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# Muwekma Ohlone Tribute

Artist: Carlos Perez

June 2020

Seven Trees Community Center / San José, CA / Council District 7

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## ABOUT THE PROJECT

The City of San José public art program worked on a beautification mural program called RIGHT THE BLIGHT. In 2017 the City of San José created the mysanjose app (which is now the 311 app) for residents to report perceived blight (illegal dumping, tagging, abandoned cars, etc). This ease of reporting allowed for quicker cleanups. The app was part of a much larger initiative spearheaded by Mayor Sam Liccardo entitled BeautifySJ.



What came from this app, was something unique – a vision of specific areas in the city that are chronic targets known as ‘hotspots’. The amount of tagging or dumping that occurred at these hotspots could be quantified in square footage (for tagging) and tonnage (for dumping). This digital reporting format, at the time, was unique to San José.

This app revealed enough hotspots that a dialogue began on how to mitigate them. This ultimately led to Councilmember Peralez requesting funding to bring artists on board to create murals in these hotspots. The thinking was that: we see anecdotally that when a mural of high quality - that goes through a good community process - goes in, blight is reduced. With this project we had a chance to test this theory out and see if the data prevailed. Enter local artist Carlos Perez. Carlos worked with the community to develop a mural design that honored the City’s original inhabitants and gave a voice to their culture.





## **ABOUT THE ARTIST**

Carlos, is a Chicano artist and community activist recognized for his visual art creations that are found in public and private collections throughout the world. In 1977 he created the original drawings of one of the world's most iconic logo of our time, that of the Apple Logo.

His artistic works are found in public and private collections, such as Harrison Ford, James Olmos, Rosario Dawson, Sir Ben Kingsley, Lupe Ontiveros, Diablo Cody, Spike Lee, Lalo Schifrin, Danny Glover, Benjamin Bratt, and other such notables.

Carlos is an immigrant from Mexico City with his fingerprints on a part of the American Fabric.

## **ABOUT THE PUBLIC ART PROGRAM**

The City of San José Public Art Program seeks to build community identity by initiating artworks and exhibitions that enhance the civic landscape and experience. Through active community engagement, public art strives to reflect the City's diversity, historic richness, and envision its present and future.

The Public Art Program is part of the City's Cultural Affairs, a division of the Office of Economic Development. The Public Art Program was established by a 1984 municipal ordinance that provides public art through funding from City capital improvement projects and eligible private development.

For further information and photos, please contact the San José Public Art Program.