



# Memorandum

**TO:** PUBLIC ART COMMITTEE

**FROM:** MICHAEL OGILVIE

**SUBJECT:** SEE BELOW

**DATE:** November 18, 2019

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**Council District: 3**

**SUBJECT:** Design development proposal by Mona Caron for a mural on the exterior/interior walls of the Convention Center close to San Carlos Street and Market Street.

**RECOMMENDATION**

Review and take action on the recommendation to approve the design development by artist Mona Caron for a mural on the exterior and interior walls of the Convention Center close to San Carlos Street and Market Street.

**DATE OF ARTIST SELECTION:** Friday, February 1, 2019

**ARTWORK BUDGET:** \$95,000

**LOCATION:** The project site is on multiple exterior walls, and a few interior walls along the transitional space from the parking garage to Market Street. Approximate mural sizes will total around 2800 square feet.

**PROJECT DESCRIPTION**

**Background**

This project is a collaboration with DOT Parking, Team San José and the Office of Councilmember Peralez. The project was approved as part of the 5-year Capital Improvement Projects (CIP) Plan in 2018 by the Arts Commission and City Council.

The San José Public Art program (SJPA) released a Request for Qualifications (RFQ) in June of 2017 that closed on July 31, 2017. The RFQ was developed to create a pre-qualified mural artist roster and 126 artists submitted applications. The Artist Selection review panel for the pre-qualified mural artist roster met on September 20, 2017 and selected seventy-five (75) artists to be on the pre-qualified artist roster. All artists were either local or from the Bay Area.

In conjunction with the Office of Councilmember Peralez a neighborhood review panel was put together to select one (1) artist from this roster to be contracted to complete the mural project at the Convention Center.

The neighborhood review panel met on Friday, February 1, 2019, to review muralists from the pre-qualified artist roster and unanimously selected internationally known Bay Area artist Mona Caron to perform the work. Public Art staff negotiated a contract and timeline with the artist. The artist met with the community to conduct a visioning meeting on May 20, 2019 to help inspire her design. The artist presented her design to the review panel on Friday, November 15, 2019.

Images of the proposed design are attached. The mural will use high-quality, exterior-rated paint and will include an anti-graffiti protective coating that will be approved by the Public Art staff and which will contain UV protection to help extend the life of the artwork. The artist is to provide a recommended lighting plan as part of the project. A determination is to be made by the Public Works department regarding accommodating electrical capacity at site. Both the plan and the determination by Public Works will inform whether lighting can be implemented to illuminate the mural in the evening.

## PUBLIC OUTREACH

The initial online review conducted by project's review panel happened before the February 1, 2019 meeting. The Review Panel/Public Art Core Team, that reviewed the applicants online were:

Name	Affiliation	Online submittal review (pre-2/1/2019)	Panel meeting (2/1/2019)
Teresa Alvarado	Director, SPUR	X	X
Andrew Bales	General Director, Symphony Silicon Valley	X	X
Lilinda Carta-Samuels	Director of Sales and Marketing, Marriott	X	X
Joe Miller	SJSU Professor, Works Gallery President	X	X
Kathryn Wade	Curatorial Associate, San José Museum of Art	X	X
Frances Wong	Director of Communications, Team San José	X	X
Arian Collen	Parking Manager City of San José, Department of Transportation Parking Division	X	

Public meetings held in conjunction with this project include:

Date	What	Purpose	Location	Convener
9/20/17	Pre-Qualified Artist Selection Panel	Artist selection	City Hall	SJPA
June 2018	City Council	Project was approved as part of the 5-year CIP plan.	City Hall	City Council
2/1/2019	Review Panel/Public Art Core Team Meeting	Artist Selection	City Hall	SJPA
2/5/19	PAC Meeting	Update on artist selection	City Hall	SJPA
5/20/19	Community Meeting	Introductory project and design team for community engagement, input and visioning.	City Hall	SJPA
11/15/19	Community meeting/Review Panel/Public Art Core Team	Review and provide input on artist public art concept.	City Hall	SJPA
12/10/19	PAC Meeting	Concept Design Proposal, review/approval	City Hall	SJPA

PUBLIC ART COMMITTEE

November 18

Subject: Schematic and Design Development Proposal for mural by Mona Caron at Convention Center

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MICHAEL OGILVIE  
Public Art Director