

# Memorandum

**TO:** PUBLIC ART COMMITTEE

**FROM:** Michael Ogilvie

**SUBJECT:** SEE BELOW

**DATE:** April 2, 2021

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**Council District: 3**

**SUBJECT: Schematic and Design Development Proposal for POW! WOW! San José Guadalupe River Art Walk mural by Alfonso Salazar on city property near the Guadalupe River trail underpass area of W. San Fernando Street.**

## RECOMMENDATION

Review and take action to approve the design development proposal by local artist Alfonso Salazar, to be sited at the Guadalupe River trail underpass area of W. San Fernando Street as part of the Pow!Wow!SJ Guadalupe River Art Walk project.

**DATE OF ARTIST SELECTION:** Summer 2020, through Pow!Wow!SJ's curatorial process. Artist selected is local artist.

**BUDGET:** Not a city funded project

**LOCATION:** Guadalupe River Trail along the W. San Fernando St. underpass area.

## PROJECT DESCRIPTION

POW!WOW! San José (PWSJ) is an internationally-renowned arts and culture festival that has produced murals in varied locations for its previous mural festival activities. Its current focus has primarily been to create the Guadalupe River Art Walk (GRAW) in collaboration with the Guadalupe River Park Conservancy (GRPC). The goal of this multi-year partnership is to create the longest, continuous art corridor in the Bay Area, a neighborhood gateway built around the vision of connecting Downtown, Delmas, Guadalupe River Park, and the Children's Discovery of Museum. PWSJ and GRPC are committed to their shared vision that public art in natural spaces is critical to improving the quality of life in the community.

POW! WOW! San José Executive Directors, Juan Carlos Araujo and Stacey Kellogg met with city staff to go over logistics multiple times in the Summer of 2020 and shared their plan at the Public Art Committee (PAC) on meeting on August 4, 2020. The PAC approved the first artist-in-residence activation by Roan Victor for a mural on Woz Way was on October 6, 2020 and the artwork was completed in early November. The second artist-in-residence project in the series of GRAW murals is by artist Kristina Micotti at the W. Santa Clara St underpass area of the Guadalupe River Trail; the artwork design was approved by the PAC at its meeting on December 8, 2020 and it was completed in early 2021.

The third GRAW artist-in-residence activation will be with local artist Alfonso Salazar. Alfonso Salazar is a San José native, born of parents who immigrated from Mexico. He was inspired by the many art classes he took while in school; he was also influenced by Walt Disney, cartoons on TV, comic strips/books and Mad Magazine. Alfonso often drew caricatures of his classmates and teachers, becoming Independence High School's first cartoonist for the school newspaper. Alfonso has won recognition and awards for his range of artworks since that time.

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Salazar proposed mural beneath will be beneath the W. San Fernando overpass on the on retaining wall space along the Guadalupe River Park Trail. The estimated size is 59' wide by 9' tall. The mural will be a contemporary depiction and representation of Muwekma Ohlone women and elders. The mural design incorporates traditional Ohlone language "text" such as "Horše Túuxi" (Good day, in the Native Chochenyo language), "Útasput makkam" (Take care of yourselves), and "Makkiš horše mak-hinnan 'ayye" (Thank you again!) In the mural design, a red-tailed hawk wing span embraces the valley landscape of the Ohlone regions where it lives. Pre-colonial basket weave patterns are abstracted into a women's headdress. Complementing the portrait are two hummingbirds embracing a powerful representation of women warrior leadership.

The project location and design has been coordinated with the City's Department of Parks, Recreation and Neighborhood Services and the San José Water Department through GRPC. Leaders within the local Ohlone and their representatives were consulted and provided input to the artist in the design.

### **PUBLIC OUTREACH**

In relation to this project, Pow!Wow!SJ participated in the following community outreach and engagement events and activities:

#### **Community Outreach:**

- August 27, 2020 – D3 Virtual Community Chat
- September 24, 2020 - Children's Discovery Museum Virtual Community Engagement Forum "What Murals Do We Need"
- October 21, 2020 - The Arsenal Artist "Native Plant" Virtual Sketch Session
- March 18, 2021 – Virtual Mural Unveiling featuring Women's History Month with PWSJ Team, Chopsticks Alley moderator for "South East Asian Artists". Co-promoted with Art Boutiki's Drink and Draw event and invite folks to sketch what they would like to see on future murals.

#### **Community Engagement:**

- Muwekma Ohlone Tribal Leadership, who provided information and guidance for this mural project. In attendance: Muwekma Ohlone Tribal Chairwoman Charlene Nijmeh, Tribal Councilwoman Gloria E. Gomez, Tribal Councilwoman Sheila Guzman-Schmidt, and Tribal Ethno-historian Alan Leventhal.
- City's PRNS Department: Delivered Design Friday March 19th for review. No red and blue, due to gang awareness. Pathways and access to pedestrian's clearance, cleared, and accessible during the project.

/s/

MICHAEL OGILVIE,  
Public Art Director