

The background of the image is a close-up of a wall with intricate, three-dimensional relief carvings. The left half of the image is in grayscale, showing dark, swirling patterns. The right half is in a warm, golden-brown color, showing more detailed, leaf-like or flame-like patterns. A vertical line separates the two halves. Overlaid on this background is the text 'OAKLAND ARTISTS' in large, white, sans-serif capital letters, and 'PUBLIC ART PROGRAM' in smaller, white, sans-serif capital letters below it.

# OAKLAND ARTISTS

PUBLIC ART PROGRAM



# **CULTURAL STRATEGIST IN GOVERNMENT - PUBLIC ART**

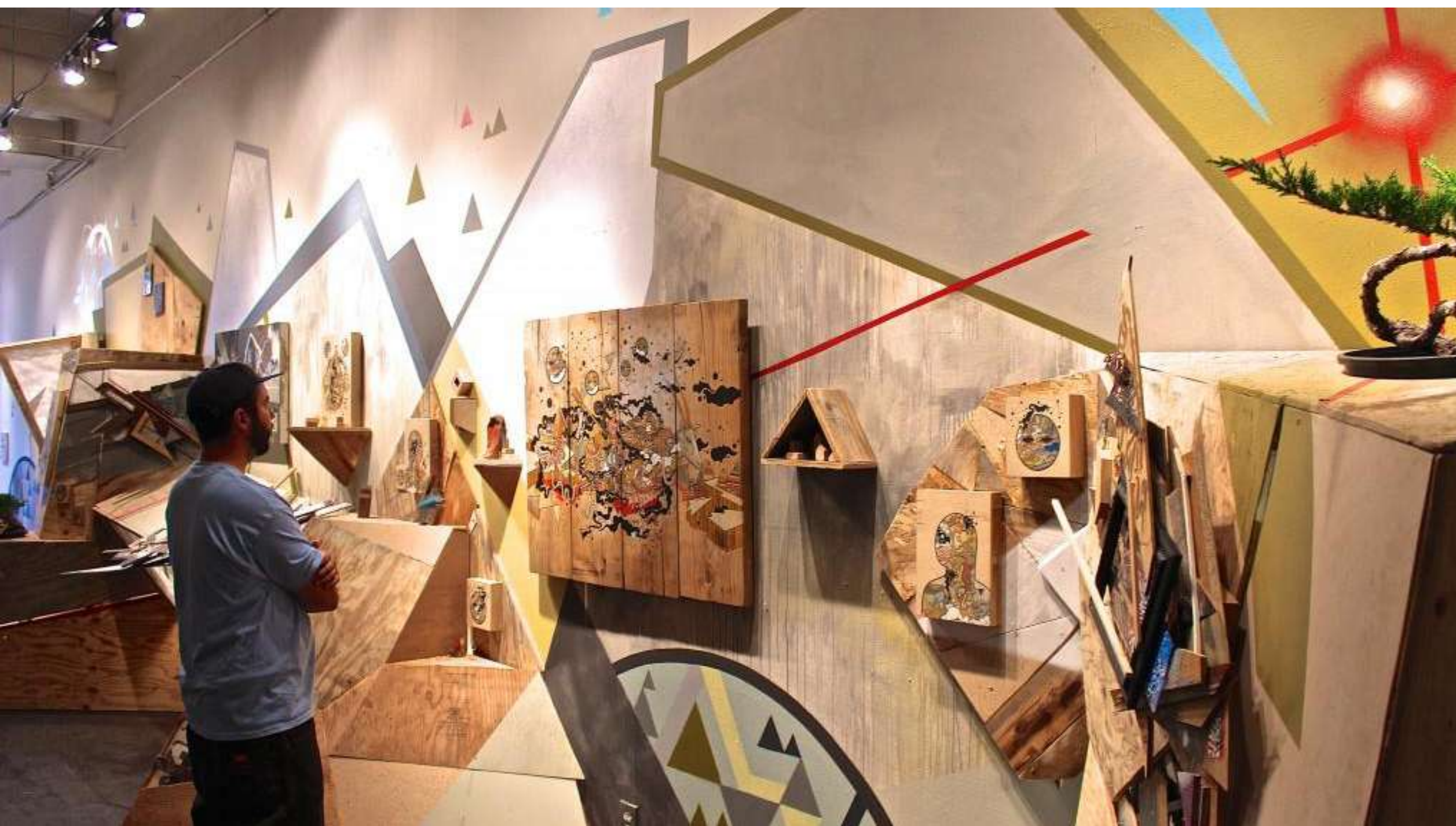
**ROBERTO BEDOYA - CULTURAL AFFAIRS MANAGER**

**City of Oakland**

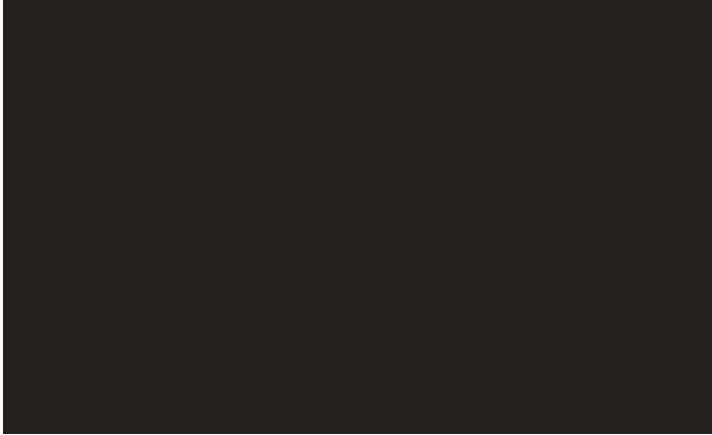
**SORELL RAINO-TSUI**

**Cultural Strategist Fellow**



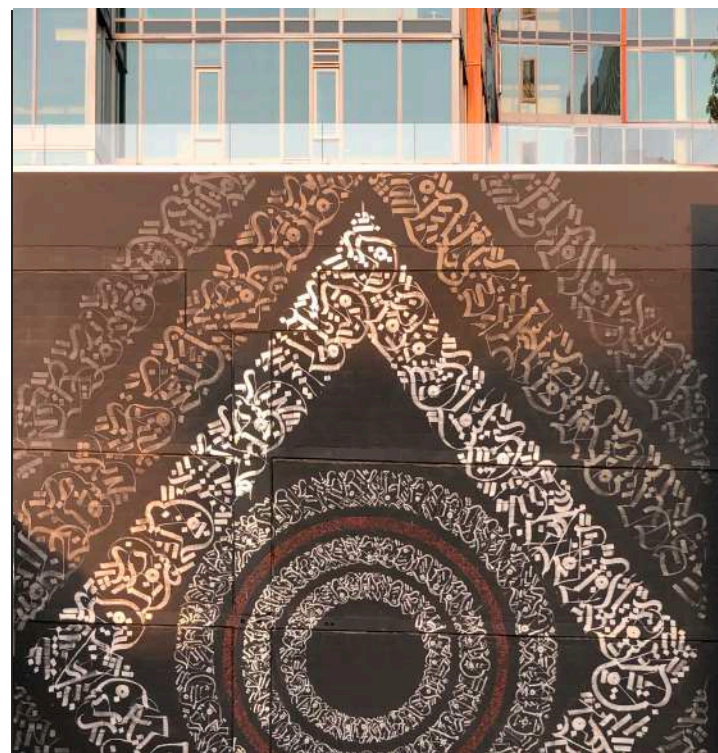






**SORELL RAINO-TSUI.**

**ABG**  
ART GROUP

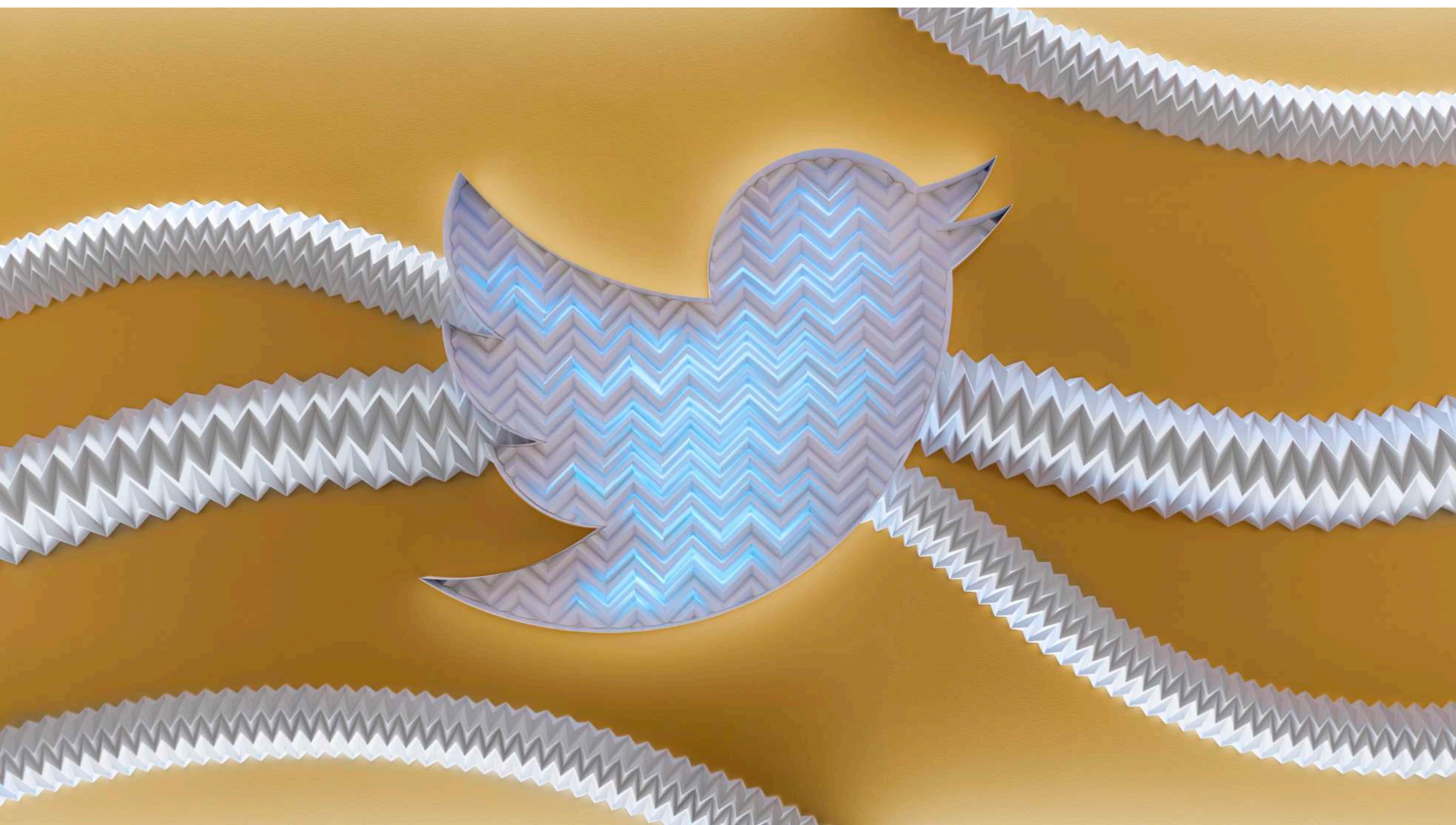


*Murals by Zio Ziegler, Jet Martinez, Hueman,  
ESK, Sorell Raino-Tsui, Josh Mays and  
Guillaume Ollivier*















# **KRISTEN ZAREMBA**

**Public Art Coordinator | Cultural Affairs  
Economic & Workforce Development Department |  
City of Oakland**





**WHAT IS PUBLIC ART?**





Artist: Johanna Poethig, *Rainbow Power*,





WOWHAUS, *Makkewekes*, 2019

Measure DD: Snow Park / Lakeside Green Streets Project



# Architecturally Integrated into City Buildings

Artist leads design conceptualization and development with community



*Generations*, Artist Laurel True  
Fire Station 18  
Mosaic Tile and Porcelain Enamel Photo  
Medallions







East Oakland Sports Center: Daniel Galvez & Jos Sances



# PROGRAM OVERVIEW



# CIVICS

**UNDERSTANDING WHERE THESE PROJECTS COME FROM, THE CITY MUST OPERATE IN OPEN PUBLIC COMPETITION**

- When does the city need a project**
- Basic civics, list of city agencies**
- How and where does the city promote such opportunities**
- The city of Oakland grant cycle**
- Individual artists grants, how, when, where to apply**
- Privately funded grants on public property**
- Gateway opportunities/projects , organizations to connect with , local BID/CBD's**

## **Public and Private**

- Where do private art opportunities derive from**
- 1% for public art program in new development**
- Other city programs that fund art projects**



# **COMPETING IN PUBLIC ART**

**What does it take to find success as a public artist**

**-Applying to a Project:**

**-Packaging your work, the application process, RFP vs RFQ**

**-Images and writing, your letter of interest**

**-Why you?**

**-Your art as a business, best business practices for public art application**

**-Finding opportunities in Public Art**

**-The long game, maintaining positivity and responsibility for a long term project**

**-Being your own advocate and demanding the answers you need**



# **MANAGING YOUR PROJECT**

## **WORKING WITH TEAMS**

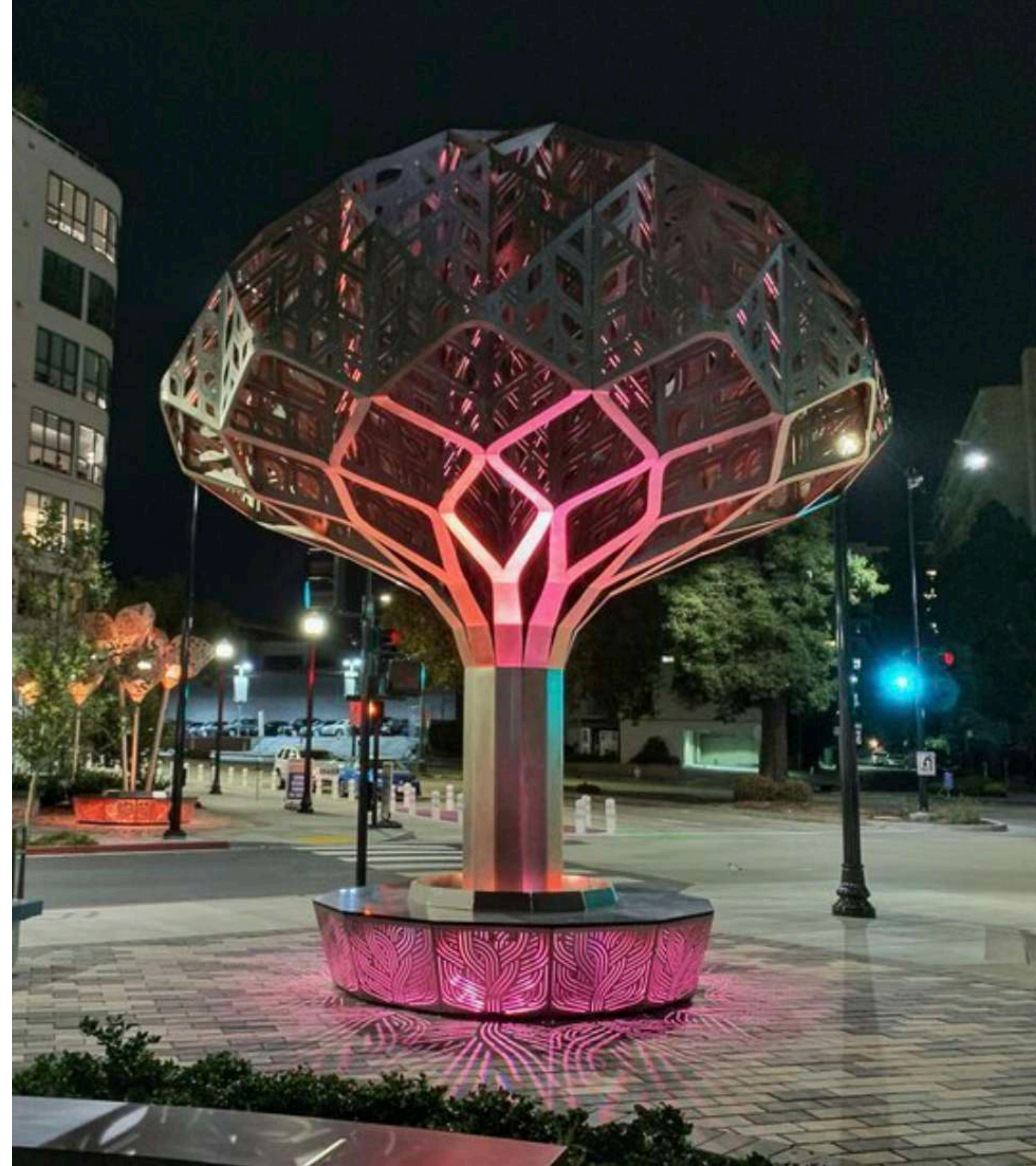
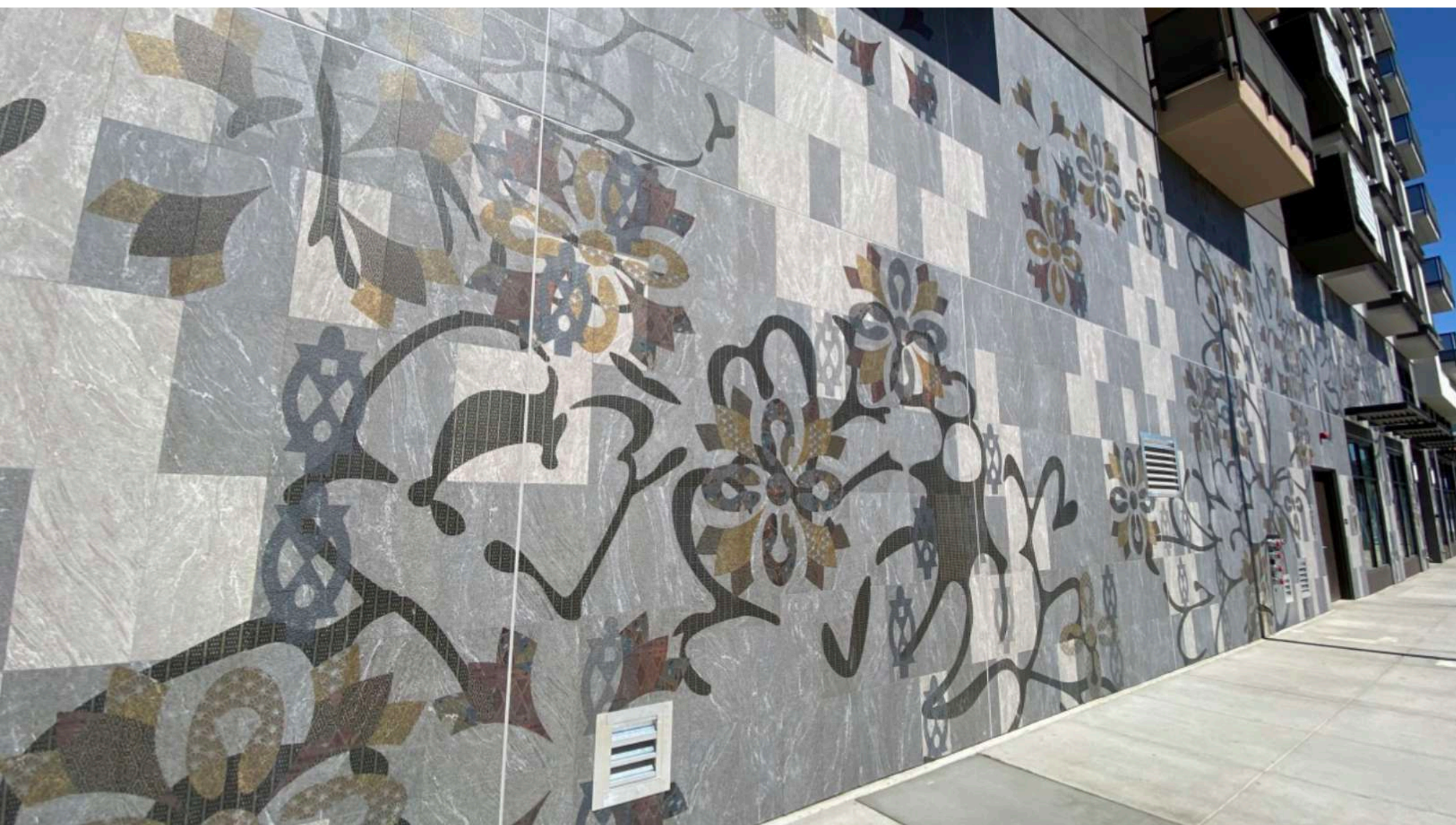
### **Local Fabricators**

- who is out there**
- what mediums, material feasibility**
- how to engage them**

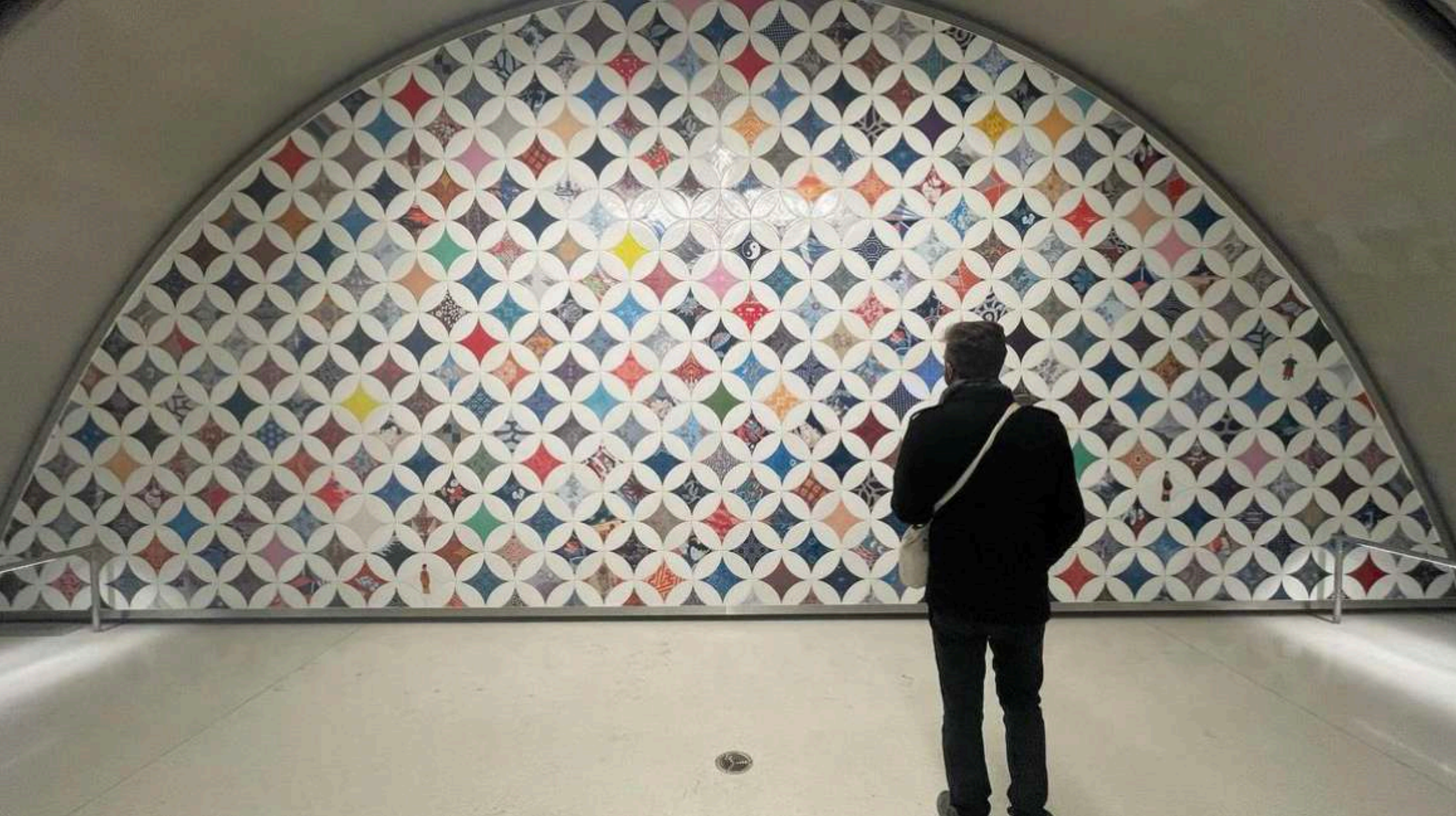
### **Partnerships**

- Advisors and Project Managers, developing a team**
- Understanding the site, criteria and stakeholders**
- Working through the budget**
- Working with Architects and Engineers, team interfacing,  
getting ahead of engineering needs**











# NUTS AND BOLTS

## CONSTRUCTION, INSTALLATION & LEGAL

- Understanding your fabrication partners, limitations and needs
- How art and construction work together
- Schedule and site, professional installers
- Insurance requirements, and construction professional standards
- Coordination, dealing with unanticipated delays, City vs. private construction requirements
- Contracts and subs
- Artists rights
- Artists responsibilities
- Completing the project, City of Oakland public art checklist
- Documentation
- Material and Maintenance plan



# **DELIVERING**

## **PACKAGING YOUR CONCEPT**

- Renderings and Imagery**
- Packaging the complete concept**
- Presenting your idea, in digital package format and in-person presentation**



# **COMPLETING OUR WORKSHOPS**

**FEBRUARY-JUNE A SERIES OF FIVE 90 MIN EDUCATIONAL TRAINING SESSIONS**

- YOU WILL BE ADDED TO OAKLAND'S PRE-QUALIFIED POOL OF ARTISTS**
- YOU WILL HAVE A VIABLE PUBLIC ART CONCEPT, COMPLETE WITH RENDERING**
- YOU WILL HAVE A CERTIFICATE OF ACKNOWLEDGMENT FROM KRISTEN ZAREMBA**
- YOU WILL BE READY TO COMPETE!**



**IS THIS FOR YOU?**



# **WE WILL CONTACT YOU**

**IF YOU DIDN'T REGISTER ONLINE, PLEASE SEE ERICA BEFORE YOU LEAVE**

**EMAIL CONTACT [ERICA@ABGARTGROUP.COM](mailto:ERICA@ABGARTGROUP.COM)**

**INSTAGRAM:**

**[@abgprojects](#)**

**[@cityoak\\_arts\\_culture](#)**