

ART-IN-SITE

Recent Projects by Chandra Cerrito / Art Advisors

Public Art

Centre Pointe, Milpitas

Chandra Cerrito / Art Advisors led the process of selection, conceptual design, city approval, and commissioning of public art in private development for the first phase of Centre Pointe, a new residential/retail development in Milpitas. To meet the developer's desire to create an "art walk" of varied artworks installed throughout the project site, two sculptors with very different approaches, **Archie Held** and **Gerald Heffernon**, created the first two artworks.



Heffernon's bronze *Tango Deer* (above) engages pedestrians passing by the corner plaza or visiting the nearby retail establishment. It enhances a gathering spot and invites creative snapshots. Look out Instagram!

Held's stainless steel *Pinnacle* (left) creates a welcoming beacon that draws vehicles from the public street

into the project's central courtyard. Its uplifting, spiraling form illuminated at night is a dynamic focal point.

DEMYSTIFYING PUBLIC ART: INSIGHTS FOR ARTISTS

Organized by the Public Art Administrators Network of Northern CA



Images from left to right: Walter Kitundu, *Bay Area Bird Encounters*; Wowhaus, *Wishing Wands*; and Johanna Poething, *Rainbow Power*

Demystifying Public Art is a series of free webinars for artists that provide insight into the field of public art. The goal of this series is to expose emerging public artists to:

- A variety of public art project models
- The process through which public art is created
- Tools of the trade
- Navigating red tape
- Ways in which artists may transition into the field of public art

The intention is to expand the public art field by demystifying it and opening the door to a wide range of artists with diverse backgrounds and artistic expressions.

Each two-hour live Zoom session moderated by a public art administrator will feature presentations by 2 or 3 public artists and will allow ample time for questions by participants. These initial sessions will be:

1) **How Do You Present Yourself as a Public Art Candidate?** 5:00-7:00 PM September 29, 2021

Moderated by Emily Sevier (City of San Jose) and Mary Chou (San Francisco Arts Commission)

In this session, "How Do you Present Yourself as a Public Art Candidate," artists will share their own journey in the field of public art and provide tips and lessons learned for how to seek out public art opportunities, present themselves and their work in their applications, and prepare for the proposal and/or interview process. The featured artists are **Walter Kitundu**, **Wowhaus** and one additional artist to be announced.

2) **Avenues for Creating Art in the Public Realm** 5:00-7:00 PM October 13, 2021

Moderated by Elise DeMarzo (City of Palo Alto) and Chandra Cerrito (Chandra Cerrito / Art Advisors)

In this session, "Avenues for Creating Art in the Public Realm," artists will highlight the similarities and differences among public art commissioned by cities as part of municipal projects, public art created for private development projects, and artist-initiated projects in the public realm. Three amazing artists will share artworks they have completed in these models and field questions from participants. The featured artists are **Johanna Poethig**, **James Moore** and **Desi Mundo**, **Community Rejuvenation Project**.

Although live sessions will be free, registration will be limited. To register to attend one or more session, sign up via Eventbrite: <https://www.eventbrite.com/e/166987876233>

Videos of the taped live sessions will be available online following each session.

Following these first sessions, we will survey participants to determine the content for the next series of sessions.