



Beverly Hills City Council Liaison / Fine Art Commission Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

**CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210**

**Tuesday, February 19, 2019
1:30 PM**

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

- 2) Muralist recommendation for the temporary soundwall to be installed on North Canon Drive at Wilshire Boulevard during construction of the Wilshire/Rodeo Station of the Metro Purple Line Extension project

- 3) Adjournment

A handwritten signature in black ink, appearing to read "Lourdes Sy-Rodriguez".

Lourdes Sy-Rodriguez, Assistant City Clerk

Posted: February 14, 2019

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE LIBRARY AND CITY CLERK'S OFFICE.



In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.



STAFF REPORT

Meeting Date: February 19, 2019

To: City Council Liaisons

From: Rob Welch, Project Manager
Teresa Revis, Management Analyst

Subject: Muralist Recommendation for the Temporary Soundwall to be Installed on North Canon Drive at Wilshire Boulevard During Construction of The Wilshire / Rodeo Station of The Metro Purple Line Extension Project

Attachments: 1. LeBasse Projects Presentation

On August 21, 2018, 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,

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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.

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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.



PROPOSALS FOR NORTH CANON SOUNDWALL ARTISTS

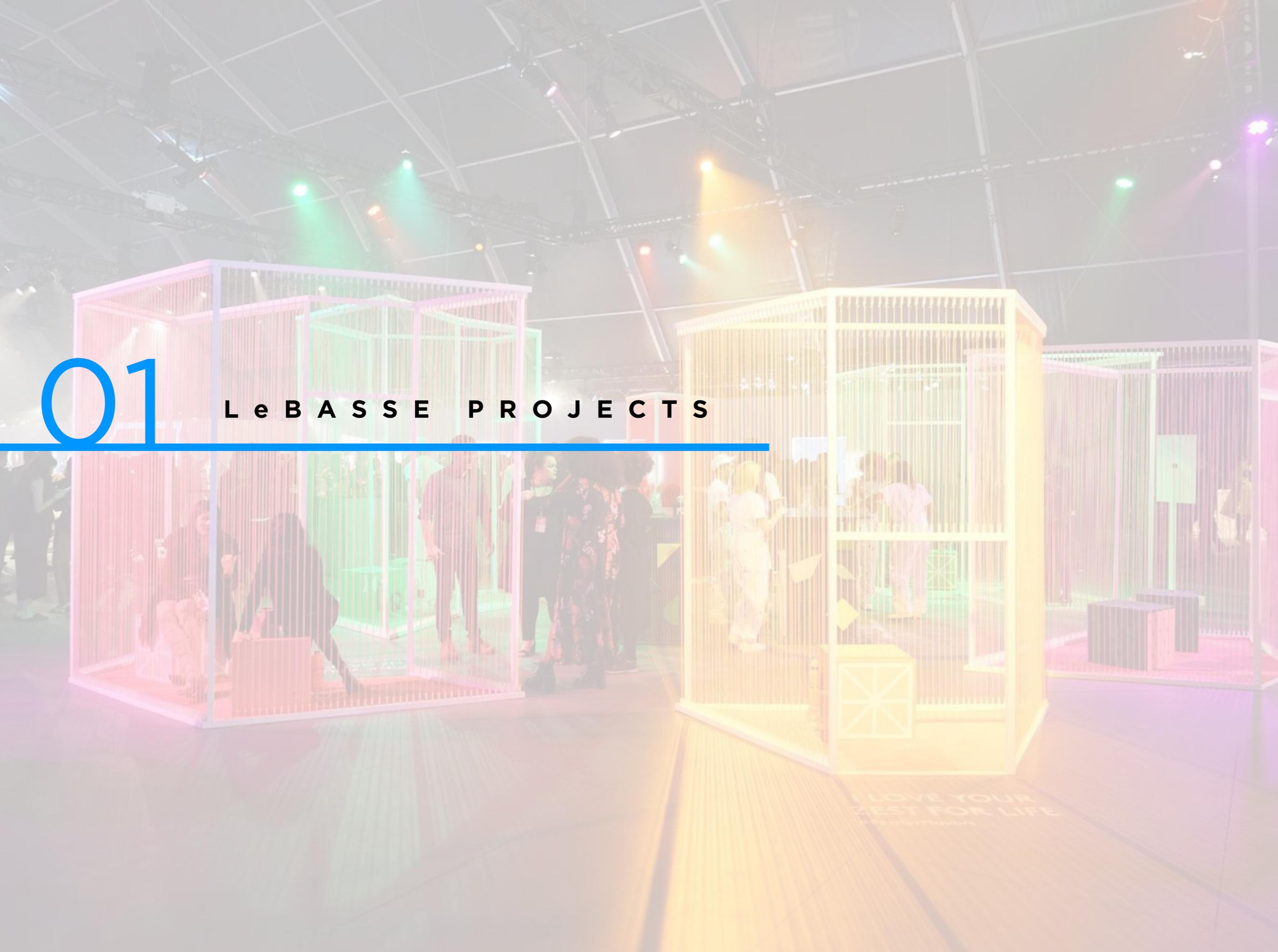
NORTH CANON

BEAU K. BASSE, LeBASSE PROJECTS



01

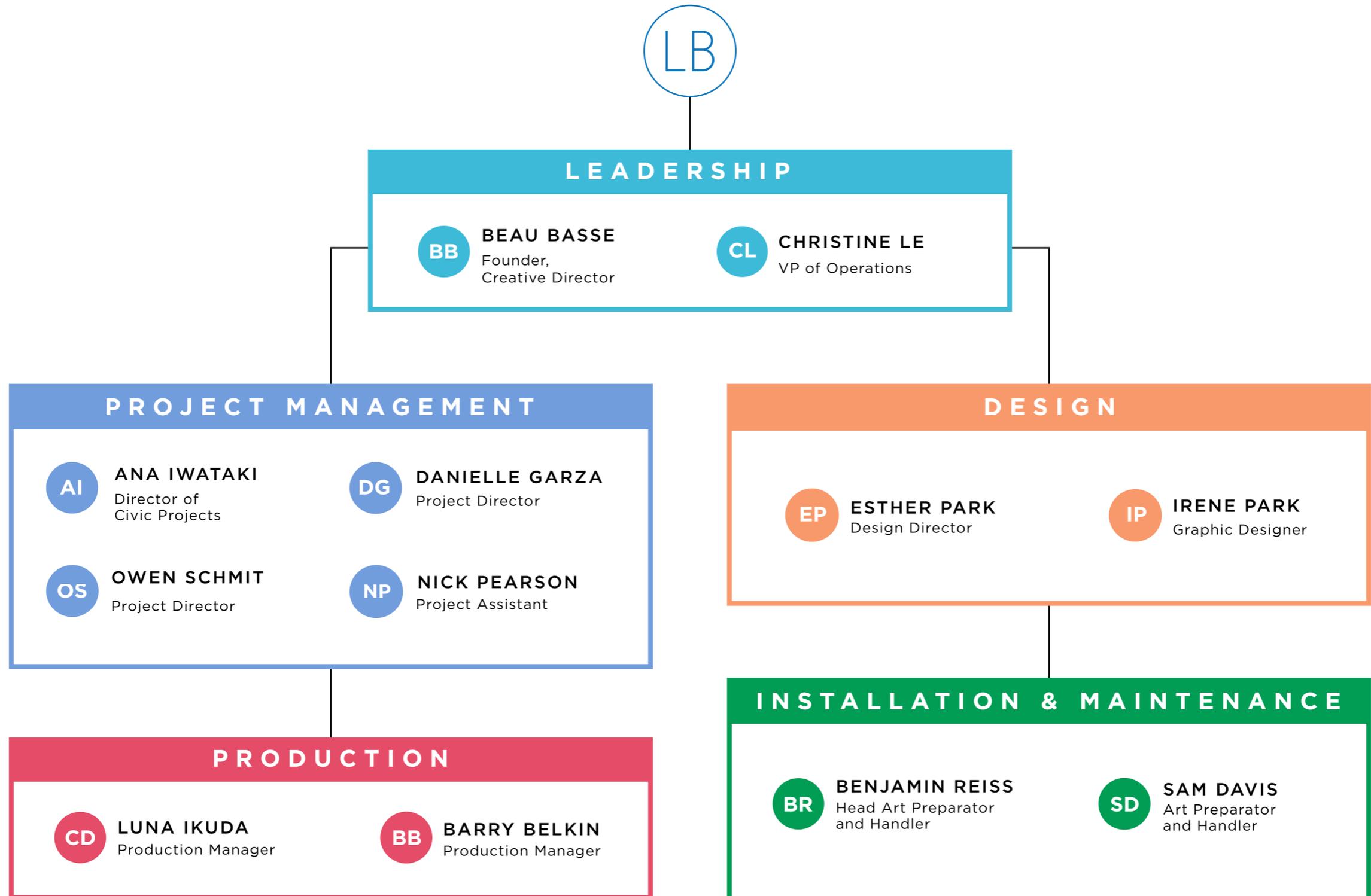
LeBASSE PROJECTS



01

L e B A S S E P R O J E C T S

- 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



02

PAST PROJECTS





CLIENT : Gensler

PROJECT : Auckland International Airport (2018)

LOCATION : Auckland, NZ

ARTIST : HotTea (Eric Rieger)



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

02

INSTALLATION

CLIENT : Downtown Santa Monica

PROJECT : ROAM Series - Tipping Point

ARTIST : Andrew Schoultz

TYPE : Installation



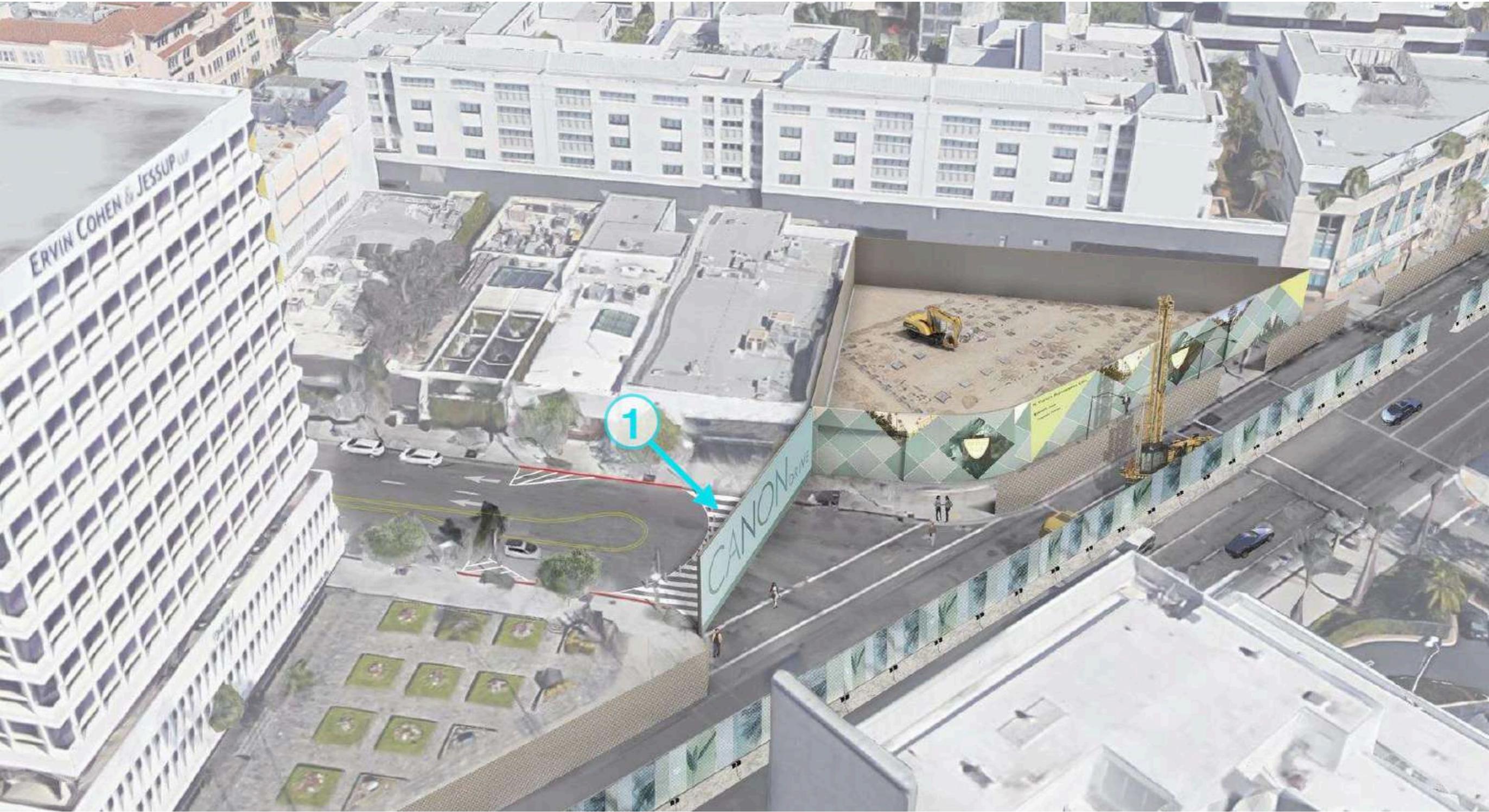
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PROPOSED SERVICES



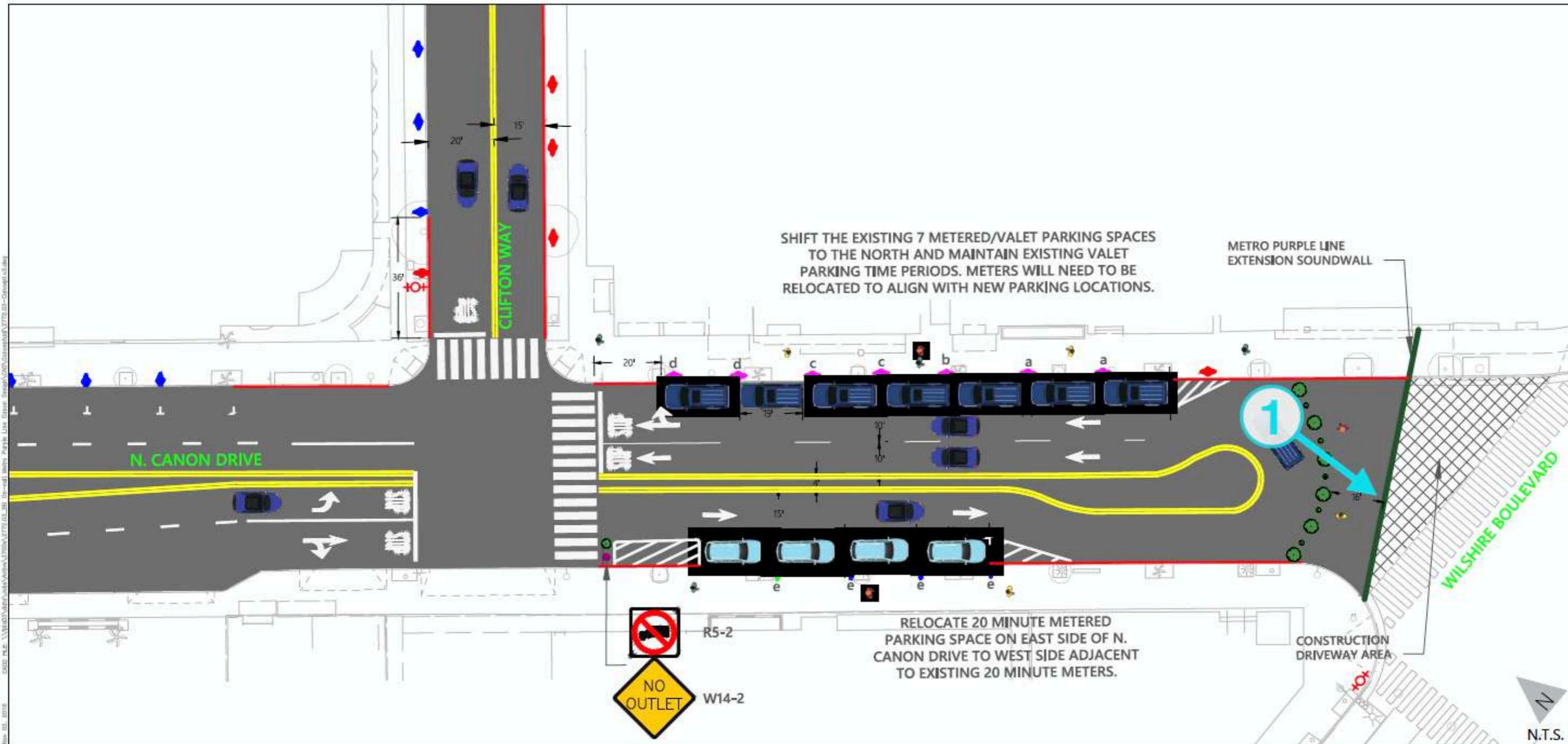
03

PROPOSED SERVICES



03

PROPOSED SERVICES



LEGEND

- 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

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, 6pm-12am MON-SAT, AND 11am-3pm SUN.
- e. 20 MINUTE PARKING 8am-9pm MON-SAT.

CONCEPTUAL - NOT FOR CONSTRUCTION
DETAILED ANALYSIS AND ENGINEERING DESIGN REQUIRED

Figure 1

N Canon Drive Conceptual Design
N Canon Drive Closure at Wilshire Boulevard
Beverly Hills, CA

S T R A T E G Y

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.

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

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.



A L E X I S R A E L

ALEX ISRAEL

RECOMMENDED BUDGET : \$125,000 - \$150,000



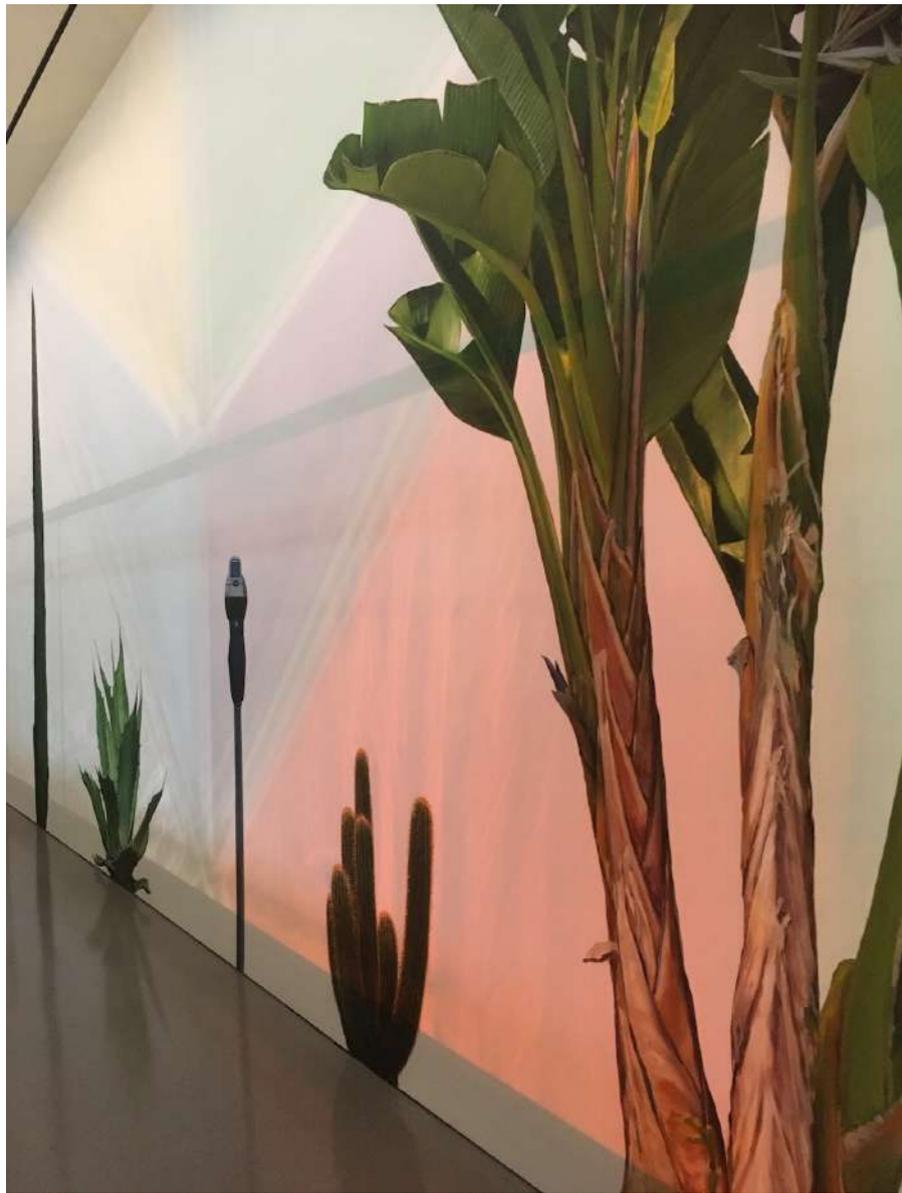
Instagram: [alexisrael](https://www.instagram.com/alexisrael)

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).



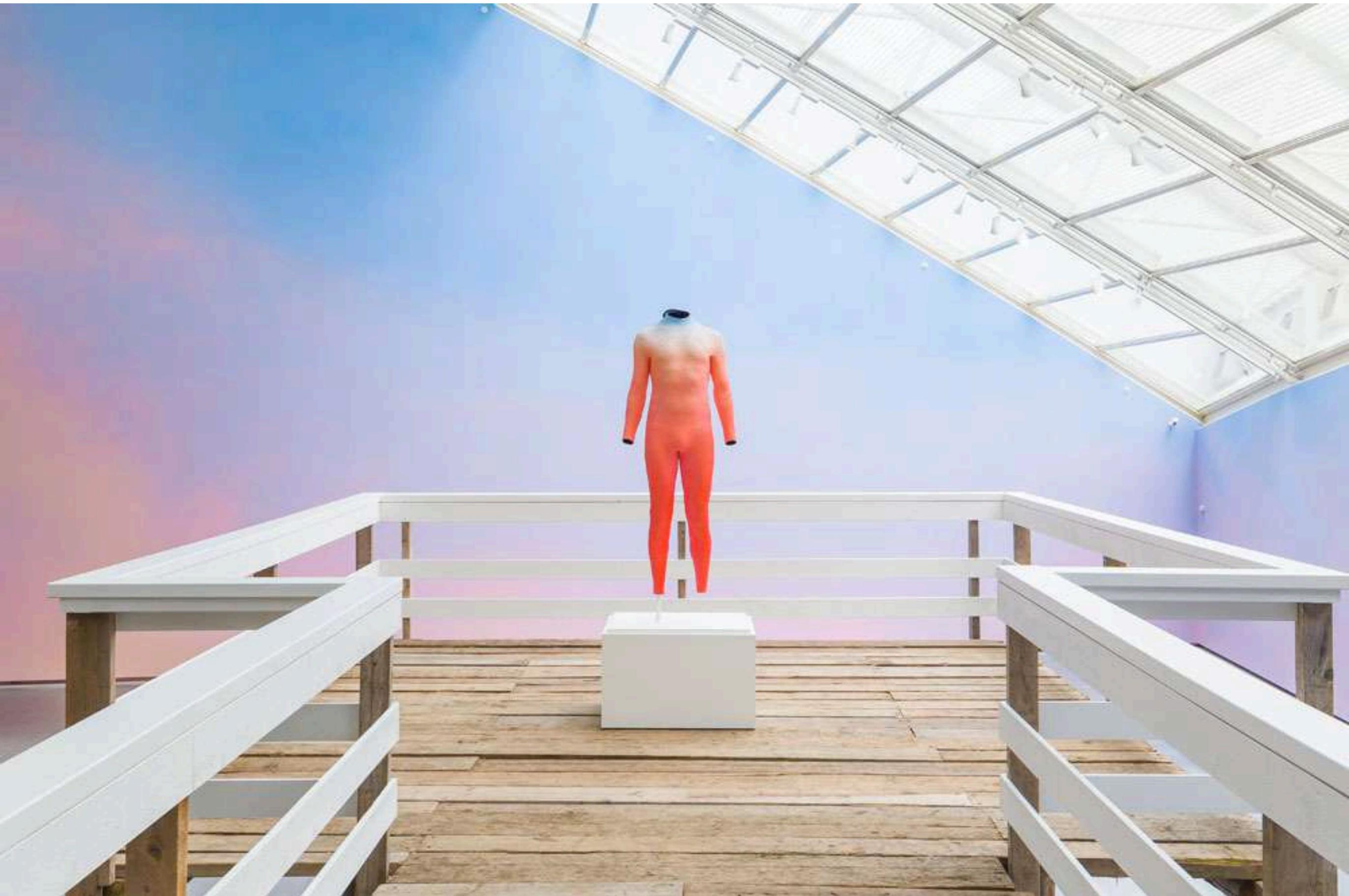
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ALEX ISRAEL



ALEX ISRAEL

LB

A N D Y D I X O N

ANDY DIXON

RECOMMENDED BUDGET : \$100,000 - \$125,000

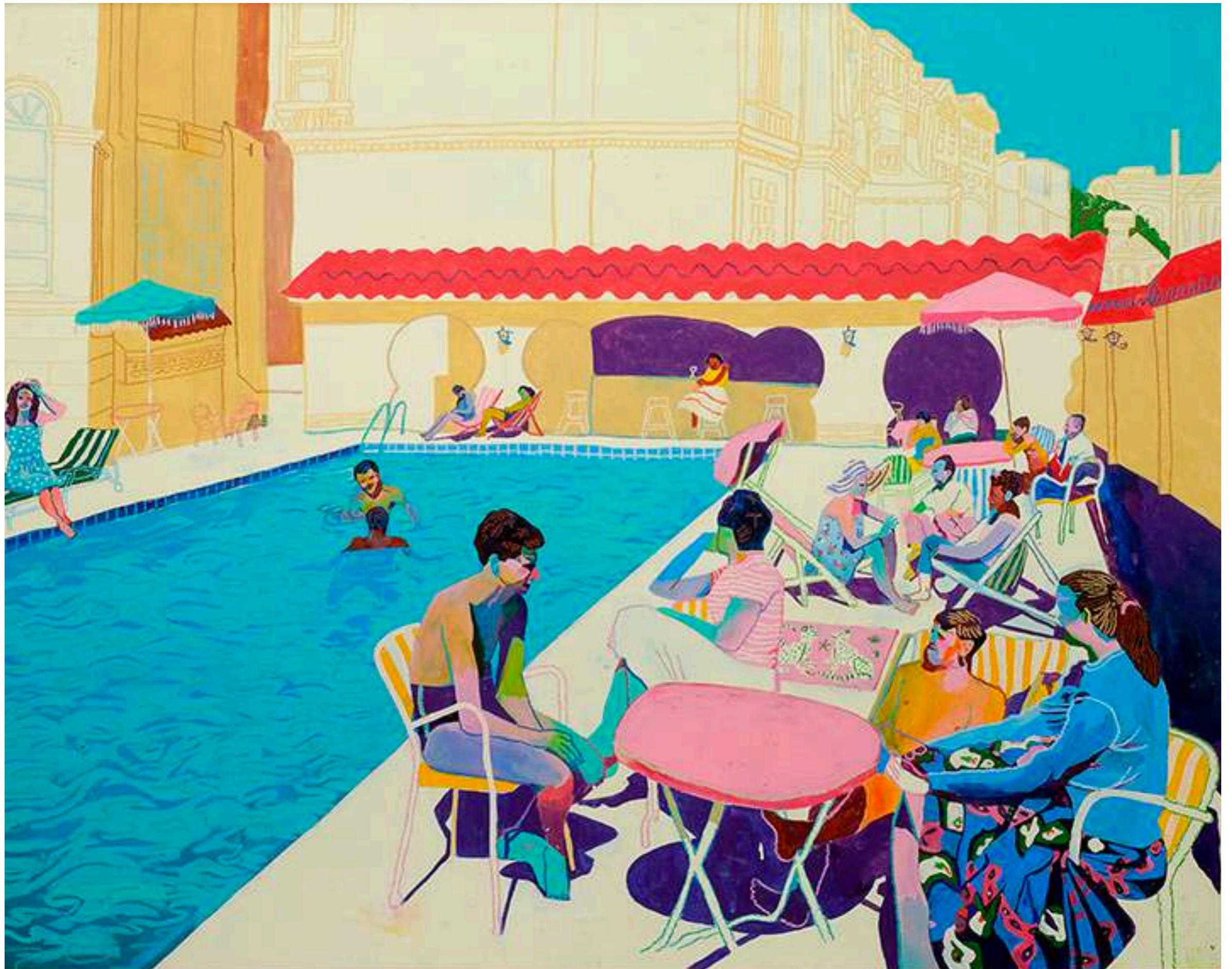


Andy Dixon, a Vancouver born artist now living in Los Angeles, is hyper-aware of art's relationship with money. Dixon's art practice revolves around money and its cultural markers, including the silk Versace shirts, Ming vases, and red Lamborghinis that populate his canvases. He borrows context from 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 'PULSE 2017 Presents 70 Gorgeous Galleries' written by Eliza Jordan for WHITEWALL in 2017.

Website: andydixon.net
Instagram: [andy.dxn](https://www.instagram.com/andy.dxn)



ANDY DIXON



ANDY DIXON



ANDY DIXON



ANDY DIXON



ANDY DIXON



LB

T O M O K A Z U M A T S U Y A M A



TOMOKAZU MATSUYAMA

RECOMMENDED BUDGET : \$125,000 - \$150,000



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.

Website: <http://matzu.net>
Instagram: [tomokazumatsuyama](https://www.instagram.com/tomokazumatsuyama)



TOMOKAZU MATSUYAMA : Sky Is The Limit II



TOMOKAZU MATSUYAMA : Sky Is The Limit II





TOMOKAZU MATSUYAMA



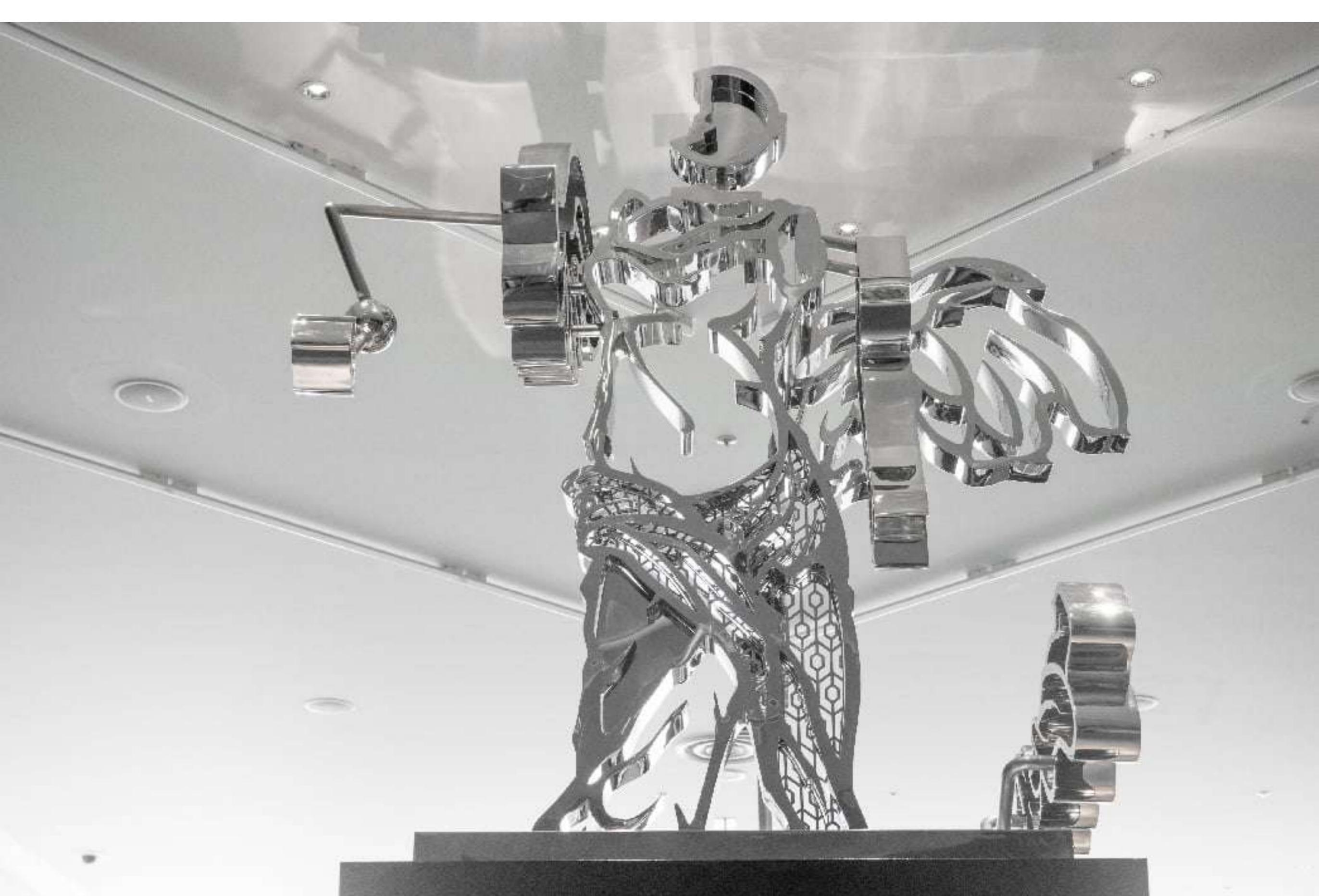
TOMOKAZU MATSUYAMA



TOMOKAZU MATSUYAMA









TOMOKAZU MATSUYAMA



TOMOKAZU MATSUYAMA





THANK YOU

LeBASSE Projects

606 N. LARCHMONT BLVD SUITE 307

LOS ANGELES, CA 90004

PHONE: (310) 283-1733

WWW.LEBASSEPROJECTS.COM

