

Memorandum

TO: PUBLIC ART COMMITTEE

FROM: Michael Ogilvie

SUBJECT: SEE BELOW

DATE: September 30, 2020

Council District: 3

SUBJECT: Schematic and Design Development Proposals for POW! WOW! San Jose 2020 Festival mural on city property - Guadalupe River Park and Gardens sign off Woz Way.

RECOMMENDATION

Review and take action to approve the design development proposal by local artist Roan Victor, to be created for the fourth POW! WOW! San Jose Mural festival. Artwork to be sited at the Guadalupe River Park and Gardens sign off Woz Way.

DATE OF ARTIST SELECTION: Summer 2020, through a curatorial format. Artist selected is local artist Roan Victor.

BUDGET: Not a city funded project

LOCATION: Guadalupe River Park and Gardens sign off Woz Way

PROJECT DESCRIPTION

POW! WOW! San José (PWSJ) is an internationally renowned arts and culture festival that is scheduled to take place iteratively, and due to COVID-19, virtually, throughout 2020-21. In collaboration with the Guadalupe River Park Conservancy (GRPC), PWSJ will be bringing the public art movement into one of San Jose's most unique natural assets. Now, more than ever, both organizations understand how critical natural spaces and public art are to improving the quality of life in the community.

The first Artist-in-residence activation will be kicked off with local artist Roan Victor. The location will be the Guadalupe River and Park wall along Woz Way. A neighborhood gateway that connects Downtown, Delmas, Guadalupe River Park (GRP), and Children's Discovery of Museum. Collective multi-year partnership goals are to create the longest continued art corridor in the Bay Area.

POW! WOW! San Jose Executive Directors, Juan Carlos Araujo and Stacey Kellogg met with city staff to go over logistics multiple times in the Summer of 2020 and presented at the Public Art Committee meeting on August 4, 2020.

PUBLIC OUTREACH

- **Joined in the Virtual Community Chat hosted by GRPC and Raul Peralez**
 - August 27 from 5:30-7pm
 - GRPC provided an online survey for feedback about GRP and the art people would like to see along the GRP

- Screenshot on the question of what type of art people would like to see more of (attached).
- Attendees - 70
- **Community Engagement forum, hosted by the Children's Discovery Museum**
 - September 24 from 6-7pm
 - GRPC and PWSJ presented Artist Roan Victor, the site #1 and talked about the POW! WOW! SJ Artist-in-residence program
 - During the event, PWSJ took 2 polls with 3 questions each and also presented questions for people to submit answers to in the messages box or allowed for people to speak up and we took notes.
 - Attendees - 45

/s/

MICHAEL OGILVIE,
Public Art Director