

APPROVED

MAR 05 2014

REPORT OF GENERAL MANAGER

NO. 14-051

DATE March 5, 2014

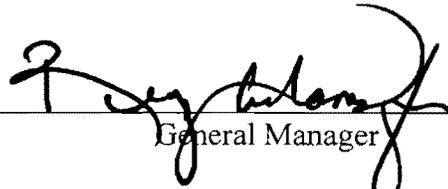
**BOARD OF RECREATION
AND PARK COMMISSIONERS**

C.D. 15

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: WILMINGTON RECREATION CENTER – INSTALLATION OF MURAL

R. Adams	_____	V. Israel	_____
*R. Barajas	<u><i>cu fr</i></u>	K. Regan	_____
H. Fujita	_____	N. Williams	_____



 General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve installation of a mural on the exterior walls of the Wilmington Recreation Center; and,
2. Authorize the Department of Recreation and Parks (Department) to issue the appropriate Right-of-Entry permit.

SUMMARY:

Sharefest is a non-profit organization that has served the community with their Annual Workday in a community-building and service day that brings together volunteers of all ages to donate their time and talents to beautify and meet tangible needs at schools, churches, and nonprofit organizations in the South Bay and L.A. Harbor areas. The 11th Annual Workday will be taking place on May 3, 2014. However, in order to meet this timeline the muralist and the Department shall need to commence preparation work by March 5, 2014.

The proposed improvement is to paint a mural on the Wilmington Recreation Center. The proposed mural on the Recreation Center is intended to celebrate the unique character of the Wilmington Community. The mural shall be painted on the East, North and West exterior walls of the Recreation Center. The proposed design was compiled through a student competition held at the Wilmington Recreation Center with students from the surrounding school district.

Public Artwork Application

Applicant: (Individual name or organization, address, email, telephone)

Sharefest Community Development, Inc.
3480 Torrance Blvd. #110 | Torrance, CA 90503
Phone: 310.626.8106 | Fax: 310.325.1467

Project Title/Description:

Wilmington Recreation Center (WRC) Mural
Mural will be painted on the East, North, and West exterior walls of the WRC.

Project Location/Street Address:

325 N Neptune Ave
Wilmington, CA 90744

Council District of Project Location:

District 15

Artist(s): (Name(s), address(es), email(s), telephone(s))

Sharefest Community Development, Inc.
3480 Torrance Blvd. #110 | Torrance, CA 90503
Phone: 310.626.8106 | Fax: 310.325.1467

Estimated Cost of Project (Materials, labor, insurance, etc.)

\$15,000

Expected Length of Time for Installation:

March 5th - May 3rd

Expected Lifespan of Project: (3 years, 5 years, 7 years, other,) 10 year maximum

5 years

Who is responsible for maintaining the project during its lifespan? (Name, address, email, telephone)

Sharefest Community Development, Inc. will be responsible for maintaining the project during its lifespan.

Sharefest Community Development, Inc.
3480 Torrance Blvd. #110 | Torrance, CA 90503
Phone: 310.626.8106 | Fax: 310.325.1467

Do you have a signed, written contract with the artist regarding the proposed project? If yes, please attach one (1) copy of each contract.

No; Sharefest has assumed responsibility for the mural and therefore has no contract.

Do you have a signed, written contract with the artist regarding the duration, maintenance, and/or removal of the project? If yes, please attach one (1) copy of each contract.

No; Sharefest has assumed responsibility for the mural and therefore has no contract.

Required Documentation

All requested items and copies must be submitted to the Department before an application can be processed and scheduled for an initial review.

A. Application Form

B. Artist(s) Resume(s) – please be sure the resumes list any other past public art projects the artists have done, with descriptions, locations, and dates of each project.

Arnaud Damasceno
12022 Louise Avenue, Los Angeles, California 90066
damascenoarnaud@gmail.com 310. 313 1208

QUALIFICATIONS

In my twenty years of experience as a mural and trompe l'oeil artist, I have completed a number of projects for both private clients, corporations and public art entities. I am able to adapt to many situations, putting the customer's need above all. Among the technique I use are faux finishing, gilding and realistic painting in various media. With a background in traditional art and design, I am able to find efficient and original solutions. I enjoy and welcome the many challenges of each project.

WORK HISTORY

I have created artwork for public entities like the Recreation and Parks of Los Angeles, as well as corporations such as Oceaneering Entertainment System (design for theme park attraction machine) and many private clients. I have also been teaching drawing and painting to adults and children.

2005-2014: Freelancing as mural painter and illustrator. Collaboration with Sharefest Inc: on mural projects in schools in Los Angeles (Harbor Gateway), San Pedro (PoLA), Manhattan Beach, Torrance (Broad Avenue), Carson (Gulf Elementary), Wilmington. Sizes of project vary from 10 to 100 feet approximately.

1998-2005: Design director at Ad Stellas, llc, a graphic design company, designing murals: Mural projects in night clubs in Las Vegas, (Aladdin Hotel, Caesar's Palace) Murals in restaurants: House of An: San Francisco, Las Vegas and L.A. (Crustacean, B.H) Mural for the MTA building cafeteria hallway, Downtown L.A. (oil on canvas, 20 x 14 ft) Interior design and execution of private antique English pub (faux finishing, wood antiquing) Production and set design on "Breath", a short sci-fi film. (awarded by Sony) Production design and set design assistant on instructional and music videos for director Philip Williams

1994-1998: Mural painting and faux finishing working in conjunction with various interior designers. Design and execution of mural project for private screening room (oil on canvas, 20 x 9 ft). Mural project for Barnum screening room (acrylic on walls 25 x 8 ft).

1993-1994: Mural painting and faux finishing for Real Illusions Inc. Mural and sign painting for LA design Sign: (locations include Le Provencal restaurant, Ben and Jerry ice cream shop). Graphic design and installation at the L.A. County Museum and the Getty Museum Work as assistant for artists Lari Pittman and Alexis Smith.

EDUCATION

1996- 1998 Courses at Otis Parson in woodworking, welding, photography 1995- 1996 Animation and Illustration courses at Associates in Arts, Sherman Oaks 1993-1995 Otis

/Parson school of Design, Los Angeles 1992-1993 Certificate in fine Arts, Parque Lage Art school, Rio de Janeiro, Brazil 1989-1992 Humanities, Sorbonne University, Paris, France
Languages spoken: English, French, Portuguese, Spanish

C. Relevant Press – one review (one page maximum) of the artist's work or the applicant's work.

Video Clip of the opening of Janet Shour Park from Councilman Buscaino's Youtube page:
<http://www.youtube.com/watch?v=1Cqrk3wt-Tc>

Video Clip of Sharefest's Annual Workday 2013: Janet Shour Park is highlighted
<http://www.youtube.com/watch?v=7Bn2G0lKYSM>

D. Written Narrative (maximum two pages) – in the order they appear below. Please address and include a description of the following items:

1. **Funding Source(s) – Identify all funding sources such as grants, fund-raised monies, or donations and include whether these funds are committed or proposed.**
2. **Artist Selection Process – How was s/he selected? How many artists were interviewed/considered?**
3. **Design – How was it derived?**
4. **Community Context – How does the design fit within the existing environment in terms of size, color, surrounding building types, materials, theme, etc.**
5. **Production Process – How will the proposed wall/area be prepared? What type of medium will be used? Who will do the actual production – the artist, the artist and assistants, or the artist and students?**
6. **Maintenance – Identify (name, address, email, telephone) the individual who will arrange to have the project cleaned and/or repaired. With what funds and for how long is this maintenance commitment? Describe the process you have developed to maintain the installation over its lifespan. Attach a signed letter or other documentation from the individual responsible for this maintenance commitment indicating his/her acceptance of this responsibility.**
7. **Agreement Regarding Anti-Graffiti Coating – Application of an anti-graffiti coating is mandatory. Attach a letter or other correspondence showing that an anti-graffiti coating has been arranged.**

E. Detailed Sketch and/or Drawing – Colors and details must be accurately indicated and rendering must be to scale. Indicate the precise area of the park where the project is proposed. Provide a photograph of the proposed location with an overlay of the proposed project at scale. (7 copies)

F. Color Photographs of the Site and Surroundings – Show adjacent buildings, buildings across the street, and local landmarks that indicate the flavor of the neighborhood. (7 copies)

The Harbor Community Benefit Foundation has provided Sharefest with a grant that totals \$45,000. The grant will fund three key projects at the Wilmington Recreation Center, one of

which will be to engage residents in the creation of a mural that is reflective of the centers' immediate community.

Sharefest selected Arnaud Damasceno, an artist that has partnered with the organization for the last five years, doing multiple murals in the greater Los Angeles area. One of the most recent projects was completed in Council District 15, at the new Janet Shour Pocket Park in the Harbor Gateway. His expertise in creating works that liven up structures and parks was paramount in the selection process. The design for the mural was derived from community input. An art contest was conducted at the Wilmington Rec. Center on January 31st, with students who hailed from local schools such as Hawaiian Ave. Elementary, George De La Torre Elementary, Harry Bridges Span School, Wilmington Middle School, and Banning High School. Their ideas were developed and formatted into the overall design of the mural. The design of the mural directly fits within the existing environment. Located on the Wilmington Rec. Center property are a baseball and softball field, skate-park, jungle gym, basketball courts, and a sandbox. Features such as these that are utilized by the community are included in the design of the mural. Color schemes for the mural combine elements of the existing paint colors outside and inside of the center, and blend well with surrounding community as well.

The East, West, and North exterior walls of the center will be prepared by Rec. and Parks (RAP). RAP expects to have all patchwork, cleaning, and a light-blue basecoat done by the first week of March, 2014. The actual production of the artwork will be done by the artist, with the help of hundreds of volunteers of all ages from the surrounding community. The Project Manager of Sharefest will be in charge of mobilizing and managing these volunteers on the selected days of service.

In regards to maintenance, Sharefest has assumed all responsibility for the cleaning and repairs of the mural for the 5-year duration of its lifespan. Sharefest will use funds within their account to cover the maintenance costs. Based on the recommendation from senior management of Los Angeles Department of Recreation and Parks, Sharefest will commit to maintaining the mural with an annual touch-up that will take place on the Sharefest Workday for the duration of the mural's lifespan. If an anti-graffiti coating were placed on the mural, Sharefest's ability to touch-up the mural would be inhibited.

Artist Waiver for Murals

Waiver of Proprietary Rights for Artwork Placed upon City Property

The provisions of this paragraph shall apply to modify Artist's rights of attribution and integrity as set out in the Visual Artists Rights Act, 17 U.S.C. §§106A abd 113(d) ("VARA"), the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 ("CAPA"), and any rights arising under United States federal or state law or under the laws of another country that convey rights of the same nature as those conveyed under VARA and CAPA, as against the City of Los Angeles ("City") and its agents.

The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the [describe the artwork/project: mural, sculpture, etc. and medium];

Entitled [title of work]:

Wilmington Recreation Center Mural

And located at [identify site, including interior location if applicable]:

325 N Neptune Ave
Wilmington, CA 90744

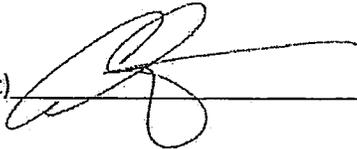
In whole or in part, in City's sole discretion.

Artist's Address for Notice:

Sharefest Community Development, Inc.
3480 Torrance Blvd. #110
Torrance, CA 90503

Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Department of Recreation and Parks, Planning, Construction and Maintenance Branch, 221 N. Figueroa Street, Suite 100, Los Angeles, CA 90012.

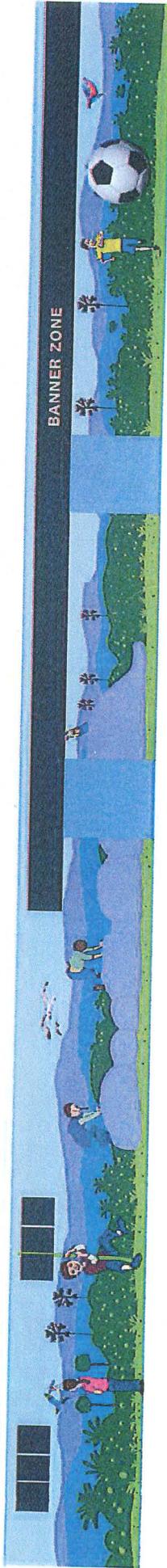
Chad Mayer (Sharefest)
Artist Signature/Date

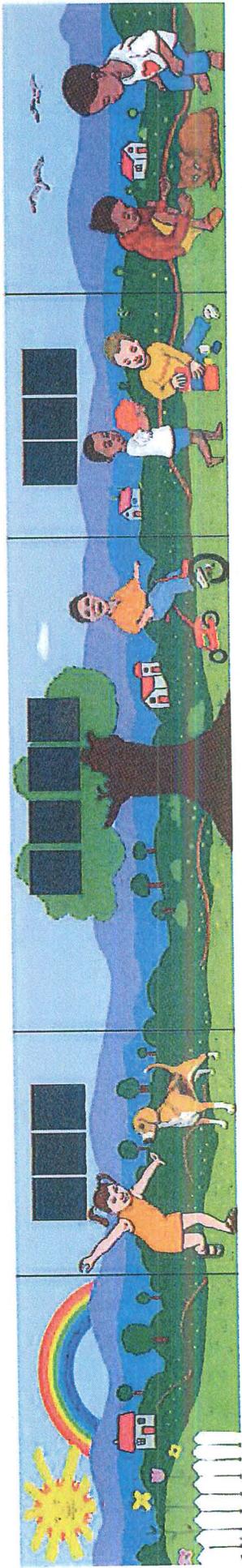


2/7/14

Recreation and Parks Signature/Date

Exhibit B













STOP IN CENTER
Los Angeles Police Department

LOS ANGELES POLICE DEPARTMENT
WILMINGTON RECREATION CENTER
YOUTH BASEBALL
AGES 4-12 FOR MORE INFO
CALL (310) 543-7645

POOL CLASSES
FOR MORE INFO
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