

REPORT OF GENERAL MANAGER

NO. 12-320

DATE November 21, 2012

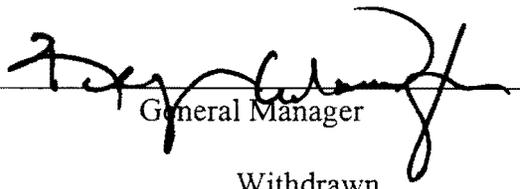
C.D. 1

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: MACARTHUR PARK – BENCHES MURAL

R. Adams _____
H. Fujita _____
V. Israel _____

K. Regan _____
*M. Shull MS
N. Williams _____


General Manager

Approved as amended

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Grant ~~a final~~ ^{conceptual} approval of the painting of seven (7) benches in MacArthur Park; and,
2. Authorize the Department of Recreation and Parks (RAP) to issue the appropriate Right-Of-Entry permit.

SUMMARY:

MacArthur Park is a 29.87 acre community park located at 2230 W. 6th Street, in the Westlake community of Central Los Angeles. This park contains an auditorium, children’s play area, outdoor fitness equipment, picnic tables, a lake, and the Levitt Pavillion Bandshell. The Recreation Center hosts an after school club and a variety of cultural classes.

Heart of Los Angeles (HOLA) is a non-profit organization that provides at-risk and underserved youth living in Los Angeles with free after-school programming in academics, arts, and athletics. Each quarter over 300 students participate in 33 different visual art classes. HOLA has a long standing partnership with RAP. HOLA, together with RAP, fundraised One Million Dollars (\$1,000,000) to help renovate the Lafayette Community Center. Additionally, HOLA provides nearly \$1,000,000 annually to the Lafayette Community Center in free programming for community youth. Most recently, HOLA provided RAP with money to support increased park staff for summer programs at the Lafayette Community Center. HOLA Executive Director, Anthony Brown and RAP’s General Manager, Jon Kirk Mukri, are discussing the possibility of attending the National Conference for Parks in Washington, DC to promote this unique public-

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private partnership as a National Model. Other recent collaborations between HOLA and RAP include:

- The grand re-opening of the Lafayette Community Center – covered by KCAL 9 and KABC 7. Guest speakers included President of the City of Los Angeles Board of Recreation and Parks Commissioners, Barry A. Sanders, RAP's General Manager, Jon Kirk Mukri, the Honorable Mayor Antonio Villaraigosa and Council Member Herb Wesson and City Controller Wendy Gruel. (Both HOLA and RAP provided funding to produce this event and recruited the speaker.)
- Bing/Do.Something.org Launch of Bing's Summer of Doing Good – covered by www.people.com, www.usmagazine.com, www.huffingtonpost.com, www.dailymail.co.uk, www.perezhilton.com, www.celebbuzz.com, www.celebrity-gossip.net, www.monstersandcritics.com, www.justjaredjr.com, www.fanla.com, Kitsap Peninsula Business Journal, and Mother Nature Network. Guest speakers included RAP's Executive Officer, Regina Adams. (All events on this day will include food. Project materials were fundraised by HOLA and event space was provided by RAP.)
- 2011 Summer Night Lights Kick-off Press Event – covered by the Los Angeles Times and many other news outlets. Speakers and guests included the Honorable Mayor Antonio Villaraigosa, RAP's General Manager, Jon Kirk Mukri, Councilmember Eric Garcetti, LA 84 Foundation, and City of Los Angeles Police Chief Charlie Beck. (HOLA provides sports administration and staffing of Leagues during Summer Night Lights at Lafayette Park.)
- 2012 Community Graduation – covered by Channel 35. Guest speakers included RAP's General Manager, Jon Kirk Mukri and City of Los Angeles Council President, Herb Wesson. (HOLA secured the speakers and the press while RAP provided stage and sound equipment.)

HOLA was one (1) of nine (9) organizations nationwide to receive an Artistic Innovation and Collaboration grant in the inaugural round from the Robert Rauschenberg Foundation. The funds from the Foundation will be used to support the launch of HOLA's Public Art Project, a project designed to engage youth in planning, creating and installing permanent and semi-permanent installations in the Rampart District. HOLA proposes to use a portion of this grant funding to rehabilitate seven (7) benches that surround the Levitt Pavilion by painting murals on them. HOLA has conducted twenty (20) community meetings designed to engage youth in the design of the murals with over sixty (60) students participating in the project. The students are being led in this project by two (2) prominent artists: Pearl C. Hsiung and Anna Sew Hoy. The students will be installing the murals under the supervision and guidance of these two (2) artists.

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Pearl C. Hsiung received her Bachelor of Arts (BA) degree from the University of California, Los Angeles (1997) and her Master of Fine Arts (MFA) degree at Goldsmiths College, London, England (2004). Her solo exhibitions include the Vincent Price Art Museum, Max Wigram Gallery, London, England (2006) and Steve Turner Contemporary, Los Angeles, California (2007, 2010). Hsiung's work has been featured in group exhibitions including Humor Us at the Los Angeles Municipal Arts Gallery (2007); 2006 California Biennial and Disorderly Conduct: Art in Tumultuous Times (2008), both at the Orange County Museum of Art; 2006 Busan Biennale, South Korea and Expander, Royal Academy of Fine Arts, London, England (2005). This year, Hsiung was selected to participate in the first Los Angeles biennial, Made in L.A., at the Armand Hammer Museum.

Anna Sew Hoy received her Bachelor of Fine Arts degree from the School of Visual Arts and her MFA degree from Bard College. She has had nine (9) solo shows including Jenkins & Co., New York, Renwick Gallery, New York, and LA><Art, Los Angeles. She has also shown her work at the Pacific Design Center, Blaffer Art Museum, Uschi Kolb Gallery, Honor Fraser Gallery, Orange County Museum of Art, Aspen Art Museum, Japanese American National Museum, the Blum & Poe Gallery, the Armand Hammer Museum, the Grimm/Rosenfeld Gallery, the Yerba Buena Center for the Arts, Museum of Contemporary Art, Los Angeles, the Frieze Art Fair, and the Ace Gallery, New York.

In addition to a historic partnership with RAP, HOLA is a community partner with Levitt Pavilion. Levitt Pavilion is looking to add a public art dimension to their summer concert series and has specifically asked HOLA to create public art to occupy the empty spaces in and around the amphitheater.

The proposed length of the mural installation is three (3) years after which time the Department may elect to remove the murals or keep them in place. Mural maintenance has been guaranteed by HOLA. The murals will be brightly colored and covered with an anti-graffiti coating to facilitate maintenance (Exhibit A). The terms and conditions will be delineated in the Right-Of-Entry permit which will provide for the mural's removal if it is not maintained. Removal of the mural is subject to the provisions of Federal and State law that require notice to artists prior to physical defacement, mutilation, alteration or destruction of works of fine art (17 U.S. Code 106A; California Civil Code section 987).

HOLA presented this proposal to the Facilities and Maintenance Task Force and received a conceptual approval to proceed and apply for a final approval from the full Board of Commissioners. HOLA will apply for approval from the Cultural Affairs commission as required by the Los Angeles Municipal Code.

Council District 1 and West Region management and staff have no objections to this project at MacArthur Park.

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Staff has determined that the subject project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article VII, Section 1, Class 1 (1) of the City CEQA Guidelines.

FISCAL IMPACT STATEMENT:

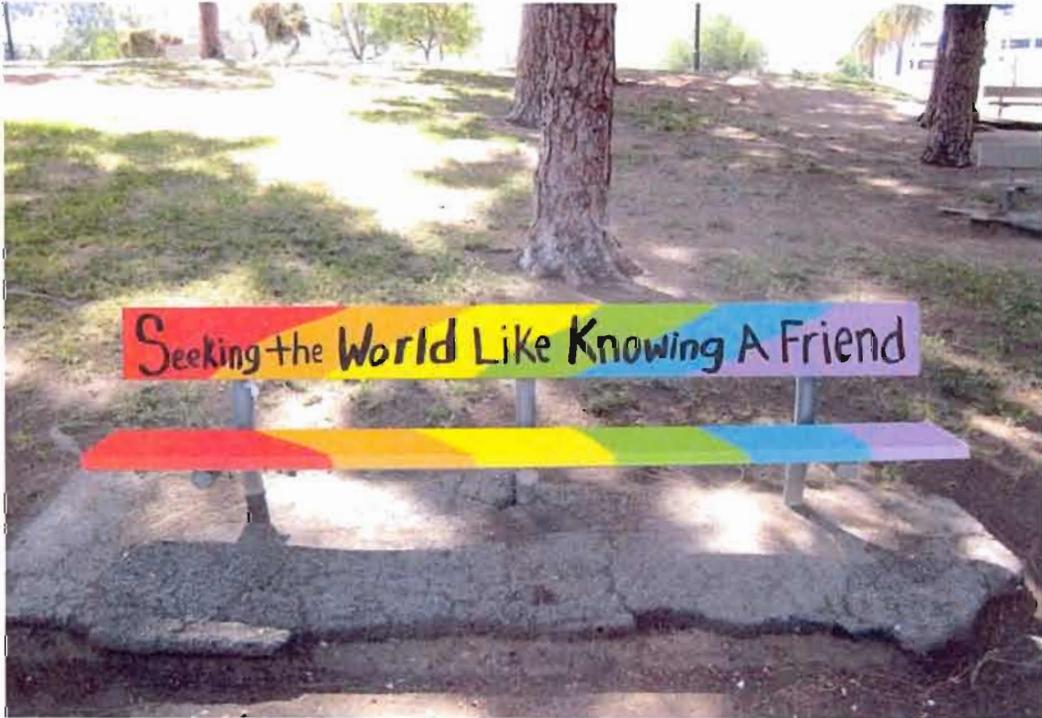
This project will not have an impact on the Department's General Fund since the mural will be funded by a grant from the Robert Rauschenberg Foundation to HOLA and HOLA has committed to ongoing maintenance of the mural.

This Report was prepared by Melinda Gejer, City Planning Associate, Planning, Construction, and Maintenance Division.

Exhibit A



Location of Benches within MacArthur Park



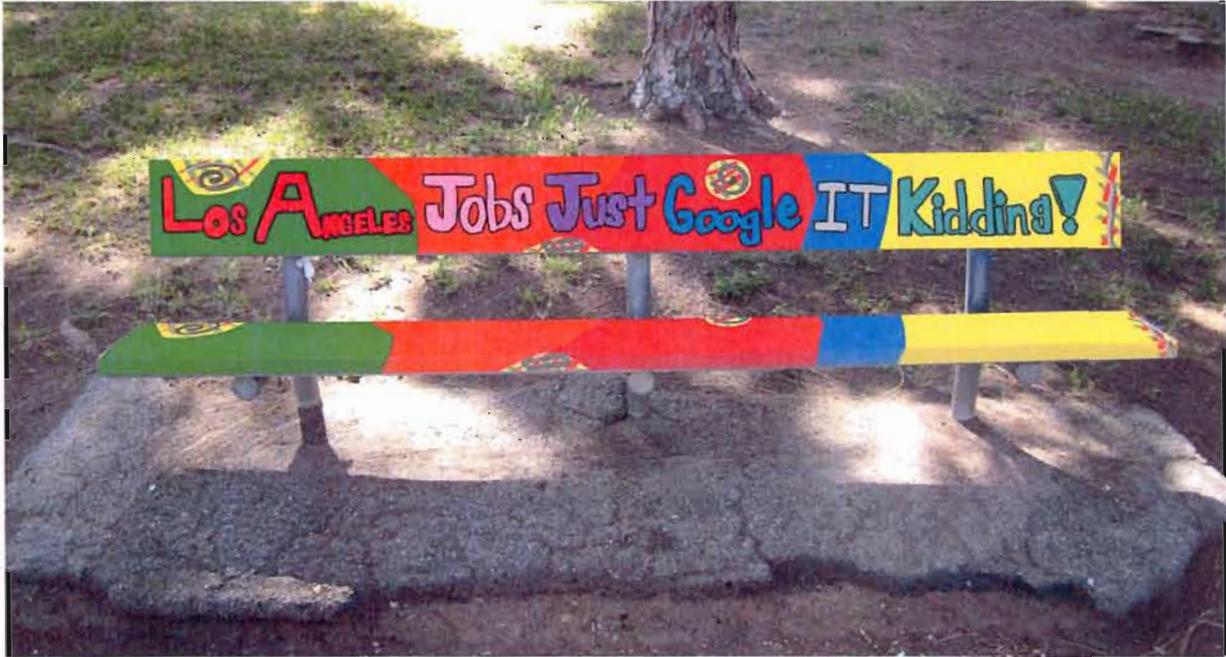
Design 1



Design 2



Design 3



Design 4



Design 5



Design 6



Design 7



Youth Design Meeting



Sample Bench 1 – Existing Condition



Sample Bench 2 – Existing Condition