CITY OF BEVERLY HILLS
COMMUNITY SERVICES DEPARTMENT

MEMORANDUM

TO: Fine Art Commission
FROM: Robert Welch, Project Manager, Public Works Department
Teresa Revis, Management Analyst, Public Works Department
DATE: February 21, 2019
SUBJECT: North Canon Drive Temporary Wall Mural Art

Attachments:
A. North Canon Drive Wall Mural Art Memorandum to Fine Art Commission September 20th, 2019
B. City Council / Fine Art Commission Liaison Meeting Agenda and Packet for February 19th, 2019

Request:

Staff is seeking input and a recommendation from the Fine Art Commission on three proposed artists under consideration for the Temporary Wall Mural Art project on North Canon Drive.

Background

At the Fine Art Commission's September 20th, 2018 regular meeting, the Public Works Metro staff shared that a Request for Qualifications was released to secure a consulting firm to provide art management services for the North Canon Drive Temporary Wall Mural Art project. Additionally, the staff memo stated that once a consultant firm was selected they would work with the City and stakeholders to recommend an artist and that the recommended artist would be brought to the City Council for approval (Attachment A).

Subsequently, LeBasse Projects was hired and presented a range of artists to the stakeholders group, which was then narrowed down to three artists. The three artists are before you tonight to get your feedback and a recommendation. Your recommendation will be brought back to the City Council/Fine Art Commission liaisons, before the project goes to City Council for full consideration. The temporary wall is expecting to be installed in April 2019, so choosing the artist quickly is recommended to avoid having a blank wall up at the end of the street while the artist is selected and the art work determined.

On Tuesday, February 19, 2019, City Council / Fine Art Commission Liaisons met to discuss the North Canon Drive Temporary Wall Mural Art project. The meeting was intended to share the process that the City has executed to meet with stakeholders and gain consensus on an artist as well as receive input from the Liaison regarding the artist selection, the preliminary budget, unveiling event programming and potential art rotation.
At this meeting, City Council directed Staff to first get direction from the Fine Art Commission prior to making a recommendation to the Liaisons.

Staff and consultant, LeBasse Projects will provide a brief presentation.

Attached to this memo is the agenda packet from the February 19, 2019 City Council / Fine Art Commission Liaison meeting (Attachment B).
ATTACHMENT A
On August 21, 2018, City Council approved a Memorandum of Agreement (MOA) between Metro and the City for the Section 2 design-build activities, including the construction of the Rodeo Station (at Reeves and Wilshire) and tunneling from the La Cienega station to Century City. Major design-build construction activities like piling and decking are anticipated to begin in early 2019. Per the MOA, Metro is required to install a sound wall at North Canon Drive and adjust the striping, signals and parking in the area prior to beginning piling work.

The N. Canon Wall is anticipated to be installed in January 2019 and remain up for a minimum of 2 years, maximum of 6 years. The installation of mural art on the north-facing side of this sound wall is anticipated to enhance the aesthetics of the area and showcase public artwork that will draw tourists, residents, businesses and visitors.

The City has released a request for qualifications (RFQ) for consulting firms to provide art management services. Once selected, this consultant will work with the City and stakeholders to recommend an artist. The recommended artist will be brought to City Council for approval.

**Additional Information**

More information about the Metro project is available at the City's website, [www.beverlyhills.org/purpleline](http://www.beverlyhills.org/purpleline). Metro and the City also host monthly community meetings on the first Wednesday of each month at 6:30 pm to provide updates on construction in both Section 1 and Section 2. The next meeting is scheduled for October 3, 2018 at the Municipal Gallery in City Hall.
On August 21, 2019, City Council conditionally approved a Memorandum of Agreement (MOA) for design-build work for the Wilshire/Rodeo Station of the Metro Purple Line Extension Project. Article XII of this MOA requires the installation of a temporary sound wall across N. Canon Drive, at Wilshire Boulevard, for a minimum of two years and a maximum of 6 years. The wall and associated street redesign, must be in place prior to the start of piling activities on Wilshire Boulevard.

On July 24, 2018, City Council approved the preliminary design for the closure of N. Canon including the installation of the soundwall. At this time the City Council directed staff to work with the stakeholders to select artwork to be installed on the north side of the wall.

Also in July of 2018, the Next Beverly Hills Committee adopted an initiative to utilize the soundwall to provide mural art. This initiative was presented to City Council as part of the Committee Update on October 9, 2018. The Next Beverly Hills Committee representatives have worked with the City and stakeholders throughout the art selection process to encourage a next-generation focused art installation.

**PROCESS**

The City issued Request for Qualifications (RFQ) #18-76 for an Art Management Consultant on September 7, 2018. The RFQ was posted on the City’s web page and also sent to seven firms. The City received five responses to the RFQ which were then reviewed and rated by five staff members. On October 18, 2018, four staff members interviewed the top two firms and all agreed that LeBasse Projects best met the criteria as defined by the RFQ for the Canon Wall project.

LeBasse Projects has an impressive portfolio of projects in Southern California and around the world. They’ve successfully navigated community outreach within the County of LA,
Meeting Date: February 19, 2019

the City of Irvine, and the City of Santa Monica among others. They’ve worked with stakeholders, residents, commissioners and elected officials to gain consensus on artists and specific art pieces leading to installed murals and interactive exhibits. They are a full service firm with ability to coordinate events in addition to managing the artist selection process and overseeing design and installation. This factor was one of the most important criteria in selecting a firm.

Their goal is to ensure that culturally relevant yet engaging, experiential and iconic artwork is delivered with a focus on aesthetics and public connection. During the interview they expressed the ability to draw from new and emerging artists as well as established, iconic artists. Their professional experience, database of world-class, local and emerging artists, and the ability to work with a variety of stakeholders in order to reach consensus was particularly noted. The reviewers also indicated that along with the aforementioned areas, strong project management experience was also equally important.

COMMUNITY ENGAGEMENT
After bringing LeBasse Projects on board, they met individually with the Next Beverly Hills Committee representatives, and the businesses adjacent to the temporary wall location. Once consensus was received from this small group, the recommended artists were brought to the larger Business Stakeholder group on February 5, 2019 for discussion and feedback. City staff has also presented this recommendation at the monthly community outreach meeting on February 6, 2019.

ARTIST SELECTION
LeBasse Projects presented the stakeholders with a range of artists, which was then narrowed down to three, Alex Israel, Tomokazu Matsuyama and Andy Dixon. The recommended artist is Tomokazu Matsuyama. He received his MFA in Communications Design from the Pratt Institute, New York. Matsuyama’s important exhibitions include the Japan Society, New York; the Harvard University, Massachusetts, the Katzen Arts Center at American University Museum, Washington D.C., and Museum of Contemporary Art, Sydney, Australia, among other galleries and institutions. Matsuyama is influenced by a variety of subjects, including Japanese art from the Edo and Meiji eras, classical Greek and Roman statuary, French Renaissance painting, postwar contemporary art, and the visual language of global, popular culture as embodied by mass-produced commodities.

DESIGN
Upon selection of the artist, City Staff will work with LeBasse Projects to contract with the artist and provide direction on the specific piece of art that will be installed. The artist will likely provide sketches of a few different options, which will then be brought back to the stakeholders for review.

INSTALLATION
It is anticipated that the mural will be directly painted onto the wall using exterior paint. The work is anticipated to take 10 to 14 days for painting/installation and graffiti coating and documentation. LeBasse Projects will manage this process for the City.

UNVEILING EVENT
The business stakeholders and Next Beverly Hills committee have expressed interest in having an event to celebrate the installation of the mural. If the city absorbs the fee for setup, permits and the short closure of N. Canon Dr., the cost for a simple event, with partially donated refreshments, is estimated at $5,000 - $10,000. If a more extensive event is requested, we can come back to the liaison with a full budget.
DURATION OF THE MURAL AND FUTURE USE
The Mural will be exposed to the elements and therefore it is recommended that the mural be changed every 18-24 months. If the wall remains up for 6 years, it is recommended that it be changed three times.

Also due to the exposure, it is anticipated that the art will not be reusable in any way.

FUTURE ROTATIONS
Once we install the initial art work, staff will look into options for a rotation. Some of the ideas recommended for a rotation:
• Showcase winners of the BH Art Show
• New and Emerging Artist Showcase
• Student Artist(s)
• Rotate with another professional artist

BUDGET
The recommended artist fee, materials, installation cost, documentation and consultant fee (15% of the overall project budget) is estimated at $145,000 to $175,000.

An unveiling event base price is $5,000 - $10,000.

To change the mural out three times over 6 years with similar profile artists would be approximately $435,000 – $520,000.
Le BASSE PROJECTS

- Public Art and Culture Consulting Firm
- Based in Los Angeles
- Focus on Developing and Programming Public Art
- 10+ Years Producing Experiential Art Installations
- Creative Services Agency
- Multi-disciplined Team
01 LBP TEAM

LEADERSHIP

BB Beau Basse
Creative Director
CL Christine Le
VP of Operations

PROJECT MANAGEMENT

AI Ana Iwataki
Director of Civic Projects
OS Owen Schmit
Project Director
DG Danielle Garza
Project Director
NP Nick Pearson
Project Assistant

DESIGN

EP Esther Park
Design Director
IP Irene Park
Graphic Designer

INSTALLATION & MAINTENANCE

BR Benjamin Reiss
Head Art Preparator and Handler
SD Sam Davis
Art Preparator and Handler

PRODUCTION

CD Luna Ikuda
Production Manager
BB Barry Belkin
Production Manager
02 PAST PROJECTS
CLIENT: Gensler
PROJECT: Auckland International Airport (2018)
LOCATION: Auckland, NZ
ARTIST: HotTea (Eric Rieger)
MURALS

CLIENT: The Runyon Group
PROJECT: PLATFORM
LOCATION: Culver City, LA
ARTIST: Jen Stark
CLIENT: Hackman Capital Partners
PROJECT: Culver Steps / Culver Studios
LOCATION: Culver City, CA
CLIENT : Downtown Santa Monica
PROJECT : ROAM Series - Tipping Point
ARTIST : Andrew Schoultz
TYPE : Installation
03 PROPOSED SERVICES

CURRENT PARKING RESTRICTIONS LEGEND
All currently operating parking meters operate as 1 hr 8am-6pm Mon-Sat, 3 hr 6pm-9pm Mon-Sat, and 3 hr 12pm-6pm Sun unless otherwise noted as follows:

a. Valet parking only 11:30am-2pm & 6pm-2am Tue-Sat, and 6pm-2am Sun-Mon
b. Valet parking only 11am-4pm & 6pm-2am Tue-Sat, and 6pm-2am Sun-Mon
c. Valet parking only 11am-2am Tues-Sat, and 5pm-2am Sun-Mon
d. Valet parking only 12pm-3pm Mon-Fri, 8pm-12am Mon-Sat, and 11am-3pm Sun.
e. 20 minute parking 8am-9pm Mon-Sat.

PARKING METER TO BE TEMPORARILY REMOVED
PARKING METER TO REMAIN
PARKING METER TO BE TEMPORARILY INSTALLED
PARKING METER TO BE TEMPORARILY RELOCATED
MOVEABLE PLANTER TO BE INSTALLED
FIRE HYDRANT

03-303

LEGEND

N CANON DRIVE CONCEPTUAL DESIGN
N CANON DRIVE CLOSURE AT WILSHIRE BOULEVARD
BEVERLY HILLS, CA

CONCEPTUAL - NOT FOR CONSTRUCTION
DETAILED ANALYSIS AND ENGINEERING DESIGN REQUIRED

Figure 1
In building a public art piece for this project, we have carefully considered not only the physical contexts of the wall and surrounding street, but the lives and experiences of those who will engage with it on a daily basis. We believe successful public art speaks on an instinctual level to any audience—regardless of age or knowledge of art. To accomplish this we have suggested artists who are institutionally supported, unique, engaging, interesting, and culturally significant.

All of these things have informed our curatorial process. Beginning with the interests of the stakeholders, the relevant city employees, and members of the Beverly Hills community. We believe that this project offers us an incredible opportunity to create excitement and a lasting cultural landmark for the City.
PROPOSED SERVICES

DETAILS

INSTALLATION INFORMATION AND TIMELINE
- 10 to 14 days for painting/installation, graffiti coating and documentation

BUDGET RECOMMENDATION
- Includes the following:
  - Artist's design fee
  - Art materials
  - Artist assistant(s)
  - Scaffolding
  - Scissor lift rental
  - Graffiti coating
  - Documentation

DURATION RECOMMENDATION
- Mural rotation every 18-24 months, dependent on budget
- For a projected six year timeline, the mural would ideally be refreshed three times

UNVEILING EVENT
- LeBasse Projects can produce an unveiling event in conjunction with Spago and Next Beverly Hills.
- Budget and activation TBD

PRESS RELATIONS
- Social media posts by LeBasse Projects and the Artist
- Additional PR TBD. LeBasse Projects can assist and support third party press relations
SAMPLE ARTIST MATERIALS LIST

- Acrylic paint, 25-50 colors
- Acrylic spray paint, 25-50 colors
- Paint brushes, variety of sizes
- Color mixing cups
- Paint containers
- Paint rollers
- Paint trays
- Plastic and canvas drop cloths
- Masking tape, variety of sizes
- Latex gloves
- Anti-graffiti coating
PROPOSED SERVICES

INSTALLATION PROCESS

Using a scissor lift or scaffolding, the artist first prime the entire surface with a layer of neutral-colored latex paint. The approved design will then be transferred to the surface as a line drawing, followed by color. Acrylic paint dries extremely quickly so the mural will not need extra protectants in between work sessions. Installation will take approximately two weeks, utilizing the help of 1-3 trained painting assistants.

The final step is application of an anti-graffiti coating, which will create a clear barrier to protect the final painting from vandalism and/or weather damage.
Israel was born in 1982 in Los Angeles. He received a BA in 2003 from Yale University, New Haven, Connecticut, and an MFA in 2010 from the University of Southern California, Los Angeles. Israel's works are in the collections of the Los Angeles County Museum of Art; Moderna Museet, Stockholm; Whitney Museum of American Art, New York; Museum of Modern Art, New York; Centre Pompidou, Paris; Museum Boijmans Van Beuningen, Rotterdam, Netherlands; Museum of Contemporary Art, Los Angeles; and Solomon R. Guggenheim Museum, New York. Recent solo exhibitions include the Utah Museum of Contemporary Art, Salt Lake City (2012); Alex Israel: Lens, LA><ART, Los Angeles (2013); Le Consortium, Dijon, France (2013); Alex Israel at The Huntington, Huntington Library, Art Collections, and Botanical Gardens, San Marino, California (2015); Sightings: Alex Israel, Nasher Sculpture Center, Dallas (2015-16); #AlexIsrael, Astrup Fearnley Museet, Oslo (2016); Using Walls, Floors, and Ceilings, Jewish Museum, New York (2016-17); SPF-18, Hirshhorn Museum and Sculpture Garden, Washington, DC (2018); and Waves, Kunstraum Innsbruck, Austria (2018).
Andy Dixon, a Vancouver born artist now living in Los Angeles, is hyper-aware of art's relationship with money. Dixon's art practice revolves around money and its cultural markers, including the silk Versace shirts, Ming vases, and red Lamborghini's that populate his canvases. He borrows context from Renaissance art and past masters, reinterpreting and redefining them in the contemporary world. Andy Dixon has had several gallery and museum exhibitions, including at the Beers London and at the Angell Gallery. There have been many articles about Andy Dixon, including 'PUL SF 2017 Presents 70 Gorgeous Galleries' written by Eliza Jordan for WHITEWALL in 2017.

Website: andydixon.net
Instagram: andy.dxn
Japanese artist Tomokazu Matsuyama received his MFA in Communications Design from the Pratt Institute, New York. Matsuyama's important exhibitions include the Japan Society, New York; the Harvard University, Massachusetts, the Katzen Arts Center at American University Museum, Washington D.C., and Museum of Contemporary Art Museum, Sydney, Australia, among other galleries and institutions.

Matsuyama is influenced by a variety of subjects, including Japanese art from the Edo and Meiji eras, classical Greek and Roman statuary, French Renaissance painting, postwar contemporary art, and the visual language of global, popular culture as embodied by mass-produced commodities.
TOMOKAZU MATSUYAMA