



11-2-04
2.6

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Jerry Allen

SUBJECT: SEE BELOW

DATE: 10-13-04

Approved

Date

10/21/04

COUNCIL DISTRICT: 5

SUBJECT: AGREEMENT BETWEEN CITY OF SAN JOSE AND AMY TRACHTENBERG TO FABRICATE AND INSTALL A PUBLIC ARTWORK AT THE HILLVIEW BRANCH LIBRARY

RECOMMENDATION

Adoption of a resolution authorizing the City Manager to negotiate and execute an agreement with Amy Trachtenberg to fabricate and install an artwork at Hillview Branch Library, in an amount not to exceed \$149,995.

BACKGROUND

The San José Library Branch Facilities Master Plan (BFMP) recommends that existing branch libraries are significantly improved and six new branches are constructed over the next eleven years, for a total of 23 library capital improvement projects. Each library project budget will include 2% for public art.

The BFMP recommendation for the Hillview Branch Library calls for design and building of a new facility to be located at Fischer Jr. High School on Hopkins Drive. A \$205,876 budget for public art has been identified as part of the Hillview Branch Library capital project (\$25,881 for administration, \$30,000 for design proposal and \$149,995 for fabrication/installation).

To support the commissioning of artists for neighborhood projects, an Artist Pool was established in May 2000 through a Request for Qualifications (RFQ). The RFQ is reissued as artists are selected for projects. Local outreach includes *Metro*, *Mercury News*, *Times Weekly* and art-related magazines/websites; artist organizations Anno Domini and Silicon Valley Open Studios; San José State University Art School; local galleries, museums, landscape architecture and architecture firms; Arts Commissioners; and City Council offices. Staff also conducts an annual Artist Workshop. Over 159 local and regional artists contacted staff regarding the Pool during the last six months. The Pool was most recently replenished on October 13, 2004.

ANALYSIS

On August 28, 2003, a panel composed of community members met to review artists' materials from the pre-approved Artist Pool, with the purpose of selecting an artist to develop a design for the Hillview Branch Library. The panel voted unanimously to recommend Amy Trachtenberg for the project, and on October 8, 2003, the Arts Commission approved the recommendation. On September 8, 2004, the Arts Commission approved the artist's design proposal.

This public art project encompasses several physical areas of the building, and historic periods integral to the local community. The main areas of public artwork focus will be the entry rotunda and drum; however, the artist is also working collaboratively with the architect to influence the design of the children's area and interior columns throughout the building. Overall, the artwork installations will address the relationships between agriculture and industrialization that have occurred in the region. The tactile qualities of the materials will recall farming, orchard production, canning, crating, manual labor, craft and the eventuality of Silicon Valley. The art treats the subjects in a range of ways via sculptural and painted ornamentation of the structural columns and walls throughout the library.

Eight 10' tall freestanding columns will be clad with tiers of natural and man-made materials, including rubber, wood and metal. A 90' circular frieze consisting of 4' square paintings executed on cork panels in black, white, cream, amber and silver tones will act as a newsreel, with shadow paintings referencing agriculture, ancient and contemporary industry. Within the frieze, there will be four painted aluminum panels noting the North, South, East and West points of the library rotunda.

PUBLIC OUTREACH

Public outreach included national release of an RFQ seeking artists for the pre-approved Artist Pool, and inclusion of community representatives on the selection panel for the pre-approved Artist Pool as well as the panel to select the artist for this specific project.

Community stakeholders were invited to participate on the Public Art Task Force (PATF) for the project, including students from Fischer Middle School. The artist led a workshop for additional students from Dorsa School, Hubbard School, Meyer School, Overfelt High School, Slonaker School, Sylvandale Middle School and the San Jose Museum Youth Initiative, as a catalyst to address public art at the library.

The following publicly noticed meetings were held in the community and at City Hall, to facilitate the design development of this project:

<u>Date</u>	<u>Location</u>	<u>Purpose</u>
8/28/03	Hank Lopez Center	Artist Selection and Visioning
9/23/03	City Hall	Artist Selection Review by Public Art Committee

HONORABLE MAYOR AND CITY COUNCIL

October 13, 2004

Subject: Agreement with Amy Trachtenberg for an Artwork for Hillview Branch Library

Page 3

<u>Date</u>	<u>Location</u>	<u>Purpose</u>
10/8/03	City Hall	Artist Selection Approval by Arts Commission
12/11/03	Fischer School	Community/Artist Collaboration
3/18/04	National Hispanic University	Concept Proposal Review
3/23/04	City Hall	Concept Proposal Review by Public Art Committee
3/23/04	Fischer School	Concept Proposal Review
3/25/04	Hillview Library	Concept Proposal Review
5/27/04	Fischer School	Collaborative Student Workshop
6/22/04	City Hall	Schematic Design Review by Public Art Committee
8/24/04	City Hall	Design Proposal Review by Public Art Committee
9/8/04	City Hall	Design Proposal Approval by Arts Commission

BUDGET REFERENCE

Fund #	Appn #	Appn Name	RC #	Total Appn*	Amt. For Contract	2004-2005 Proposed Capital Budget Page	Last Budget Action
472	4318	Hillview Branch Library	130125	\$8,698,000	\$149,995	V-403	N/A
		Total		\$8,698,000			

*The total Public Art allocation for this project is \$205,876.

CEQA

CEQA: ND H03-057



JERRY ALLEN

Deputy Director, Office of Cultural Affairs
Conventions, Arts and Entertainment