

**CITY OF OAKLAND
COUNCIL AGENDA REPORT**

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Council President De La Fuente
DATE: June 7, 2007
RE:

A RESOLUTION FROM THE OAKLAND CITY COUNCIL
SUPPORTING THE INSTALLATION OF A MURAL ALONG
FRUITVALE AVE BELOW THE 880 OVERPASS AND
ASSUMING RESPONSIBILITY FOR ITS MAINTENANCE AND
UPKEEP

SUMMARY

The Council is requested to approve a resolution supporting the installation of a mural by artist Ruben Guzman on the pillars that line Fruitvale Ave below the 880 Overpass.

FISCAL IMPACT

None. The mural will be funded by a CDBG grant received by the Unity Council.

BACKGROUND

The community around the Fruitvale district has been working for several years for improvements around the 880 Underpass along Fruitvale Ave. The community supports this mural as part of the ongoing efforts to improve this stretch of Fruitvale Ave. The Unity Council and my council office have both been working with Cal Trans staff and will go before the CalTrans Transportation Art Committee in July for approval of the installation of the mural.

Attached to this report are: the artist's resume, photos of the area where the mural is proposed to be installed, renderings of the mural from the artist, and letters of support from the surrounding community.

RECOMMENDATIONS:

Approve the resolution to install a mural along Fruitvale Ave below the 880 Overpass.

Respectfully Submitted,



Council President De La Fuente

Item 13
Public Works Committee
June 12, 2007

Rubén Guzmán
RESUME

527 23rd Ave. # 102
Oakland CA 94606
cartoneria@gmail.com
www.cartoneria.com
510 535 0842
510 295 8274

STUDIES

1990 Museo de San Carlos, Mexico City, *Cartonería* (Mexican Paper Sculpture).
1992 Universidad Autonoma Metropolitana, Mexico City BA degree in Graphic Design.
1994 Casa Estudio Diego Rivera, Mexico City, *Cartonería*.
2002 Wilderness Leadership Training.
2002 Wilderness First Responder.
2003 Emergency Medical Technician.

GRANTS

2006 Alliance for California Traditional Arts, Living Cultures Program.
2005 City of Oakland, Cultural Arts Department, Public Art Program.
Creative Work Fund, Traditional Arts Program, San Francisco CA.
The Fund for Folk Culture, Santa Fe MN.
Berkeley Public Education Foundation.
Alliance for California Traditional Arts, Professional Development program, Fresno CA.
2004 City of Oakland, Cultural Arts Department, Public Art Program.
Alameda County Clean Water Program.
Alliance for California Traditional Arts, Folk and Traditional Arts Mentorship Initiative, Fresno, CA.
2002 City of Oakland, Cultural Arts Department, Individual Artist Support.
2001 Creative Work Fund, Traditional Arts Program, San Francisco CA.
City of Oakland, Cultural Arts Department, Individual Artist Support.
2000 Alliance for California Traditional Arts, Apprenticeship Program, Fresno CA.
1999 City of Oakland, Cultural Arts Department, Individual Artist Support.

EXHIBITIONS

2006 San Pablo Arts Gallery.
2004 Tsao Gallery, Davis Art Center, *Que Vida tan Calaca!*
2003 Oakland International Airport, Raices, exhibition of the Oakland Museum.
2001 San Pablo Art Gallery, Raices.
Oakland Museum, Pasajes y Encuentros.
Oakland Cinco de Mayo Festival.
2000 Day of the Dead Festival, No me llamen Maestro.
Richmond Art Center, Roots of the pass - Wings of the Future.
1999 Bank of Marin, A Window on Mexico.
San Pablo Gallery, Paper Traditions
San Pablo Gallery, *Día de los Muertos*.
Proarts Gallery, Fruitvale Colors.
Oakland Museum, El Color de la Muerte.
Fruitvale Day of the Dead Festival.
1998 Fruitvale Day of the Dead Festival, Si Se Puede.
San Francisco State University. Day of the Dead.
1997 Oakland Museum, Some Well Behaved Bones.
1996 Exhibition of artwork in Mexico City, Puerto Vallarta Mexico, Baden Switzerland and Lunestadt Germany.

RESIDENCIES AND ART TEACHING EXPERIENCE

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| 2006 | Civic Arts, City of Walnut Creek. Feather River Camp. Youth in Arts. Opera Piccola. UC Berkeley, ASUC Studio. The Crucible. |
| 2005 | Youth in Arts. UC Berkeley, ASUC Art Studio. Feather River Camp. Community School of Music and Arts, Finn Center. Studio I. Opera Piccola. The Crucible. |
| 2004 | Youth in Arts. The Crucible. Studio I. Opera Piccola. |
| 2003 | Youth in Arts. Opera Piccola. Studio I. UC Berkeley ASUC Studio. |
| 2002 | MOCHA, Museum of Children's Art. Opera Piccola. Richmond Art Center. UC Berkeley, ASUC Art Studio. |
| 2001 | Alameda County Arts Commission, Watershed Program. Richmond Art Center. UC Berkeley, ASUC Studio. Alameda Arts Commission, Watershed Program. MOCHA, Museum of Children's Art. Opera Piccola. |
| 2000 | Yosemite National Park, Art Activity Center. Disney California Adventure (in collaboration with Flying Colors.) UC Berkeley, ASUC Art Studio. Richmond Art Center. Alameda County Arts Commission, Watershed Program. MOCHA Museum of Children's Art. Park Day School. |
| 1999 | UC Berkeley, ASUC Studio. East Bay Science and Arts Middle School. Richmond Art Center. Alameda County Arts Commission, Watershed Program. Merritt College. |
| 1998 | UC Berkeley, ASUC Studio. Alameda County Arts Commission, Watershed Program. Spanish Speaking Unity Council. Webster Academy. |
| 1997 | Anne Austin Studios. UC Berkeley, ASUC Studio. Cesar Chavez Library. Mission Neighborhood Centers. |
| 1996 | Edison Elementary School. |

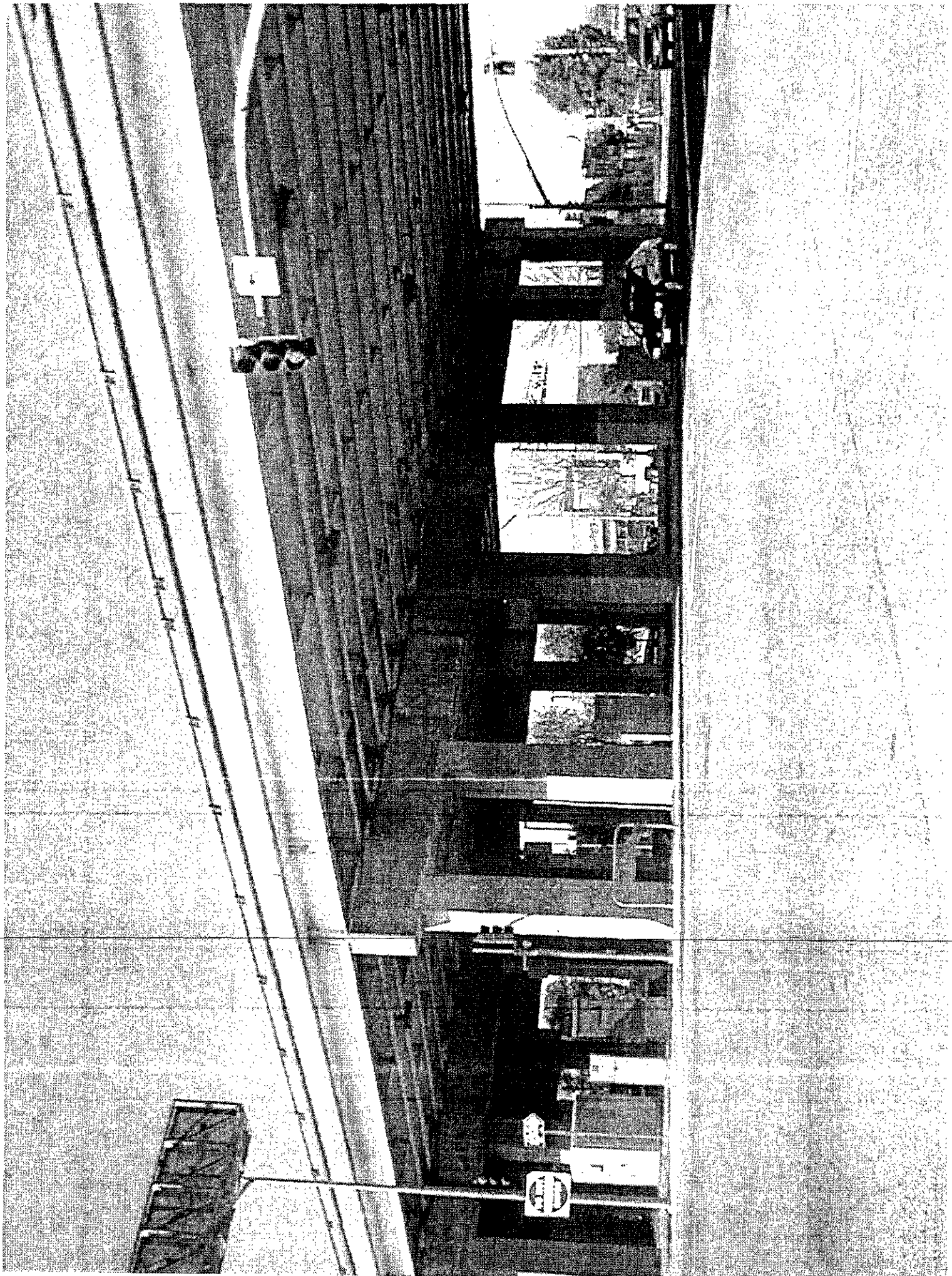
INTERVIEWS AND PUBLISHED ARTICLES

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| 4/06 | Santa Clara University, Santa Clara Magazine. |
| 1/06 | Oakland Tribune <i>"Sculpting a Bond with Mexican Heritage."</i> |
| 10/05 | Oakland Public Library, Press Release. |
| 10/05 | Heyday Books, <i>"El Corazon de la Muerte"</i> , Oakland Museum. |
| 9/05 | Oakland Magazine, <i>"Stars in the Arts."</i> |
| 10/28/04 | The Davis Enterprise <i>"Month of Magic."</i> |
| 2/02 | Channel 54 <i>"Roots and Branches"</i> . |
| 10/29/00 | KDTV Chanel 14 <i>"El Arte de Rubén Guzmán"</i> |
| 10/27/00 | The Montclarion <i>"Day of the Dead - Oakland Style"</i> |

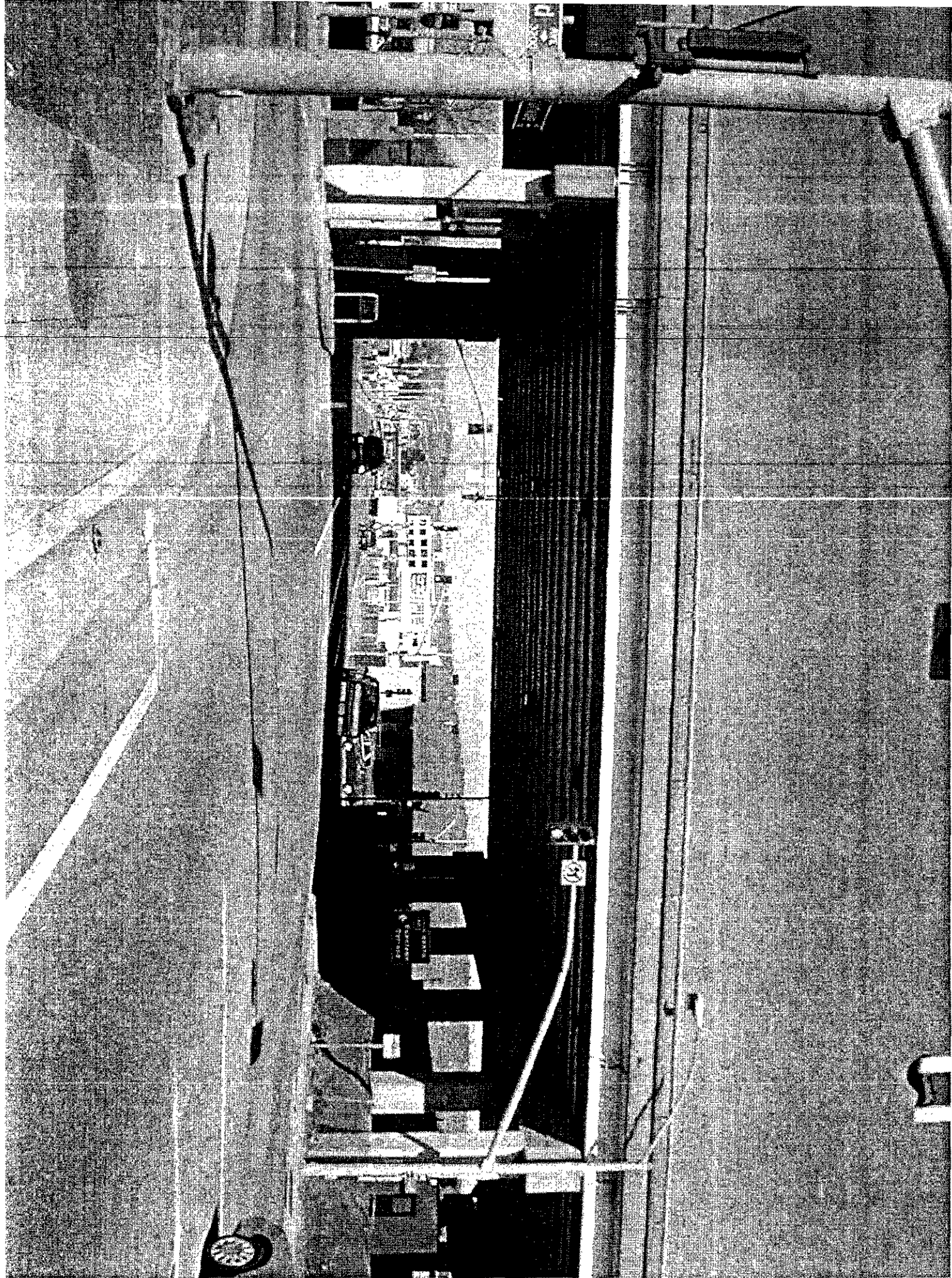
10/27/00 KDTV Channel 14 "*La Cartonería Visita Oakland*"
10/27/00 San Francisco Chronicle "*Food for Hungry Ghosts*"
10/23/00 The Oakland Tribune "*Skin and Bones*"
10/29/98 The Oakland Tribune "*It's Good to be Alive on The Day of the Dead*"
10/13/98 Montclarion "*El Día de los Muertos*"
10/10/98 The Oakland Tribune "*Papier Mache Art Form Taking Off*"
9/98 Channel 9 KTOP Oakland Television "*Day of the Dead in Fruitvale*"
8/98 The Oakland Tribune "*Art Program to Inspire Youth*"
4/98 By Hand "*The Magic of Cartonería*"
10/31/97 San Francisco Chronicle "*Oh, Happy Day of the Dead!*"
5/96 Canal 13 Mexico Television Azteca "*Monstruos Invaden el Aeropuerto*"

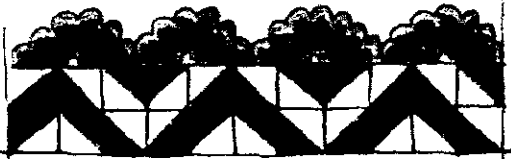
More information

www.angelfire.com/ca7aztechea
www.actaonline.org/apprenticeship/2000/guzman/htm
www.Museumca.org/exhibib_days_of_dead.html
www.ci.san-pablo.caus/whatsnew.org









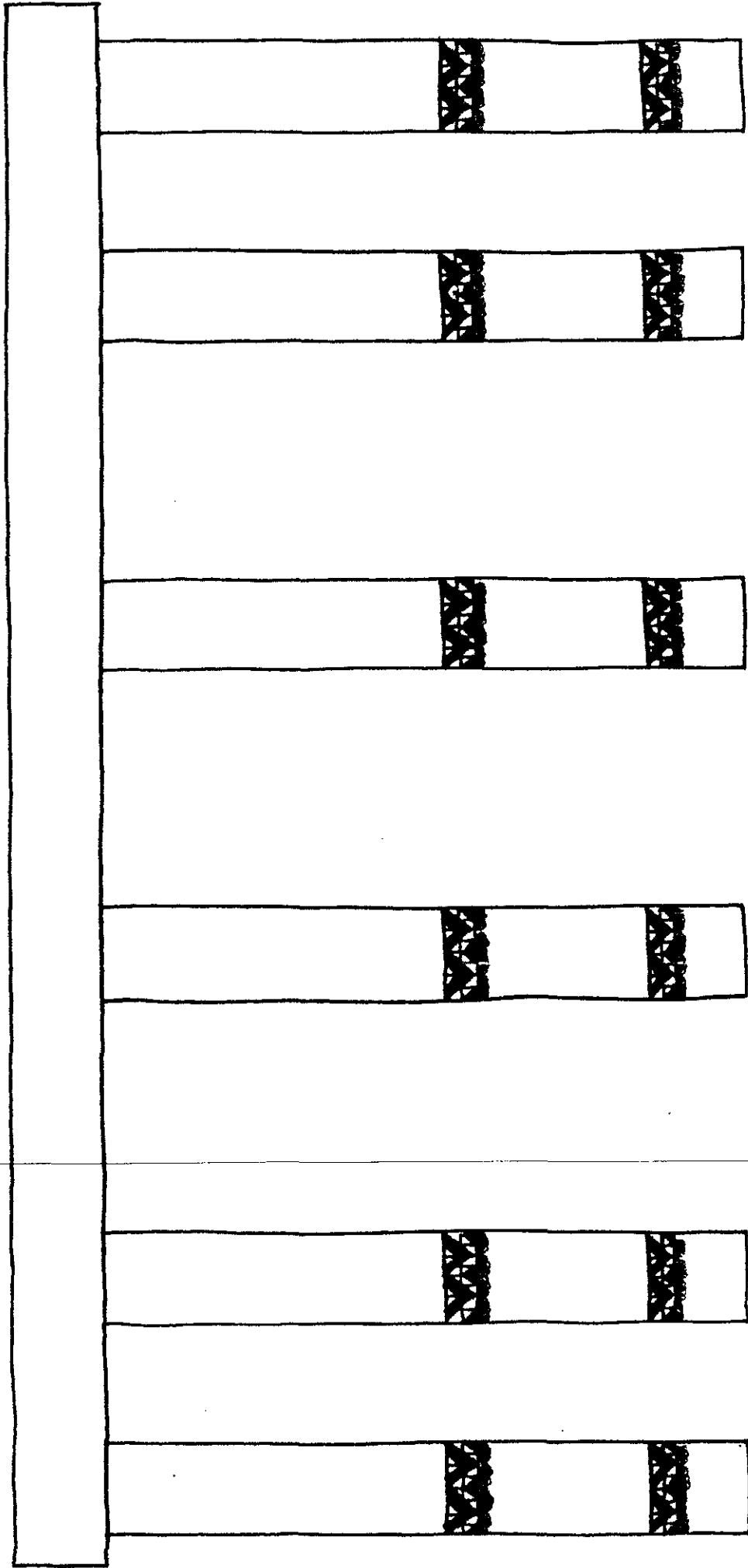
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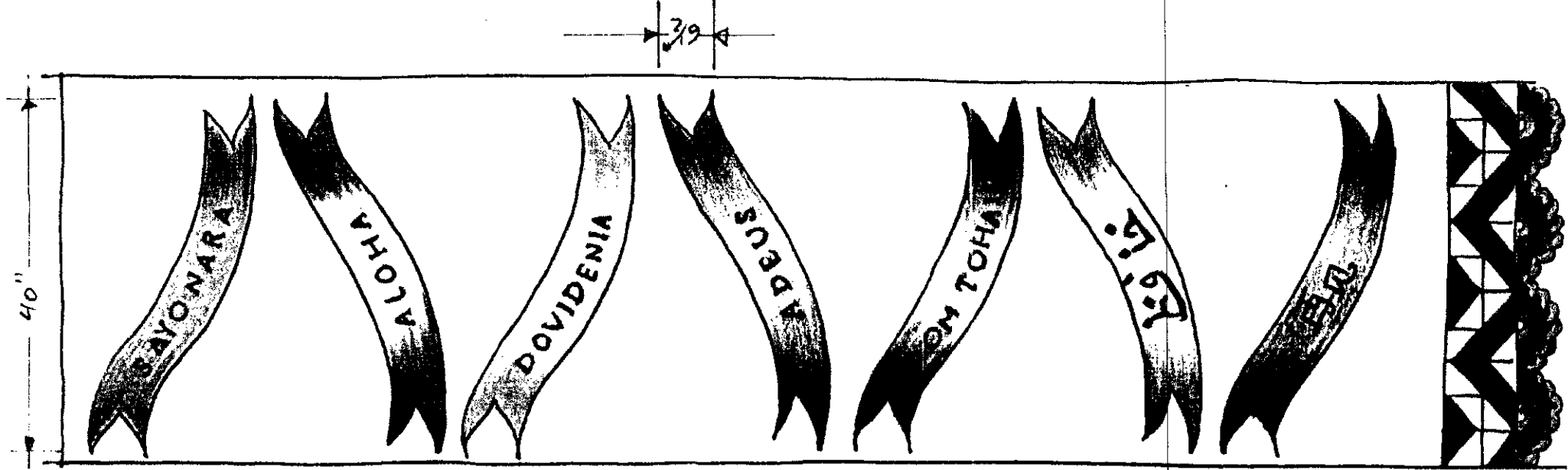
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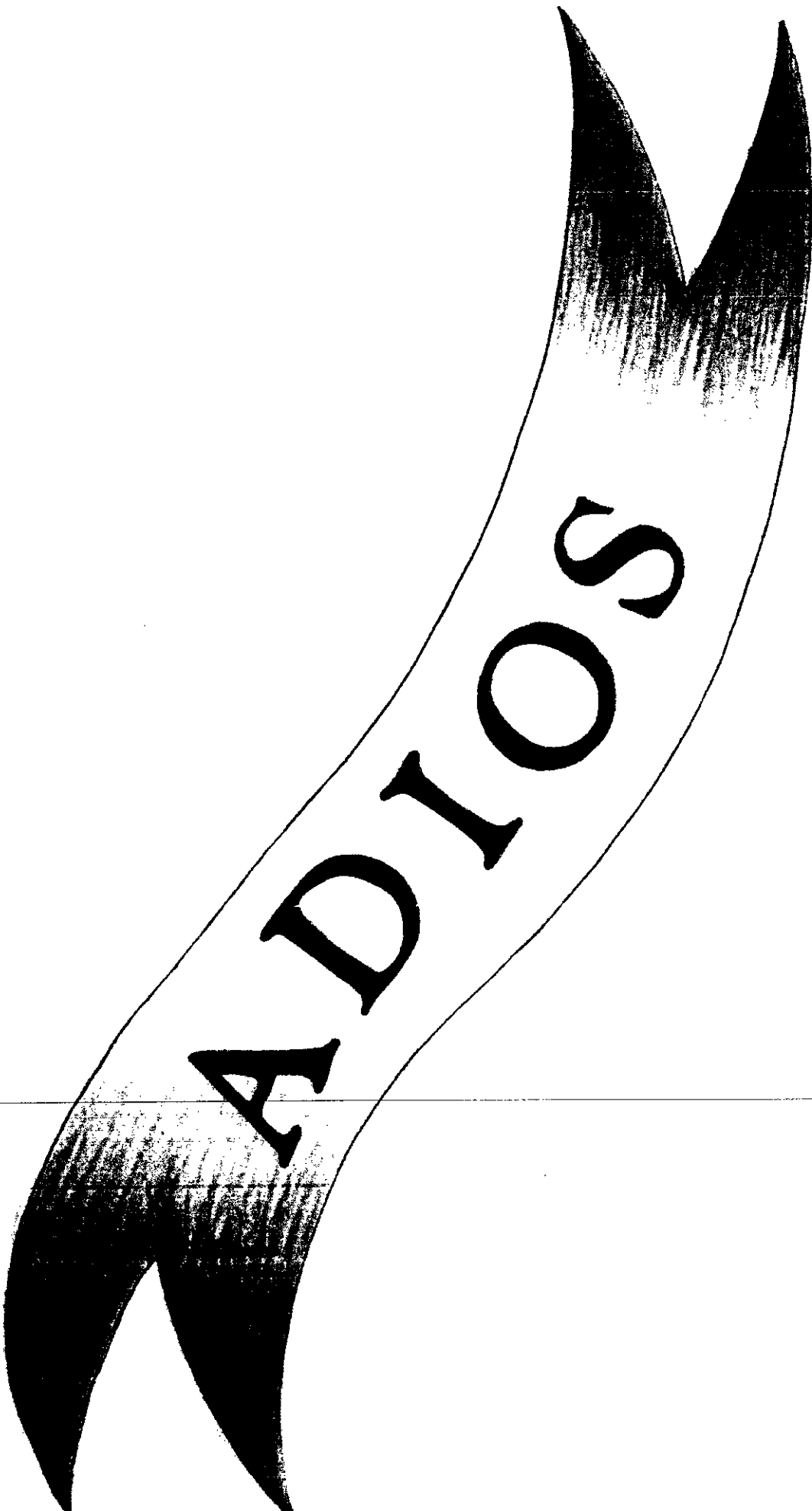
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OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C. M. S.

INTRODUCED BY COUNCILMEMBER President IGNACIO DE LA FUENTE

A RESOLUTION FROM THE OAKLAND CITY COUNCIL
SUPPORTING THE INSTALLATION OF A MURAL ALONG
FRUITVALE AVE AT THE 880 OVERPASS AND ASSUMING
RESPONSIBILITY FOR ITS MAINTENANCE AND UPKEEP

WHEREAS, The community around the Fruitvale district has been working for several years for improvements around the 880 Underpass along Fruitvale Ave; and

WHEREAS, Fruitvale Ave is a street under the jurisdiction of the City of Oakland and is an important pedestrian access point into the Fruitvale District; and

WHEREAS, The Fruitvale Ave entrance to the Fruitvale District is an inhospitable environment with BART and Caltrans facilities overhead; and

WHEREAS, The inclusion of public artwork with multicultural content is desirable and has the potential to enliven and beautify the urban landscape of Fruitvale Ave; and

WHEREAS, The proposed mural has an expected lifespan of 20 years; and

WHEREAS, The California Department of Transportation (Caltrans) requires a resolution from City Council to accompany any application for the installation of artwork on Caltrans facilities; now therefore be it

RESOLVED that, the Oakland City Council supports the installation of

a mural along Fruitvale Ave at the 880 overpass and assumes responsibility for its maintenance and upkeep (including graffiti removal) or repair and removal (or restoration) of the artwork at the end of its life span.

IN COUNCIL, OAKLAND, CALIFORNIA, _____,

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, REID, QUAN, AND PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California