



# Cultural Arts Programs

## *Economic & Workforce Development*

### Public Art Advisory Committee Proposal Review Form

Date FEB. 28, 2017

Artist(s) LORI ANNE FISCHER

Project Contact LORI ANNE FISCHER

Organization (if applicable) NA

Phone # (510) 282-3727 Email designlaf@gmail.com

Street Address 625 56<sup>th</sup> ST.

City OAKLAND State CA Zip 94609

Proposed Site of Project (Address/Cross St. with physical details) BACK SIDE OF 4685 TELEGRAPH AVE. WILL FACE SHATTOCK AVE.

Name of Property Owner, Proposed Location JOE BRIGNOLE

City Council District of Proposed Location DIST. 1

#### Attachments Checklist

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

1.  Review Form (this page)
2.  Project Narrative
3.  Artist Resume
4.  Examples of Past Work
5.  Visual Proposal
6.  Materials and Methods Description
7.  Photos of Site
8.  In-Situ Mockup
9.  Timeline
10.  Budget
11.  Maintenance Plan
12.  Community Outreach / Support Documentation
13.  Insurance Documentation QUOTE
14.  Permission(s)- Private Property Owner or City
15. NA Waiver of Proprietary Rights for Artwork Placed on City Property (if applicable)

Lori Anne Fischer  
Project Narrative  
“RISE” mural

The message of my mural is “RISE”. The idea is to have a positive, beautiful design that is bold and dynamic in scope making it possible to be enjoyed by pedestrians and by those driving by.

I feel strongly that communities feel positive about themselves when confronted by positive, and meaningful images. Turning the blighted wall, where my mural will be, into a place where folks will want to be, will make a big impact at this location. This area has witnessed many changes over the last few years and is seeing a lot more foot traffic than it did in the past. Having a beautiful mural at this site will greatly enhance the beauty of an otherwise depressing block.

## Lori Anne Fischer

DesignLAF@gmail.com

Phone: (510) 282-3727

www.designlaf.com

### Design

Free-lance Bay Area Illustrator, 1985 to present, serving individuals and organizations with illustrations, logos, and tattoo designs, with a specialization in serving non-profit agencies and schools. Examples of work include the following:

- Hand to Hand Kajukenbo Self Defense Center, 1999 to present – Designed and painted several interior wall murals and designed multiple T-shirts sold to raise funds. Donated art for fundraising auctions.
- Mosaic Project, 2000 and 2013 – Designed logo for the Mosaic Project Youth Program in 2000 and for the Mosaic Project Professional Development Program in 2013. Painted logo murals on office walls.
- Sionfonds for Haiti, 2012 – Designed logo and T-shirt. Donated art and classes for fundraising auctions.
- Destiny Arts Center, 1999 to 2003 – Designed T-shirt and donated soft sculptures for fundraising auctions.

### Awards and Competitive Grants

- 2015 Winner, Pacific Association of Women Martial Artists (PAWMA) logo contest and t-shirt design
- 2014 Winner, Pacific Association of Women Martial Artists (PAWMA) logo contest and t-shirt design
- 2005-2013 Dolls for Art Sake. Grant recipient from the city of Oakland's Cultural Funding for Individual Artists, Oakland, California
  - Worked individually making dolls with bed-bound children and their families in the Bone Marrow Transplant Center at Children's Hospital, Oakland, California (2005 to 2013)
  - Kaiser Permanente Pediatric, Oakland ( 2005-2008, 2016-2017).
  - Additional support for this project received from Philanthropic Ventures Foundation (2007, see below); City Stitchers, a group of City of Oakland employees who knit (2007 recipient); and many generous individuals
  - This work has shown at several places, listed below.
  - Press, listed below.
- Philanthropic Ventures Foundation, Community Initiatives Grant (2007)

### Press

- The Oakland Tribune article September 2007
- Gary Turchin. "The BUZZ around town", Inside Children's. Oakland, September 24, 2007.
- Quynh Tran. "Help sought for art Project", The Montclarion. Oakland, September 14, 2007
- NBC11 News, September 18, 2006
- Robin Higgles. "Oh, You Beautiful Doll", The Oakland Tribune. July 18, 2006.

- Quynh Tran. "Oakland bestows grants on artists", The Montclarion. Oakland, August 23, 2005.

### **Exhibition**

- Participating artist in "Bench Project" Grant received by Ellen Lake through Southern Exposure's Alternative Exposure Grant Program May 1, 2015 – Aug. 1, 2015, Oakland, CA.
- My own work and the work resulting from the work of children participating in the Dolls for Art Sake programs have shown at the following places:
  - Rockridge Library, Oakland, CA every year of the grant. (Annually, 2007, 2009, 2010, 2012, 2013)
  - Ozzie's Soda Shoppe, Berkeley, CA (2004)
  - ACCI Gallery, Berkeley, CA (2005)
  - Sola Lucy, Berkeley, CA (2009-2010)
  - Gallery One, San Francisco, CA (2005)
  - Museum of Children's Arts (MOCHA), Oakland, CA (2006)

### **Teaching**

Provide group workshops and one-on-one instruction to adults and children of all ages in graphic design, doll-making, and soft sculpture works. Examples of some workshops include the following:

- Camp 510, Oakland, CA (2013) –Taught several art classes geared towards children ages 6 to 13 years at this diverse urban community day camp.
- Renaissance International School, Oakland, CA (2013) – Taught art class for elementary age children at this independent, Montessori school.
- Cazadero Performing Arts Family Camp, Cazadero, CA (2009) – Taught doll-making and soft-sculpture classes, wire sculpture, and stenciled designing on t-shirts other fabric for children and adults.
- Several art classes for private functions at individuals' homes, and for auctions for non-profit organizations. (1996-present)

Mural on garage door at 480 Prince St., Oakland:



17'x8' Dragon on walls of Hand to Hand Kajukenbo Self Defense Center:



11'x11' Crane Yin/Yang on walls of Hand to Hand Kajukenbo Self Defense Center:



8'x8' Mosaic logo (that I designed) on wall at Mosaic Project Office. I painted others on other office walls:



82” x 22” public bus stop bench art as part of “The Bench Project.” Artists rotate their work on bus stop benches in North Oakland through a grant from Southern Exposure's Alternative Exposure. The grant recipient is Ellen Lake. My benches are up from May 1, 2015 – July 31, 2015.





Lori Anne Fischer

Visual Proposal

“RISE” mural

ACTUAL DESIGN IS HORIZONTAL

Lori Anne Fischer  
Materials and Method Description  
“RISE” mural

I will prepare the wall. First by power washing it, then by scraping and filling the cracks and then by applying two layers of primer.

Next we will either stencil the image on in layers, or work with a grid in layers. We will start with painting the background color, followed by the “RISE” lettering, followed by the skin tone color, and lastly we will paint the dark detailing and the border. Each layer will have two to three coats for the best coverage and color.

The last (and most difficult part) will be applying several coats of anti-graffiti paint. This is what will make maintaining the mural possible in such an urban setting.

I will maintain the mural, when possible, for the first five years (as long as I am still living in the area).

Lori Anne Fischer  
Photo of site  
"RISE" mural

Mural will be placed on backside of 4685 Telegraph Ave. facing Shattuck Ave.



Lori Anne Fischer  
In-Situ Mockup  
"RISE" mural



Lori Anne Fischer  
Timeline  
“RISE” mural

Once I have funding, I will begin the process of enlarging my image. When there has been a long enough period of dry weather, I can begin the process of preparing the wall for the mural.

I would like to allow three months to complete the project.

## Lori Fischer's BUDGET SUMMARY

1. power washer rental – \$100.00
2. 2 coats of primer – \$800.00
3. 2 to 3 coats of background exterior acrylic - \$700.00
4. 2 to 3 coats (?) of “RISE” exterior acrylic – \$500.00
5. 2 to 3 coats (?) skin color exterior acrylic – \$400.00
6. 2 to 3 coats (?) of “tree woman image” & border - \$600.00
7. white paper for stencil - \$100.00
8. chalk for stencil - \$100.00
9. space rental usage for drawing stencil - \$250.00
10. ponce wheels - \$30.00
11. painter's tape - \$100.00
12. brushes/rollers - \$200.00
13. rags – \$25.00
14. exterior stucco patch - \$45.00
15. anti graffiti varnish – 4 coats - \$500.00
16. job box - \$300.00
17. scaffolding - \$500.00
18. generator - \$200.00
19. artists fees - \$5000.00
20. insurance - \$1000.00
21. assistants fees - \$3000.00

Total cost of:

1. Power washing wall of mural location ( approximately. 50' x 20' )
2. Scraping out seams and holes
3. Filling holes with exterior stucco patch
4. Applying 2 coats of exterior primer
5. Applying 2 to 3 coats of 1<sup>st</sup> layer of mural with special Mural Paint
6. Projecting design and drawing it onto pattern paper. Image will be approximately 16' x 50'. This will be done in 3 layers ( on top of the 1<sup>st</sup> solid layer)
7. Chalk back of pattern and trace onto wall using ponce wheel.
8. Paint “RISE” layer
9. Repeat last two items with regard to next two layers.
10. Apply by hand 4 coats of anti graffiti coating – a long, tedious process

**TOTAL AMOUNT REQUESTED: \$14,450.00**

Lori Anne Fischer  
Maintenance Plan  
“RISE” mural

I live in this district and drive by the site of the mural placement several times a week. I will do my best to keep the mural graffiti free for the first five years – as long as I am still living in the area (which I am planning on doing).

I will have painted several coats of anti-graffiti coating on the mural, so the graffiti will wipe off with special spray and a rag.

We, the people/businesses signed below, fully support Lori Fischer's "RISE" mural project at 4685 Telegraph Ave. ( which faces Shattuck Ave.)

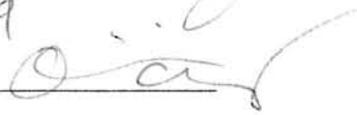
NAME, ADDRESS

Scott HEAVILL	4801 Telegraph, 94609
Chit '14	4871 Telegraph
Jason Huffman	4901 Telegraph 94609
Tiffany Johnston	4919 telegraph 94609
Allen James	633 55 <sup>th</sup> st. 94609
Sam Robinson	4915 Telegraph
Steph Forhel	4915 Telegraph 94609
Jazmin Alanillo	4917 telegraph Ave 94609
Chummy Alexanian	4917 telegraph Ave 94609
Spain G <sup>o</sup> y	4919 telegraph Ave.
Grace Ambrose	4929 telegraph Ave
KESETE YOHANNES	5020 Telegraph Ave SUITE B - It's your move
CHRIS SPECKER	4920 Telegraph. Ave
Katie Holtan	4935 Shattuck Ave

We, the people/businesses signed below, fully support Lori Fischer's "RISE" mural project at 4685 Telegraph Ave. ( which faces Shattuck Ave.)

NAME, ADDRESS

Hanky Pantalone 682 53<sup>RD</sup> ST. Berkeley

Olivia Carter 4695 telegraph Ave. 94609  
559.341.6155 

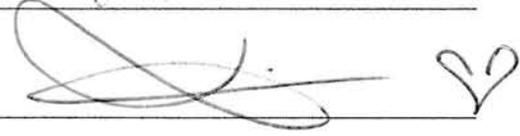
Micah Landworth 310 990 2266

ANTHONY FELIX 1115 west oakland (510) 206-5396

Nicole Herbol 4695 telegraph oakland <sup>510-575-5773</sup>

TRAVIS SANTORO 4659 TELEGRAPH OAKLAND

Yong Kim 4701 Telegraph Ave Oakland

VICTORIA NGUYEN <sup>CONCEPT</sup> 47:4727 telegraph Ave. →  ♥

Tom Howard 4731 TELEGRAPH AVE.

Debbie McCann 6458 Regent St

RAQUEL MARTINEZ 4799 TELEGRAPH AVE

ALEXANDER RUDOLPH 4799 TELEGRAPH AVE.

Theresa Williams 4799 Telegraph Ave.

JULIE STEVENS 4801 telegraph Ave.

We, the people/businesses signed below, fully support Lori Fischer's "RISE" mural project at 4685 Telegraph Ave. ( which faces Shattuck Ave.)

NAME, ADDRESS

SOSY MILLION 4924. SHATTUCK AVE. 

Niki Shelley 4799 Shattuck Ave 

YOUNG TO CALIFORNIA 543 97th OAKLAND 

Andrew Jansen 4611 Shattuck Ave

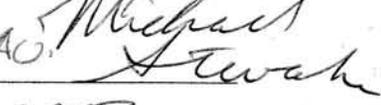
MADELINE GARFOLD 4609 SHATTUCK AVE 

Jon Yu Lee 4641 Telegraph Ave 

Joy Huang 4651 Telegraph 

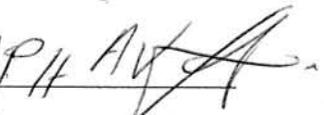
Andrey Childs 5000 Telegraph Ave 

F. FOREMAN 4930 TELEGRAPH AV 

MIKE STEPHAN 4930 TELEGRAPH AV. 

KRIS JOHNSON MICHELS SAORADA SACRED ARTS 4926 TELEGRAPH AVE OAKLAND

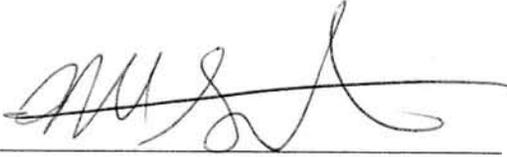
EGON GA 4799 SHATTUCK AVE, OAKLAND

GAWAT 4789 TELEGRAPH AV 

Indigo Johnson 492 48th St Indigo Johnson

We, the people/businesses signed below, fully support Lori Fischer's "RISE" mural project at 4685 Telegraph Ave. ( which faces Shattuck Ave.)

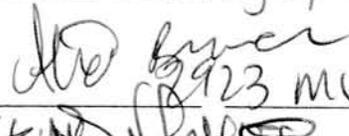
NAME, ADDRESS

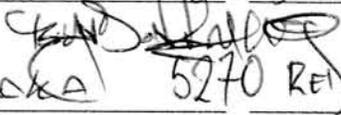
Natalia Siegest 154 Santa Clara Ave  
Oakland, CA 94610 

Brianna Kalajian  4810  
Telegraph  
Oakland, CA. 94609

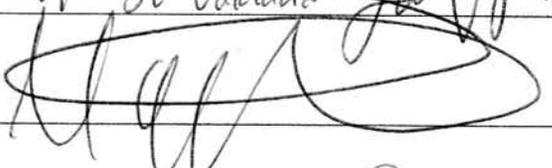
Melanie Darling  4731 Telegraph  
Ave Oakland CA  
94609

Shelby Soan 4793 Telegraph Ave Oakland, Shun Shun

Alia Bruce  3923 MLK Fr way Oakland, CA 94609

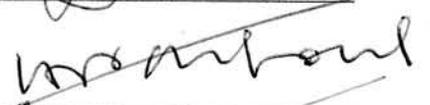
BRANDON FROKA  5270 REINOLDO AVE OAKLAND 94618

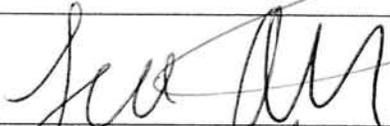
Jackie Hawley 4860 49th St 94609  4709 49th St Oakland

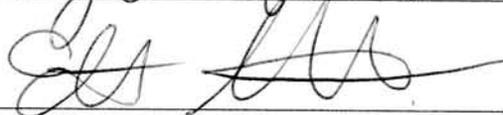
Maya Messoriano 

Sarah Benjamin 4800 49th St H.C. Sarah Benjamin

Eliana Halpern 484 49th Street 

Henry Parlow 484 49th St. 

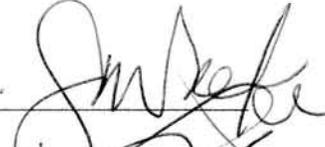
Leticia Allen 470 49th St. 

Lisa Wentworth 482 49th St. 

Alexis Adams 482 A 49th St 

We, the people/businesses signed below, fully support Lori Fischer's "RISE" mural project at 4685 Telegraph Ave. ( which faces Shattuck Ave.)

NAME, ADDRESS

Sha-Ron Walker	482 A 49th St.	
Lauren Wolf	482 A 49th St.	
Katie Cottrell	673 45th St. Oakland	
Adam Coyle	546 42nd St. Oakland, CA	
Alison Barakat	5098 Telegraph Ave, Oakland	

# TEMESCAL TELEGRAPH

BUSINESS IMPROVEMENT DISTRICT

**Temescal Telegraph Business Improvement District**

4430 Telegraph Avenue #49 • Oakland, CA 94609

510-860-7327 • [info@temescaldistrict.org](mailto:info@temescaldistrict.org) • [www.temescaldistrict.org](http://www.temescaldistrict.org)

February 28, 2017

Dear Public Art Advisory Committee:

The Temescal Telegraph BID has been working closely with the Lori Fischer for over two years on a mural to be installed on the East side of Shattuck Ave between 46<sup>th</sup> and 47<sup>th</sup> on the Brignole building. This mural will transform a blighted wall in a well-trafficked area into a beautiful piece of public art. Lori Fischer's mural with a message of "RISE," will help beautify the Temescal district with the positive, visually pleasing design that is bold and dynamic in scope, making it possible to be enjoyed by pedestrians and by those driving by. This mural will provide a significant public benefit with an improved pedestrian experience on the Shattuck Avenue corridor.

This mural has been reviewed and approved by the Temescal BID's Design Committee, and Board of Directors. The Temescal BID is fully in support of this mural, and has committed to funding part of the mural. We urge you to support Lori Fischer's "RISE" mural project, which will help create a beautiful, welcoming and vibrant neighborhood in Oakland.

Sincerely,



Shifra de Benedictis-Kessner, Executive Director

Temescal Telegraph BID

4430 Telegraph Ave. #49

Oakland, CA 94609

510-860-7327

[www.temescaldistrict.org](http://www.temescaldistrict.org)

JBS TELEGRAPH LLC  
P.O BOX 3007  
OAKLAND, CA 94609  
(510) 653-0685

March 1, 2017

Ms. Lori Anne Fischer  
625- 56<sup>th</sup> Street  
Oakland, CA 94609

Dear Lori,

We, the owners of 4685 Telegraph Avenue, are all in agreement on having your "RISE" mural painted on the back side of our building (facing Shattuck Avenue).

This wall has a history of being "tagged" and we are constantly having to paint over the graffiti.

We are happy to hear that you have received over 60 signatures from people that either live, work, or own businesses in the area, giving their support of this image for the mural.

Good luck,



JBS Telegraph LLC  
Joseph Brignole, Managing Member

P: 510.653.0685

F: 510.653.8486



# Cultural Arts Programs

## *Economic & Workforce Development*

### Waiver of Proprietary Rights for Artwork Placed upon City Property

The provisions of this paragraph shall apply to modify Artist's rights of attribution and integrity as set out in the Visual Artists Rights Act, 17 U.S.C §§106A and 113(d) ("VARA"), the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 ("CAPA"), and any rights arising under United States federal or state law or under the laws of another country that convey rights of the same nature as those conveyed under VARA and CAPA, as against the City of Oakland ("City") and its agents.

The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the [describe artwork/project: mural, sculpture, etc. and medium]:

\_\_\_\_\_ NA \_\_\_\_\_

Entitled [title of work]:

\_\_\_\_\_ NA \_\_\_\_\_

and located at [identify site, including interior location if applicable]:

\_\_\_\_\_ NA \_\_\_\_\_

in whole or in part, in City's sole discretion.

Artist's Address for Notice [insert artist's name and complete address]:

\_\_\_\_\_ NA \_\_\_\_\_

Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Public Art Program, Cultural Arts & Marketing, 1 Frank H. Ogawa Plaza, 9<sup>th</sup> Floor, Oakland, CA 94612 and the Client Department with jurisdiction over property: [Insert Address of Client Department with jurisdiction over property]:

\_\_\_\_\_ NA \_\_\_\_\_

Artist Signature / Date

City – Client Department Representative Printed Name / Signature / Date

This document is posted online at:

<http://www2.oaklandnet.com/Government/o/CityAdministration/d/EconomicDevelopment/s/PublicArt/index.htm>