



# Memorandum

**TO:** PUBLIC ART COMMITTEE

**FROM:** MICHAEL OGILVIE

**SUBJECT:** SEE BELOW

**DATE:** July 27, 2022

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**Council District: 1**

**SUBJECT:** Review and Action on artist Bill Vujevich's concept and design proposal for a mural on an exterior wall of Fire Station 14.

**DATE OF ARTIST SELECTION:** October 29, 2021

**ARTWORK BUDGET:** \$10,000

**LOCATION:** 1201 San Tomas Aquino Road in San Jose, at the corner of Saratoga Avenue

**PROJECT DESCRIPTION:** The project is for a mural that is to be painted on an exterior wall at Fire Station 14. The project is the result of the community's desire for more public art in their district. Several community leaders in the District 1 Community Leadership Group worked together to apply for and receive a Beautify San José Grant and developed a partnership with Fire Station 14 as the location for the artwork. Fire Station 14 is on San Tomas Aquino Road at the corner of Saratoga Avenue, a high-traffic area that will provide high visibility for the artwork.

Artist Bill Vujevich, chosen from a group of 11 San Jose-based artists, was the selection panel's unanimous recommendation for this project. Vujevich was chosen for his style of painting which has rich use of colors and skillful presentation of figures and images in a range of settings. The panel felt his style and approach to work were an excellent choice for this location. His skill at trompe l'oeil art was of particular interest as was his ability to suggest ideas of narratives in his works.

Vujevich has many decades of experience, with works in both public and private settings across the region. One of his artworks was included in SJPA's "Holding the Moment" project. Although the selection panel did not know this during the selection process, an interesting side note about Bill Vujevich is that his father was a firefighter in SJFD for 33 years (he retired 30 years ago.) While none of his work samples showed any firefighting themes, he has a deep appreciation for SJFD and firefighting and has been very excited to be working on this project.

## CONCEPT AND DESIGN PROPOSAL

As is true with most all public art and San Jose's fire station facilities, public artworks typically relate in some way to the activities, history and imagery of the Fire Department. Bill Vujevich has been working closely with the crew at Fire Station 14 in exploring ideas for the mural and met with the stakeholder group to gain the additional benefit of their ideas and input. Bill Vujevich's resulting design utilizes trompe l'oeil style of painting to feature the image of two firefighters in firefighting gear with masks and key elements of gear, depicted as if bronze statues on display in a niche. A group of children and a dog are seated at the base of the statues, along the front edge of the sculpture niche. As statues the firefighters appear very formal, and the children are shown as happy and relaxed. This contrast is intended to show how as people live in their everyday lives, the work of the firefighters is a constant, always there to serve and protect the community. The imagery was developed in close consultation with both active SJFD personnel and with the community members.

**PUBLIC OUTREACH**

A Public Art Core Team comprised of key stakeholders, community members and a community youth artist 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:

- Captain Josh Smith     Supervisor at FS 14 and project liaison on behalf of the station.
- Captain Gabe Vega     Supervisor at FS 14
- Kevin Schriver,         Fire Department Engineer at FS 14.
- Ramona Snyder         Community leader; liaison to Fire Station 14 and District 1 Council Office.
- Heidi Hegel             Community leader, Strawberry Park Neighborhood
- Joan Johnsen            Community leader, Winchester Orchard Neighborhood.
- Audrey Torres-         Artist in the 2020 Downtown Doors project; District 1 youth representative.  
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Staff from the District 1 Council Office have been engaged in the project development since its inception. These include Chief of Staff David Gomez and Council Policy and Legislative Advisor Grace Kolander; Council Aide Noora Fawzi participated in the selection panel as a non-voting member.

Meetings held in conjunction with this project:

<u>Date</u>	<u>What</u>	<u>Purpose</u>	<u>Location</u>	<u>Conven er</u>
3/27/21	District 1 Community Leadership Group Meeting	Presentation on San Jose Public Art Program’s artwork at fire stations and about this project.	Online via Zoom	District 1 Council Office
10/29/21	Public Art Core Team meeting	Selection of an artist for the project.	Online via Zoom	SJPA
12/7/21	PAC meeting	PAC review of recommended artist selection for the project	Online via Zoom	SJPA
07’07/22	Public Art Core Team meeting	“Meet the Artist” meeting visioning and ideas	Online via Zoom	SJPA
07/26/22	Public Art Core Team meeting	Artist’s presentation to PACT of concept design proposal	Online via Zoom	SJPA

/s/  
MICHAEL OGILVIE  
Public Art Director