

## CASTRO VALLEY

# New Art Designs for the Utility Box Art Program & Streetlight Pole Banner Program

### Overview

The Alameda County Arts Commission is launching a new phase of art designs for Castro Valley's Utility Box Art Program and the Streetlight Pole Banner Program. The overall goal of the program is to help support a positive and welcoming environment. The art new designs will be installed on all County-controlled utility boxes in Castro Valley and on the banners along Castro Valley Boulevard beginning in 2024. The new designs will replace the current utility box designs and will be used to create a new set of banners.

The Alameda County Arts Commission manages the County's Utility Box Art Program in Castro Valley and unincorporated Alameda County. This program is funded by the Alameda County Public Works Agency. The Arts Commission coordinates the art designs for the Streetlight Pole Banner Program which is managed and funded by the Alameda County Economic and Civic Development Department. The Arts Commission is also managing a concurrent phase of new arts designs for the utility boxes and banners along Lewelling Boulevard.

### Project Update

The Alameda County Arts Commission is pleased to announce that eleven artists have been chosen by the Artist Selection Committee comprised of Castro Valley community members. The selected artists are: **Karen Barry** (Fremont), **Ekaterina Bazlakova** (Castro Valley), **Alice Beasley** (Oakland), **Rhonda Chase** (Pleasanton), **Yan Inlow** (Alameda), **Rekha Joshi** (Pleasanton), **Moonji Pickering** (Albany), **Hilda Robinson** (Oakland), **Sarah Sammis** (Hayward), **Azar Vaghefi** (Castro Valley), and **Kim Vanderheiden** (Castro Valley). Each artist will have 4-5 art designs presented through this program. Artwork examples by each artist are included in this report. Below are digital mock-ups of three of the new art designs on utility boxes. The final art designs and placement on the utility boxes may change. The banners will feature sections of the same artworks. The final utility box and banner designs will be presented to the Castro Valley MAC at a future date. Images feature artworks created by artists Azar Vaghefi (left), Rekha Joshi (middle) and Yan Inlow (right).



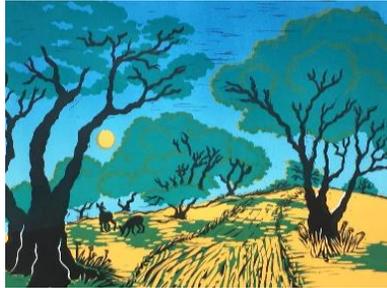
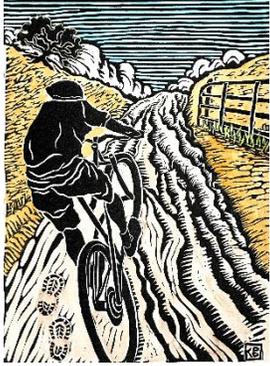
# New Arts Designs for the Utility Box Art Program & Streetlight Pole Banner Program

## Selected Artists

Each artist will have 4 to 5 art designs presented through the utility box and banner programs. Below you will find two representational artworks by each of the eleven selected artists.

### Artist: Karen Barry

Materials: Linocuts and watercolor on paper



### Artist: Ekaterina Bazlakova

Materials: Oil on canvas and acrylic on canvas



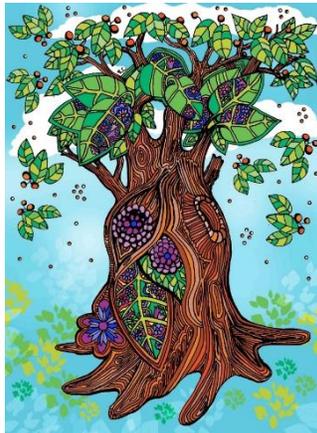
### Artist: Alice Beasley

Materials: Textile quilts



### Artist: Rhonda Chase

Materials: Pen, ink and digital illustrations



### Artist: Yan Inlow

Materials: Hand embroidery



### Artist: Rekha Joshi

Materials: Watercolor and acrylics



# New Arts Designs for the Utility Box Art Program & Streetlight Pole Banner Program

## Selected Artists

Each artist will have 4 to 5 art designs presented through the utility box and banner programs. Below you will find two representational artworks by each of the eleven selected artists.

### Artist: Moonji Pickering

Materials: Color pencil on paper



### Artist: Hilda Robinson

Materials: Oil pastel on paper



### Artist: Sarah Sammis

Materials: Acrylic on canvas



### Artist: Azar Vaghefi

Materials: Mixed media painting



### Artist: Kim Vanderheiden

Materials: Letterpress printing from pen and ink drawings and digital collage



## Project Background

Community involvement and engagement are at the core of this project. Community members have been involved throughout the project by serving on the Artist Selection Committee, contributing to a community survey, and providing feedback on the semifinalists' artwork.

The Artist Selection Committee met on April 25 and 26, 2023 to review images of the available artwork by artists in Project Pool. Artists currently in the Arts Commission's Artist Registry and who live, work, or rent/own a studio in Alameda County were eligible for this program. The Arts Commission's Artist Registry is a prequalified list of artists used for public art opportunities managed by the Office of the Alameda County Arts Commission. The Selection Committee identified 20 artists to advance as semifinalists to the next round of selection. The semifinalists' artwork was available for public comment online and in-person from May 10-25, 2023. An informational display was available at the Castro Valley Library. Community members were encouraged to submit comments describing why each of the semifinalists' artwork was or was not a good match for the whole community. The Arts Commission collected comments from 264 individuals about the artwork being considered for Castro Valley. All of the comments were shared with the Artist Selection Committee and the Committee was asked to consider the comments when making a recommendation of which artists to select for the program.

The Artist Selection Committee reconvened on May 31, 2023. At that meeting, the Committee recommended eleven artists receive contracts for the program. The recommended artists will be reviewed by the Castro Valley Municipal Advisory Council, the Alameda County Public Art Advisory Committee (PAAC), and the Members of the Arts Commission. The artists' contracts will be presented to the Alameda County Board of Supervisors for final approval in September 2023.

## Artist Selection Committee

The Artist Selection Committee members for the new art designs for Castro Valley's Utility Box Art Program and the Streetlight Pole Banner Program are:

- Amealya Blake, Community Representative
- Mary Harper, Artist and Community Representative
- Terry Liebowitz, Community Representative
- Isabelle Luebbers, Community Representative
- Nancy Marmolejo, Community Representative
- Dilip Nandwana, Artist and Community Representative
- Vanessa Peterson, Artist and Community Representative
- Mark Pinsukanjana, Arts Professional and Community Representative
- Rai Warbasse, Community Representative

## Timeline

Feb – March, 2023: Review of Program Plan by the Alameda County Public Art Advisory Committee & the Members of the Alameda County Arts Commission

March 2022: Community outreach regarding Artist Selection Committee and Community Survey

March 13, 2023: Review of Program Plan by the Castro Valley Municipal Advisory Council

April 25 & 26, 2023: 1<sup>st</sup> Meeting of the Artist Selection Committee

May 10 – 25, 2023: Semifinalists' artwork available for public comment

May 31, 2023: 2<sup>nd</sup> Meeting of the Artist Selection Committee

July 17, 2023: Review of recommended artists by the Castro Valley Municipal Advisory Council

June – Aug 2023: Review of recommended artists by the Alameda County Public Art Advisory Committee & the Members of the Alameda County Arts Commission

Sept 2023: Approval of artists' contract by the Alameda County Board of Supervisors

Oct 2023 – March 2024: Artwork digital file preparation

Early 2024: Installation of streetlight pole banners

March 2024 – March 2025: Installation of utility box vinyl wraps

## Alameda County Arts Commission & the County's Public Art Ordinance

The Arts Commission was established in 1965 by the Alameda County Board of Supervisors. The Members of the Arts Commission provide oversight of the Commission and act in an advisory capacity to the Board of Supervisors concerning the arts and the cultural environment in the County. The Arts Commission is comprised of fifteen community members appointed by the Board of Supervisors, and seven ex-officio members representing County Departments and leading educational and cultural institutions. The Arts Commission's programs are managed by a staff of four full-time County employees. The Office of the Arts Commission is a division of the County's Auditor-Controller/Clerk-Recorder Agency led by elected official Melissa Wilk.

The Arts Commission is dedicated to improving the quality of life in Alameda County by nurturing a thriving environment for the arts; promoting economic opportunities for Alameda County's artists and arts organizations through services such as arts funding, public art, and arts education; encouraging public participation in the arts and actively advocating for the arts. The Arts Commission supports all art forms including visual, performing, literary, traditional, and media arts. All of the Arts Commission's programs and services are based on the belief that arts and creativity are essential to every successful and thriving community.

The Alameda County Board of Supervisors established Alameda County's Percent for Art ordinance in 1994. The Public Art Program provides for public art elements connected to capital improvement projects undertaken by the County. By ordinance, the Arts Commission Staff are responsible for the management and administration of the Public Art Program. All aspects of the program are conducted in-house by the Arts Commission Staff. The goals of the Public Art Program are to generate positive, uplifting art experiences that create a sense of place, foster involvement with and respect for the regional community, and promote the economic vitality of the County. For each site, unique artworks are created by professional artists and are integrated into the design of the structure or landscaping. Artwork is purchased or commissioned through an open, competitive process. The Public Art Program is administered with guidance from the Alameda County Public Art Advisory Committee.

### Get Connected & Stay Informed!

Email [artscommission@acgov.org](mailto:artscommission@acgov.org) to be added to the Arts Commission's email list about this program. Sign-up to receive the Arts Commission's newsletter by visiting [arts.acgov.org](http://arts.acgov.org).

### More Information

For more information contact the Office of the Arts Commission at phone (510) 208-9646 or email [artscommission@acgov.org](mailto:artscommission@acgov.org)

ALAMEDA  
COUNTY **ARTS**  
COMMISSION  
Office of the Arts Commission  
1106 Madison Street, Suite 336, Oakland, CA 94607  
[arts.acgov.org](http://arts.acgov.org) | [artscommission@acgov.org](mailto:artscommission@acgov.org)

A division of the Alameda County Auditor-Controller/Clerk-Recorder Agency  
Under the Leadership of Agency Director Melissa Wilk  
[www.acgov.org/auditor](http://www.acgov.org/auditor) | [ACCR.info@acgov.org](mailto:ACCR.info@acgov.org)