

Day One /  
dA Center for the Arts  
Tony Cerda Park Mural Project  
March 20, 2017

## Tony Cerda Park Mural Project :

Tony Cerda Park 400 West Grand Avenue; Pomona, California 91766



Mural Project Request :

Phase One ) To paint the restroom structure located at Tony Cerda Park

## Images of Restroom Structure:

Image : North facing side of the restroom.



The width is 37' 9 " wide.

There are three varied heights on the north & south facing sides of the structure:

Northside - East side front is 148 " H, mid front is 160" H and the west side front is 112" h

Southside - East side back id 112" H, Mid back is 160"" and the west side back is 148"

Image : South facing side of the restroom.



Image: West facing side of the rest room :



Image Blow : East facing side of the rest room :





## Artistic Vision :

- 1) To create a mural to honor the rich history of Pomona resident Chief Tony Cerda and his Costanoan Rumsen Carmel Tribe on the four sides of the restroom structure. The mural will be created with paint. Professional artists will lead the project that will include areas within the mural that will allow for residents and youth to contribute.

The goal is to have the mural started by April 28-30, 2017 for the 25th anniversary of the Costanoan Rumsen Carmel Tribe OHLONE “Big Time” Gathering & Pow-wow held in Tony Cerda Park.

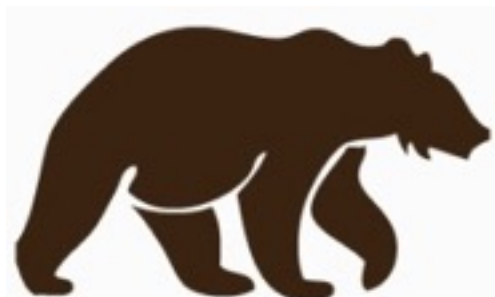
In addition to being an artistically beautiful esthetic public art piece, the artwork will also educate park visitor about Chief Cerda’s Tribe and the history of the Native Americans presence and influence in our community.

List of Visual Images to be portrayed:

- Portrait of Chief Cerda from 33rd Annual San Francisco Ethnic Dance Festival (I can upload image to group)
- Ohlone people
- Hummingbirds
- Bears (Ohlone are the Bear People)
- Original homeland - all throughout the Bay Area ( Santa Cruz, Santa Clara, Santa Cruz, Big Sur, San Francisco, Mt. Madonna, Carmel. Tribe was NOT just contained to Carmel.)
- Missions of significance to the Ohlone:
  - a Carmel Mission
  - b San Francisco Mission
  - c Santa Cruz Mission
  - d Mission Dolores
- Salmon, fishing was a major industry for the Ohlone
- Wickiup shelter (Ohlone did not use tents, but built wooden wickiups)
- shell mounds found at/near Sylmar beach

The four sides of the building will incorporate the following Native American philosophy :

The Four Directions (East, South, West, and North) will be represented by a distinctive color, such as black, red, yellow, and white, which for some stands for the human races. The Directions can also represent: Stages of life: birth, youth, adult (or elder), death.



## Collective Artist Team :

Gina Capaldi -

Gina is a nationally published writer and illustrator for children's literature. . Gina is an advocate for literacy and social justice. She is the curator of the biennial exhibition Imagine: A celebration of Children's Book Literature at the dA. Gina has both written and illustrated books and products for trade, historical non fiction, educational, and the toy industry. Her adherence to comprehensive research in historical non-fiction has garnered major awards. Most recently her book, Red Bird Sings, became a selected title from the National Council of the Humanities (NEH) as one of the top non-fiction titles.

Baoyi Cao -

Baoyi is a Diamond Ranch High School Senior, dA Center for the Arts Volunteer Art Leader, and Accomplished Artist. Baoyi has met with Chief Cerda and studied the traditions of the Costanoan Rumsen Carmel Tribe. She has designed conceptual renderings for the mural project

Gary V. Lett

Gary has been a working artist for over thirty five years. His artist experience range from graphic design to ceramic tile design and installation, and working with aspiring artists from kindergarten to adults.

For the past eighteen plus years Mr. Lett's career focus has been in education: directing After-School children art programs and teaching ceramic art. Currently he is one of the advance Hand-building/sculpture instructors at the American Museum of Ceramic Art (AMOCA) located in Pomona, California, and an instructor in the Arts Block at Foot Hill Country Day School in Claremont, California. There at Foot Hill, Mr. Lett is working on a 10ft by 18ft ceramic tile mural with the upper classman that depicts international "Nobel" winners, plus; and which will be installed on the campus grounds.

Intuitively, cultural diversity and appreciation is keystone in Gary's approach to teaching: Particularly noting, art is evident within every society –no matter how mundane or minute. Mr. Lett's mantra is: "art is the glue which binds the fiber of society together, although, sometime lose and sometime tight".

Angel Villanueva grew up in rural Latin America. The conceptual core of my work are the interconnections between the cognitive territories of knowledge, experience, memory, and imagination that provide the platform for our identity. I have traveled a lengthy journey across the disciplines both independently and in an academic context, eventually earning a double baccalaureate in Studio Art and Art History at the Claremont Colleges in Claremont, California.

## Advisor :

Chris Toovey ia an artist, arborist and co-founder/President of dA Center for the Arts. A Milton Avery Foundation Scholar while at Pitzer in recognition for philanthropic efforts. Forty years of dedication to art and community. Presently serving on Public Art Advisory Committees in the cities of Pomona and Claremont.

Andrew Quinones - Muralist and Youth Leader for the Southern California Empowerment Group.

## Community Partners :

**Day One / Pomona - Day One is a community-based nonprofit organization with a 29-year history of providing effective, high quality and culturally-sensitive public health education, intervention, and policy development.**

**dA Center for the Arts - The mission of the dA Center for the Arts, a diverse, multi-discipline, non-profit organization is to enhance the quality of life for the greater community by educating and providing opportunities to experience, appreciate and support the arts.**

## Image of restroom structure surface :



Dunn Edwards will be donating the paint for the painted mural portion of the project : They are providing their MasterSpec product which is used at theme parks and Downtown Los Angeles Mural projects. It has a 7 - 10 year guarantee of color vibrancy as well as the sacrificial coatings. / PDCA: Painting & Decorating Contractors of America [www.pdca.org](http://www.pdca.org) endorsed.

**Primer** to be applied to existing building.

FLEX-PRIME® Select is an interior and exterior latex masonry primer that provides very good resistance to alkali and efflorescence. It is designed to bridge hairline cracks in masonry surfaces, resulting in a seal that is flexible and tolerant of movement in the substrate. FLEX-PRIME® Select can be used on properly cured tilt-up concrete, poured-in-place concrete, stucco and block.

Mural - 7 - 10 Year color last

EVERSHIELD® is a complete line of ultra premium exterior, ultra-low VOC, 100% acrylic paint that provides maximum protection against UV color fade, mildew, efflorescence, water intrusion, and film failure (grain-cracking, peeling, blistering). Advanced technology and premium ingredients provide unparalleled performance, durability, coverage, and adhesion. EVERSHIELD® can be used on properly prepared and primed masonry, concrete, tilt-up, block, stucco, plaster, wood, and exterior metal.

and

Ultra premium exterior, ultra-low VOC, 100% acrylic paints

Provide maximum protection against UV color fade, mildew, efflorescence, water intrusion, and film failure (grain cracking, peeling, blistering). Advanced technology and premium ingredients provide unparalleled performance, durability, coverage, and adhesion. Can be used on properly prepared and primed masonry, concrete, tilt-up, block, stucco, plaster, wood, and exterior metal.

### **VandlGuardTEN Anti-Graffiti Coating by Rainguard**

Product Description Rainguard is North America's leading anti-graffiti coating manufacturer and VandlGuard™ is the best selling protective solution to the permanent defacement of building surfaces from commercially available spray paints. VandlGuard™ sets the standard for versatility. VandlGuard™ is a cross linking, co-polymer material that has little impact on the look of a building surface due to its clear, flat sheen. VandlGuard™ protects most surfaces; concrete, stucco, EIFS, brick, wood, metal, plastic and even painted materials. With VandlGuard™, treated surfaces can sustain repeated attacks and subsequent graffiti removal backed by a material warranty for up to 10 years. VandlGuard™ meets Master Painters Institute (MPI) specification #105- Graffiti-Protection Topcoat.

There will be prep work required on the concrete and the wood beams.

Sanding and patching will be completed before the template for the mural will be applied.

Hand painting will be used for detailed areas of the design and air brushing will be the methods used for larger areas.

Wood rot Treatment - The PC Products restores rotted wood back to its original strength. PC-Petrifies to harden rotted and damaged wood, the PC-Woody to permanently repair wood and the PC-Lumber to rebuild, shape and mold missing wood.

- PC-Petrifies is an environmentally friendly, water-based polymer designed to harden rotted and damaged wood
  - PC-Woody is a paste epoxy made from real wood
  - PC-Lumber is a hand-moldable putty epoxy that cures in 60 minutes
  - For use on all non-structural rotted wood, such as window sills, door frames and decorative wood
  - Sandable
  - Paintable
  - Kit includes 8 oz. PC-Petrifies, 6 oz. PC-Woody, 1 oz. PC-Lumber, acid brush, pair of latex gloves, 2 mixing sticks, putty knife, and a mixing board
- A Center for the Arts /DayOne Mural Project

# TONY CERDA PARK MURAL PROJECT



Designer: Gary Lett with Baoyi Cao  
Date: March 2017



## East & West Facing Walls





## Draft Budget

Project Name : Tony Cerda Park Mural project

Project Address: 400 Grand Avenue, Pomona, CA

### **Budget Breakdown:**

Artists Design \$ 500

Artwork material \$ 900 ( brushes/ tape/ drop clothes/ air brush hardware )

Fabrication/Labor \$8,500 ( 35 / 8 hour days @30)

Other Materials  
integral to the creation N/A

Art Consultant N/A

Transportation of Public Art N/A

Lighting / Electrical N/A

Appraisal Fees N/A

Identification Plaque \$ 100

\* In-kind - Paint is being donated