



fine art & exhibitions

Public Art Consulting Services Approach

Artsource Consulting has over 25 years of experience in developing and implementing all types of art programs for clients world-wide. Specific to public art, our experience ranges from guiding private developers through art implementation, working for city governments to both manage and implement projects, and to advising private collectors on outdoor sculpture commissions.

We believe that public art humanizes the built environment, engages community, defines a site, and activates public spaces. Successful public art is created by a professional working artist of recognized ability in the field of fine art who works in response to a specific site and unique criteria. Furthermore, it is developed together with the architectural and landscape vision and has a clear understanding of the flow and use of the site.

Our approach to integrating public art in 25800 Clawiter Road is to guide Hines toward selecting art that best serves the project, and the community. We will focus our directed search on artists that live and work in Alameda County, including Hayward. Artsource Consulting will lead the project team with experience, and a strategically collaborative process which results in unique and thoughtful public art integration.

Selection and Implementation Process

PHASE I – SELECTION

A – Project Discovery and Development

- Understand Hines' goals and project milestones.
- Review and discussion of plans, drawings with architect and client. Review architectural design philosophy and building tenant demographics.
- Review City of Hayward community goals.
- Understand cultural/historical identity and other site characteristics.
- Finalize artwork location and project criteria.
- Define and develop budget guidelines and allocations.
- Establish a timeline for project deliverables and milestones.

B – Selection of Potential Artists

- Research and compile local artists for presentation who meet criteria and guidelines.
- Artist presentation to project team members. Presentation to include 5-7m artists, including images of relevant past projects and sample costs.
- Review and discuss the works of artists whose work is appropriate for the project.
- Arrive at short list of 2 artists to request proposals (possibly select artist at this point).

C – Artist RFP for Conceptual Design Proposals (CDP)

- Write and submit RFP to artist(s).
- Provide artists with all necessary documents and site access for proposal development. Proposals to include narrative, visuals, materials, fabrication method, material samples, maintenance guidelines and working fabrication budget.
- Coordinate and manage meetings with architect, engineer, etc. for proposal development as needed.

D – Artist CDP Presentation and Selection

- Present artist proposals.
- Discuss proposals including budget and feasibility.
- Guide project team in final artist proposal selection.
- Submit selected artist proposal to City of Hayward for input.
- Facilitate contracts between artist and developer.

PHASE II-IMPLEMENTATION

A – Facilitate Artist/Artwork Logistics:

- Facilitate all communication between artist, architect, fabricators, lighting designer, engineer and other trades for the development and fabrication of artwork.
- Oversee design development and final design drawings.

B – Monitor and Communicate Progress:

- Oversee artist progress.
- Monitor project schedule and progress.

C – Oversee Installation:

- Coordinate installation schedule.
- Oversee artwork installation.
- Coordinate documentation and photographs of project.

D – Completion:

- Write summary of artist project and maintenance guidelines.
- Oversee production of artwork outdoor label and identification.
- Facilitate any deliverables (if required).



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Company Biography

Artsource Consulting is a multidisciplinary art advisory company founded in 1994, with offices in San Francisco. Our clientele includes private and corporate collectors and public institutions worldwide.

Public Art and Institutions — We work with city, state, and federal agencies, from the U.S. Department of State to local arts commissions, that depend upon our expertise in navigating complex bureaucracies and intricate logistics in a timely manner and within budget.

Corporate Collections — When developing a collection of art, we keep in mind our client's core business and corporate image, as well as the architectural design, facilities' use, goals, budget, and location, wherever in the world that might be. From small businesses to Fortune 500 multinational corporations, each client relies on us for a seamless and successful experience.

Private Collections — We work with our private clients' specific goals and interests to create unique collections, providing them a curated relationship to the art world. Our private clients rely on us to manage all services related to integrating art into their homes. A long-term relationship with our clients based on trust is the hallmark of our success.

Exhibition Programs — We tailor every exhibition program and historical display to our client's individual goals and to the specific site. We also curate unique exhibitions that link businesses and cultural organizations through mutually beneficial outreach programs.

Working as a team, we bring to bear extensive knowledge in a variety of art media. Because we are not a gallery, we also bring our clients unbiased advice and unlimited access to galleries, dealers, and artists worldwide. In addition, organizational expertise in large and small project management and an in-depth network of art-related service providers make us an essential resource to our clients.

Kerri C. Hurtado

Principal

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Prior to joining Artsource Consulting in 1997, Ms. Hurtado worked at the San Francisco Museum of Modern Art in the Development department and Southern Exposure, a nonprofit artists' organization. Ms. Hurtado is a member of the San Francisco council of Artadia and the Berkeley Art Center's Program Committee. She has participated on the San Francisco Arts Education Project Advisory Committee and served as President of the Board of Directors for the San Francisco Cinematheque. She has a B.A. in Art Administration from San Francisco State University where she focused on non-profit art organizations.

At Artsource Consulting, Ms. Hurtado brings expertise in public art, curatorial and organizational management, planning and large volume project management. She brings significant knowledge of percent for art ordinances for public art and participates in the NorCal division of the Public Art Administrators Network (PAAN). Following are the current and most relevant projects for which Ms. Hurtado is the lead.

Most recently Ms. Hurtado is leading **Behring Companies** through their public art requirement for the City of Oakland. Currently in the research and discovery phase, she will continue to guide them through all aspects of artist selection and implementation. In addition, she is leading **Lennar Multifamily Communities (LMC)'s** Sherwin Williams development project in Emeryville, CA. This project includes multiple art sites, one of them being in a city-owned park. Ms. Hurtado is guiding LMC through the City of Emeryville's public art requirements as well as organizing and facilitating communications with the community liaison. Estimated project completion is 2022. She continues to manage and implement in-progress public art projects in Oakland for **Carmel Partners'** residential tower at 1314 Franklin Street in Oakland to be installed in 2020, and recently completed **LMC's** 17th & Broadway project in Oakland.

Ms. Hurtado is currently working with Ms. Knowlton and **The Swig Company** on their public art requirement for a commercial development at 633 Folsom Street, San Francisco. Working closely with the client, architect and city planner to identify the appropriate public art site. She has conducted a thorough search of artists who create site-specific exterior art to present to the team. After a shortlist of artists was selected she worked with them to develop conceptual design proposals for submittal to the client. The final artist has been selected and she continues to manage the art fabrication process as well as prepare city submittals.

Ms. Hurtado has guided both **Mill Creek Residential Trust** and **Laconia LLC** in each company's public art ordinance requirement in Walnut Creek. She led the clients through the conceptual development and the artist selection process. She managed and wrote the artist RFP process, working with the art advisory council and the Walnut Creek Arts Commission. She worked closely with each artist in developing their proposals and establishing timelines and deliverables. Working closely with city staff, she continually reported to the Walnut Creek Arts Commission on the progress of each project.

Jody Brunk Knowlton

Principal

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Before co-founding Artsource Consulting in 1994, Ms. Knowlton worked with Roselyne C. Swig Artsource, where she managed multiple corporate and private fine art collections, and developed ArtReach, a rotating exhibition program that partnered nonprofit arts institutions with businesses. Ms. Knowlton is a member of the Berkeley Art Museum's Curators Circle Council. She has a B.A. in Visual Arts from the University of Oregon.

At Artsource Consulting, Ms. Knowlton has created and implemented art programs of every scale. She maintains long-term relationships with clients and conducts her work with integrity and expertise. She brings a background in visual design to each of the companies she works with ensuring that selected artists are ideally suited in size, scale, and placement. She brings significant knowledge of percent for art ordinances for public art and participates in the NorCal division of the Public Art Administrators Network (PAAN).

Ms. Knowlton is the lead working with Gensler and **The Swig Company** on their public art requirement for a commercial development at 633 Folsom Street, San Francisco. Working closely with the client, architect and city planner to identify the appropriate public art site. She has conducted a thorough search of artists who create site-specific exterior art to present to the team. After a shortlist of artists was selected she worked with them to develop conceptual design proposals for submittal to the client. The final artist has been selected and she continues to manage the art fabrication process as well as present to the Planning Department.

As the art consultant for **Chevron Corporation** since 1995, Ms. Knowlton has guided Chevron through the development of corporate standards and two headquarters relocations. She managed a broad range of stakeholders in the process of defining collection criteria that mirrors the brand "Human Energy". For the new headquarters, Ms. Knowlton worked with the project architect to identify unique opportunities for artworks to be permanently integrated throughout the space. She guided the process of selecting artists for large-scale commissions as well as wrote and oversaw commission contracts. Currently Ms. Knowlton is working with Chevron to develop a campus master plan for artwork integration.

Ms. Knowlton has built collections for **US Embassies** world-wide, managing the broad range of complex circumstances around diplomacy, international relations and logistics. She has completed projects in Tunisia, Ghana, Georgia, and The United Arab Emirates to name a few. She approaches each of these collections as a unique project reflecting the cultures, values and communities of each region.

Tessa Wilcox

Principal

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Prior to co-founding Artsource Consulting in 1994, Ms. Wilcox founded the critically acclaimed Mincher/Wilcox Gallery in 1987. She was Director of the Indian and South East Asian Art Department at Butterfield and Butterfield Auctioneers in San Francisco, and worked at the University Art Museum, Berkeley and the San Francisco Museum of Modern Art. Ms. Wilcox received a B.A. in Art History from the University of California at Berkeley.

At Artsource Consulting, Ms. Wilcox has created and implemented art programs of every scale. She maintains long-term relationships with clients and conducts her work with integrity and expertise.

Ms. Wilcox is currently working with the **City of Emeryville** on the development, management and implementation of a major public art project for the Emeryville Marina. Project scope includes application review, sorting, and presentation facilitation of all artwork project meetings, drafting and monitoring of artist contracts, monitoring and oversight of fabrication and installation, budget monitoring, and project documentation and maintenance guidelines. Previously for the City of Emeryville, Ms. Wilcox led the public art component for the **Emeryville Center for Community Life**. This project included managing three different artists as well as working with project stakeholders and members of the community.

Currently Ms. Wilcox is guiding the vision and implementation for the **Holualoa Sculpture Preserve**, a 14-acre outdoor international sculpture experience on the Big Island of Hawaii, adjacent to the historic Holualoa Inn. Ms. Wilcox is working with the client and community representatives to develop a concept and mission; the landscape architect on land preparation; and artists on artwork proposals, implementation, fabrication, shipping and installation. This project is ongoing.

Most recently, Ms. Wilcox is leading the development and implementation of an art program for **Marin General Hospital**. This project will include numerous interior and exterior site-specific art commissions as well as framed wall works. The new hospital facilities will include multiple buildings that will exceed the latest state-mandated standards. Ms. Wilcox will be leading all aspects of the program from conceptual approach, artist research and presentation, installation, education and final documentation. This project is expected to be completed in 2021.

Managing complex and large-scale projects for the **US State Department**, Ms. Wilcox has been responsible for curating and managing Embassy collections in Bulgaria, Uganda, Singapore, South Africa and many other international locations. With expertise in both the artist commission process and architectural and construction workflows, Ms. Wilcox brings valuable skills and expertise to the State Department.

Relevant Projects

Client:	Mill Creek Residential Trust, LLC
Location:	Ascent, 1960 North Main Street, Walnut Creek, CA
Artist/Artwork:	Leo Bersamina <i>Warming Up in California</i> , archival print pressed in glass IGU
Timeline:	2011 – September 2015
Budget:	\$200,000
Architect:	LPAS

Artsource Consulting guided MCRT through the process of implementing a public art piece for their residential development in Walnut Creek. Our services included identifying the public art process, establishing a process timeline, educating the developers on best practices in public art, conducting a search of appropriate artists, presenting possible artists, writing the artist Request for Proposal, presenting to the Arts Commission, managing the artist contract process, overseeing the project development process, communicating milestones to the city arts commission, presenting material samples to the developer and city arts commission, conducting lighting tests and reporting results to city arts commission.

Bay Area artist Leo Bersamina created a site-specific public art piece for MCRT's residential development. Starting out with charcoal drawings of the oak trees in Walnut Creek's open spaces, Bersamina has created a life size mural for the building's main lobby façade. The artist worked closely with fabricator 3Form to develop archival prints of his drawings in two different color tones to emulate the wood grains of Oak and Walnut trees. These prints were then laminated and pressed between the glass store-front windows of the lobby and pool deck levels.



Client: Laconia, LLC
Location: Lyric, 1500 North California Blvd., Walnut Creek, CA
Artist/Artwork: Jason Middlebrook, "Water Light", mosaic tile wall mural, water feature, and inlay design in plaza floor.
Timeline: 2013 – 2017
Budget: \$220,000
Architect: Kwan Henmi

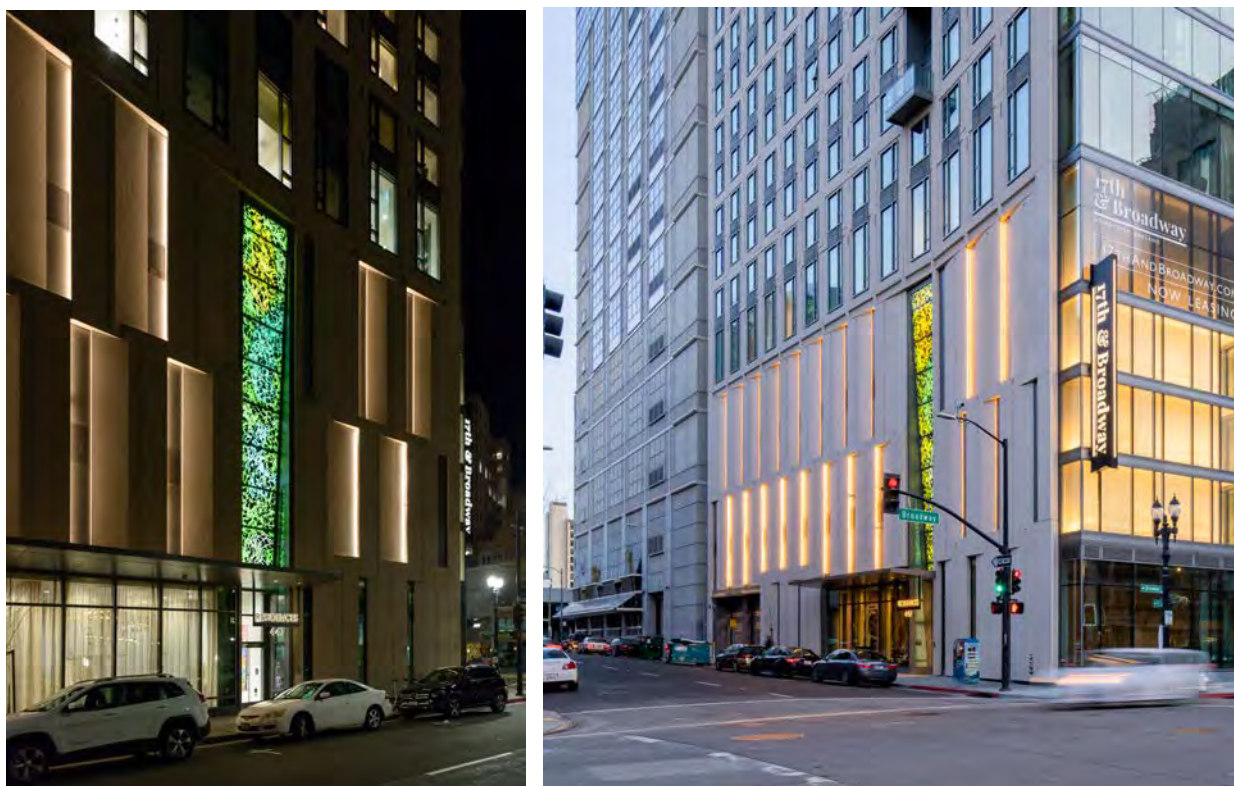
Artsource Consulting guided Laconia, LLC through the process of implementing a public art piece for their mixed-use development in Walnut Creek. Our services included identifying the public art process, establishing a process timeline, educating the developers on best practices in public art, conducting a search of appropriate artists, presenting possible artists, writing the artist Request for Proposal, presenting to the Arts Commission, managing the artist contract process, overseeing the project development timeline and communicating with the city art commission quarterly.

Jason Middlebrook's public artwork is made up of three components. A glass tile abstract mosaic, a water feature, and designs in the cement floor of the public plaza that extend out into the sidewalk. The common visual among the 3 components are the "Water Light" arcs. Middlebrook's goal was to create an elegant drawing with tile and water, a thought-provoking composition that mimics a natural organic repetitiveness. The abstract mosaic composition is made up of a multitude of colored mosaic tile. The color field is primarily mirrored glass tiles along with opaque colored glass tiles mixed within the pattern. Arcing across the geometric patterns are clear mirror tiles, adding movement to the composition. The sounds and shapes of the water arcing across the foreground are echoed in mirrored tile across the composition in the background. The tiled wall is like an interactive painting bouncing light and color from its mirrored surface.



Client: Lennar Multifamily Communities (LMC)
 Location: 17th & Broadway, 447 17th Street, Oakland, CA
 Artist/Artworks: David Huffman, *Ascension*, hand-painted float glass, 7'w x 45' high
 David Huffman, *Labyrinth*, site-specific painting for lobby
 Timeline: 2016 – 2019
 Budget: \$360,000
 Architect: SCB

Artsource Consulting recently completed guiding LMC through their percent for art requirement for their new residential tower in Oakland, 17th & Broadway. This mixed-use high-rise apartment community consists of 254 luxury units with ground floor retail space. As one of the first new developments to comply with Oakland's fairly new percent for art ordinance, it was important to LMC to select an Oakland artist. Our scope of services includes identifying the public art process, establishing a process timeline, educating the developers on best practices in public art, conducting a search of appropriate artists, presenting possible artists, writing the artist RFP, managing the artist contract process, overseeing the project development timeline and communicating with the city public art and planning staff on a regular basis.



Oakland-based artist David Huffman was selected to create a 2-part site-specific piece. The main element is a large hand-painted glass piece the artist fabricated with Mayer of Munich.

Client: Carmel Partners
Location: Atlas, 1314 Franklin Street, Oakland CA
Artist/Artworks: Taraneh Hemami, *One Oak*, mirror stainless steel, acrylic, dichroic glass
Timeline: 2018– 2020
Budget: \$575,000
Architect: SCB

** This project is in progress and not for public distribution.*

Located on a full city block in downtown Oakland, this mixed-use residential tower features 633 residential units with ground floor commercial. Carmel Partners engaged Artsource Consulting to guide them through Oakland's percent for art ordinance. Our scope of work includes multiple meetings with the city to navigate special conditions of approval, establishing a process timeline, educating the developers on best practices in public art, conducting a search of appropriate artists, presenting possible artists, writing the artist RFP, managing the artist contract process, overseeing the project development timeline and communicating with the city public art and planning staff on a regular basis.



Taraneh Hemami's *One Oak* is made of mirror polish stainless steel and colored glass, and is designed to reflect the surrounding neighborhood and pedestrian visitors passing by.

Client: The Swig Company
 Location: 633 Folsom Street, San Francisco
 Artist/Artwork: Sam Falls, Ansel Adams and Gary Snyder
 Stainless steel, Corten steel and granite
 18' long x 6' wide x 6'-6" tall
 Timeline: 2018 – 2020
 Budget: \$290,000
 Architect: Gensler

** This project is in progress and not for public distribution.*

The Swig Company has engaged the services of Artsource Consulting to guide them through the process of implementing public art in their 633 Folsom renovation project. For this project the City dictated that the public art be placed in the POPOS on site. Artist Sam Falls took inspiration from the photographer Ansel Adams and poet Gary Snyder who both were known for living in San Francisco and commuting to the High Sierra. The design of this sculpture with the two pieces of metal intersecting stone, is meant to mimic the line from the coast to the mountains, the ascent over the ground is reference by the stone element.

Our scope of services includes identifying the public art process, establishing a process timeline, educating the developers on best practices in public art, conducting a search of appropriate artists, presenting possible artists, writing the artist RFP, managing the artist contract process, overseeing the project development timeline and communicating with the city public art and planning staff on a regular basis.



Los Angeles based artist Sam Falls proposed a formal piece of sculpture that is fully integrated into the hardscaping of the POPOS seating area. Made of granite and two intersecting steel pieces, the piece references the California landscape and the passing of time.

Client: Lennar Multifamily Communities (LMC)
Location: *The District*, Emeryville, CA
Artist/Artworks: Jeppe Hein, *Your Way*, high polished stainless steel, aluminum
Jeppe Hein, *Modified Social Bench #12*, powder coated aluminum
Hank Willis Thomas, *Saverio and Daisy (Navel)*, rolled steel and enamel paint
Jim Campbell, *Untitled*, custom electronics, light bulbs, custom poured glass diffusion screen
Timeline: 2019– 2022
Budget: \$900,000
Architect: LPAS

**This project is in progress and not for public distribution.*

LMC is currently developing a mixed-use community that will be home to 500 new apartment homes in four distinct highly amenitized buildings, a renovated 74,000 sf existing office building, a brand new 2+ acre public park, and ground floor neighborhood serving retail that will cater to the new residents and to the greater community. Artsource Consulting is guiding LMC through their public art ordinance requirement that includes a private/city partnership with a separate approvals process. This project includes 4 sites of free-standing public art to be incorporated throughout the multi building development. Artsource Consulting is handling all phases of the project from artist search and selection, the city approvals process, and managing the artwork timeline for all of the pieces.



Jeppe Hein's *Your Way*, is a labyrinth style interactive sculpture to be installed in the City park parcel.



Jeppe Hein's *Modified Social Bench #12* is a functional sculpture that will be placed along a greenway path.



Hank Willis Thomas' *Saverio and Daisy (Navel)* is a function bench that is placed along the greenway path.



Jim Campbell will be creating a site-specific free-standing work based on his piece below.

