

# MEMO



**Date: August 30, 2012**

**To: Steve Napolitano, Office of Fourth District Supervisor Don Knabe**

**From: Clare Haggarty, Civic Art Collection Manager**

**Re: Dockweiler Beach Mural**

## Dockweiler Beach Project Brief - Concept Design

This report outlines the concept design for the Dockweiler Beach mural, a pilot graffiti abatement strategy. It is for internal communication purposes only. The concept design, shown here, for the final wall art on the beach buildings has been reviewed and approved by the Project Coordination Committee (PCC). The artists have made revisions based on PCC feedback. Upon final approval by Supervisor Knabe, the artists will paint the mural and carry out a culminating public engagement event at the mural dedication. Painting the mural will take one to two weeks. The mural will be painted on three structures: restroom building, concessions building and an independent retaining wall.



Concept Design, computer-generated graphic on photo of restroom building.

## Concept Design

A series of graphic layers making up the mural will be executed both collaboratively and by the primary artists.

- First layer: youth-based aerosol art groups mentored by master graffiti artists will paint in script the data gathered from two free public events the artists held this summer at the beach.
  - A limited blue and green palette will be used relating to the colors of the ocean. The collaged words will resemble the texture of water.
  - Admired graffiti artists are now teaching young people “responsible mark-making” as opposed to vandalism. Painting the mural at the beach will provide an opportunity to connect with the public and talk about this approach.

- Second layer: overlapping the abstracted blue and green script, the MobileMuralLab artists will paint legible block text using a traditional hand sign painting method known as “electro-pounce.”
  - This will create an interesting contrast between the organic and geometric type forms.
  - The upper two thirds of the wall will read “Isadore Bernard Dockweiler” who the beach was named for and scrolling around the building on the lower third will be the names of places people come from who visit the beach.
  - Punctuating the geographic place names are icons representing beach activities: a fire pit, wave, volleyball and a bicycle crank.
- Third layer: designed to appeal to the daytime and the nighttime audience, the third layer on the mural are delicate drawings of ammonite fossils hand-painted in UV paint that glows in the dark.
  - Solar charged the images will glow for several hours after dark.
  - Ammonites are one of the most common fossils found on every continent.
  - The ubiquitous prehistoric creatures stand for the common ground the beach represents for the diverse public at Dockweiler and ties into the marine context.



Night view of concept design with ammonite fossil painting.

## Civic Engagement

The artist team MobileMuralLab were contracted to develop and execute two free community events at the beach in addition to a final painted mural. They went above and beyond their scope to create a spectacular and positive event that enticed the public to participate.

- Evidence shows that not just painting a building, but public programming that includes the participation of possible offenders mitigates graffiti.
- Ideas were generated for the mural by interacting with the actual people who use the beach.
- At least 75% of the participants were casual beach goers who were not previously aware of the event.
- Artist team MobileMuralLab gathered data at their two public engagement events by asking various questions like, “Where do you live?” “A Perfect Beach Day is..?” “What is your name?”



### *Nite-Write (May 26 & June 23, 2012)*

*UV Painting on the MobileMuralLab truck with guest artist **The Black Light King**.*

*Three glowing tents where people could write and draw in sketchbooks.*

*Inside the truck you could draw and write on an ipad connected to a projector – images were projected onto a large screen strung between palm trees outside.*

### **Goals**

- Reduce the occurrence of graffiti by engaging the public in the fun and educational process of responsible art making.
- Create a paint scheme that anticipates graffiti through minimizing its appearance.
- Reach out to and get input from the people who use the beach. Not just one community, but constituents from all over the County and beyond come to Dockweiler.
- Address and include potential taggers in this outreach.
- Generate a level of pride and respect in the finished artwork that will be reciprocated in a reduction of tagging.

## **Installation and Maintenance Plan**

The mural will be painted on the Bike Rental concession building (north, west and south sides-120'x 8.5'), the restroom building (all sides-111'x3.5') and the independent retaining wall (all sides-31'x 3.5').

A protective graffiti coating will be painted over the surface of the mural. Additionally the design is intended to incorporate and conceal future vandalism. In the case of tagging or graffiti, the mural simply needs a reapplication of the dark blue negative space color to redefine the block text. The rest of the tag will blend into the body of the letters.