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R & R STUDIOS

T H E S H E L M O U N D D I S T R I C T G A T E W A Y
EMERVILLE SHELLMOUND/POWEL STREET BRIDGE PUBLIC ART
MAY 7, 2016

CITY OF EMERVILLE PUBLIC ART PROGRAM
EMERVILLE, CALIFORNIA

Exhibit A

T H E S H E L L M O U N D D I S T R I C T G A T E W A Y

By Roberto Behar & Rosario Marquardt / R & R Studios

THE SHELLMOUND DISTRICT GATEWAY provides a new identity to the Powell Street Bridge transforming the utilitarian structure into a memorable event. The iconic art project creates an image forever to be associated with the City of Emeryville.

Located at the heart of Emeryville, **THE SHELLMOUND DISTRICT GATEWAY** welcomes pedestrians across the underside of the Powell Street Bridge promoting continuity along Shellmound Street and a visual and psychological connection between the Public Market and Bay Street. The artwork simultaneously celebrates the multicultural character and bright technological future of the City of Emeryville.

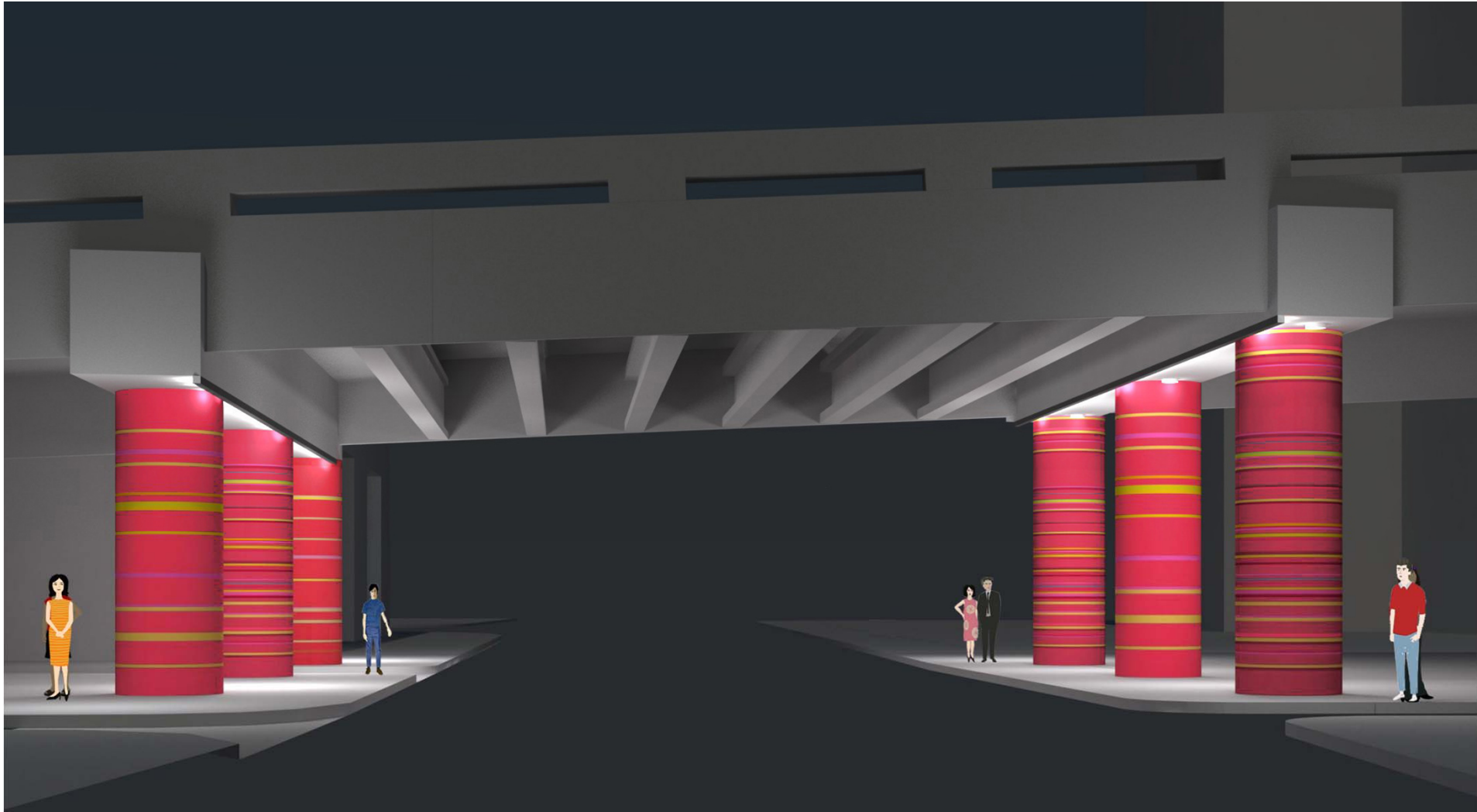
The polychromatic art project introduces an exception in the urban landscape adding a note of color and joy to the bridge passage, **THE SHELLMOUND DISTRICT GATEWAY** transforms the bridge from visual barrier into an amicable space full of light, color and movement. The structural columns of the bridge are covered in multicolor glass mosaic tiles, adding movement and a kinetic effect to accompany and celebrate the bridge underside passage. The future Master Plan and public right away improvements will further enrich and sponsor connectivity between the Public Market and Bay Street.

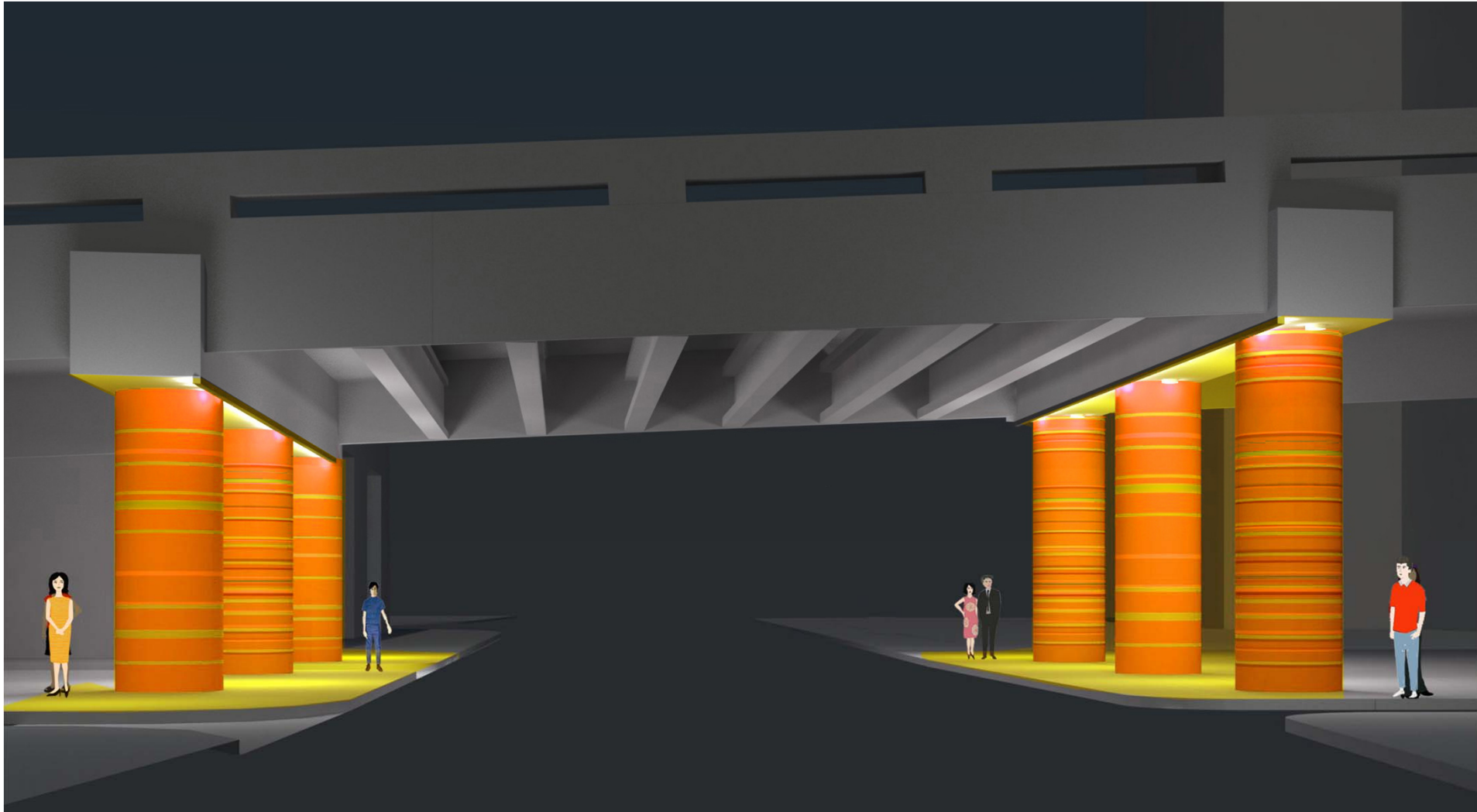
THE SHELLMOUND DISTRICT GATEWAY is realized in multicolor glass mosaic tile to ensure that the art project is maintenance free. In addition, the location of the art project at the bridge columns allows for project installation without traffic interruption in the area. LED lights illuminate the art project at night and develop a kinetic effect that brings life, movement and visual interest to the driver and pedestrian experience going across the bridge.

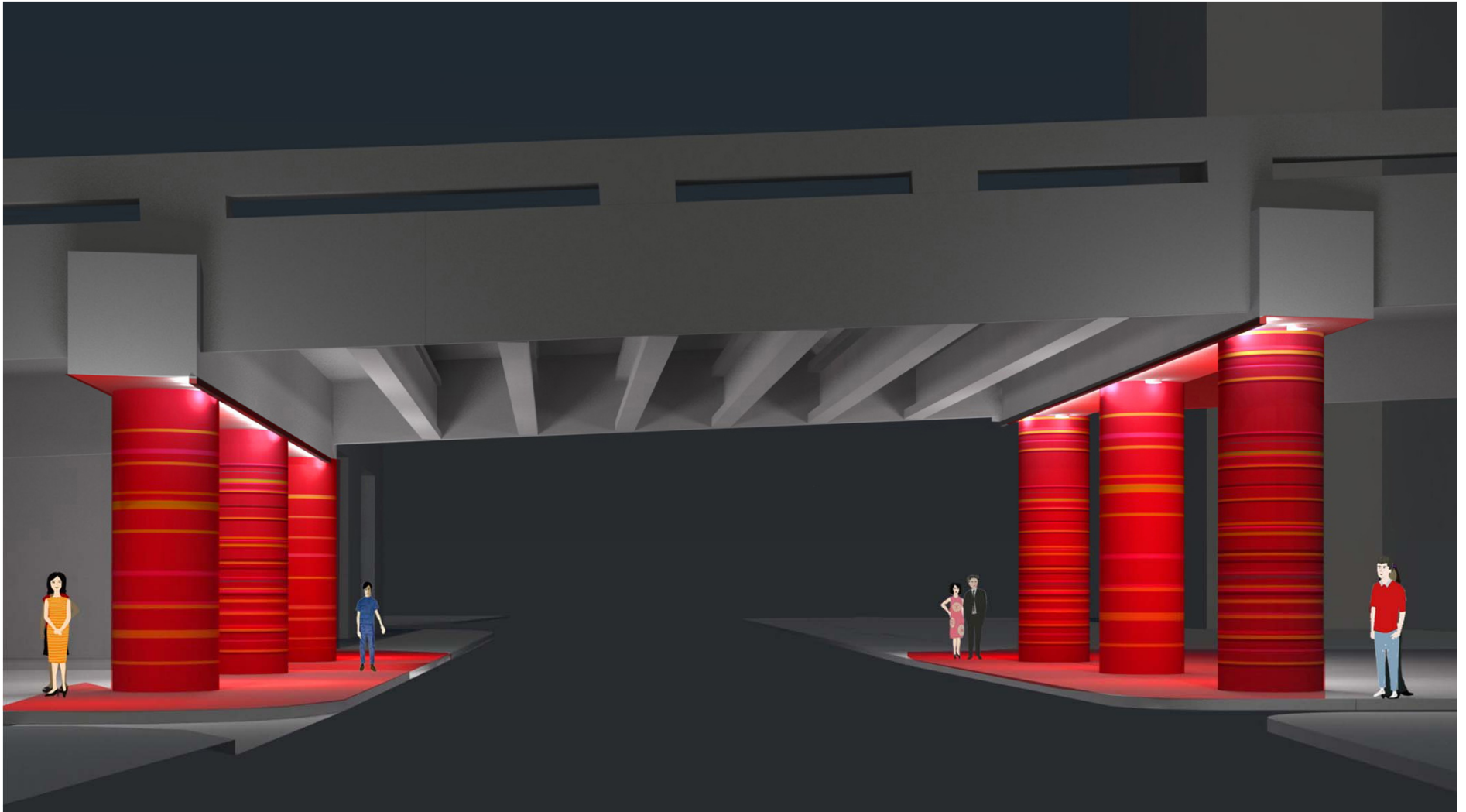
THE SHELLMOUND DISTRICT GATEWAY brings a symphony of light and color to Shellmound Street and a unique experience for all to the City of Emeryville.



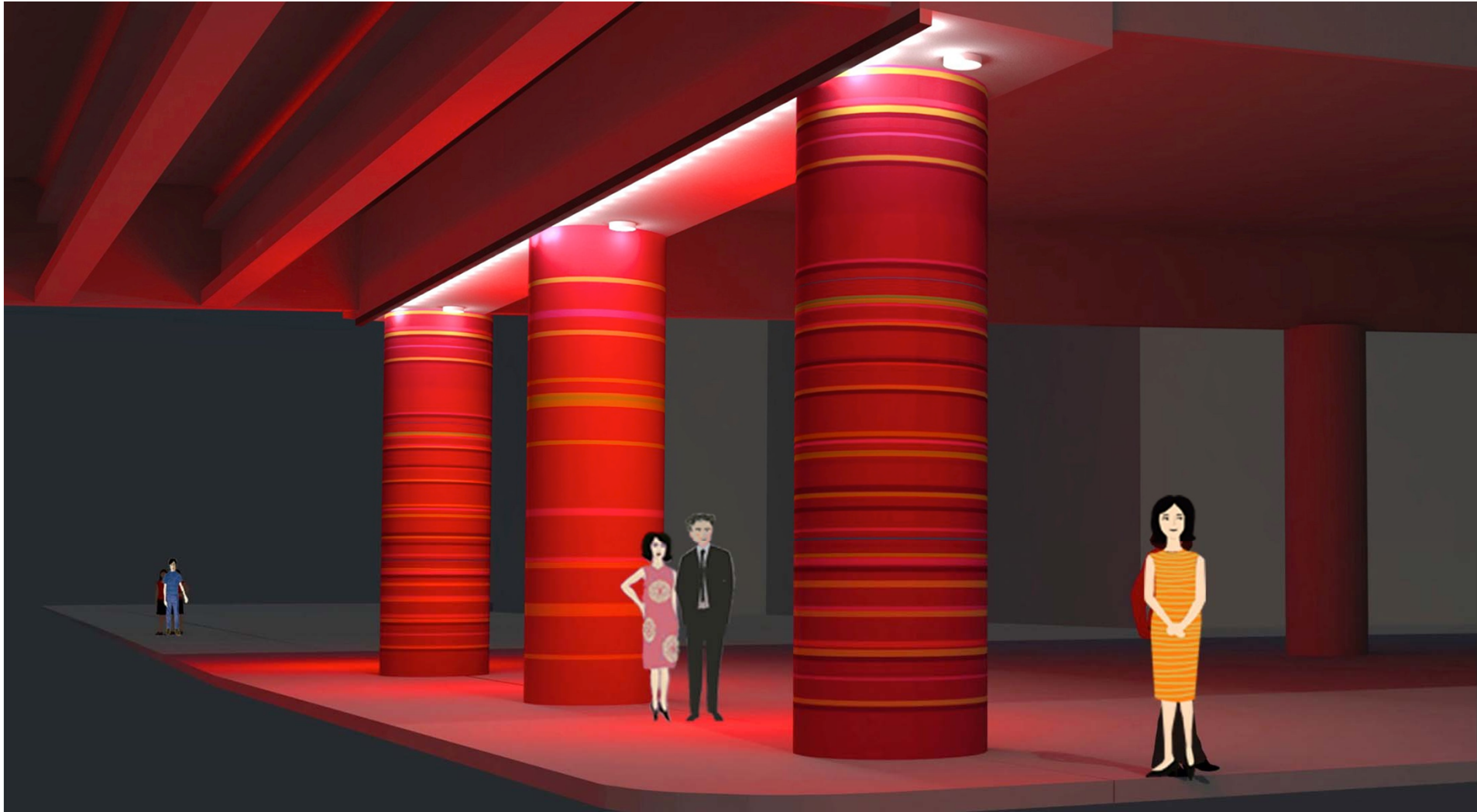


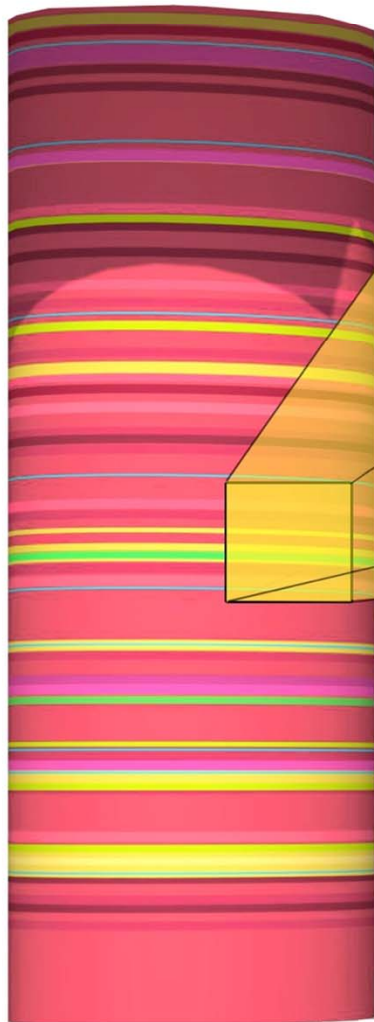




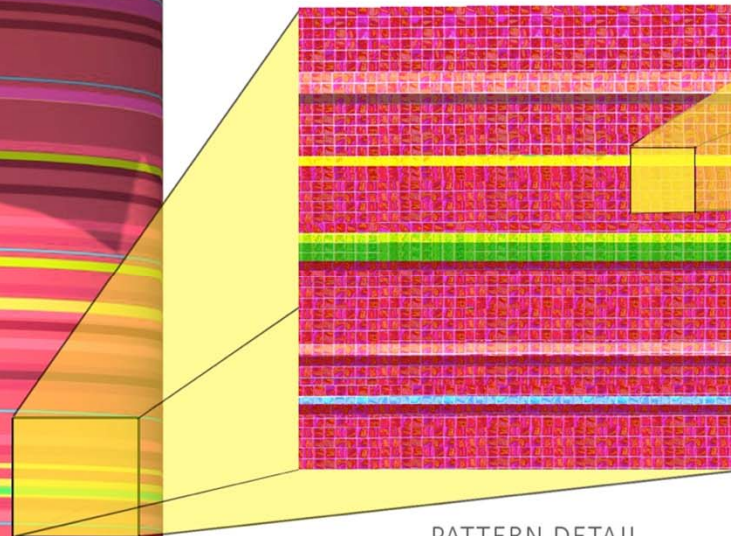




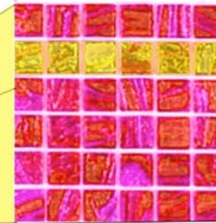




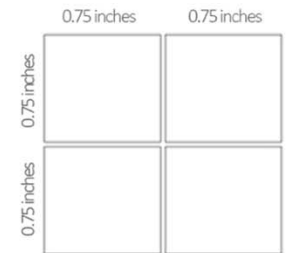
BRIDGE COLUMN



PATTERN DETAIL



GLASS MOSAIC



MOSAIC DIMENSIONS