



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: Michael Ogilvie

SUBJECT: SEE BELOW

DATE: March 30, 2022

Council District: 3

SUBJECT: Schematic and Design Development Proposals for nine (9) murals to be created on city property in various locations along the Guadalupe River Park and Trail as part of San José Walls 2022 Festival.

RECOMMENDATION

Review and take action to approve the design development proposals by nine local artists for murals to be created for the San José Walls 2022 Mural festival, for mural artworks to be sited in various locations along the Guadalupe River Park Trail. (Not a City of San José Public Art Program project.)

DATE OF ARTIST SELECTION: Winter 2021-2022, through a curatorial format. Artists selected are local.

BUDGET: Not a city funded project

LOCATION: Guadalupe River Park Trail, various locations

PROJECT DESCRIPTION

San José Walls (SJW) is the evolution of what was formerly known as POW!WOW! San José (PWSJ), an internationally renowned arts and culture festival that has worked in collaboration with the Guadalupe River Park Conservancy (GRPC) to oversee the creation of several murals along the Guadalupe River Trail in locations adjacent to downtown San José. Together the collaborating organizations intend to enhance natural spaces with murals that share the objective of improving the quality of life in the community, enhancing trail interest, and inspiring volunteer clean-ups to help keep our waterways clean. Their shared vision is to create the longest continued art corridor in the Bay Area; to date their work has resulted in three murals along the river walk, the most recent being the acclaimed Alfonso Salazar mural “We Are Still Here”, in tribute to the local Ohlone peoples.

In conjunction with their “2022 San José Walls Festival,” scheduled for 4/28/2022 - 5/8/2022, SJW is proposing to expand the art walk with nine mural installations in four general areas along the Guadalupe River Trail, as follows:

1. Artist **Horitomo** has created a design based on a Tiger Monmon Cat in honor of the Year of the Tiger. A strong symbol in Asian culture, the tiger is often paired with bamboo as a symbol of protection (from its natural adversary, the elephant). These motifs of strength and protection are extremely important to many cultures, and show a commitment and appreciation the City has for the invaluable contributions the Asian community has made San José. The artwork will be located near the Coleman Ave Highline, near the Visitors’ Education Center.
2. **Edgar Sanchez** and **Bryan Sanchez**, both of Oaxacan heritage and both raised in San José, have developed a design for a mural that pays homage to their Mexican roots by referencing Pre-Hispanic imagery in a modern/graphic style; it is to be located at the W. San Fernando underpass.

3. **Jacquelin de Leon**, an illustrator and comic artist currently located in San José, has created a design inspired by her childhood and love for the ocean. The artwork is to be located in the area adjacent to or beneath the Park Avenue bridge.
4. The other six murals will be created by artists from the Humble Beginnings collective. Providing an array of various styles that are influenced by cultural, classical and street-based art, this collective will feature artists from their crew, showcasing the visual influences they have collectively accumulated from their journeys from around the world and back into San José. Each artwork in this suite of six murals will be created by an individual artist; those artists are **Jordan Gabriel, Melissa Manuel, Ricardo Gonzalez, Jeff Quintano, Alan Pham, and Orly Locquiao**. Humble Beginnings design vision is to create a collection of visual narratives from these six artists that pay tribute to their native homelands and local community. The mural designs interweave each other to create a story of resilience, honor, strength and traditions. This mural suite will be located along the long wall on the river trail adjacent to the Woz Way entry point.

All of the proposed mural designs have been reviewed by the City's Department of Parks, Recreation and Neighborhood Services (PRNS) and have been approved by PRNS senior staff.

Approval of this recommendation is with the understanding by SJW and the GRPC that, for the life of the murals, all maintenance and repair of the murals is entirely the responsibility of SJW and the GRPC and will not be the responsibility of the City of San José or its Public Art Program.

PUBLIC OUTREACH

The visioning and development of the plan for the Guadalupe River Artwalk is the result of planning done by GRPC and SJW (when it was still represented as PWSJ) at the outset of the project. This planning work was done in coordination with the District 3 Council Office and included extensive online survey work by GRPC seeking feedback about Guadalupe River Park and the type of art people would like to see along the trail – there were 70 participants in that effort. There was also a community engagement forum hosted in conjunction with Children's Discovery Museum (the site adjacent to the first mural in the artwalk; 45 people participated in that forum which included polls and survey questions.

/s/
MICHAEL OGILVIE,
Public Art Director