



CITY OF
**PALO
ALTO**

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PUBLIC ART COMMISSION

Thursday, February 20, 2014

Palo Alto Civic Center
Council Conference Room
250 Hamilton Avenue

7:00 p.m.

AGENDA

ROLL CALL

AGENDA CHANGES, REQUESTS, DELETIONS

ORAL COMMUNICATIONS

(Members of the public are invited to address the commission on any subject not on the agenda. A reasonable time restriction may be imposed at the discretion of the Chair.)

Materials related to an item on this agenda submitted to the Public Art Commission after distribution of the agenda packet are available for public inspection in the front office of the Lucie Stern Community Center during normal business hours

APPROVAL OF MINUTES – January 16, 2014 and February 5, 2014

FINANCIAL REPORT - CIP BUDGET MAINTENANCE BUDGET

STAFF COMMENTS

SPECIAL PRESENTATION

1. Art Boxes and Downtown Doors Projects – San Jose Arts Commissioner Tina Morrill to present the Art Boxes and Downtown Doors Projects in San Jose. (30 minutes)

ACTION

2. City Hall New Media Artwork – Staff recommends the allocation of funds for artist stipends for up to five artists to create site- specific proposals for the project. (15 minutes)
3. Mark Verlander, Follow Your Heart – Staff recommend the allocation of an additional in funds for the completion of the project in the teen room of the Mitchell Park Library and Community Center. (10 minutes)

4. CIP Budget Allocations – Chair Kavanaugh and Vice-Chair Miyaji recommend the reallocation of earmarked funds in the CIP budget in anticipation of long range planning. (15 minutes)

NON-ACTION

5. Magical Bridge Playground – Presentation on the status of the project and initiation of the percent for art process. (20 minutes)
6. Subcommittee Reports – Brief reports by each of the subcommittees regarding their current projects. (20 minutes)

ANNOUNCEMENTS

FOR YOUR CALENDAR

Next Meeting: Thursday, March 20, 2014, Council Conference Room



Staff Report to Public Art Commission

February 20, 2014

RE: Budget for Mark Verlander, *Follow Your Heart*

Recommendation: Staff recommends that the Commission allocate an additional \$4,500 in CIP funds for the completion of the fabrication of artwork and artist payment.

Discussion: As the largest public works project to take place in the City of Palo Alto in 50 years, the Mitchell Park Library and Community Center will contain art that reflects the scale, feel, function and programming of the space. The Public Art Program, in consultation with a variety of stakeholders, formulated an overall plan for the art at this site that encompasses little known artists to world-renowned artists, with both temporary and permanent works in various media.

The first project selected for the site was the Bruce Beasley sculpture funded through the percent for art program. The City of Palo Alto joins approximately 35 other California cities and 27 states that budget one percent (1%) of its capital improvement project construction costs for public art. Examples of these types of projects include: New buildings such as libraries, public safety buildings, community centers, parking garages and lots, transit stations, or a performing arts center. The Bruce Beasley sculpture has been paid for from the 1% for public art program for the library and community center construction project.

The second group of projects is funded by the Art Commission. The Public Art Commission agreed to contribute \$120,000 toward the following three projects within the Mitchell Park Complex: artist designed bollards at the entrance called *Wise & Whimsy* by artist Brad Oldham; a large mural in the teen center called *Follow Your Heart* by Mark Verlander; and a large wall mounted piece called *Cloud Forest* at the Library entrance by Roger Stoller. A Request for Proposals sent out in the spring of 2010 yielded many proposals for all three sites.

Mark Verlander was one of 19 artists who responded to the request for proposals for artists interested in creating a mural with a budget of \$15,000 in the Mitchell Park Teen Room in May 2010. While the other respondents proposed more traditional style murals applied directly to the 14' x 29' wall, Mark Verlander proposed a series of 16 panels printed on both sides that hang from hooks and can be rearranged by the teen stakeholders. There was no dedicated Public Art staff at the time to advise on the feasibility of the budget or fabrication during the selection process. The selection panel chose his final proposal for the teen room in July 2010.

Commissioners and new Public Art staff began working with Mark Verlander on the further development of his concept and method of fabrication in early 2011. Conceptually, the graphics were

informed by a meeting with the various teen center users and stakeholders. Verlander and staff hosted a meeting in November 2011 with the teens in which he asked about many aspects of their lives in Palo Alto and invited them to draw or write their answers for him. He used this input to further inform his graphics.

As for the fabrication, Verlander had not previously undertaken a permanently sited project such as this, and sourcing durable, light materials capable of taking the printed graphics in a way true to Verlander Design's aesthetic standards quickly became a challenge. Staff took several trips to meet with him at a fabricator to give input and direction on the materials.

In September 2012, Mark Verlander came back to the Commission for approval for the final proposed graphics (attached here) and a request to increase the budget by \$3,000 to cover the fabrication costs for the project. His original concept budgeted for printing on a thick cardboard panel, but the more durable materials are more expensive. The Commission approved the additional funds and the final graphics for the project (see attached minutes – September 20, 2012). Fabrication was delayed until the Teen Room wall was constructed and ready for the artwork.

In the fall of 2013, staff learned from Verlander that the fabricator pulled out of the project and is unable to fabricate the panels for the amount originally quoted. Verlander currently has a new vendor ready, willing and capable of fabricating the panels, but overall fabrication cost will be \$19,500. Additionally, the artist has only been paid \$500 to date. Staff recommends that the Public Art Commission approve an additional \$2,000 to complete the fabrication and a modest additional artist fee of \$2,500 for a total budget increase of \$4,500.

Prepared by: Elise DeMarzo, Manager, Public Art Program

Attachment A: Verlander approved graphics

Attachment B: September 20, 2012 minutes

MINUTES
PUBLIC ART COMMISSION
Thursday, September 20, 2012
Palo Alto Civic Center
Council Chambers
250 Hamilton Avenue
7:00 P.M.

Commissioners present: Trish Collins, Amanda Ross, Vikki Tobak, Larisa Usich, Patricia Walsh, Ally Richter
Staff Present: Elise DeMarzo, Staff Liaison to the Commission
Darlene Katsanes, Program Assistant II
Council Liaison: Nancy Shepherd

CALL TO ORDER – The meeting was called to order at 7:06 p.m. by Chair Richter

ROLL CALL

ADDITIONS, CHANGES, REQUESTS, DELETIONS – Item 2 Magical Bridge Playground removed from agenda.

ORAL COMMUNICATIONS – None

MINUTES – Commissioners reviewed the minutes of July 19, 2012.

Motion: Move to approve the minutes of July 19, 2012 as corrected.

MOVED: Usich; Seconded: Tobak. Ayes: Unanimous.

FINANCIAL REPORT - Commissioners reviewed the budget.

ELECTION OF COMMISSION OFFICERS - Chair Richter asked for nominations for Chair and Vice-Chair. Commissioner Tobak nominated Usich as Chair. Commissioner Usich accepted nomination.

Motion: Move to appoint Commissioner Usich as Chair effective immediately.

Moved: Walsh, seconded Tobak. Ayes: Unanimous.

Commissioner Tobak nominated Commissioner Ross as Vice-Chair. Commissioner Ross accepted nomination.

Motion: Move to appoint Commissioner Ross as Vice-Chair effective immediately.

Moved: Tobak; Seconded: Richter. Ayes: Unanimous.

ACCESSION OF LA GUITARRA SCULPTURE BY FELIPE CASTANEDA – Commissioner Walsh reported on the donation of La Guitarra. Back in June staff contacted Susan Blake to view the donation options. Subcommittee has met to put a cap of \$5,000 for all 3 donated artworks and reviewed the available artworks for donation. The sub-committee narrowed down the art selection to La Guitarra by Felipe Castaneda. Commissioner Walsh asked the Commission to accept this artwork into the collection. The artwork is valued at \$45,000. Castaneda was born in Michoacán, Mexico and works in marble, onyx and bronze. Walsh stated that Cogswell Park is a potential site for artwork and the Downtown Association supports having La Guitarra sited there. The next step is contacting donor and getting estimates for removal, transportation and installation. Siting of the artwork could happen soon after landscaping work commences at Cogswell.

Motion: Move to accept this piece with the understanding that the install/deinstall/transportation costs would not exceed \$5,000.

Moved: Richter; Seconded: Collins. Ayes: Unanimous.

AURORA – Russ Cohen, Executive Director of Downtown Business Association (DBA) spoke in support of the proposed installation of the sculpture *Aurora* on the Civic Center Plaza or another site. Cohen stated that the DBA will be meeting in a few days regarding this topic, but he is optimistic of the DBA's interest in this project. Palo Alto resident Harry Hirschman spoke in support of this project. Artist Charles Gadeken was present at the meeting to address questions about the sculpture. Richter asked Gadeken what his group is looking for from the Commission. Gadeken stated that he wants to see the sculpture installed for at least one year, and is confident he can raise funds for the piece. He's looking for the City to supply electricity to run the piece. Gadeken also wants to install a web camera on someone's desk at the Civic Center so the sculpture can be monitored. He stated that if the piece is installed in the planter it would be the best scenario. Another option would be to site it in the space in front of the planter. The sculpture will need a 55-foot diameter space for installation. He can get *Aurora* down to 75 lbs. per square foot which is less than the 100-lbs per square foot limitation on the plaza. They can install the 30-foot sculpture via a crane from the street. Sculpture is 30-feet tall. DeMarzo stated that there is a weight issue with the planter. Maybe Centennial Way can be lit to connect the Plaza with University Avenue. Commissioner Richter would like to see something definitive from engineering that the plaza site would work out. Gadeken commented that if electricity is an issue it could be powered by solar energy. DeMarzo suggested that if the Commission decides to support the piece they would be open to identifying a suitable location. Gadeken requested a letter of support from the Commission. Vice-Chair Ross agrees that Plaza is the best place. Gadeken is building an interactive application for *Aurora*. He's writing a special program that will take a year to write. Commissioner Collins commented that the interactive quality of *Aurora* will bring a lot of people together.

Motion: Move for the Commission to (1) approve support of installing *Aurora* downtown pending approval by the Downtown Business Association, (2) to pay for permit and insurance costs up to \$1,200, and (3) pending finding a suitable location and outside funding install sculpture for at least one year.

Moved: Collins; Seconded: Richter. Ayes: Unanimous.

NON-ACTION

PALO ALTO ART CENTER – Karen Kienzle, Art Center Director presented about the Palo Alto Art Center's Grand Opening Exhibition. The Community Creates exhibit opens on October 6 and closes on April 14, 2013. This exhibit features installations by artists Kathy Aoki, Paz De La Calzada, Mel Day and Jeanne C. Finley, Anthony Discenza, Angela Buenning Filo, Susan O'Malley, Carlos Ramirez, Weston Teruya and Lava Thomas. These artists worked in collaboration with community members and artists. Commissioner Tobak asked if these are all local artists. Kienzle reported that they are all California based artists and many are formally Palo Altans. Commissioner Richter stated her appreciation of featuring local artists in this exhibit. DeMarzo spoke about the exhibit in the meeting room which features a few Cubberley artists, youth artists and local artists within the City collection. The Commission will have cards out at the exhibit inviting community members to submit questions they would like answered about Palo Alto's public art program.

ACTION

MARK VERLANDER – Artist Mark Verlander gave a quick overview of the project. The original project concept was for a painted wall. Verlander came up with a concept to have 16 interchangeable double-sided panels. Each panel is laminated with a different veneer. Panels will hang on the wall with hooks.

Verlander visited the site this week and tested samples of the artwork in place. He reported that the 16 panels fit perfectly. Verlander showed the commission some of the panel designs. The whole back of the wall will be painted with chalk board paint. The artwork will be entitled "*Follow Your Heart*". Commissioners appreciated Verlander's work on this project. He created a fun exciting artwork for the teens incorporating feedback on the project from the teens. Chair Usich said the original budget was approved for a total of \$15,000. Verlander found a vendor to manufacture the panels but has found that the materials costs are higher than originally anticipated. His original concept was to use corrugated cardboard for the panels but Verlander has found that that material will not hold up. Chair Usich asked the Commission for an additional \$3,000 to cover the higher material and installation costs. Commissioner Walsh commented that she loves the project. She queried what will happen if the panels get damaged or stolen? Verlander commented that the artwork is digital and the panels can be replaced.

Motion: Move to approve an additional \$3,000 for the project to cover higher material costs and installation costs.

Moved: Usich, Seconded: Richter. Ayes: Unanimous.

Shepherd asked if the artwork is proprietary. She suggested it might be a good idea to use one of the images on a postcard. Commissioner Richter likes that the artwork is library appropriate. Commissioner Usich asked about timing for installation. DeMarzo said November or December. Timeline for Mitchell Park project is being revamped to about March.

NON-ACTION

HOOVER PARK – Commissioner Collins gave a status project of project. Five artists were selected to create an expanded proposal and will be juried at a meeting to occur on October 22.

JUANA BRIONES PARK RESTROOM – Report by Commissioner Walsh reported on status.

ZERO ONE – DeMarzo announced that the Zero One Festival launched last week. The Commission partnered with artist Nanette Wylde who created and augmented reality artwork entitled *Diverse Paths*. *Diverse Paths* is sited in front of the Art Center along Embarcadero Road. Community members can activate the white birds mounted on poles on the Palo Alto Art Center lawn along Embarcadero Road with a QR Code that results with the viewer seeing the birds flying around the Art Center site on their smart phone screen. This exhibit will be up until mid-December. The Pacific Art League installation is by artist Anne-Marie Gregg. DeMarzo announced that she attended the Zero One Festival with Rhyena Halpern. Commissioners Walsh and Tobak attended the festival as well.

MAIN LIBRARY/ART CENTER – DeMarzo presented images of *Creative Machines* by Joe O'Connor and Blessing Hancock. Three sculptures are completed. The project is moving forward with the permitting. The artists are playing with the intensity of the lighting and how the light casts shadows on the pavement.

RETREAT – Commissioner Richter gave an update on retreat plans. Vice-Chair Ross has developed questions to get the Commissioners prepared for the mindfulness of the retreat.

MAINTENANCE OF COLLECTION – DeMarzo gave an update on the maintenance of the collection. She presented an image of *Push* sited on its new pad, and reported that the artwork is in good shape but has a small issue on the feet. The artist believes that the sculpture's patinas on the feet will self-heal over time. DeMarzo announced that *Movement IV* was repainted recently after a complaint was made on the recent paint job.

MITCHELL PARK LIBRARY AND COMMUNITY CENTER – DeMarzo reported that artist Bruce Beasley came to the site to coordinate the foundation for the artwork which will be poured in December. Artist Roger Stoller is cutting steel and installing it in sections in his studio. DeMarzo will try to arrange a studio visit. She announced that Brad Oldham’s bollards will arrive any day now.

ARTIST IN RESIDENCE – Chair Usich reported that the subcommittee is creating an overview document and internal document that will eventually translate into a RFQ for artists to submit to. They are also creating a call to community. Chair Usich said they are getting close. The sub-committee’s next step is to meet with DeMarzo and Halpern on this topic.

FOR YOUR CALENDAR:

The Anderson Collection Tour is scheduled for Wed, September 26 at 10:30. Tour is one-hour.

ANNOUNCEMENTS – Commissioner Walsh announced about retreat preparations.

ADJOURNMENT – Meeting was adjourned by Chair Usich at 9:06 pm.