



**Civic Arts Commission  
Public Art Subcommittee  
Tuesday, February 20, 2024  
3:30 pm**

**PUBLIC ADVISORY: THIS MEETING WILL BE CONDUCTED EXCLUSIVELY THROUGH VIDEOCONFERENCE AND TELECONFERENCE**

To access the meeting remotely from a PC, Mac, iPad, iPhone, or Android device, use this URL: <https://cityofberkeley-info.zoomgov.com/j/1613266548>. Click the Raise Hand icon to request to speak. To join by phone dial **(669) 254-5252** and enter Webinar ID **161 326 6548**. If you wish to participate at Public Comment portions of the Agenda, press **\*9** and wait to be recognized by the Chair. Time limits on Public Comments will apply. To submit Public Comment via e-mail, contact [civicarts@berkeleyca.gov](mailto:civicarts@berkeleyca.gov). In the Subject Line type PUBLIC COMMENT ITEM #. Please observe a 150-word limit.

## **Agenda**

### **1. CALL TO ORDER AND ROLL CALL**

### **2. LAND ACKNOWLEDGEMENT**

The City of Berkeley recognizes that the community we live in was built on the territory of Huchiun (*Hooch-yoon*), the ancestral and unceded land of the Chochenyo (*Cho-chen-yo*) speaking Ohlone (*Oh-low-nee*) people, the ancestors and descendants of the sovereign Verona (*Vuh-roh-nuh*) Band of Alameda County. This land was and continues to be of great importance to all of the Ohlone Tribes and descendants of the Verona Band. We acknowledge and honor the original inhabitants of Berkeley, the documented 5,000-year history of a vibrant community at the West Berkeley Shellmound, and the Ohlone people who continue to reside in the East Bay. We recognize that Berkeley residents have and continue to benefit from the use and occupation of this unceded stolen land since the City of Berkeley incorporation in 1878. As stewards of the laws regulating the City of Berkeley, it is not only vital that we recognize the history of this land, but also recognize that the Ohlone people are present members of Berkeley and other East Bay communities today. The City of Berkeley will continue to build relationships with the Lisjan (*Lih-Shawn*) Tribe and create meaningful actions that uphold the intention of this Land Acknowledgement.

### **3. PUBLIC COMMENT (For items not on the Agenda)**

#### 4. CHAIR REPORT

#### 5. DISCUSSION ITEMS WITH POSSIBLE ACTION

- a) Discussion: Immersive Arts Alliance Presentation  
Presenter: John Caner and Clark Suprynovicz  
Possible Action: Discussion only. No Action to be taken.  
Public Comment
  
- b) Discussion: FY 2024 Public Art Budget  
Presenter: Jennifer Lovvorn, Chief Cultural Affairs Officer  
Possible Action: Approve FY 2024 Public Art Budget.  
Public Comment

#### 6. STAFF REPORT

#### 7. COMMUNICATIONS

#### 8. ADJOURNMENT

#### Agenda Attachments:

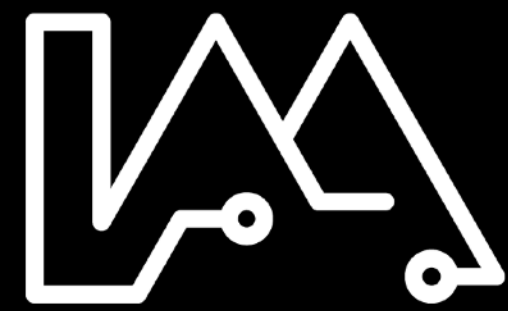
- 1. Immersive Arts Alliance Presentation

Staff Contact:  
Mark Salinas  
Public Art Program Lead  
Berkeley, CA 94704  
Telephone: (510) 981-7538  
TDD (510) 981-6903  
[msalinas@berkeleyca.gov](mailto:msalinas@berkeleyca.gov)

Communications to Berkeley boards, commissions or committees are public record and will become part of the City's electronic records, which are accessible through the City's website. Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to a City board, commission or committee, will become part of the public record. If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service or in person to the secretary of the relevant board, commission or committee. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the secretary to the relevant board, commission or committee for further information.

**ACCESSIBILITY INFORMATION:** To request disability-related accommodations to participate in the meeting, including auxiliary aids or services, please contact the Disability Compliance Program by phone (510) 981-6418 or by TTY (510) 981-6347 at least three business days before the meeting date.





# Immersive Arts Alliance

PROPOSAL:

Berkeley “**Let There Be Lights**” Festival

Phase One: Pilot Program, Old City Hall  
(Maudelle Shirek Building)

5 evenings. Dates TBD

▪ **Concept**

▪ **Scope-of-Work**

▪ **Budget**

▪ **Artist + Team**

▪ **Impact**



# Concept

Berkeley's Old City Hall, officially renamed the Maudelle Shirek Building in 2007, is the site of a proposed art activation for January 2024. The building requires a seismic retrofit, but remains a jewel among several historic buildings surrounding Civic Center Park.

After touring the site, and at the suggestion of Steve Finacom (Berkeley historian & columnist for East Bay Times) and John Caner (CEO, Downtown Berkeley Association), Immersive Arts Alliance created this proposal for projection mapping on Old City Hall. Proposed are 5 evenings in January, 2024.

This is a Pilot Program, inviting Berkeley residents and city officials to evaluate the viability of a more ambitious event with the working title "Let There Be Lights" Festival. This Festival is imagined as Berkeley's answer to what Napa, San Francisco, and myriad other cities have launched in recent years, building community, showcasing innovative art, and giving residents a family-friendly reason for celebration.

This Pilot Program also calls attention to City Hall, and may jump-start funding for needed renovations.

Impact of the proposed activation is enhanced on the evenings of the exhibit by street closure, and by turning off streetlights adjacent to Old City Hall. Sunset is at 5:00 pm.



## What is projection mapping?

As seen in these images, a finely detailed spatial “map” of the structure is created & used as a frame for digital artistry.

An artist with the requisite skills creates animations with an accompanying soundscape. The building seems to move and dance, to be deconstructed and put back together again. A wide variety of imagery and moods are achieved, and the exhibition repeats multiple times in an evening.



projection mapping, Notre-Dame de Paris



projection mapping, San Francisco

The artist we propose for this activation is profiled in more detail later in this proposal. His work is represented [HERE](#). Video links provided [HERE](#) and [HERE](#) give more mapping examples.



## projection mapping (cont'd)

A minimum of three large (38k) projectors illuminate both the main building and the steeple area.

To create added brightness and add'l animation options, we're exploring using a total of 5 projectors. If BARCO loans the equipment, there is no added cost.

Our favored location for the projectors is across the street in a "POD" shipping container, positioned high enough that shadows from the audience create no issues.

Info on "PODS" is [HERE](#).





# Scope-of-Work

## IAA provides

- Spatial map of the building
- Original artist content (audio and visual)
- Artist rendering, in advance
- Project management
- Relationship with AV partner
- All necessary equipment
- Projectionist, AV personnel
- Crew
- Truck in and out
- “Pod” secure storage
- Insurance

## City of Berkeley provides

- 24 hr. security while equipment is onsite
- Marketing & P.R. in cooperation with IAA

# Budget: three scenarios for 5 evenings in total

<b>SCENARIO 1</b>	
Rented Equipment (incl. three projectors + lenses)	\$20,073.00
Crew	\$12,000.00
Artist Content creation (Audio + Visual)	\$24,000.00
IAA project management	\$9,600.00
Contingency	\$2,500.00
<b>Total =</b>	<b>\$68,673.00</b>

← all equipment rented

<b>SCENARIO 2</b> (loaned projectors from BARCO)	
Rented Equipment	\$4,925.00
Crew	\$12,000.00
Artist Content creation (Audio + Visual)	\$24,000.00
IAA project management	\$8,000.00
Contingency	\$2,000.00
<b>Total =</b>	<b>\$50,925.00</b>

← projectors donated

<b>SCENARIO 3</b> (with projectors from BARCO + Meyer donation)	
Rented Equipment	\$2,675.00
Crew	\$12,000.00
Artist Content creation (Audio + Visual)	\$24,000.00
IAA project management	\$8,000.00
Contingency	\$2,000.00
<b>Total =</b>	<b>\$48,675.00</b>

← all AV is donated



## about artists fees

This work is labor intensive: The quote from Let's Glow shows that IAA is securing a good price.

*From Let's Glow San Francisco: "Local artist Ryan Uzilevsky was selected as the headlining artist and received a \$15,000 commission from the Downtown SF Partnership for providing five minutes of content. Three support artists, Yiying Lu, Kalani Ware and Sean Capone, were selected to provide one minute of content and each received \$5,000 commissions."*

For the Berkeley pilot program, IAA has arranged with Can Buyukberber to provide all needed visual content for 20k. His design and animations will be projected on Old City Hall with a spatial map created by Rich Trapani, that work included in Rich's fee. This will provide a 5 minute ambient countdown, followed by a 10 - 12 minute main event. This program is repeated as many times as desired in an evening.

An additional fee of 4k provides sound design that syncs with the visual display.

The spatial map of Old City Hall becomes property of the City of Berkeley.



**recommended artist**



**Can Buyukberber**  
Visual Artist, Director, Member  
Immersive Arts Alliance  
Creators Council

**for resume and bio  
please [click here](#)  
and scroll down**





# Team

More info on IAA [here](#)  
and [here](#)

- Clark Suprynowicz, Exec. and Artistic Director
- Shelley Trott, IAA Board President
- Issabella Grantham, IAA Vice Pres. and Secretary
- Chandra Bathwali, IAA Treasurer
- Elena Gross, Curator (IAA Creators Council)
- Can Buyukberber, Multimedia Artist
- Rich Trapani, projectionist + tech. director
- Josh Rickert, Assistant Tech. Director
- Even Sirchuk, Audio + Lighting Designer
- Isaac Rodriguez, Runner and Gen'l Assistance
- Leo, Zuri & Teego, Assistants
- Cecilia Diaz Cortez, video documentation



# impact (economic)

## Let's Glow, San Francisco

*“Last year’s event was a total hit, bringing out over 40,000 people to see the show. In its inaugural year, Let’s Glow SF brought an estimated \$2.2 million in revenue to surrounding restaurants, shops, and businesses.”*

Robbie Silver, Executive Director of Downtown SF Partnership

## The Napa Lighted Art Festival

*“The Napa Lighted Art Festival attracted 50,000 attendees, resulting in an economic impact of \$3.2 million.”*

Press Democrat, Aug 2, 2023



# impact (cultural)

diversity

community engagement

Immersive Arts Alliance is a values-driven organization. We champion diversity and engagement of our rich and varied community.

As we discuss and plan partnership with the City of Berkeley, we hope *outdoor performances* might be arranged on the same evenings projections are programmed.

The vibrant music scene of Berkeley, spoken word artists, dance & theater co's are all sources of performers and performances to create a multi-modal event that appeals to everyone.

As a conversation starter, Immersive Arts Alliance (IAA) married live performances to projection art with success at 2023 Mobile Light Art Station events: [LINK HERE](#)





Berkeley 2024

Let There Be Lights Festival











**“Immersive art” is a term that carries specific cultural associations for audiences at present. With so many digitally projected attractions now using the word in the title, varying vastly in quality, you’re forgiven if your first thought is one of those experiences. The nonprofit Immersive Arts Alliance has helped many in the Bay Area see beyond those kinds of pop experiences with their emphasis on site-specific, community-generated art... the work can be truly engulfing.”**

— Tony Bravo in *The San Francisco Chronicle*, July 2022

## CONTACT:

Clark Suprynowicz, IAA Exec. Director  
[info@immersiveartsalliance.org](mailto:info@immersiveartsalliance.org)  
510.847.2685

Chandra Bathwal  
Outreach & Logistics  
[chandra@immersiveartsalliance.org](mailto:chandra@immersiveartsalliance.org)