

To: Visual Arts Committee
San Francisco Arts Commission

From: Lynne Baer
Public Art Advisor

RE: 180 Jones Street Public Art Project
Artwork location: Façade of the first two floors

Background

Tenderloin Neighborhood Development Corporation (TNDC) of San Francisco requested a selected group of artists residing in the Bay Area to submit their qualifications for the commissioning of an artwork for a new affordable housing project of 70 units located in the heart of the Tenderloin neighborhood of San Francisco on the southeast corner of Jones Street and Turk Street. The project will be a nine-story building spanning an area of 38,500 square feet. In addition to an on-site manager unit and the 35 subsidized units for adults exiting homelessness, 34 units will serve low-income residents making between 25% and 65% of the area's median income.



180 Jones Street

Groundbreaking took place June, 2022 and construction to be completed January, 2024

Lynne Baer

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Parameters for Artwork

The architects for the project are Van Meter Williams Pollack Architects. The requirement of public art for this project was established January 2022 after the building design was finalized and costs were determined. For this reason, the tight parameters of the building and the budget of \$90,000. limited the sites for public art to the façade of the first two floors of the building. The budget was determined by the set formula for these types of projects, which is 1% of the construction cost times the percent of total project cost funded by MOHCD.



Artist Selection Process and Community Involvement

Lynne Baer was selected as the Public Art Advisor September, 2022 and an Art Selection Panel was formed consisting of representatives from TNDC, the architects, and members from the Transgender District SF and Central City SRO Collaborative. Because of the short timeline of approximately a year to complete the project, the RFQ was distributed to a selected group of artists and arts organizations, as well as cultural entities in the Bay Area, with an emphasis on reaching diverse artists. Eight artists responded and 3 finalists were selected – Phillip Hua, Marbie Miller, and Amy Trachtenberg. The representatives from the Transgender District SF and Central City SRO Collaborative shared the proposals of the finalists with their groups for their comments.

The three proposals were all different but interesting interpretations of the challenge of working within the parameters of the location and the budget. It was a difficult decision for the Selection Committee but after a thoughtful discussion, the proposal below by Phillip Hua was selected.

Phillip Hua is an exhibiting artist, community activist, and educator at the Academy of Art University where he teaches Digital Media, He has experience working with municipal, educational, and corporate clients including the cities of Davis, Palo Alto, Sunnyvale, San Antonio and San Francisco, the San Francisco Public Utilities Commission, the San Francisco Municipal Transportation Authority, BART, and UCSF among others. Though his family emigrated from Vietnam, he was born and raised in San Jose and has lived in San Francisco for 23 years.

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DRAWN TO THE LIGHT, WE ARE HOME FOR A CHANGE

AN ART PROPOSAL FOR 180 JONES ST
BY PHILLIP HUA



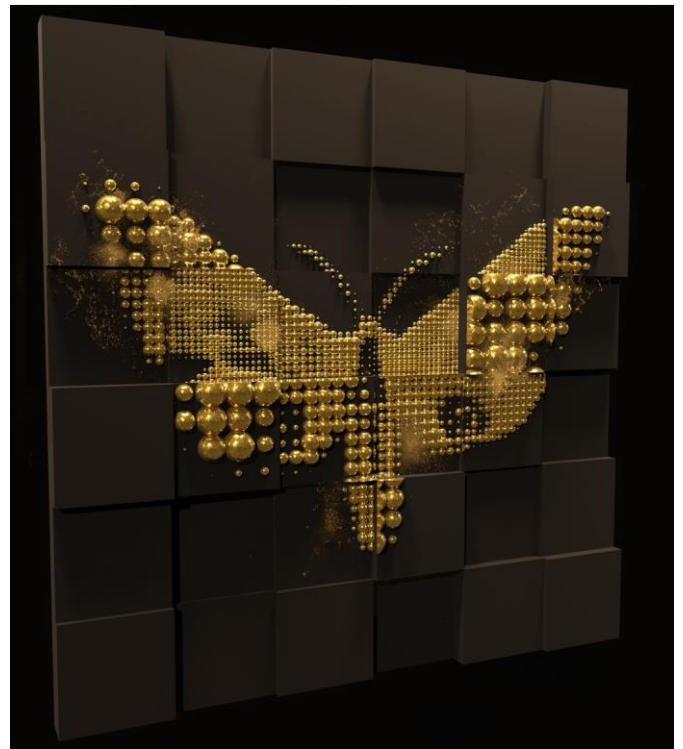
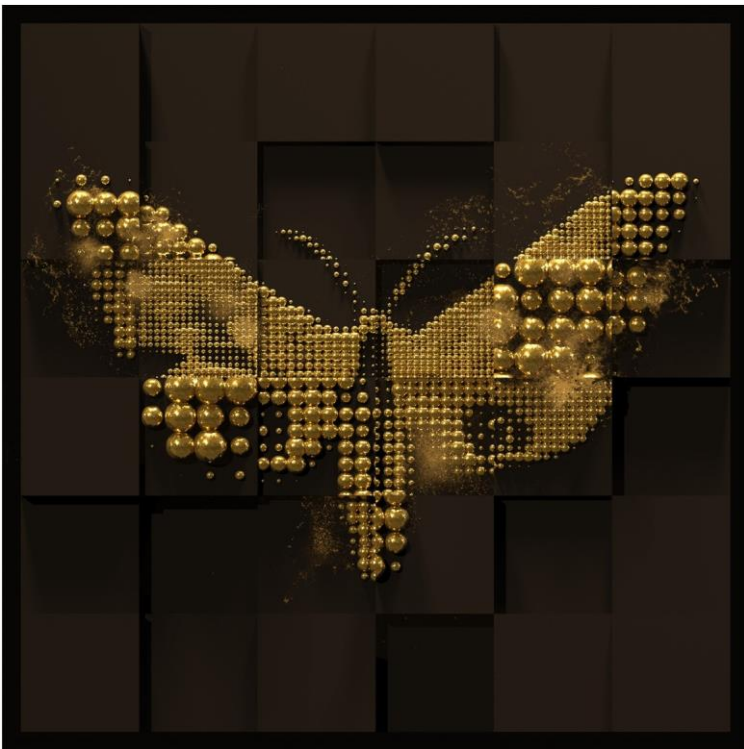
CONCEPT

For 180 Jones street, artist Phillip Hua proposes seven plaster medallions featuring different moths and a tiled entryway with porcelain tiles. Inspired by the Tenderloin's vibrant nightlife history and as a haven for those seeking a change in their lives from the queer community, the transgendered community, women who wanted more independence, immigrants seeking more opportunity, and those trying to exit homelessness, Hua represents these communities in the form of moths. As nocturnal creatures that undergo change through metamorphosis, the moths will be attached to the concrete columns, referencing the architectural medallions of other buildings in the Tenderloin area. The entryway's walls and ceiling will be tiled in a gradient pattern, with dark tiles at the bottom and gradually transitioning to fully golden at the top and on the ceiling to evoke a sense of light for the moths to orbit. The intention is to create a sense of hope and uplift for the residents and the neighborhood.



MATERIALS AND DESIGN

The moths will be 3D modeled, cast in plaster, then hand painted, sealed and gilded with 24k gold leaf to withstand the elements. Additional hand embellishments with gold mica add an organic quality to the structure and precision of the blocks and half domes. The background of the moths will be chocolate brown to blend with the color scheme of the building. Six medallions will be 24"x24" and one will be 24"x30".



Employing Hua's signature blend of squares, dots, and painted elements, the moths will each be dimensional and unique ornaments.



The medallions will reference the medallions of other older buildings, but will be new and modern.



Examples of other buildings in the Tenderloin.

MAIN BUILDING ENTRANCE



Tile layout design on the walls and ceiling of the main entryway using Ann Sacks "Elenco" series porcelain gold and nero tiles cut to 2" strips.

