

## 3200 Park Blvd Public Art Update – Artwork design update

Palo Alto Public Art Commission

5/16/2024

### **Background:**

On September 21, 2023, the Palo Alto Public Art Commission reviewed the proposed mosaic design by Kyungmi Shin of Shin Gray Studio for the 3200 Park Blvd (Fry's) development. The Commission approved the design, and this approval was conveyed to City Council and the Planning Department.

The artwork will be fabricated by Kolorines in Cuernavaca Mexico, a company specializing in the glass mosaic tradition. The artwork will be delivered on metal panels and mounted to the building.

### **Revised design and interpretive signage:**

Following the 9/21 meeting, additional dialogue occurred with several key people engaged with the art project. They stated preference for additional focus on the achievements of Thomas Foon Chew, as well as some additional input. The artist received this information, and a search for additional photographic resources was undertaken. The artist then undertook a revision to the design, which is being presented.

Kyungmi Shin identified some additional images and content to update her design to take into consideration several thoughts and comments she received about the original design. The south façade will still focus on images of the Chew family with Thomas highlighted at the southeast corner and several of his children on the opposite side of the retail frontage. The artist has revised the apricot blossoms to make them less predominant, and introduced a label over the door from one of the Bay Side products. On the east façade, new images of the packing and canning facilities show more of the innovations that Bay Side was known for, and the nature of the images pulls the viewers eye into the image in a unique way. The asparagus label gets a more visible treatment and is paired with the patent drawing for an asparagus sorter that was filed by Thomas Foon Chew's partner. The lush agricultural image of the Santa Clara valley remains as a predominant backdrop. To these images. Finally, the more contemporary innovations on the north end of the mural have been modified to remove the Muybridge horse and the sonar detector and have been replaced by a visual pattern zeros and ones representing the binary code that is the basis for so much of the Silicon Valley innovations, a chip, and a small nod to Fry's.

Additionally, the project engaged Volume, Inc to design the interpretive history display. The display is designed in two elements, one on the interior of the retail space, and a totem-like form that will be on the exterior. The "totem" will focus on Thomas Foon Chew, while the interior elements will contextualize the Foon story in the larger agricultural story of the valley.

Submittal from:

Jennifer Easton  
Art Consultant

# 3200 Park Design Update

## Kyungmi Shin, Artist

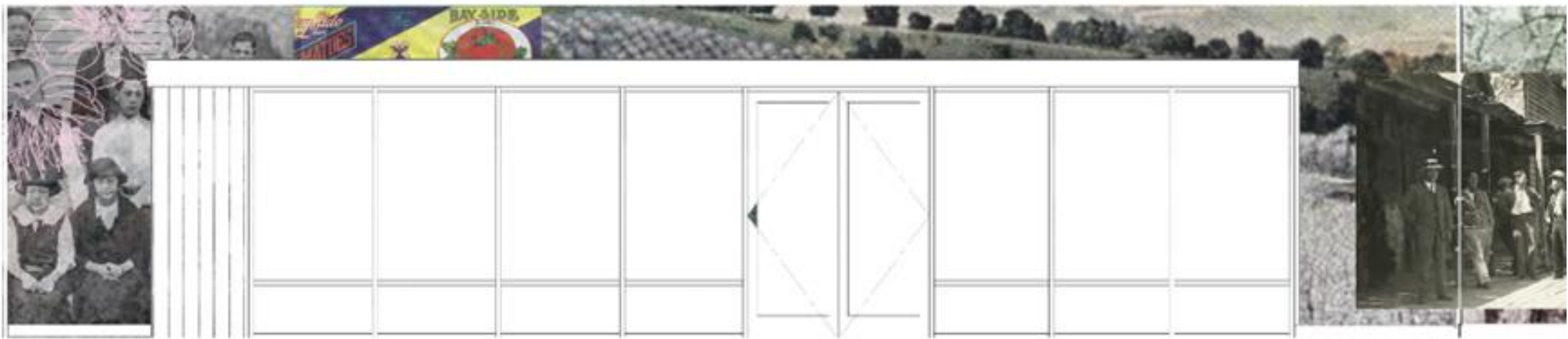
Presented by Jennifer Easton, Art Consultant



Previous  
Design

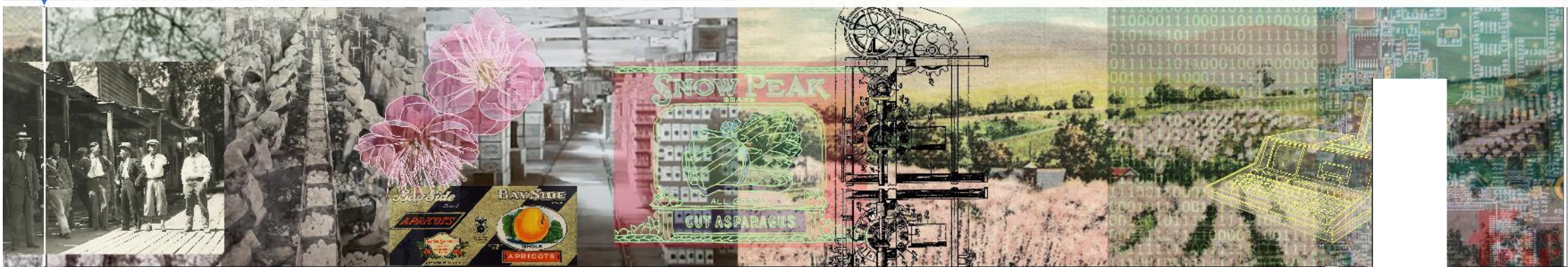


Updated  
Design



Building corner

Building corner



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# **340 Portage Avenue**

## **Historical Interpretative**

### **Schematic Design**

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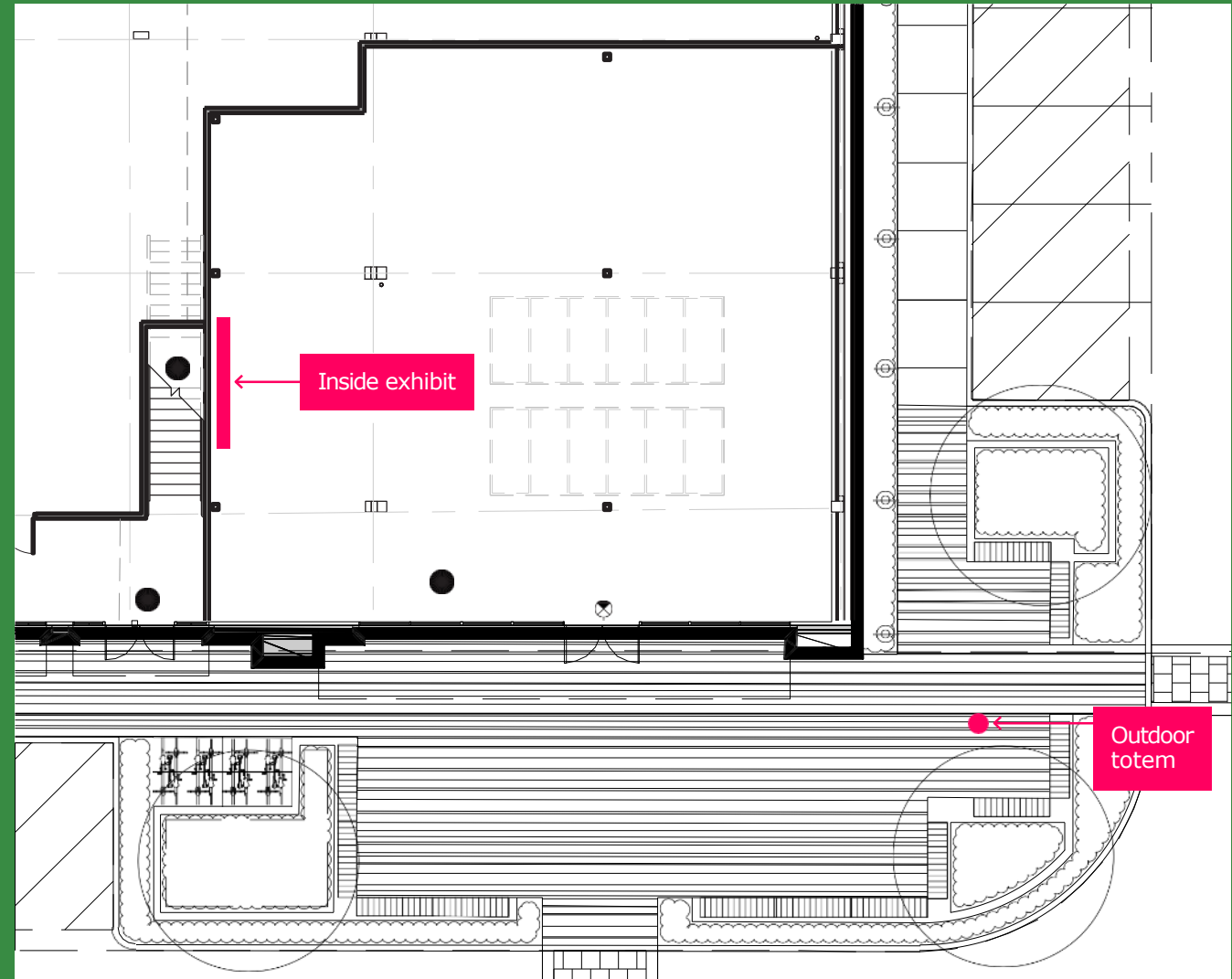
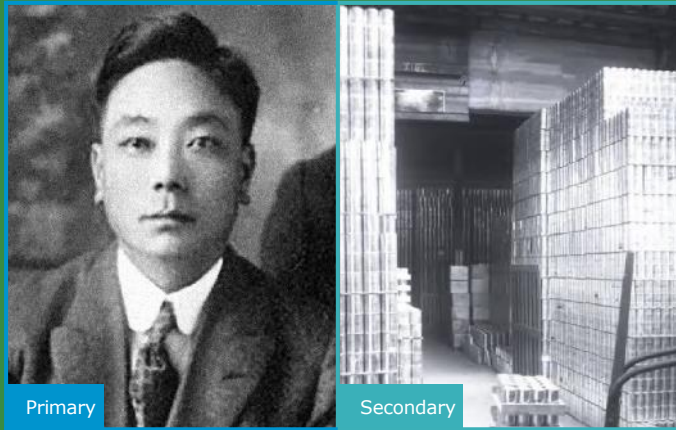
Presented by  
Volume Inc.



# Content Strategy

An external totem serves as a publicly visible monument dedicated to Thomas Foon Chew and his legacy, offering a condensed summary of his life story.

Within the retail space, a more detailed exhibit delves into the region, the cannery, and Thomas Foon Chew himself.



# Inspiration



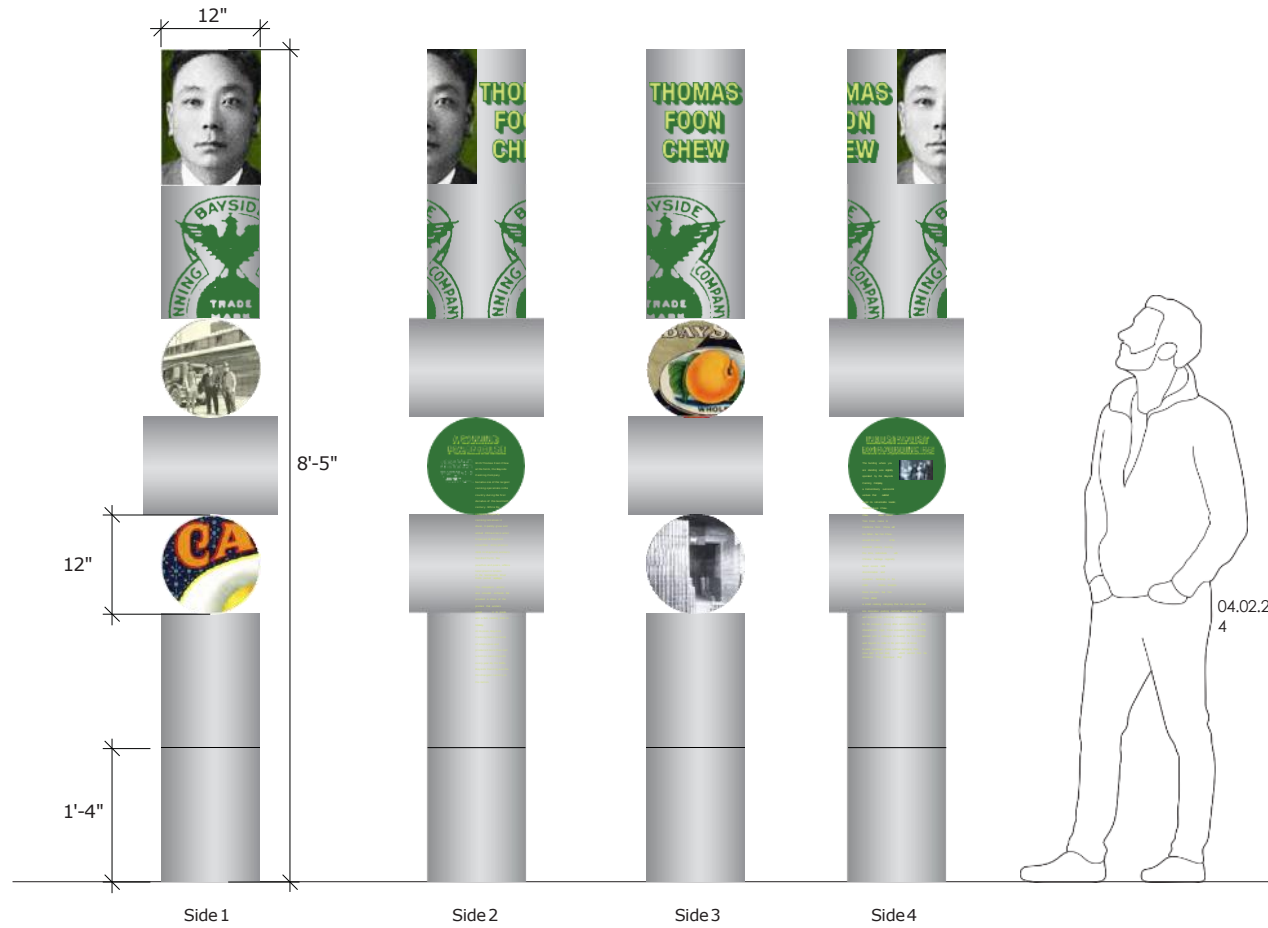
340 Portage Avenue  
Interpretive Historical  
Interpretive  
Schematic Design

04.02.2  
4

p. 7

# Outdoor Totem

The design represents a sculptural interpretation of the cans manufactured at Bayside Canning, with photography and information displayed on the ends of the cans.



p. 8



Scale: 3/4"=1'-0"

Inspiration

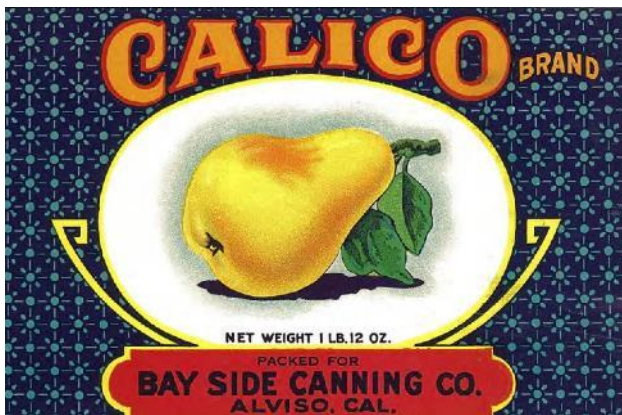


300 Portage Avenue  
Interpretive Historical  
Interpretative  
Schematic Design

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# Inspiration



# Inside Exhibit



Scale:  $\frac{3}{4}$ " = 1'-0"