



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: MICHAEL OGILVIE

SUBJECT: SEE BELOW

DATE: August 31, 2021

Council District: 7 and Citywide

SUBJECT: Selection of artist Johanna Poethig for design and fabrication of public art for the exterior of the City's new joint Office of Emergency Management and Fire Department Training Center facility.

DATE OF ARTIST SELECTION: June 23, 2021

ARTWORK BUDGET: \$300,000

LOCATION: 1591 Senter Road, across the street from Kelly Park.

PROJECT DESCRIPTION: The project is for artwork that will be on the exterior façade of the new joint facility for the City's Fire Department Training Center and Office of Emergency Management. The artwork will need to be designed to fit the scale of the four-story façade and be of durable materials. The facility is already under construction; the artwork will need to be designed to align well with the facility architecture.

The passage of the Measure T Public Safety Bond in the November 2018 election provided funding for the relocation of the City's Fire Department Training Center and of the Office of Emergency Management, which houses the regional Emergency Operations Center; sale of property by the City provided additional funding.

A Request for Qualifications for this project was developed and the process to apply for the project was set up on the online Call for Entry (CaFE) platform; it opened to the public on March 19, 2021. The artist call for this project was limited to artists in nine Bay Area counties. Notice about the project with details on how to apply was posted on the Office of Cultural Affairs website. The project was promoted to more than 750 artists in the region via direct email sent by the Public Art Program; it was also promoted by the CaFE platform, on social media and by our partner public art agencies and other local organizations across the region.

Applications for this project were received from 36 artists. The project's artist selection panel met on June 11, 2021 and selected four finalists for live (via Zoom) interviews. The interviews were held on June 23 and the panel unanimously recommended artist Johanna Poethig for the project.

Johanna Poethig is an acclaimed Bay Area artist with more than 40 years of public art experience. She creates work in a range of media that includes large scale murals as well as sculptural elements and other works in metal and other materials. Her work is in a number of collections across the region. She recently completed a major project for Alameda County Transit Authority as the lead artist of a team that designed and fabricated more than 32 bus transit stops and shelters along a 9-mile stretch of urban roadway through many varied cultural neighborhoods in east Oakland. Ms Poethig designed, fabricated and installed the public art at the Starbird Teen Center in San Jose. She also served as a professor of art and design at California State University Monterey Bay for more than 20 years. The Selection Panel was very impressed by her body of work and how she represented her approach to research and design for this project.

This project for exterior public art on the façade of the new OEM/FDTC facility is Phase 1 of a two-phase project. Phase 2 will focus on artwork for the facility’s interior and will have its own artist selection process.

PUBLIC OUTREACH

The City’s Department of Public Works (DPW) has begun construction of the OEM/FDTC facility with anticipated completion at the end of 2022. The facility was already completely designed when the Public Art Program was able to join the process. The facility is located in a light industrial neighborhood and neither of the two occupant departments are open to the public due to the type of work they do. There is no residential neighborhood in this area and no community meetings were held in conjunction with the design process for the facility. Public Art staff and the artist have worked closely with the project’s key stakeholders to develop approaches to the vision, design and content of the project.

A Public Art Core Team comprised of key stakeholders, community members and public art professionals was formed to help shape the vision for the project, function as the Artist Selection panel, help inform the artist about the community context for the project, and review the artist’s concept and design proposal for the artwork. The team includes:

- Asst. Chief Aaron Freyler Assistant Chief of the San Jose Fire Department and its lead staff person for the development of this and other SJFD capital projects.
- Ray Riordan Director of the City’s Office of Emergency Management and its important Emergency Operations Center.
- Jay McAmis Assistant Director of the City’s Office of Emergency Management and its important Emergency Operations Center.
- Tamiko Rast Artist/community leader, Japantown Business Association Executive Director, Japantown legacy business owner, 3rd generation Japantown resident.
- Amanda Rawson Community arts worker and local public art professional
- Elise deMarzo Public Art Director, City of Palo Alto
- Trami Cron District 7 resident, Public Art Committee liaison.

Meetings held in conjunction with this project:

Date	What	Purpose	Location	Convener
6/11/21	Public Art Core Team meeting	Project visioning and selection of finalist artists to be interviewed.	Online via Zoom	SJPA
6/23/21	Public Art Core Team meeting	Interviews and selection of an artist for the project.	Online via Zoom	SJPA
9/7/2021	PAC meeting	PAC review of recommended artist selection for the project	Online via Zoom	SJPA

/s/
MICHAEL OGILVIE
Public Art Director