



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: MICHAEL OGILVIE

SUBJECT: See below

DATE: March 29, 2023

Council District: 3

SUBJECT: Selection of artist Desi Mundo for design and creation of a mural on an exterior wall of Washington Community Center.

DATE OF ARTIST SELECTION: February 28, 2023

ARTWORK BUDGET: \$60,000

LOCATION: Washington Community Center, 921 S. 1st St., San José, CA

PROJECT DESCRIPTION: The project is a mural that is to be painted on an exterior wall at Washington Community Center. The exterior wall faces Brenda Lopez Memorial Plaza and a tree-lined pedestrian walkway between Oak Street and Edwards Avenue. The community center is adjacent to Biblioteca Latinoamerica and Washington Elementary School. The mural is intended to move the community forward after the loss of a highly-valued mural across the street on private property that a developer plans to remove and that the City made numerous attempts to convince the developer to retain. This area has also had a history of tagging, and the goal is for this mural to help remediate/reduce tagging and to help beautify the neighborhood.

The Washington Community Center is in the Guadalupe-Washington neighborhood of central San José, located just south of Downtown San José. It is one of San José's most historic Chicano/Mexican-American districts. The portion of Willow Street that passes through the district makes up the Calle Willow business district, made up primarily of Spanish-speaking businesses. It is designated by the city as a historic conservation area, owing to the high number of historic of buildings exemplifying 19th and early 20th century architecture.

Artists considered for this project are in the Public Art Program's Mural Artists Roster which features Bay Area artists. Seventeen artists were identified as possible candidates for this commission.

Artist Desi Mundo was the Public Art Core Team's recommendation for this project. Mundo 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 portraiture was of particular interest as was his ability to suggest ideas of narratives in his works.

Mundo is the founder of the Community Rejuvenation Project (CRP). Under his leadership, CRP has produced more than 250 murals in the Bay Area, Chicago, Albuquerque, and Bologna, Italy. Mundo also has a long history of community organizing and public art advocacy. He received the Rising Leaders Fellowship from the Youth Leadership Institute in 2005 and has been awarded the Individual Artist grant from the City of Oakland eight times.

He has worked with numerous non-profit and community organizations such as United Roots and Phat Beetz and is a member of the Technical Advisory Council for Urban Tilth’s North Richmond Farm and the Advisory Council for the Youth Media Project. For his activism, volunteerism, and artistic contributions, Mundo is also a recipient of the Best of the Bay award from East Bay Express.

The artist is “honored and excited” to work with the community in the design and creation of this mural.

PUBLIC OUTREACH

A Public Art Core Team comprised of community members, artists, and arts professionals. The Team includes:

Rosalinda Aguilar	Guadalupe-Washington Neighborhood Association
Carlos Barba Iniguez	Guadalupe-Washington Neighborhood Association
Dan Coleman	Director, Catholic Charities of Santa Clara County at Washington Youth Community Center
Samantha Hull	Arts Professional, DeSaisset Museum, and D-3 Resident
Elizabeth Jiménez-Montelongo	Artist and Poet
Steven Martinez	Artist and D-3 Resident

Staff from the District 3 Council Office have been engaged in the project development since its inception. These include Kiara Kassandra, Chief of Staff; Daniela Velazquez, Council Policy and Legislative Analyst; and Diego Martinez, Community Relations Coordinator.

Meetings held in conjunction with this project:

<u>Date</u>	<u>What</u>	<u>Purpose</u>	<u>Location</u>	<u>Convener</u>
02/28/23	Public Art Core Team meeting	Selection of an artist for the project.	Online via Zoom	SJPA

/s/
MICHAEL OGILVIE
Public Art Director