



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: October 18, 2016

TO: Carolyn Lehr, City Manager

FROM: Charles S. Bryant, Community Development Director

SUBJECT: **Resolution Of The City Council Of The City Of Emeryville Approving The Purchase Of Artwork For The City's Annual Purchase Award Program Entitled "Valley Ford Ranch and Road" By Emeryville Artist Paul Oikawa And Appropriating \$6,000 (Six Thousand Dollars) From The Public Art Fund (Fund 243) To Fund The Purchase, And Installation Of The Artwork**

STAFF RECOMMENDATION

Staff recommends that the City Council adopt the attached resolution to purchase artwork for the City's Annual Purchase Award Program. The artwork consists of a screen print on paper entitled, "Valley Ford Ranch and Road" by Emeryville artist Paul Oikawa. To fund the purchase, staff is recommending an appropriation of \$6,000 from the Public Art Fund (Fund 243).

BACKGROUND

The 30th Annual Emeryville Celebration of the Arts Exhibition (Exhibition) opened on October 7, 2016 and will run through October 30, 2016. For the past ten years, the City's Purchase Award Program has supported the Exhibition through the purchase of art work for display in City facilities. The intent of the City's Purchase Award Program is to build the City's permanent art collection through acquisition of art works on an annual basis from the Emeryville Celebration of the Arts Exhibition. The program is also intended to highlight the City's commitment to the arts and its local artistic community, and improve visitors' experiences in public facilities. Potential sites for this year's purchase award art work include City Hall, the Senior Center, and the Emeryville Center for Community Life (ECCL).

Selection Panel

The City Manager appointed a five-person Selection Panel, with an alternate for each panelist, based on the July 14, 2016 recommendation of the Public Art Committee (PAC). The members of the Selection Panel were: 1) Rick Tejada-Flores as the Public Art Committee member; 2) Akiko Minaga as a community member; 3) Jennifer Easton,

as outside arts professional 4) Kava Massih as Emeryville Celebration of the Arts (ECA) Board Representative and 5) Brad Helfenberger as City staff representative; the Selection Panel alternates were: 1) Jean Goldman, Public Art Committee member; 2) Will Leben, community member; 3) Joan McLaughlin, outside arts professional; 4) Laura Anderson, ECA, and 5) Pedro Jimenez, City staff representative. The panel convened on October 6, 2016 to review the art works being shown at the Exhibition and to make a recommendation of one art work to be purchased by the City.

Selection Process

As in prior years, the City retained public art consultant Regina Almaguer to facilitate the art work selection process. Regina Almaguer has over 20 years of experience in public art program management. Ms. Almaguer developed a process that the Selection Panel followed in its review and selection of an art work for the 2016 Purchase Award Program.

The Selection Panel began the day by meeting at City Hall to observe the City's existing collection of art work and to review potential new sites for art. The panel also reviewed photographs of potential art sites at the Senior Center and the ECCL. Potential sites at each facility included:

- City Hall
 - Two lobby area floor spaces, appropriate for a stand-alone sculpture or an art work in a covered vitrine (Site 1: nearest entry door; Site 2: nearest entry to link to Old Town Hall).
 - Lobby ceiling area, potential site for banners or a kinetic or mobile art work.
 - Exterior rear courtyard, appropriate for a three-dimensional sculpture in permanent materials with safety and durability considered.
 - Landscaped area outside City Hall, appropriate for a three-dimensional sculpture in permanent materials, with safety and durability considered.
 - Entries from east to Old Town Hall on 1st and 2nd floor (small wall on western end of link), however utilizing either of these spaces would require that a donated piece be relocated.
 - Wall adjacent to the stairwell from 1st to 2nd floor in City administration building under a south facing window.
 - The curvilinear walls across from the entrance to the Council Chambers in the stairwell of Old Town Hall.
 - The wall above the drinking fountain in the first floor lobby
- Senior Center
 - Upstairs North and East Walls
 - The back wall of the main hall on the outer wall of the elevator shaft and a small wall space near the entry to the dance floor on the first floor;
 - A wall in the billiards room on the first floor; and

- The upstairs and downstairs multipurpose room east and west walls may be adorned with posters created for the Bus Shelter program to be installed permanently in City facilities. As this work will occur after the Purchase award selection posters will only be considered for spaces that remain vacant after the purchase award installation.
- ECCL
 - Swim Center Lobby Wall
 - Multipurpose Room Lobby

The Selection Panel proceeded to the exhibition site and each panelist was given a score sheet listing each art work that was available for consideration. To avoid conflicts of interest, works being shown by current members of the PAC, City Council, and City staff or consultants were not considered for the 2016 Purchase Award. Other art not considered for purchase included works that were not available for sale, works created by artists whose work has been purchased through the Purchase Award Program in the last five years, and art work whose dimensions would not fit into the potentially available locations.

In the first round of selection, the panelists individually viewed all of the 124 art works and selected their top five choices. This process resulted in a short list of 20 artworks. In the second round, the Selection Panel reviewed and discussed the short-listed artworks. Artworks were further short-listed if a majority of selection panel members voted to include them in the third round of ranking. After the second round six artworks remained under consideration.

The panel members then proceeded to individually rank the remaining artworks on the basis of the following criteria: aesthetic quality, public appeal, longevity, and curatorial focus, assigning a score from 1 to 5 for each criteria with each of the five panelists' points added together. A perfect score was 100 (20 points each x 5 panelists). The artwork by Paul Oikawa received 82 points, artist Yuzo Nakano's work received 78 points and artist Sherry Ezhuthachan's artwork received 72 points.

Paul Oikawa's work received the highest score and was recommended for purchase. Yuzo Nakano's work received the second highest score and was recommended as the first alternate artwork. Sherry Ezhutachan's artwork received the third highest ranking and was recommended as the second alternate artwork. The alternates were recommended as back-ups only if the first choice artist decided against selling the artwork or if installation of the piece was unfeasible.

DISCUSSION

At its meeting held on October 6, 2016, the Public Art Committee discussed the Selection Panel's recommendation and unanimously voted to accept its recommendation to purchase Paul Oikawa's work for installation at the Senior Center

and to recommend that the City Council allocate sufficient funds from the Public Art Fund for installation and procurement of the artwork.

Work Description

The recommended piece by Paul Oikawa is entitled "Valley Ford Ranch and Road." The work is a silkscreen print on paper done in 2015. It measures 45.25" x 72.5." Mr. Oikawa's work will be placed on the north wall of the second floor multi-purpose room in the Senior Center.

First alternate Yuzo Nakano's work is entitled "Hidden Location in Yellow" and dates from 2016. The artwork is done as a pigment print on canvas and measures 38" x 38 "x 1." Mr. Nakano's work would be placed in City Hall, either in the first floor lobby, replacing the site currently occupied by Canan Tolon's artwork, or on the second floor near the entry to the Human Resources Department, replacing Mari Andrews' work. Should one of the existing works of art be removed a new location would be found for it in another city facility.

Second alternate Sherry Ezhuthachan's work is entitled "Spectrum." The work is a digital photograph done in 2015 and measures 20" x 16". Ms. Ezhuthachan's work would be placed in City Hall, with a location to be determined in consultation with City staff.

Artist Biographies

Paul Oikawa is an Emeryville artist who works in digital photography, video, and traditional screen-printing. His prints are all handmade and made with archival materials and methods. Mr. Oikawa received a Bachelor of Science degree in Multi-Media from the University of Oregon. He has extensive experience as a freelance graphic designer, with an emphasis on identity, print, and web-based projects. His artwork has been exhibited at the San Francisco Museum of Modern Artist's Rental Gallery and at Chandra Cerrito Gallery in Oakland

Yuzo Nakano is a co-founder of the Kala Art Institute and the Kala Multi-Media Center in Berkeley. Mr. Nakano is well known for both his visual artwork and his musical compositions. He has taught art, computer graphics and webpage design throughout the Bay Area. His work has been exhibited throughout the United States and in Japan, Spain, Italy, Australia, Belarus, France and other countries around the globe. He has won numerous awards for his artwork, including grants from the California Arts Council, the National Endowment for the Arts, the Japan Print Society and the Fleishacker Foundation.

Sherry Ezhuthachan, an Emeryville resident, is a Senior Program Manager of Strategic Partnerships for the San Francisco Child Abuse Prevention Center. She has also been an electrical engineer, systems engineer and manufacturing project manager in the defense shipbuilding industry. In 2013 she completed a 17-month circumnavigation of

the globe by backpacking through 34 countries around the world via Latin America, Africa, Europe, Israel and Southeast Asia, a voyage that became a life-changing experience for her and fueled her interest in and desire to create artwork.

Next Steps

Following the purchase of the work by the City and the conclusion of the Exhibition, staff will work with Ms. Almaguer and the artist to install the artwork. A plaque will be installed near the artwork naming the artist, artwork title and medium, and indicating its inclusion in Emeryville's permanent art collection. A reception for the artist is tentatively planned for December 8, 2016 to showcase the work, pending artist availability.

FISCAL IMPACT

Funds from the Public Art Fund (Fund 243) have been utilized for the project administrative expenses. However, because the purchase price and cost of installation of the artwork would not be known until the Selection Panel convened at the Exhibition, funding for the artwork and its installation was not previously appropriated. The cost of purchase and installation of the artwork is \$4,000 for purchase and \$2,000 for installation for a total of \$ 6,000.

If the City Council approves the recommendation to purchase the artwork, the total project cost for administration, purchase and installation will be \$6,000.

LEGAL CONSIDERATIONS

The City Attorney has reviewed and approved as to form the attached resolution, and this staff report.

PREPARED BY: Amber Evans
Community and Economic Development Coordinator II

REVIEWED BY: Chadrick Smalley
Economic Development and Housing Manager

**APPROVED AND FORWARDED TO THE
CITY COUNCIL OF THE CITY OF EMERYVILLE:**



Carolyn Lehr
City Manager

Attachments:

Draft Resolution

1. "Valley Ford Ranch and Road" by Recommended Artist Paul Oikawa
2. "Hidden Location in Yellow" by First Alternate Yuzo Nakano
3. "Spectrum" by Second Alternate Sherry Ezhuthachan