



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: March 20, 2018
TO: Carolyn Lehr, City Manager
FROM: Charles S. Bryant, Community Development Director
SUBJECT **Resolution Of The City Council Of The City Of Emeryville Authorizing The City Manager To Execute Conceptual Design Proposal Contracts For The Marina Public Art Project With Ilan Averbuch, Pete Beeman, Matthew Geller, And Ned Kahn, With Each Artist To Be Paid \$3,000 As A Stipend For The Submitted Proposal And Up To \$4,000 For Travel Costs For Each Artist Based Outside The Bay Area**

RECOMMENDATION

Staff recommends that the City Council approve the attached Resolution authorizing the City Manager to execute conceptual design proposal contracts for the Marina Public Art Project with Ilan Averbuch, Pete Beeman, Matthew Geller, and Ned Kahn, with each artist to be paid \$3,000 as a stipend for the submitted proposal, and up to \$4,000 for travel costs for each artist based outside the Bay Area.

BACKGROUND

The Emeryville Marina is located at the center of the city's shoreline, and is a premier place to take in incredible views of San Francisco and the new Bay Bridge, the Golden Gate Bridge and Marin County across the Bay. The Emeryville Marina is popular among picnickers, boaters, kite boarders, fishers, joggers, walkers and those enjoying special events such as weddings at Hong Kong East Ocean Seafood restaurant. It is accessible from the I-80 Frontage Road and a major on-ramp and off-ramp from the I-80 Freeway at Powell Street. The marina encompasses two harbors, a major City park, and parking lots, as well as rentable picnic spaces with grills, public restrooms, a fishing pier and trailside benches. On the 4th of July, the site offers views of nearly all the region's fireworks displays and a front row seat to San Francisco's pyrotechnics. Further, the site is directly across from the Golden Gate and prone to heavy, recurring winds such that materials appropriate for the setting must be considered, to reduce wind resistance and damage.

The Public Art Master Plan (PAMP), adopted by the City Council on December 6, 2016, includes several conceptual programs and projects, and identifies the Marina as a priority location for an iconic public art installation. On January 12, 2017, the Public Art Committee (PAC) recommended that initial PAMP implementation efforts focus on the development

of a Request for Qualifications (RFQ) for a public art project at the Emeryville Marina. The PAC formed a Marina Public Art ad-hoc subcommittee to identify:

- Priority locations for possible installations
- Artistic goals and competing uses at the site
- Budget
- Maintenance and site installation concerns

On June 12, 2017, the ad-hoc subcommittee recommended PAC approval of the draft RFQ, and on August 10, 2017, the PAC unanimously recommended the City Council's approval of the RFQ for release. On September 19, 2017, the City Council approved the RFQ for release on the Call For Entry (CaFE) website, and broader distribution to artists associated with the Black Rock Foundation, which is a regional outdoor artist collaborative associated with the Burning Man annual gathering. The Burning Man event is located at a site with similarly harsh conditions and is known for a "maker spirit", as found at the Marina and among prior mudflat installations.

PROJECT GOALS

Elements of the Emeryville Marina public art project may:

- Create an iconic image unique to the setting and of a scale and quality to be a memorable image, evocative of Emeryville.
- Enhance public awareness of and respect for the shoreline, including its diverse uses and users, natural habitat and biodiversity.
- Craft a landmark that welcomes visitors by boat and trail and deepens the pride in place of local residents.
- Create kinetic or engage-able/climb-able pieces for residents and visitors while highlighting the site, the environment and the unique vista points.
- Utilize innovative and visionary methods to create installations with durable materials evocative of the spirit of prior temporary art installations at the nearby mudflats of the Emeryville Crescent.
- Integrate art functionally to create delight among the public open spaces of Marina Park.
- Create a memorable artwork to increase the public enjoyment of this beautiful site, and its relationship to both the natural environment and its urban setting.

The RFQ established the following criteria for the project:

- Successful completion of at least two permanent, exterior art installation or design projects, preferably that are similar in scope and nature to this project. Prior work

could include architecture, landscape or urban design projects if public art was an integral component.

- Experience in working cooperatively with multiple professionals including City staff, regulatory agencies, community members, and design professionals such as engineers, landscape architects, and architects.
- Aesthetic excellence in the design and execution of completed projects.
- Ability to install, or oversee the installation of, the commissioned work.
- Ability to comply with the project deadlines.

FINAL SELECTION CRITERIA

The Selection Panel will review and evaluate the concept design proposals based on the following criteria:

- Artistic excellence, creativity, and originality of the project's concept.
- The artist's response to the stated goals of the project, including the physical, geographical, and ecological relationship of the artwork/installation to the site.
- The technical feasibility of the proposed artwork/installation, including minimum maintenance requirements, resistance to vandalism and appropriateness for public use and access.
- An evaluation of the proposed budget, including: (1) its feasibility for the nature and scope of the project, and (2) an analysis of whether the artist has done appropriate research and obtained viable cost estimates from subcontractors and suppliers.
- Positive feedback from professional references.

ARTIST SELECTION PROCESS

On October 24, 2017, the RFQ was issued for visual artists or visual art teams with experience in producing public art projects similar in scale and complexity to the proposed project. The RFQ was distributed on CaFE, a web-based service that allows organizations to manage artist-application and jury processes related to a call for entry and other events. The deadline was December 8, 2017 and the City received 92 applications. Because of the large number of applicants, the PAC approved an additional pre-screening process to narrow down the number of applications to 56 before advancing to the Emeryville Marina Public Art Selection Panel jurying round.

The PAC appointed a seven-member Selection Panel on November 9, 2017. The selection panel includes (1) Jean Goldman, Public Art Committee representative; (2) Klaus Lange, Community Member; (3) Richard Cunningham, Public Works representative; (4) Pedro Jimenez, Community Services Representative; (5) Diane Isley,

Marina Community Member/Harbor Master; (6) Lynne Baer, Outside Art professional; and (7) Alice Wu, Outside Art professional. Alternates were appointed for each representative.

The remaining 56 artists were ranked by the Selection Panel. The Selection Panel members individually reviewed the applications on CaFE. Each panelist was asked to rank each applicant with a 1-7 score, with 7 being the best score. At the end of the first review, 11 artists received average scores of 4.5 or higher, and were selected for further evaluation.

On January 22, 2018, the Selection Panel met to review the top 11 scoring applications with the goal of narrowing down the group to semi-finalists for concept design proposals. The Selection Panel discussed the merits of each artist, and then voted on whether or not to select an artist to be a semi-finalist.

The Panel was asked to evaluate each artist with the following criteria:

- The aesthetic quality of the artist's past work, including content, craftsmanship, uniqueness and relevance to its environment.
- The degree to which the artist's past work relates to the goals and parameters of the Marina Public Art Project.
- The artist's demonstrated ability to translate art concepts into durable and safe materials that can withstand long-term exposure in a marine environment.
- Evidence that the artist's existing public art works have maintained an appropriate level of quality and integrity over time.
- Artist's demonstrated ability to work successfully as a member of a project design team and ability to work within public review processes.

The panel discussed each artist and determined that they wanted to see a proposal from four of the remaining applicants.

DISCUSSION

The four artists selected to be semi-finalists include Ilan Averbuch, Pete Beeman, Matthew Geller, and Ned Kahn. As semi-finalists, these artists will be requested to submit conceptual proposals and will be asked to attend a project orientation with representatives from the City, regulatory agencies and other project stakeholders. Artists who attend the orientation and who travel more than 90 miles from the orientation site will receive a pre-approved travel allowance based on applicable Federal reimbursement rates. The semi-finalists' proposals will be displayed in City Hall for public comment prior to the reconvening of the Selection Panel for interview and selection of a finalist or finalists for recommendation to the PAC and the City Council. Artists may be asked to submit example materials.

The four semi-finalists include:

Ilan Averbuch (<http://www.ilanaverbuch.com>) earned his BA from the School of Visual Arts and his MFA from Hunter College. He is based in Long Island, New York. Averbuch's work will be large in scale, and his goal is to excite and guide viewers from a distance, while inviting those nearby to be more intimately engaged. He plans to unify symbols and imagery culled from Emeryville's history, while incorporating visual elements inspired by the surrounding landscape, the native flora and fauna, and the marina itself.

Pete Beeman (<http://petebeeman.com/>) earned his MS in design from Stanford, and his Master's thesis was on mechanical/kinetic sculpture. He is based in Portland, Oregon and New York City. Beeman's main focus is to create kinetic art that involves an audience. Much of his work plays with engineering principles, using an industrial language, to inspire a sense of discovery. Mr. Beeman was a finalist for consideration at the Emeryville Center of Community Life in 2016.

Matthew Geller (<http://www.matthewgeller.com>) earned his BA from Connecticut College and his MFA from the University of Delaware. He is based in New York City. Geller's goal is to engage the public and foster a sense of community. His works are spirited, accessible, and often interactive. He uses industrial materials to leverage spectacular views. The works are durable, safe, and low maintenance.

Ned Kahn (<http://nedkahn.com>) earned his BA in Environmental Studies from the University of Connecticut. He is based in Sebastopol, California. Kahn's work focuses on artworks that are activated by the movement of wind, water or light. He views these artworks as registers of nature, in that they reveal some invisible or unnoticed phenomena and capture the mysteriousness of the world around us. He is fascinated by blurring the boundaries between art, architecture, science and nature elements, inspired by the surrounding landscape, the native flora and fauna, and the marina itself.

FISCAL IMPACT

Each artist invited to submit a conceptual proposal will be paid \$3,000 as a stipend for the submitted work. Further, up to \$4,000 is budgeted for each artist coming from outside the Bay Area to account for costs of travel to the site visit and for the Selection Panel interview.

The Public Art Fund (Fund 243) has sufficient funds for the stipend, and the 2017-2018 Capital Improvement Program includes \$100,000 from Fund 243 for PAMP implementing projects. The Marina Public Art Project budget assumed up to five artists would be invited for final review, and that all five would be traveling for a semi-finalist conceptual design phase budget of \$35,000 (5 x \$7,000). However, only four artists were asked to submit proposals and one of the four artists lives locally, consequently only \$24,000 is required and the remaining \$11,000 can be used elsewhere in the project or for other eligible purposes.

STAFF COMMUNICATION WITH THE PUBLIC

As previously mentioned, two publicly noticed PAC meetings and three PAC ad-hoc subcommittee meetings as well as a Selection Panel meeting have been held to discuss the Marina Public Art installation. On February 8, 2018, the PAC unanimously recommended the four finalists recommended by the Selection Panel. Staff has also been in communication with the adjacent site property owners and managers, including both harbor masters.

LEGAL CONSIDERATIONS

The City Attorney has reviewed and approved this staff report and accompanying resolution.

CONCLUSION

The PAC recommends the City Council adopt the attached resolution commissioning Conceptual Design Proposals from four finalists for an art installation in Marina Park.

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:

1. Resolution
2. Conceptual Design Agreements:
 - Averbuch
 - Beeman
 - Geller
 - Kahn