



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: MICHAEL OGILVIE

SUBJECT: SEE BELOW

DATE: January 19, 2018

Council District: 5

SUBJECT: Concept proposal for the Neighborhood Galleries project by Scape Martinez.

RECOMMENDATION:

Review and take action on the concept proposal by artist Scape Martinez for the Neighborhood Galleries project.

DATE OF ARTIST SELECTION: January 26, 2017

ARTWORK BUDGET: \$135,000.

LOCATIONS: The project sites are three East San Jose underpasses located at the intersections of Interstate 680 and King Road, S. Jackson Avenue, and E. Capitol Expressway.

PROJECT DESCRIPTION:

Neighborhood Galleries is a citywide public art initiative designed to connect neighborhoods and reclaim the space surrounding underpasses and bridges for safe pedestrian use. Phase I of this initiative is being launched in East San Jose. The three underpass locations, I-680/King Road, I-680/Jackson Ave, and I-680/Capitol Expressway, were identified by Councilmember Carrasco's office in response to community input.

Artist Scape Martinez was selected from a group of 31 eligible artists who responded to an RFQ for the project that was released on September 6, 2016, seeking an artist to create artworks for the underpasses through a participatory workshop process. He was one of three finalists in the selection process and was recommended by the review panel on January 26, 2017 following interviews of the finalists.

Community engagement is at the core of the Neighborhood Gallery initiative. As part of his design process Scape developed a strategy to engage East San Jose community in the project. The plan, approved by the Public Art Committee on August 1, 2017, ingrates youth vision and community collaboration with the intention of building community and inspiring creation of a visually distinct public art project.

Scape began his work in the community in the fall of 2017 with a series of workshops for teens, seniors, and families at community locations including Alum Rock Library, Hillview Library, Mayfair Community Center, School of Arts and Culture, and Somos Mayfair. At these workshops, participants responded to a series of drawn and written prompts to get them thinking about East San Jose's unique character and what it "feels" like to live in these neighborhoods. Scape then lead the participants in a hands on art activity using spray paint, and exploring technique and color. A list of workshops offered to date is provided below.

Several key themes emerged from these workshops, including ideas of movement, flavor, love, pride, and a celebration of rich traditions and a vibrant future. These themes informed Scape's concept design for the artwork in the form of movement, color, and texture. Scape has been supported in the workshops and in the synthesis of community feedback by Lauren Mendoza, who became involved in the project through the youth group at Somos Mayfair. As the project moves into design development and installation, Scape will continue to work with community.

Initial concept designs have been shared with Caltrans and San Jose's Department of Transportation. Modifications to the designs may be made based on the feedback from these agencies as well as input from the community.

PUBLIC OUTREACH

The Artist Selection Panel was a diverse group of stakeholders representative of the community and Mayfair neighborhood, as follows:

- Pilar Agüero-Esparza Artist and Arts Educator
- Cecely Barneson Community Member, Mayfair Neighborhood Association
- John Brazil Bike & Pedestrian Program, City of San Jose, Department of Transportation
- Dilza Gonzalez Mayfair Coordinator, Somos Mayfair
- Rory Padeken Associate Curator, San Jose Museum of Art
- Joey Reyes Curator of Engagement and Dialogue, MACLA

Public Art Committee Liaison: Open

Public meetings held in conjunction with this project:

<u>Date</u>	<u>What</u>	<u>Purpose</u>	<u>Location</u>	<u>Convener</u>
12/13/16	Artist Selection Panel Meeting	Finalist artist selection	City Hall	SJPA
1/26/17	Artist Selection Panel Meeting	Final artist selection	City Hall	SJPA
2/21/17	PAC Meeting	Update on artist selection	City Hall	SJPA
5/2/17	PAC Meeting	Update on project	City Hall	SJPA
8/1/17	PAC Meeting	Presentation on Engagement Plan	City Hall	SJPA
9/17/17	Viva Calle: Info Table with Art Activity	Introduce the project to community and gather input	School of Arts and Culture	PRNS/School of Arts and Culture
10/11/17	Teen Workshop	Artmaking activity and information gathering	Somos Mayfair	Somos Mayfair
10/16/17	Teen Workshop	Artmaking activity and information gathering	Mayfair Community Center	Mayfair Community Center
10/26/17	Cafecito: Info Table	Introduce the project to community and gather input	School of Arts and Culture	School of Arts and Culture

PUBLIC ART COMMITTEE

January 19, 2018

Subject: Update on Scape Martinez's Concept Design for Neighborhood Galleries Project.

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11/2/17	Teen Workshop	Artmaking activity and information gathering	Mayfair Community Center	Mayfair Community Center
12/1/17	Presentation to Seniors	Introduce project and build interest in workshop	Mayfair Community Center	Mayfair Community Center
12/1/17	Presentation to Teen Group	Introduce project and build interest in workshop	Hillview Library	Hillview Library
12/4/17	Workshop with Seniors	Artmaking activity and information gathering	Mayfair Community Center	Mayfair Community Center
12/9/17	Presentation to Teen Group	Introduce project and build interest in workshop	Alum Rock Library	Alum Rock Library
12/11/17	Teen Workshop	Artmaking activity and information gathering	Alum Rock Library	Alum Rock Library
12/16/17	Teen Workshop	Artmaking activity and information gathering	Hillview Library	Hillview Library
1/20/18	Community Workshop	Artmaking activity and information gathering	Alum Rock Library	Alum Rock Library
2/6/18	PAC Meeting	Presentation of Concept Design	City Hall	SJPA



MICHAEL OGILVIE
Public Art Director