



# Memorandum

**TO:** PUBLIC ART COMMITTEE

**FROM:** MICHAEL OGILVIE

**SUBJECT:** SEE BELOW

**DATE:** January 25, 2022

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**Council District: District 3**

**SUBJECT:** Report on the artist selection and concept design presentation for the art enhancement on the Adobe private pedestrian bridge.

**RECOMMENDATION:**

Review and receive the report on the artist selection and design concept presentation for the art enhancement on the privately owned and operated Adobe pedestrian bridge connecting the new Adobe building to its other locations over San Fernando Street.

**DATE OF ARTIST/ARTWORK SELECTION:** October 2021, artist selected by Adobe; December 21, 2021, concept design presented to local stakeholders.

**ARTWORK BUDGET:** Not disclosed. The artwork on the bridge as well as the bridge itself is being privately funded by Adobe.

**LOCATION:** Private pedestrian bridge over West San Fernando Street connecting the new Adobe North Tower building at 333 West San Fernando Street with existing Adobe offices located at 345 Park Ave.

**PROJECT BACKGROUND:** The project is for artwork that will be on the private pedestrian bridge connecting the new Adobe North Tower building at 333 West San Fernando Street with existing Adobe offices located at 345 Park Ave. The pedestrian bridge design has already been approved by City Council as part of the Adobe North Tower entitlement process (Major Encroachment Permit). The artwork design does not impact and has been designed to be consistent with the materiality or structural aspects of the approved bridge.

At City encouragement, Adobe sought an artist/architect to add an artistic enhancement to their pedestrian bridge. Adobe reviewed portfolios of 80 artists, narrowed it down to 20, spoke to 6 artists, received 4 proposals, and interviewed 3, ultimately settling on the artist/architect team [Hou de Sousa](#). A diverse project team that included Adobe employees, and the architects were involved in the selection process. The evaluation and selection were based on Adobe's project objectives: create a memorable art installation for the city of San José; create connection to San José; create an engaging installation for local community; reflect Adobe's global footprint and brand belief that creativity empowers transformation, and ensure the installation would be consistent with the approved pedestrian bridge design.

**ARTWORK CONCEPT DESIGN PROPOSAL**

There were a number of important considerations in the design of artwork for the pedestrian bridge:

- The areas where artwork can be placed is limited due to architectural features that have already been structurally engineered and approved.
- This site is above the busy San Fernando Street thoroughfare adjacent to the 87 and very near to Diridon Station so most people will view this driving by in their vehicles, walking, scooting, on bikes or other

form of mobile transportation. Because of this, the artwork needs to be of a scale to view well from the street, but not be too distracting for safety reasons.

- This pedestrian bridge is not open to the general public due to Adobe's need to ensure a secure campus, and given Adobe's long-term commitment to downtown San José, there is a need to recognize the individual international corporate nature of Adobe within the bridge, balanced that with community/pedestrian level engagement given the pedestrian bridge's location over West San Fernando Street.

Hou de Sousa, and representatives from Adobe and Sares Regis, met with stakeholders on 12/21/2021 to present a concept design. Stakeholders included representatives from local agencies (San José Museum of Art, San José Downtown Association, San José State University, the City and the City of San José Arts Commission). The meeting functioned as a critique/workshop with local stakeholders. The concept design proposal “Creativity Blooms” introduced two elements that do not change structurally or materially alter original design of the bridge, but rather enhance it and can be observed by pedestrians at the ground level, or users of the bridge. One of the enhancements is a canopy of color and light woven together along the bridge walkway, another enhancement is a design along the wall that represents a colorful root system

The projects core stakeholders provided input to the artist/architect and Adobe team.

**PUBLIC OUTREACH**

As this is private project, outreach conducted was with selected local stakeholders:

- Juan Carlos Araujo      Arts Commissioner representing District 3; Director, Empire 7 Studios
- Karen Rapp              Deputy Director, San José Museum of Ar
- Nanci Klein              Director of the City’s Office of Economic Development
- Mary Rubin              Public Art Project Manager for the City of San José
- Rajorshi Ghosh         San José State University, Art Dept. Chair, Artist, Associate Professor
- Sarah Billings          Streetlife Manager, San José Downtown Association

Meetings held in conjunction with this project:

<u>Date</u>	<u>What</u>	<u>Purpose</u>	<u>Location</u>	<u>Convener</u>
12/21/21	Local stakeholder meeting	Project visioning concept design review and input	Online via Zoom	Adobe
2/1/22	PAC meeting	PAC review of artist and concept design (report only).	Online via Zoom	SJPA

/s/  
 MICHAEL OGILVIE  
 Public Art Director