

SoFA Crosswalks

Artist: Scape Martinez

September 2019

1st and San Salvador, San Jose, CA / Council District 3

ABOUT THE PROJECT

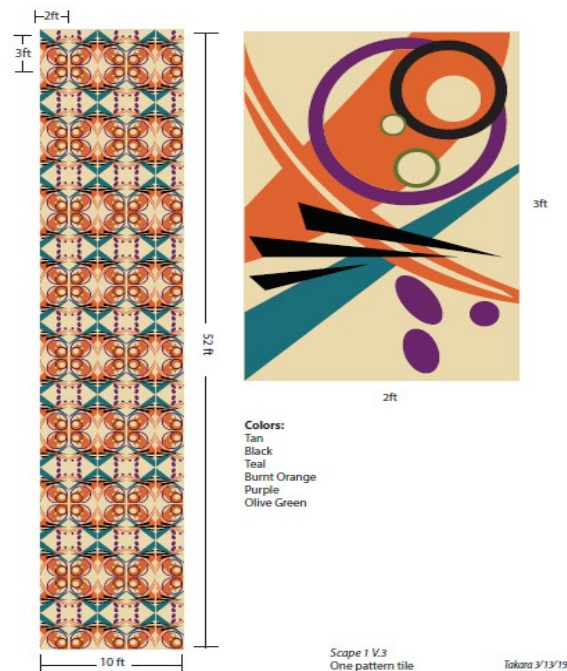


Artist Scape Martinez was invited to create crosswalk designs because an existing streetprint design by Martinez located at S. First Street in the SoFA District had to be removed in order to make necessary street improvements.

Martinez worked closely with stakeholders in developing this new design. This design is based on repeating patterns of a variety of geometric motifs, and is rendered in a warm, inviting palette of vibrant colors that is well-suited to this SoFA district location. Martinez worked with artist Corinne Takara who provided technical assistance in the design development.

This project was initiated by the San José Downtown Association (SJDA) in partnership with the City of San José's Department of Transportation and the Office of Cultural Affairs and is part of the SJDA's Downtown Street Life Plan (DSLPL). The DSLPL is a vision and road map of street life and placemaking improvements for downtown San José, adopted by the SJDA more than five years ago.

The DSLPL is a community-driven initiative that factors in input from a broad range of stakeholders, a long-term needs assessment, and urban design analysis. The planning process was conducted by CMG, a landscape architecture firm based in San Francisco. SJDA has continued implementation of its DSLPL for more than five years.



ABOUT THE ARTIST

Scape (Screaming Creative And Positive Energy) Martinez is a San JOSÉ-based artist who has transformed his early attraction to graffiti art into his work today as a professional artist. Born in Newark, New Jersey, AND Largely self-taught, he honed his artistic abilities with classes and art history, looking to the past while keeping an eye on the street.

Martinez has exhibited widely throughout the Northern California Bay Area, as well as nationally, and internationally. He has served as Pepon Osorio Artist-in-Residence at Movimiento de Arte y Cultura Latino Americana (MACLA), and as Assistant Art Director and Lead Artist-in-Residence for the Children's Shelter of Santa Clara County. Martinez has created public murals and designs for the East Palo Alto Public Mural Project, Stanford Law School, and San JOSÉ City College. He is an arts advocate for youth. He has authored a book, "GRAFF: the Art and Technique of Graffiti". More about his work may be found at www.scapemartinez.com

"Through my books, workshops and speaking engagements i have been able to share my passion for art education with human beings. It's an honor to inspire, motivate and help people explore their own world and life through art. When people see my artwork i want my art to scream off of surfaces, i want them to hear color. Color is life affirming." - scape martinez

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.

