

REQUEST FOR PROPOSALS COVER SHEET

PROJECT INFORMATION

Indicate the project to which you are applying:

CONTACT INFORMATION

APPLICANT(S)	Name(s):
	Phone:
	Email:
	Address:

PROPOSAL SUBMITTAL REQUIREMENTS

All proposal materials must be received on or before the submittal date & time. Any proposal materials received exceeding the maximum allowed or received after the date & time indicated in the Request for Proposals will not be considered. **Artists responding to a Request for Proposals will not be compensated for proposals.**

Please review the project specific Request for Proposals for all submittal requirements.

TO APPLY

Please submit all required documents through one of the following options:

OPTION 1: electronically to publicart@ci.pomona.ca.us

all files should be titled

"Last Name – Item Name" "Smith – Cover Sheet"

OPTION 2: mail/in-person to Planning Division, City Hall
505 South Garey, Pomona, CA 91769

Incomplete submittals will be not considered. If you require assistance with your submittal, please contact the Planning Division at (909) 620 - 2191.

REQUEST FOR PROPOSALS

PRELIMINARY BUDGET FORM

The public art allocation for installation of public artwork shall be expended only on costs associated with the eligible expenditures listed below. Please provide cost estimates for the proposals for the Cultural Arts Commission Citizen Advisory Committee to review.

Please note that all proposal submittals require this document and that this document is only preliminary. Once a finalist has been selected, the finalist will be responsible for submitting a final budget with supportive documents.

ELIGIBLE EXPENDITURES	COST ESTIMATE
The work of art itself, including the artist's fees for design and engineering and fabrication;	
Transportation of the public art to the site;	
Installation of the completed public art on the site;	
Mountings, anchorages, containments, or other materials necessary for installation of the public art piece up to five percent of the total art allocation;	
Lighting specifically illuminating the artwork itself;	
Appraisal fees as required for review of the public art application by the City;	
Identification plaque as required by the Commission;	
Permits, insurance, engineering or legal fees necessary for the installation of the artwork;	
Other materials that are integral to the creation of the work of art;	
Maintenance of proposed artwork (no more than one-third of total project budget)	
TOTAL ESTIMATE	\$



Pomona Library Mural

Prepared for: City of Pomona / Cultural Arts Commission / Art in Public Places Program

Prepared by: dA Center for the Arts / Artist Gina Capaldi

July 14, 2019

A - INTEREST :

From the Mural Artist : Gina Capaldi

The Pomona Library is a beacon of culture and the arts in the city. In general, libraries have still have a profound effect on me. I remember spending my early years in the children's section staring at the beautiful artwork in each book, hoping to discover what the words meant. It was the art that inspired me and with its magic, I was eventually lured into becoming an award-winning author/illustrator of children's books. Indeed, libraries have the capacity of transforming lives of children and the overall community.

As the Illustration Coordinator of the Society of Children's Book Writers and Illustrators (SCBWI-SoCal Chapter), I am dedicated to the creators of the visual and written language of children's books. The SCBWI is an 'international professional organization for authors and illustrators of books for children and young adults. With their blessing, I have included many of its members who are local to the San Gabriel Valley and surrounding areas. I also looked to those legendary creators of the children's book genre. Most noteworthy are the images and creators with the most stellar backgrounds that also celebrate the diversity and multiculturalism of Pomona.

In addition to the mural , I and other published members of the SCBWI together with the dA Center for the ARTs will provide the dA's "Dear Imagination" story and art workshops based on the books featured in the mural itself at the library for the children.

My interest in the Pomona Library started when I was asked appraise their Doll Collection in 2012. I immediately fell in love with the library and the staggering potential vis a vis their collections and history. In addition to being an illustrator, I am a certified appraiser through the Appraisers Nation Association (ANA) United as well as a Certified Fine Arts appraiser. In 2013 I enlisted the services of ANA colleagues to help with an appraisal day fundraiser for the Friends of the Library.

In 2013/2014 I was commissioned by Friends of the Library to lead art workshop for the public.

In 2015 & 2017 I curated the exhibition ***Imagination : The Art of Children's Books I - featured originals by Joe Cepeda & II featured originals by Leo Politi*** at the dA Center for the ARTS in which the Pomona Library was listed as a presenting community pARTner at the invitation of Margaret Aichele, Executive Director of the dA. In 2015 I secured organized several published authors to appear at the Pomona Reads event and in 2017 there was a celebration for all of the PUSD librarians.

Suffice to say, I am a vested author, illustrator, educator and arts advocate who cherishes the importance of the Pomona Library as a beacon of culture and arts. It would be the ultimate highlight in my career as a published illustrator to design a mural for the children's room to inspire young minds to soar.

B - PLANNED APPROACH AND INSPIRATION :

The mural proposal I have created addresses children's literature in a multi-tiered approach.

Tier 1: Local - The diversity and multi-culturalism of our local Pomona are represented in the mural. Much of the artwork represents local talents who have either written or illustrated works based on their own cultures. It is a priority in my design to create a warm and comfortable environment with images that are familiar, inviting, engaging, inspiring, and educational. I wanted to visually illuminate the gems related to Pomona that will spark a sense of pride and appreciation for our community.

Tier 2: Legend - The Caldecott Medal is awarded annually by the Association for Library Service to Children, a division of the American Library Association, to the artist of the most distinguished American picture book for children. There are at least three local legends that have been bestowed this distinguished award and are represented in the mural. Furthermore, other local award-winners have been added who also represent diversity in fiction and non-fiction. I am also excited to bring the Society of Children's Book Writers and Illustrators as a resource to the Pomona Library through this mural project. Including these elements elevates and enhances the value and investment of this mural.

Tier 3: Local & Legend - Finally, adding to the 'legendary' and 'local' list is the Pomona Library's crowning jewel, the manuscripts that of *Little House on the Prairie*, written by Laura Ingalls Wilder. These original manuscripts are well cared for and housed in the library vaults. These legendary works are depicted on the right side of the mural.

The overall color palettes of both panels are of tones in blue, green and purple. These colors evoke feelings of relaxation and friendship. Accent colors are added to create interest. The periodic colorful whisk, found in each panel, represents the magic of books.

The left side of the mural has a large child surround by the magic of nonfiction found in books and in subjects that include topics that depict 'space exploration, earth science, dinosaurs, human and animal biology, insects and the different biomes.' To the right is another 'larger than life child' who is captivated by the magic of fictional books. The two genres, non-fiction and fiction, are separated the center post.

The center post, symbolically depicts the separation of non-fiction and fiction. The trees are from the legendary work of Maurice Sendak's picture book, *Where the Wild Things Are*, and are a natural segue of the two genres.

I look forward to working with the dA Team of Mural Artists who are from Pomona to execute the mural on the west wall in the library. I think watching the process of a mural unfolding will be an unforgettable experience for the public. This vision is to be inclusive for all to include special needs individuals and to document the power of art as a community engaging vehicle.

See the following list of Illustrators & Authors & Books represented in the Mural

B - CONTINUED

Lisze Bechtold began her career as an animator, working for various studios including Disney, before turning to writing and illustrating children's books full time. Her third picture book, *Sally and the Purple Socks*, was a 2009 Children's Choice book and included in Dolly Parton's Imagination Library. Her early readers, *Buster the Very Shy Dog*, and *Buster & Phoebe: the Great Bone Game*, received Oppenheimer Gold Awards; the latter was also a Maryland Blue Crab Honor Book.

Steve Bjorkman has written over 100 picture books including New York Times best sellers. He draws ideas for books, advertising, editorial and greeting cards have all seen a conceptual, warmly humorous, ink and watercolor cartoons.

Priscilla Burris is the illustrator of many books for children, including Mom School, Dad School, Isabelle & Isabella's Little Book of Rules, I Love You All Day Long, and the Heidi Heckelbeck series. Priscilla holds a creative-design degree from the Fashion Institute of Design and Merchandising, as well as an early-childhood education certificate. She is a member of the board of advisors for the Society of Children's Book Writers and Illustrators, as well as being its national illustrator coordinator and advisor.

Gina Capaldi has written and illustrated books and products for trade, historical non fiction, educational, and the toy industry. Her historical non fiction books have garnered major awards: Gold Medal- Carter G. Woodson Award, National Council for the Social Studies; Gold Medal, Moon Beam Award-Independent Publisher; Eureka! Honor Book, California Reading Association; Amelia Bloomer Book List-American Library Association (ALA); California Reading Association Booklist (CRA); California Readers California Collections: Elementary and Middle Grade lists. Recommended Book list by the National Council of Teachers; and, included in Bank Street College of Education's/ The Best Children's Books of the Year.

Eric Carle's most noted book is *The Very Hungry Caterpillar*. It has been translated into more than 65 languages and sold more than 46 million copies. He has illustrated more than 70 books, most of which he also wrote, and more than 145 million copies of his books have been sold around the world. In 2003, the American Library Association awarded Carle the biennial Laura Ingalls Wilder Medal, a prize for writers or illustrators of children's books published in the U.S. who have made lasting contributions to the field. Carle was also a U.S. nominee for the biennial, international Hans Christian Andersen Award.

Joe Cepeda was born and raised in East Los Angeles, a proud Angeleno. He studied engineering at Cornell and finished with a BFA in Illustration from Long Beach State. Joe is the award-winning illustrator of more than thirty books for children while continuing to create images for magazines and other publications. He is the president of the Society of Illustrators in Los Angeles.

Marla Frazee is an American author and illustrator of children's literature. She has won two Caldecott Honors for picture book illustration. Her book, *The Boss Baby*, was picked up by DreamWorks Animation for a loosely based an animated feature film.

Brian Floca is the author/illustrator of numerous books for children, Including Locomotive, winner of the 2014 Caldecott Medal; and, The Flight of Apollo II. His most recent book is a new edition of Moonshot, revised and expanded for the 50th anniversary of the first moon landing. In addition to the Caldecott Medal, Brian's book received four Robert F. Sibert Honor awards for distinguished informational books, a silver medal from the Society of Illustrators, and have twice been selected for the New York Times' annual 10 Best Illustrated Books list.

Kathryn Hewitt has written and illustrated for herself as well as other prestigious authors such as Kathleen Krull and Eve Bunting. She likes to draw famous people with big heads that make kids laugh.

Carolyn Le studied illustration at Otis College of Art and Design.

B - CONTINUED

Earl Bradley Lewis is an illustrator, whose watercolors have included such works as *Little Cliff and the Porch People*. Lewis has been a resident of Folsom, New Jersey. Lewis won the 2006 Charlotte Zolotow Award for his illustrations of 'My Best Friend by *Mary Ann Rodman*. He illustrated many different picture books, among them *The Other Side* written by Jacqueline Woodson and *Circle Unbroken* written by Margot Theis Raven. *Circle Unbroken* was later set to music of William Grant Still and performed by members of Chamber Music Charleston for educational performances and the award-winning film of the same name. He currently sits on the board of the Hall of Fame of Children's Book Writers and Illustrators.

Rodolfo Montalvo is always writing, painting, and looking for new stories to tell. He loves living near the ocean and waking up early to a clean sheet of paper. His illustrated books include *The Contagious Colors of Mumpsey Middle School* and *The Amazing William Dooley* (both written by Fowler Dewitt), and the picture book *Dear Dragon* by Josh Fu.

Jennifer Gray Olson is a children's book author and illustrator based in Southern California. Her work is created through a combination of ink and watercolor. She lives in Corona, Ca.

Leo Politi was an Italian-American artist and author who wrote and illustrated some 20 children's books, as well as *Bunker Hill, Los Angeles* (1964), intended for adults. His works often celebrated cultural diversity,^[1] and many were published in both English and Spanish. His book, *Song of the Swallows* (1950), was a Caldecott Medal winner; *Pedro, the Angel of Olvera Street* (1946), a Caldecott runner-up.

Dan Sandant is an American author and illustrator known for his children's book *The Adventures of Beekle: The Unimaginary Friend*, which won the 2015 Caldecott Medal for distinguished illustration. He also wrote *The Guild of Geniuses* and created the Disney Channel animated series *The Replacements*.

Susi Schaefer was born and raised in Austria. She is a classically trained stained glass painter working in the medieval town of Rattenberg. In pursuit of warmer weather and adventure she moved to Southern California where she attended UCI in Irvine to study Graphic Design. She fell in love with writing and illustrating children's books.

Maurice Sendak was an American illustrator and writer of children's books. He became widely known for his book *Where the Wild Things Are*, first published in 1963. Caldecott Medal from the ALA as illustrator of "the most distinguished American picture book for children", *Where the Wild Things Are*, 1964 (Sendak was also one of the Caldecott runners-up seven times from 1954 to 1982, more than any other illustrator, although some have won multiple Medals).

David Shannon is a graduated from the Art Center College of Design and now lives in Los Angeles. In 1998 he won the Caldecott Honor for his *No, David!*. He has also written *A Bad Case of Stripes*, *How Georgie Radbourn Saved Baseball*, and *The Amazing Christmas Extravaganza*, and many more.

Frans Vischer was born in Holland. His family immigrated to America when he was eleven years old. Speaking no English, his drawings helped him communicate. With a recommendation from legendary Warner Bros. cartoon director Chuck Jones, Frans was accepted at Cal Arts in Southern California, and thereafter was hired by the Walt Disney Company. He's worked on such films as "Frozen", "Who Framed Roger Rabbit?", "The Road To El Dorado," "The Princess and The Frog," and "Winnie The Pooh."

Laura Ingalls Wilder

Harry Potter

C - ARTWORK THEME AND GOALS

My goal is to transform the blank west wall in the Pomona library children's room to a robust and vibrant and timeless visual inspiration that engages all ages and sparks a desire to explore the many wonderful subjects that live in the pages of the books housed in Pomona's epic Welton Beckett masterpiece.

My design is intended to invite the viewers to imagine infinite possibilities of space exploration, earth science, dinosaurs, human and animal biology, insects and the different biomes as well as the magic of fictional books that delight and encourage curiosity for beginning to young adult readers. All of the images I have used are directly inspired from books that inspire children from all cultures around the world.

The American Library Association (ALA) recommends to design a place that children and families can call their own. The intent of my design is beyond the wall. It is intended to create a welcoming, safe, accessible, inclusive, and equitable place to gather socially and to explore to world of books, to find the joys of researching, and the power of self discovery. To build community, to meet others, and to have cultural exchanges that will result in a better Pomona.

This space in the heart of the City of Pomona has the ability to provide the youth in our community to grow individually and collectively as competent, confident, and contributing future leaders.

dA Center for the ARTS : Design Concept



Pomona Library Mural

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Prepared by: dA Center for the Arts and Artist Gina Capaldi

July 14, 2019

dA Center for the ARTS :
Design Concept

Pomona Library Mural - Wall to Wall
dA Center for the Arts/Glass Caseldl

Wall to Wall



My goal is to transform the blank west wall in the Pomona library children's room to robust and vibrant visual inspiration that engages and sparks a desire to explore and learn the many wonderful subjects that live in the pages of the books housed in Pomona's epic Welton Beckett masterpiece.

dA Center for the ARTS :
Design Concept

Pomona Library Mural - Left Panel
dA Center for the Arts/Gina Capaldi

Left Panel



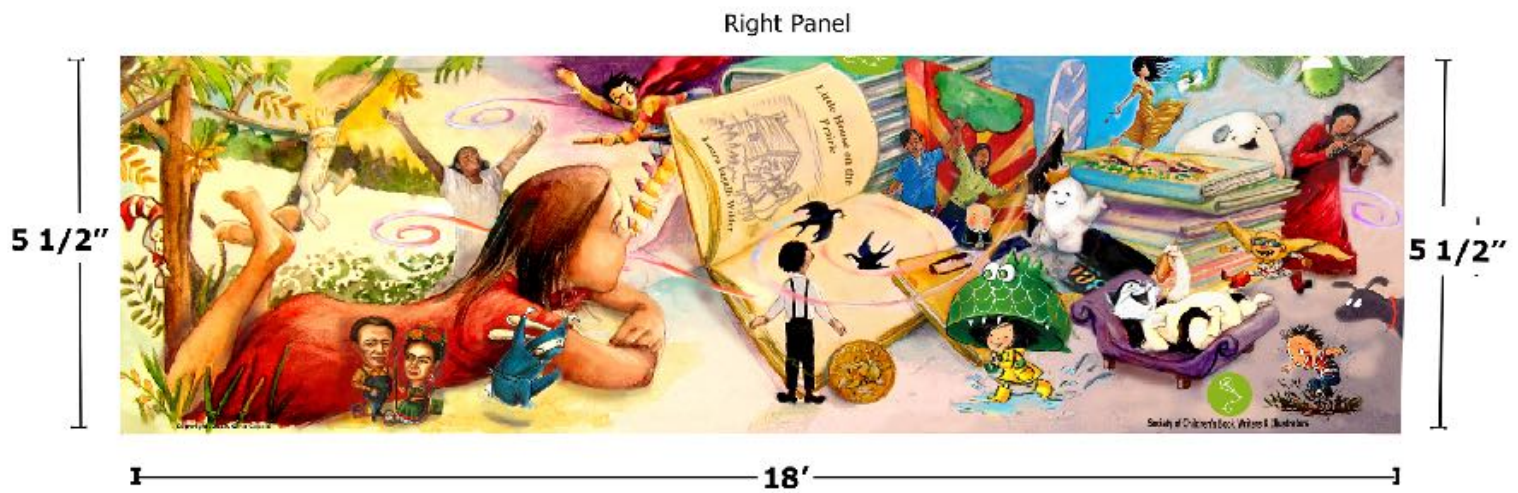
The left side of the mural has a large child surround by the magic of nonfiction found in books and in subjects that include topics that depict 'space exploration, earth science, dinosaurs, human and animal biology, insects and the different biomes.'

Pomona Library Mural - Pillar
dA Center for the Arts/Gina Capaldi



dA Center for the ARTS : Design Concept

Pomona Library Mural - Right Panel
dA Center for the Arts/Gina Capaldi



To the right is another 'larger than life child' who is captivated by the magic of fictional books.