; Montana Paints Oakland, CA 2016
- Participation in the Guinness World Record for World's Longest Mural in Dubai, UAE 2015
- Wrist Ship Supply Wall; 9,500 sq. ft., Oakland, CA 2014
- White Elephant Wall; 7,200 sq. ft., Oakland, CA 2014
- "Ola ka Wai, Ola ka Honua", 4100 sq. ft. mural facing HCC; Honolulu, HI, 2011
- "WaterWrites" 6100 sq. ft. mural; Oakland, CA, 2011
- Gansevoort Miami Beach; exterior mural with MTN team, Miami, FL 2011
- Art Basel Miami; largest mural of festival with MTN team, Miami, FL 2010
- Zeum; interior mural, San Francisco, CA 2002
- Rhapsody; interior mural, San Francisco, CA 2010
- Mayan Theater; interior mural, Los Angeles, CA 1989
- NBA Golden State Warriors automobile mural 2000
- BGP Bill Graham Presents, exterior mural, Sacramento, CA 1991
- BGP Bill Graham Presents, interior mural, San Francisco, CA 1990
- Red Bull, exterior mural, Santa Cruz, CA. 2007
- Converse, exterior mural, Oakland, CA 1992
- Mighty 4, exterior mural, San Francisco, CA 2007 & 2008
- Glu Mobile, interior mural, San Mateo, CA 2006

### **MEDIA EXPOSURE (featured)**

- Travel and Leisure Magazine (Spring 2016)
- One Track Mind Vol. 3 magazine 2006
- Piece By Piece graffiti documentary; 2006

- Painting The Towns; Dunitz and Prigoff, book, photo spread, 1997
- Art in the Street: Deitch, Gastman & Rose, book, photo spread 2011
- KMEL video interview; 2008
- History of American Graffiti: Gastman, Neelon book, book photo & interview 2011
- Freight Train Graffiti: Gastman, Rowland & Sattler, book, book photo & interview 2006
- Juxtapoz magazine; 2006
- XLR8R magazine; 2003
- Rides magazine; 2007
- Source magazine; 2000
- BMX Plus magazine; 1989

### **COMMUNITY PROJECTS**

- Oakland Police Department lowrider police car 2009
- Oakland Fire Department Youth Basketball Tournament 1997
- Oakland Anti-tobacco Campaign exterior mural 1988
- Eden Youth Computer Clubhouse, Hayward, CA 2010

### **INDEPENDENT ART PROJECTS**

- The Classics group show; 1: AM SF Gallery, San Francisco, 2010
- Rough Sketch group show; Pueblo Nuevo Gallery, Berkeley 2010
- Don't Sweat the Technique group show; 1: AM SF Gallery, San Francisco 2009
- Adidas Shoe Auction; Shoe Biz, San Francisco 2009
- Move Against Aids, huge benefit mural for fundraiser, 2003
- Concrete Frontier; group show, Culture Cache, San Francisco 2000
- Memoirs of Vogue solo show; 1: AM SF Gallery, San Francisco, 2010
- How We Do solo show; 1: AM SF Gallery, San Francisco, 2013
- Game On group show; 1: AM SF Gallery, San Francisco, 2013
- Print show; 1: AM SF Gallery, San Francisco, 2011
- Leave the Beef on the BBQ, Guerrero Gallery, San Francisco 2012
- The City we Love group show, 941 Geary Gallery, San Francisco 2011
- Solo Show, F4C Gallery, Oakland 2010
- Urban Legends group show, Los Angeles 2012
- RX gallery, group show, San Francisco, CA. 2007

## PAST WORK EXAMPLES: VOGUE & FGP



## Oakland Museum Women's Board – White Elephant Art Installation



The Oakland Museum Women's Board (OMWB) provides services and funds to the Oakland Museum of California (OMCA). The OMWB owns a 8,200 sq ft., (externally) blighted warehouse where they hold the White Elephant Sale, that raises money annually for the Oakland Museum. This project used three artists who cohesively blended their styles to make the wall come alive and ensure it remained free from further vandalism but also help it become a destination piece for street art hunters, a growing hobby for many people in urban areas.

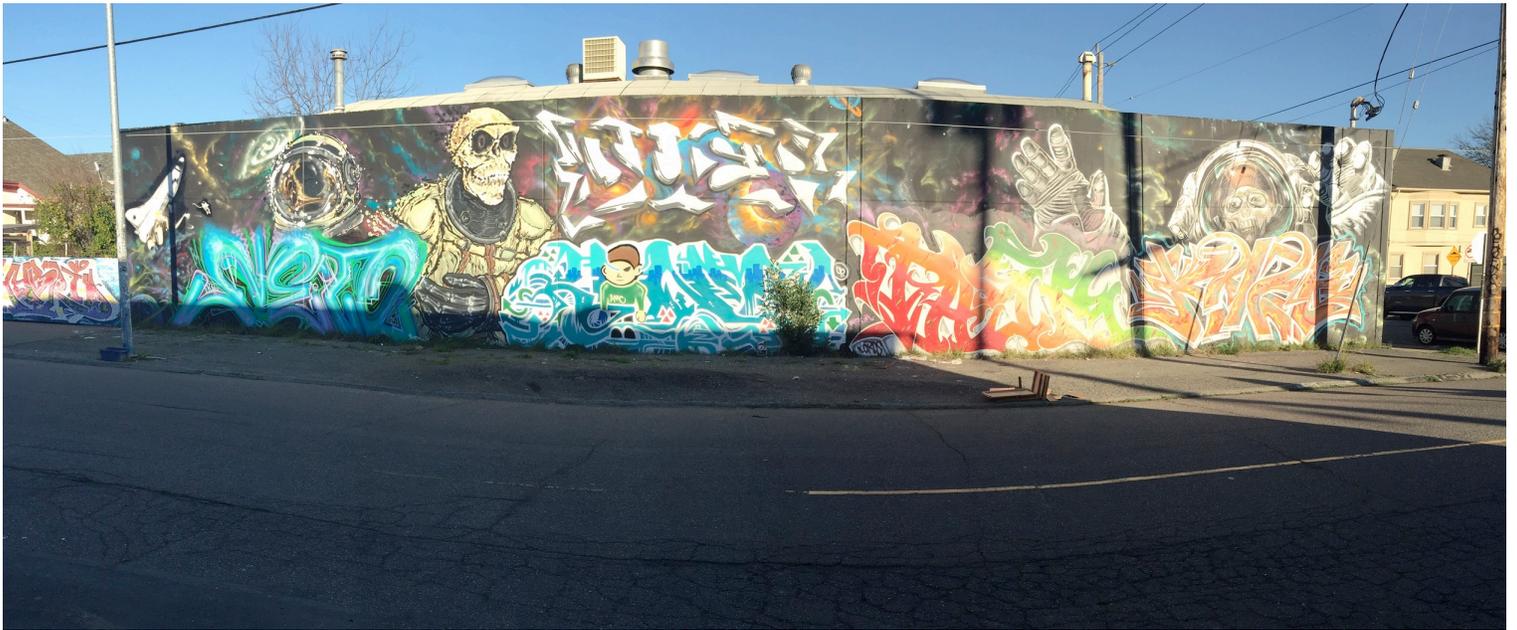
# Wrist Ship Supply - Art Installation - Before and After



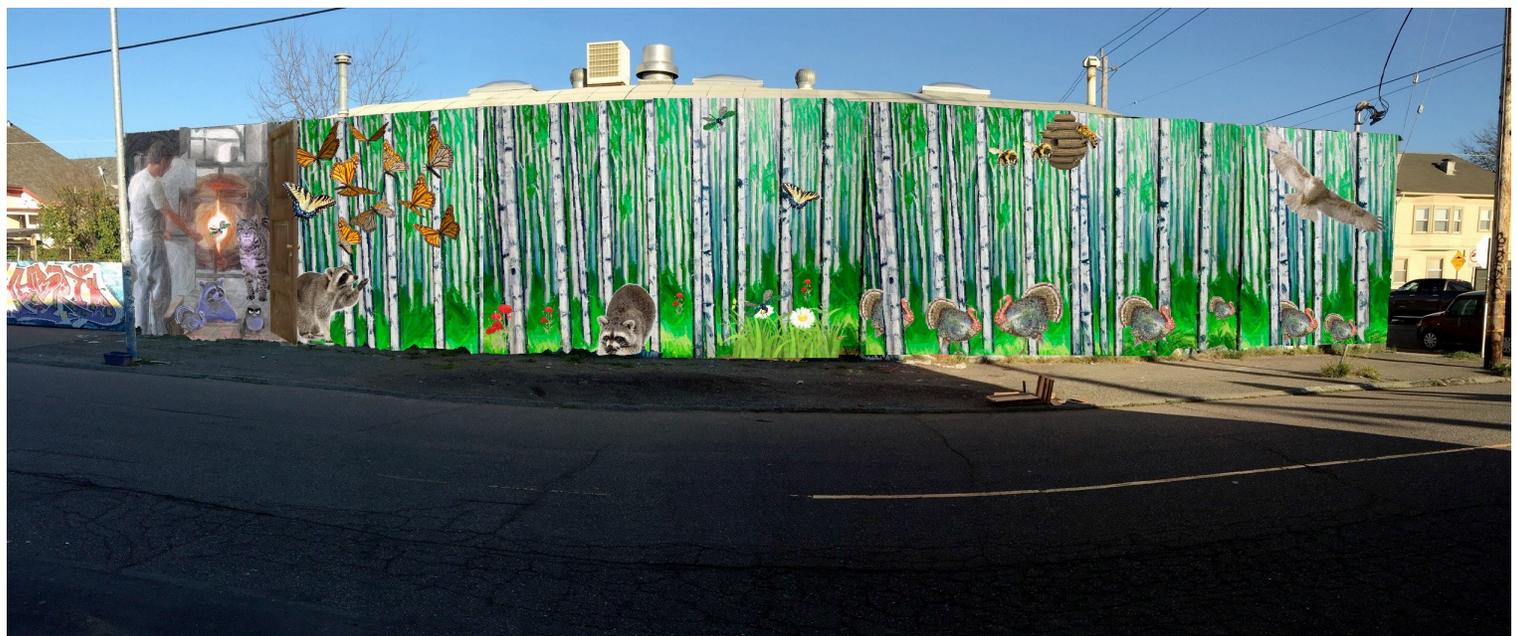
Wrist Ship Supply is the largest shipping company in the world. Headquartered in Denmark, the company has dozens of offices around the world. Their Oakland office was in a severe state of neglect and plagued with tagging and vandalism. The block-long 9,500-square-foot building is a substantial piece of real estate in the neighborhood. Transforming the façade dramatically changed the neighborhood while benefiting the company image, employee morale, and community alike.

## VISUAL PROPOSAL

### Site Photo Current



### Site Photo Current, Materials, and Methods



This rendering indicates overall composition and placement however it is not an exact representation of completed mural. Materials and methods include professional aerosol paint (spray paint) coupled with outdoor latex paint choses from a bright and multi-colored palette.

## PROJECT TIMELINE

Starting from date of project funding disbursement for Golden Gate mural

- **Week 1** – Design reviewed with community
- **Week 2** – Any revision presented and approved
- **Week 2** – SPAGGIA coordinates neighborhood participation, including priming off the wall in two base colors (green & grey)
- **Week 3** – Mural is produced (1 week of work)

## MAINTENANCE PLAN

If there touch up is needed due to vandalism, a FGP artist will do the touch up. No maintenance is needed besides this. Protective UV coating will be supplied and applied by SPAGGIA.

## PROJECT INSURANCE

Fuming Guerilla Productions will purchase insurance to cover the actual mural installation on-site from <https://www.actinsurance.com/>.

# PROJECT BUDGET

ARTISTS		Description	Total
Lead artist			\$5,000
Assistant artist (intern)			\$500
Artist insurance	Project based - through ACT Insurance		\$110
ART SUPPLIES / PRODUCTION MATERIALS			
Boom lift	One week rental		\$1,000
Paint spray rental			\$90
Primer coat latex			\$50
Professional Aerosol Paints			\$1,000
Brushes and misc. for youth participation			\$250
ARTIST & MATERIAL COSTS			
Inclusive of all above elements			\$8,240
PROJECT MANAGEMENT & ADMIN			
FGP proposal, coordination and management	Discounted by 60%		\$1,000
<b>TOTAL ESTIMATE (Inclusive of all above elements)</b>			<b>\$9,000</b>
PHOTOGRAPHY & FILMING OPTION			
There is no budget left, however we will try attempt to document internally			N/A
PAYMENT SCHEDULE			
Payment in full must be received prior to work commencing			

Dan Kalb  
Councilmember, District 1  
City of Oakland  
Frank Ogawa Plaza  
Oakland, CA 94612

March 28, 2016

Dear Councilmember Kalb,

I approve the installation of the anti-graffiti mural on the wall of my property at 950 57<sup>th</sup> Street, Oakland, CA. I give my full support to the project organizer, the Golden Gate Community Association, which has been working to abate graffiti and illegal dumping on Lowell St. for many years.

I look forward to the funding of this project,  
Sincerely,

*Frances Butler*  
*March 28, 2016*



February 15, 2017

To the City of Oakland,

I support the Anti-Graffiti Mural Project on the Glow Glass Studio, 950 57<sup>th</sup> Street, Oakland, CA 94608. I'm excited that Fuming Guerilla Productions will be bringing its artistry to the project. FGP will help transform an entire corner, blighted for decades by graffiti and tagging, into a visually spectacular location that our community can be proud of.

Sincerely,

Angela Gennino, 57<sup>th</sup> St., [agennino@gmail.com](mailto:agennino@gmail.com)  
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