

"Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails."

MURAL ARTWORK SUBMISSIONS

MARCH 19, 2024



BACKGROUND

Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

- City issued an RFP for murals at seven locations
- Site presented in as-is condition, murals must be painted directly onto surface with no alterations other than cleaning/primer
- TaskForce is a marketing agency engaged by LA vs Hate to promote its activities and create awareness of the organization
- TaskForce has proposed a community mural on behalf of LA vs Hate
- TaskForce has completed 6 similar murals in varying communities in Los Angeles County



PREVIOUS WORK

Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

El Monte – The *Come Walk with Me* mural, by Kiara Aileen Machado is one of five murals that are a part of LA vs Hate’s Summer of Solidarity, a public art series that celebrates the diverse communities of Los Angeles.



PREVIOUS WORK

"Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails."

Pico-Robertson – This mural, titled *The Common Thread* and honoring the Jewish community, was designed by Cloe Hakakian, an Iranian-Jewish muralist and native Angeleno.



PREVIOUS WORK

Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

Bixby Park, Long Beach – *Long Beach Embrace* mural, celebrating the LGBTQ+ community. The mural was designed by Myisha Arellano, a queer, migrant artist born in Mexico City and raised in LA County. As the LA vs Hate: Summer of Solidarity continues, new murals will be commissioned and revealed, celebrating different communities and cultures across the County.



PROCESS

Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

Timeline: 7 to 9 months

TaskForce will partner with Manhattan Beach Unified School District to have up to 150 students participate in the following process:

1. Human Relations training – 3 workshops, 150 people maximum
 - Interpersonal and intergroup relations, history and cultures of the South Bay, practical wellness tools for stress and anxiety
2. Future of Manhattan Beach in Solidarity workshops – 3 workshops, 150 people maximum
 - Ask 3-5 questions to form key concepts and metaphors for an inclusive and hate-free Manhattan Beach community to serve as a basis for the mural
3. Mural Design and Maquette – 3-5 artists suggested to community feedback groups
 - Artist works with Mural Colors to design concept based on workshop results
4. Mural Maquette presentation and community feedback
 - Mural presented to a presentation to receive guided preview of artwork
5. Mural production and installation
 - Mural fabricated on Mural Cloth or painted directly onto wall
6. Community painting – 3 sessions, 2 hours each
 - Optional component to have community paint the mural



POSSIBLE LOCATIONS

Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

Location 1 a and b – Civic Center Parking Lot wall facing 13th street

- 1a – outlined in red, cement wall
- 1b – outlined in blue, cement wall
 - Smooth wall surface is ideal for paint application
 - Location is not very visible, little pedestrian traffic, blocked by parked cars
 - Another mural is located within view, multiple other artworks nearby

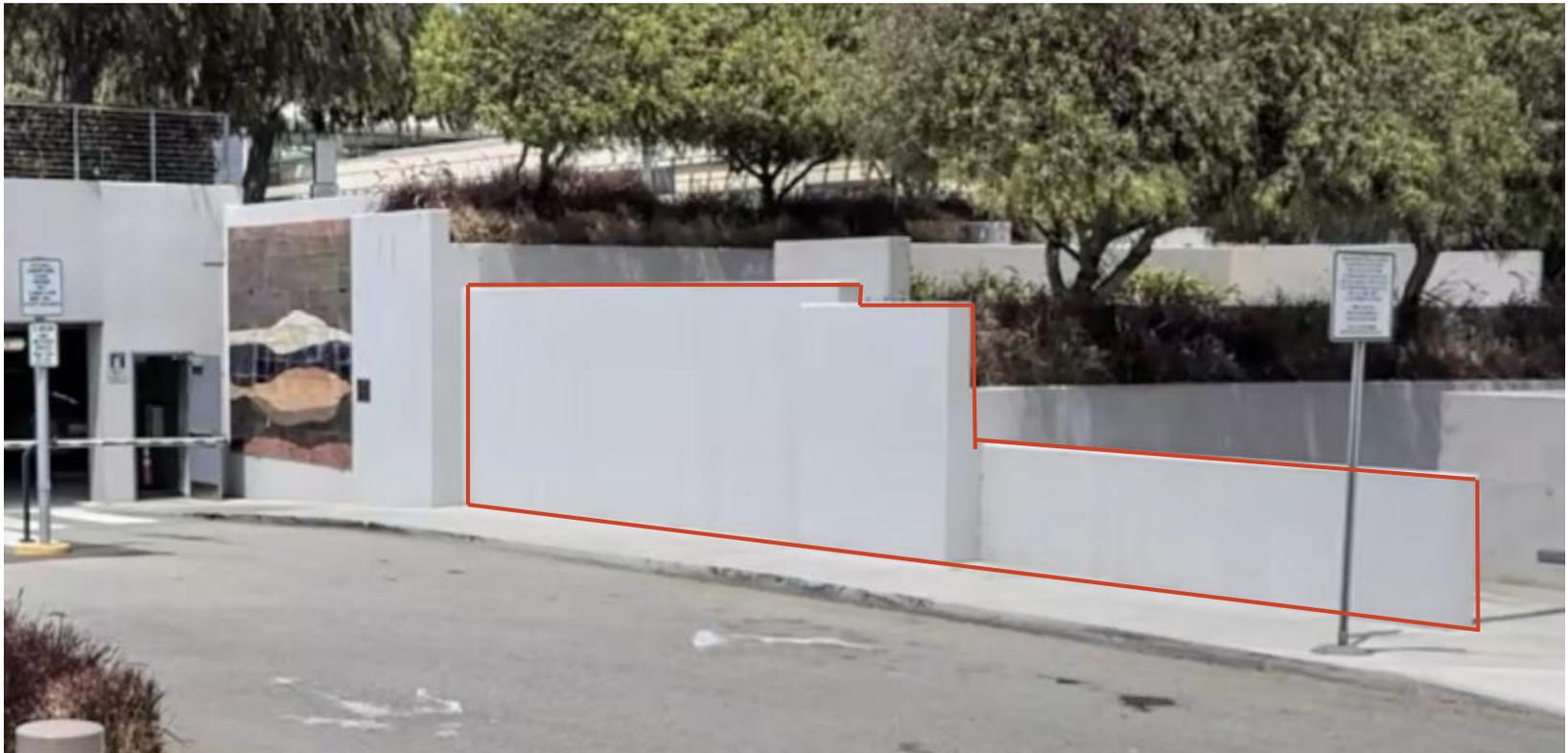


POSSIBLE LOCATIONS

Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

Location 2 – Civic Center Parking Lot wall facing 13th street

- Smooth wall surface is ideal for paint application
- Location is not very visible, little pedestrian traffic, blocked by parked and moving cars
- Another mural is located within view, multiple other artworks nearby



POSSIBLE LOCATIONS

Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

Location 3 a and b – Police Department wall facing 13th street

- 3a – outlined in red, block wall
 - Difficult texture for painting
 - Visible but partially obscured by vegetation
 - Close proximity to several prominent artworks
- 3b – outlined in blue, cement wall
 - Smooth texture ideal for paint application
 - View obscured by cars, pedestrians, and vegetation
 - Close proximity to several prominent artworks

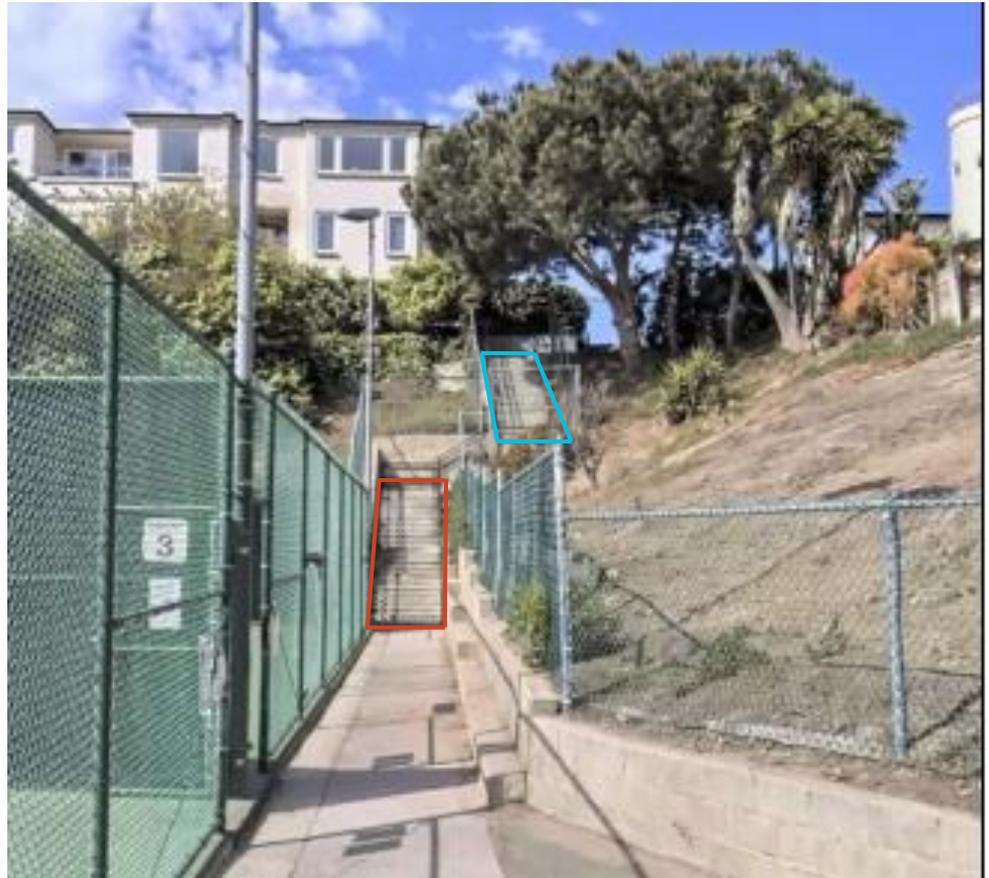


POSSIBLE LOCATIONS

"Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails."

Location 4 a and b – Staircase at Live Oak Park

- 4a – outlined in red, lower staircase
- 4b – outlined in blue, upper staircase
 - Visible by many tennis and ceramics participants
 - Paint vertical surface only
 - Good texture conducive to paint application



POSSIBLE LOCATIONS

"Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails."

Location 5 a and b – Fire Station 2

- Location **a in red**; location **b in blue**
 - Highly visible
 - Surface texture is not ideal for painting
 - Difficult access for installation



POSSIBLE LOCATIONS

"Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails."

Location 5 c and d – Fire Station 2

Location **c** in green; location **d** in magenta

- Highly visible
- Surface texture is not ideal for painting
- Reasonable access for installation



POSSIBLE LOCATIONS

"Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails."

Location 6 – Begg Pool

- Highly visible to pool users
- Surface texture is reasonable for painting
- Easy access for installation
- Possible renovation or decommission of building



POSSIBLE LOCATIONS

Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

Location 7 – Polliwog Park bathroom wall facing south

- Highly visible location
- Surface texture is difficult for painting, windows create additional challenge
- Easy access for installation



POSSIBLE LOCATIONS

"Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails."

Location 8 a and b – Heights Recreation classrooms

- Highly visible location
- Close proximity to several other murals and artworks
- Surface texture is acceptable for painting, windows create additional challenge
- Easy access for installation



POSSIBLE LOCATIONS

"Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails."

Location 9 – Heights Recreation Hall wall facing south

- Highly visible location, partially obscured from street view
- Close proximity to several other murals and artworks
- Surface texture is acceptable for painting
- Easy access for installation



POSSIBLE LOCATIONS

Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

Location 10 – Skate Spot wall facing west

- Highly visible location, partially obscured by vegetation
- Ownership of wall needs to be verified, possible challenges with long term preservation of artwork
- Surface texture is acceptable for painting
- Easy access for installation



CONCLUSION

Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

Discuss and Provide Direction on Mural Proposed by TaskForce on Behalf of LA vs Hate

Staff recommends that City Council:

- Discuss and provide direction



