

Memorandum

TO: ARTS COMMISSION

FROM: Paul Krutko

SUBJECT: SEE BELOW

DATE: February 8, 2006

COUNCIL DISTRICT: 3

**SUBJECT: APPROVAL OF ARTIST SELECTION FOR TEMPORARY ARTWORKS
ON THE DOWNTOWN TRANSIT CORRIDOR**

RECOMMENDATION

Recommend that the City Manager negotiate and execute agreements with artists JD Beltran, Jon Brumit, Hector Dio Mendoza, Chris Eckert, Bill Fontana, Jordan Geiger, Helena Keefe, and Chip Lord & Bruce Tomb to develop design proposals for an artwork for the “Who’s on First, What’s on Second” VTA Transit Mall public art project for in amounts not to exceed \$2,500 per artist or artist team.

BACKGROUND

The San José Public Art Program (SJPA), in association with the Redevelopment Agency (SJRA) and the Valley Transit Authority (VTA), is commissioning a series of temporary artworks entitled *Who’s on First, What’s on Second* that will be installed along the transit corridor of First and Second Streets from San Carlos Street to St. James Square in downtown San José starting in Spring 2007. A team of California-based curators submitted nominations of emerging and professional artists and artist teams from the Bay Area and Northern California for this project. These nominations were supplemented with local artist nominations.

Artists and artist teams selected for *Who’s on First, What’s on Second* will be encouraged to create artworks in collaboration with local institutions and businesses. Throughout project development and implementation, OCA staff will facilitate conversations between artists and local stakeholders to assist in project development. Artists will be encouraged to propose projects that address specific issues that affect downtown San José to creatively enliven the transit corridor with diverse projects, events and/or installations. The commissioned projects will have an aesthetically strong and engaging visual presence and be sited to become destination points for audiences. Projects will be introduced sequentially to the public over an 18-month period during 2007-2008, and will employ supporting marketing and educational elements designed to promote public engagement with the artists and artworks.

ANALYSIS

On September 11, the nominators supplemented by a representative from the SJRA, met to review nominated artists' qualifications. A group of local stakeholders including representatives from SJRA, VTA, San Jose Downtown Association, Team San Jose, FirstACT and the Bill Wilson Center provided a panel orientation. The panel recommended 19 artists as finalists. The panel further recommended that local curators be consulted to nominate five additional finalists.

On November 6, 20 of the nominated artists /artist teams presented their conceptual approaches to the project, including ideas about potential partnerships. Reviewers included the original nominators supplemented by a local stakeholders group. This expanded selection panel recommended funding the following eight proposers to create artworks for the transit corridor:

Artist	Proposal	Proposed Budget
<u>JD Beltran</u>	“Video Mirrors” in various locations; featuring quotes and reflections of real buildings morphing through history	\$35,000
<u>Jon Brumit</u>	“South Bay Talent Center,” a storefront installation and performance	\$35,000
<u>Hector Dio Mendoza</u>	Cultural Citizen ‘tree’ sculpture project, poster series and website introducing diverse San Jose residents to each other	\$29,600
<u>Chris Eckert</u>	Projected light haiku	\$20,500
<u>Bill Fontana</u>	Bell chorale played on Trinity Episcopal Church bells	\$25,000
<u>Jordan Geiger</u>	Form-changing, robotic, pneumatic sculpture with video projection connecting local clubs with clubs in other parts of the world.	\$30,000
<u>Helena Keefe</u>	Temporary renovation of the Robert F. Kennedy Memorial in St. James Square, incorporating an audio walking tour.	\$26,920
<u>Chip Lord and Bruce Tomb</u>	Activated plaza space at Fountain Alley	\$35,000

ARTS COMMISSION

February 8, 2007

Subject: Approval of Artist Selection for Temporary Artworks on Downtown Transit Corridor

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During design development, staff will work with the artists, community stakeholders, VTA, SJRA, the City Attorney's Office, and the Department of Planning, Building and Code Enforcement to ensure that the projects meet stakeholder expectations and comply with City sign ordinance and other policies and regulations. Following project design development, artists will present the Public Art Committee with more refined budgets and proposals.

PUBLIC OUTREACH

<u>Date</u>	<u>Location</u>	<u>Purpose</u>
9/13/06	Bella Mia Restaurant	Project orientation, SJ Downtown Assn. Historic District Group
9/14/06	City Hall	PAC finalist roster review
10/8/06	City Hall	AC finalist approval
11/14/06	City Hall	PAC finalist concept approval

BUDGET REFERENCE

Fund #	Appn #	Appn Name	RC #	Total Appn	Amt. For Contract	2006- 2007 Adopted Budget Page	Last Budget Action
450	4278	Twohy Building	129603	\$126,478		Attachment A, P.4	06-07 App Ord, Sec 20.05
450	4681	Paseo Villas	108063	\$88,826		Attachment A, P.4	06-07 App. Ord. Sec.20.05
TBD	TBD	VTA	TBD	TBD	N/A	N/A	N/A
					\$20,000		

CEQA

Not a project.



PAUL KRUTKO
Chief Development Officer