

ART INSTALLATION CONCEPT :: PLATFORM

Presented by Joseph Miller, Runyon Group and artist Jen Stark

Submitted by LeBasse Projects, contemporary art advisory

May 11th, 2015

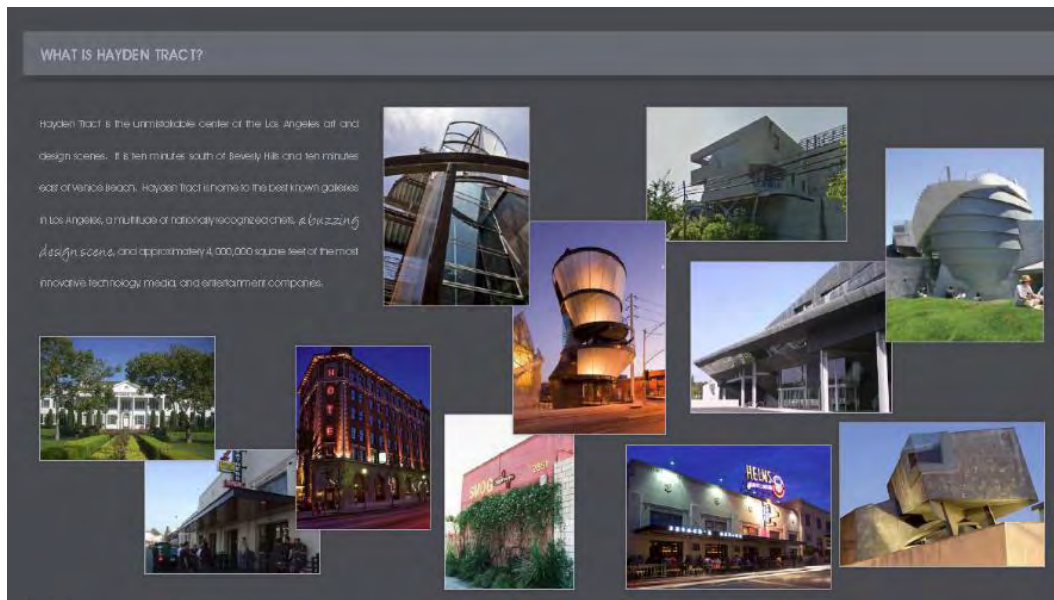
Project description



Culver City is the unmistakable center of the Los Angeles art scene and is home to over 2,000,000 square feet of creative businesses including Sony Pictures Studios, Nike Design, The Culver Studios, Ogilvy, Comcast, and Smashbox Studios.



The project site is at a key intersection adjacent to the new Culver City terminus of the Metro Expo Line which connects the Westside by rail to Downtown LA, Hollywood, the South Bay, Long Beach, Pasadena and dozens of points in between.



The neighboring Hayden Tract, just a few blocks from the newly revitalized downtown, consists of formerly abandoned industrial warehouses that are now studios and offices for people like graphic designers and software engineers, and feature a collection of experimental buildings by Los Angeles architect Eric Owen Moss.

Platform's four acre site was formerly a car dealership that will be repurposed into approximately 40,000 square feet of upscale, hip, urban retail and restaurants, 40,000 square feet dedicated to creative office space, and 40,000 square feet of open green space.

It is a collection of eight different spaces, some old and some new buildings, and outdoor open areas. It will play an important role in the transit oriented district energized by public plazas, outdoor dining and a strong retail edge.



The merchants and restaurants that are going to be part of the project will be unique, one-of-a-kind operators adding a new dimension to the Los Angeles fashion and culinary scene.



Artist Selection Process

After a previous project was deemed unfulfillable, developer Runyon Group and Joseph Miller brought Los Angeles based art consultancy LeBasse Projects on to advise with new options for art at Platform. LeBasse Projects had maintained a gallery in Culver City for more than 7 years before moving to a consultancy role, and was the original partner with Mr. Miller to produce the first several murals at the corner of Washington and National.

LeBasse Projects and Director Beau Basse took into consideration both the profile of the site, its users and also the history of the site as one of the most recognized locations for street art and murals in Culver City. LBP looked to present an artwork that would be multi-faceted in complementing Culver City's arts profile, giving a historical nod to the site and would create an exciting piece of public art for those that live and work in the City.

We selected artist Jen Stark as a perfect representative to fulfill those goals.

Jen Stark's artwork concentrates on the hypnotic, time-intensive process of cutting and layering. The patterns she creates mimic the repetitive intricate layers of plants as well as the geometric framework of the universe. She is heavily interested in the juxtaposition of contrasting colors and repetition, and creating patterns that give the impression of movement & vibration.

The work frequently explores ideas of replication and infinity, echoing patterns and intelligent designs found in nature. Stark is interested in how math and science is intertwined in everything around us and is inspired by plant growth, fractals, infinity, microscopic designs in nature, color and mystery.

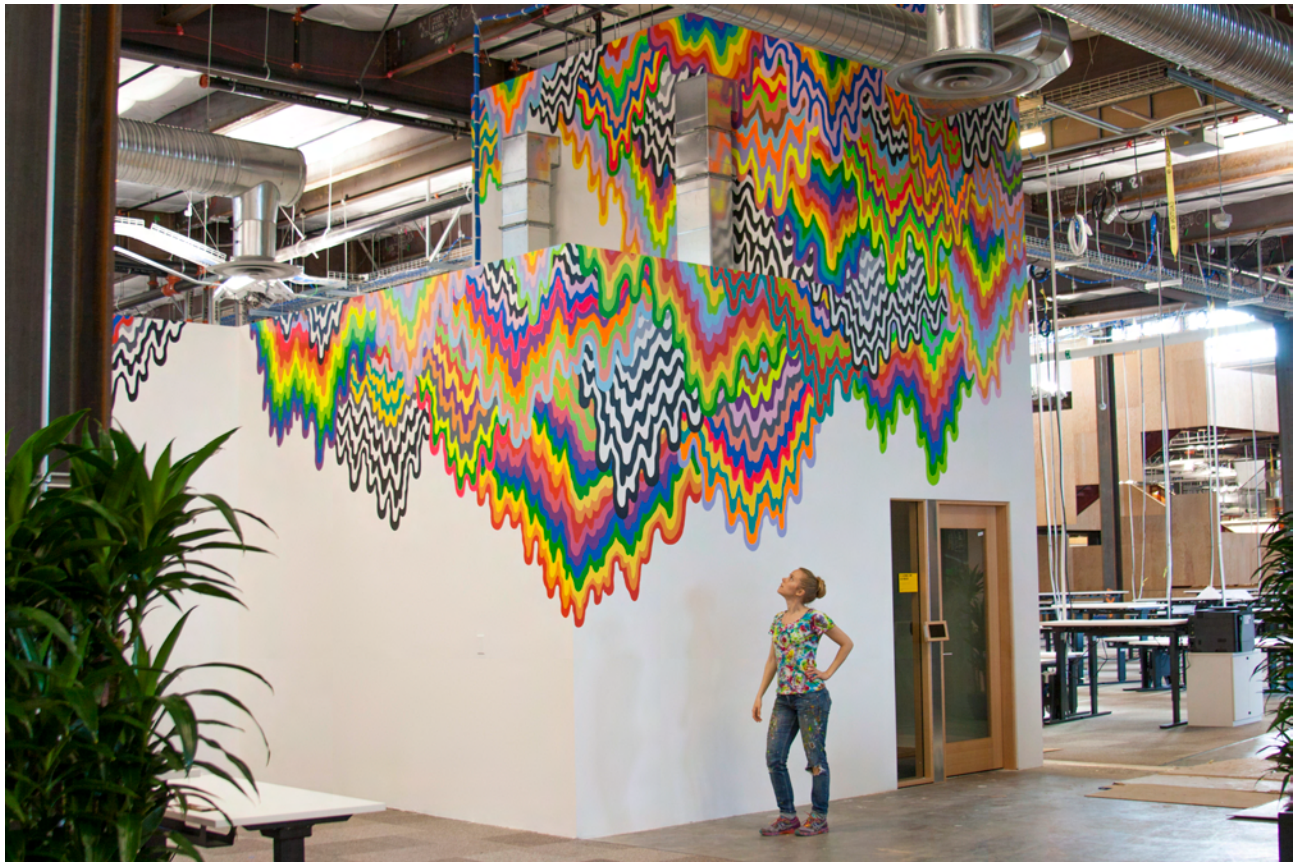
Stark was born in Miami, Florida in 1983 and received her BFA from Maryland Institute College of Art in 2005, majoring in fibers with a minor in animation. Stark has exhibited globally with major shows in New York, London, Los Angeles, Miami, Washington DC, Chicago, Seattle, Thailand and Canada.

Her work is included in the Smithsonian American Art Museum's Permanent Collection, The Goldman Collection, the West Collection, the Microsoft Art Collection, Crystal Bridges Museum of American Art, the Museum of Art Fort Lauderdale and the Museum of Contemporary Art Miami among others.

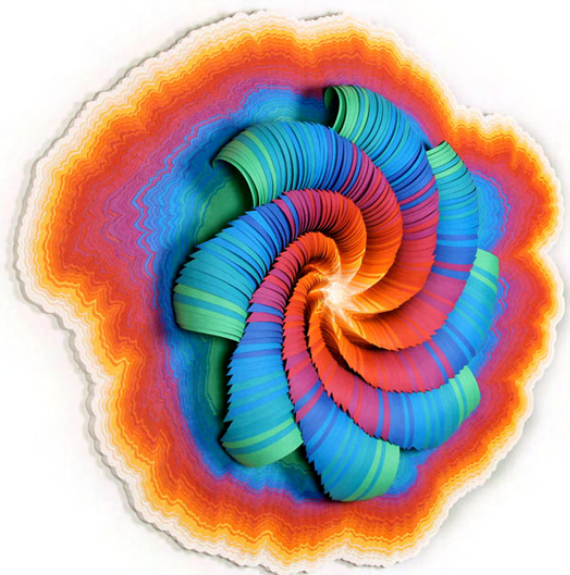
The artist lives and works in Los Angeles, CA.



Jen Stark :: Mural Commission :: Miami Museum of Contemporary Art



Jen Stark :: Mural and Installation :: Facebook Offices



Jen Stark :: Various Artworks :: Paper and mixed media

Concept Proposal for Platform, Culver City from Jen Stark

When I was originally approached to create some concepts for the project at Platform, the first thing I did was take a close look at the surrounding neighborhoods of the site. My artwork often is heavily influenced by repetitive designs in nature, and in this case I wanted this mural to echo the designs, people and history of Culver City.

What I discovered was fantastic to me as an artist. First, the flourishing art scene in Culver City was one of the reasons I made the move from Miami in 2012, and second that the former structure at the Platform site had actually been the home to some of my favorite murals. The amazing growth and development of the area around Platform was also extremely intriguing. Additionally, while I have created quite a few murals, this would be my first as an official land-use requirement project, which added an even greater need for me to have a strong concept.

So for Platform I wanted to begin a visual conversation that started with the immediate tenants at Platform and would spiral out. Sourcing inspiration from the neighborhoods around the site, the history of the site and Culver City itself, as well as the future of Platform I created a specific design. Utilizing some of my signature dripping patterns.

For this mural the dripping patterns will cascade in sections down the facade of the building. The drips stop just above the bottom of the wall, giving it more of an 'installation feel' and makes it seem like the design is moving and slowly flowing over the wall. Most colors will be eye-grabbing rainbow gradients, while the black and white patterns help break up the design and add contrast. The piece will use vivid colors and designs to engage with viewers and create a memorable, inclusive and familiar experience for all.

This design has elements that reference and give nods to:

1. The history of Culver City's movie industry – the rainbow of colors is almost a direct reference to the Wizard of Oz's classic song 'Somewhere Over the Rainbow' performed by Judy Garland - and filmed in Culver City by MGM in 1938.
2. The immediate history of the former site as a destination for street art. My murals are an extension and more contemporary evolution of street art and graffiti roots.
3. Even the title of the work, 'Technicolor Drip' is a reference to the old coloring process for the films produced in Culver City.

The mural elements are also planned to function as part of the design of Platform itself. The vivid colors of the mural will be set off by the beautiful minimal design around it.

Most importantly I can see my visuals radiating out, speaking to and being absorbed by an audience of all ages, backgrounds and nationalities. I wanted to create a visceral and playful experience for viewers radiating out from:

1. Tenants at Platform
2. Culver City neighbors including Park Century and Turning Point Schools
3. Neighboring design and tech firms in the Hayden Tract
4. Furniture and interior design outlets at HD Buttercup
5. Sony Studio employees
6. Culver City City Hall employees

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And as the spiral grows larger,

7. Residents passing on Washington Blvd.
8. Commuters passing Platform on the Metro heading to Los Angeles and Santa Monica
9. And of course the Culver City Arts District. I visualized this project as an entrance sign to the Culver City Arts District, essentially marking the western-most point.

Titled '*Technicolor Drip*' this work will be installed at the Platform community as another element in support of the unique retailers, tenants, creatives, patrons and people of Culver City.

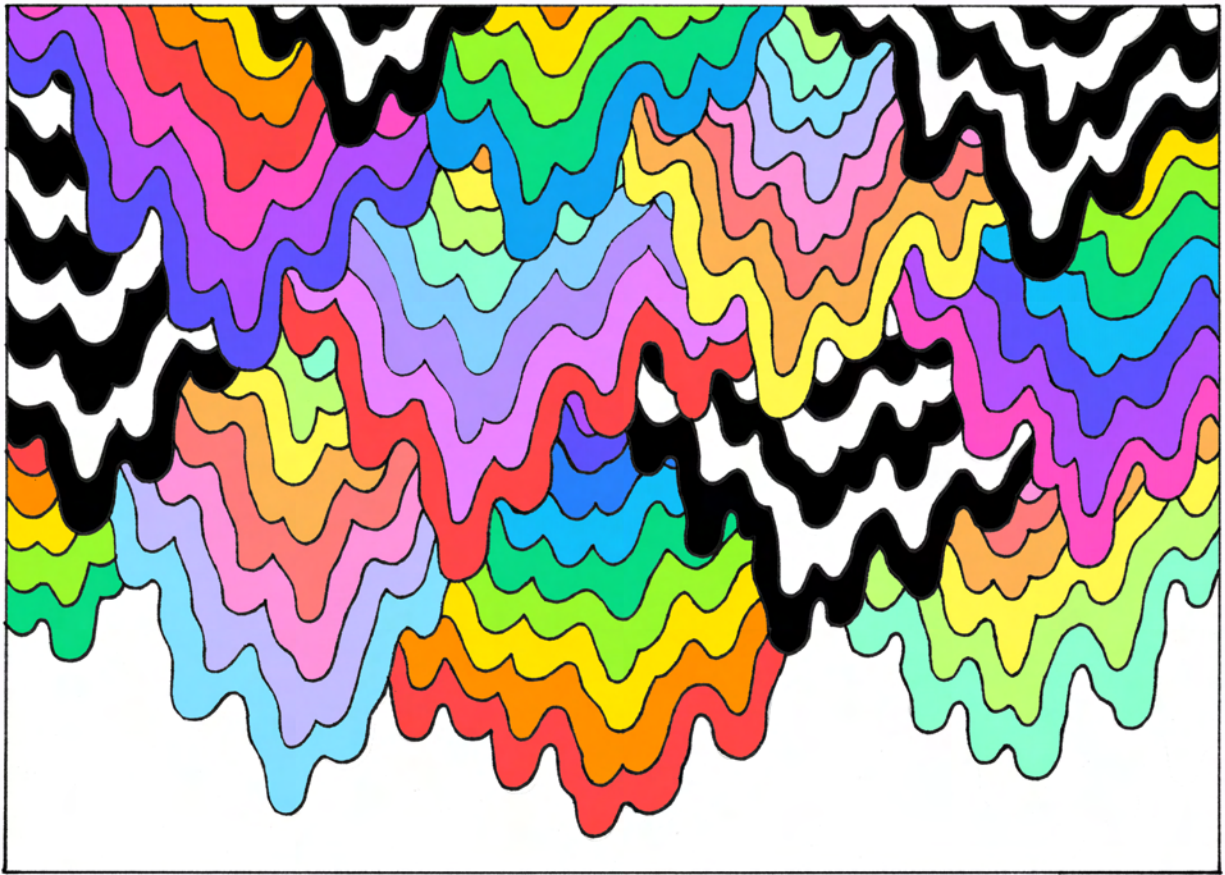
Additional Potential Elements:

There are some TBD elements that may be added in the scope of the project, including a smaller 'mirrored' mural on the West Facing wall across the street from the proposed mural. This would be a smaller element designed to create a connection between the two separate buildings at Platform.

Additionally, Runyon Group has offered to let me create a site specific, but temporary installation in the two 20'x20' vitrines on the parking structure facing Washington Blvd. Final designs and concepts for those have not been completed, but they should be great complimentary installations to the proposed mural project.



Mural Concept Rendering 'Technicolor Drip' :: East Parking PLATFORM



Flat Mural Design 'Technicolor Drip' :: PLATFORM



West Facing Wall :: Mural Design 'Technicolor Drip' Add-on :: PLATFORM

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General Technical Description:

A large scale painted mural of repetitive patterns and designs of vivid colors will be applied directly to the surface of the eastern parking lot wall. Mural will be painted over a roughly 2 week period using high grade exterior paint as well as a UV protective top coat. All elements will be produced and managed with the assistance of LeBasse Projects.

Estimated dimensions: H 40ft x L 50ft

To cover the entire length of the wall.

Proposed Painting Schedule / Details / Scope of Work:

- A. *Concept Phase (6-8 weeks):*
 - a. Meet with project principals for introduction and assessment
 - b. Research project background, design and parameters
 - c. Create visual materials and initial design concepts
 - d. Estimate budgets for fees, materials etc.
 - e. Confirm approval from project principles and proceed to approval process from City.
- B. *Design Phase (6-8 weeks):*
 - a. Finalize visual materials and design
 - b. Finalize budget estimate
 - c. Finalize delivery and installation timing/schedule
 - d. Present concept and proposal to City
- C. *Installation Timing (1-2 weeks):*
 - a. Coordinate drawings and design with building architecture team
 - b. Order materials and schedule assistants and equipment
- D. *Final Delivery / Installation Phase (2-3 weeks):*
 - a. Obtain acceptance of Artwork by principals and City
 - b. Begin and complete painting of mural
 - c. Complete UV topcoat
 - d. Delivery estimated end of July 2015

Lighting: The mural will be lit with the help of qualified lighting experts by flood lighting to accent the 'drip' of the designs.

Maintenance: A painted and UV coated mural needs very little maintenance. Every 24 months the piece may be lightly pressure washed to maintain a dirt/dust free appearance.

Long-term, it would be recommended that the piece be reassessed in 10 years for potential touch ups to paint and for reapplication of UV coating. LeBasse Project will continue to oversee maintenance needs

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Budget: Total Current Estimate **\$171,050**

Artists Budget items: **\$136,050**

1. Artist Design Fee: \$45,000
2. Artists Material Expenses: \$21,000
(Paint/Lifts/Equipment)
3. Artists Support/Installation Expenses: \$25,750
4. UV Coating expenses: \$20,000
5. Insurance (workers) \$2,000

6. Art Advisor Fee \$22,300
(15% of total est. budget)

Developers Budget: **\$10,000**

Anticipated needs not inclusive to Artists Budget

1. Wall preparation
2. Necessary permits
3. Lighting
4. Identification plaque

Additional Elements Budget: **\$25,000**

1. Secondary Mural on West Facing Wall (see attached)
(Inclusive of design fee's and material expenses)

ABOUT LeBASSE PROJECTS:

LeBasse Projects is an international arts consultancy that partners with its artists and clients in developing large scale experiential exhibitions and ideas. Focusing on public installations, sculptures and mural projects, LBP creates specialized arts programming that is both exciting and culturally relevant for our clients and community. Working with an international roster of artists, clients and fabricators we have the ability to manage nearly any scale project on any continent.

With a background as a brick and mortar gallery based in Culver City, CA, LeBasse Projects has represented and worked with some of the most talked about emerging and mid-career contemporary artists.

Typically hired for their cutting edge portfolio of artists, LeBasse Projects has consulted with major brand clients ranging from Nike, RedBull, Facebook, Google and Perrier to some of the largest commercial complexes in Asia including Times Square and Harbour City in Hong Kong, IAPM in Shanghai, China and High Street in Bonifacio Global City, Manila, PH. LBP has also curated museum exhibitions, hosted home tours for museum trustees, produced major exhibitions on three continents, appraised collections, and created high profile murals and installations for several clients in Los Angeles, New York and Miami.

CV

EDUCATION

2001-2005 BFA (Magna Cum Laude), Maryland Institute College of Art , Baltimore, MD
2004 Study Abroad Program, Center for Art and Culture, Aix-en-Provence, France

SOLO EXHIBITIONS

2013 Vortextural, Cooper Cole Gallery, Toronto, Canada
2012 To The Power Of, Martha Otero Gallery, Los Angeles, CA
2011 Tunnel Vision, City Arts Center, Oklahoma City, OK
2009 The Beginning of the End, LMAK Projects, New York, NY
2008 Solo Exhibition, The Art Gallery at Government Center, Miami, FL
 Much-much, Civilian Art Projects, Washington, DC
 Place in Space, Carol Jazzar, Miami, FL
2007 Little By Little, Heaven Gallery, Chicago, IL
 Primaries, LMAK Projects, New York, NY
 When The Colors Awoke, Bas Fisher Invitational, Miami, FL

GROUP EXHIBITIONS

2015 Piece by Piece: Building a Collection, Kemper Museum of Contemporary Art, Kansas City, MO
2014 Somewhere Between Creation and Destruction, University of Hartford, West Hartford, CT
 I think it's in my head, Girls Club Collection, Ft. Lauderdale, FL
 Way Out West, The Art City Project: public art exhibition, San Francisco, CA
 Dazed and Confused, Eric Firestone Gallery, East Hamptons, NY
2013 Summer Reading, The Hole Gallery, NYC, NY
 Paper Works: The Art and Science of an Extraordinary Material, Berkshire Museum, Pittsfield, MA
2012 40 under 40: Craft Futures, The Smithsonian American Art Museum, Renwick Gallery, DC
 Color Theory: The Use of Color in Contemporary Art, Sonoma Valley Museum of Art, Sonoma, CA
 Following the Line, Girls Club Collection, Ft. Lauderdale, FL
2011 Spectra I, Future Tense, London, UK
 Space Out, Space In, Andrew Rafacz Gallery, Chicago, IL
 Double Rainbow Rainbow, Show and Tell Gallery, Toronto, Canada
 Aesthetics and Values, Frost Art Museum, Miami, FL
 Paper Cuts, Fullerton College Art Gallery, Fullerton, CA
2010 Legal Tender, Martha Otero Gallery, Los Angeles, CA
 Dadarhea, O.H.W.O.W, Miami, FL
 Florida Contemporary 2010, Naples Museum of Art, Naples, FL
 Jen Stark & Rory Macarthur, Carol Jazzar, Miami, FL
 SUBject/subJECT, Subliminal Projects, Los Angeles, CA
 The Real Thing, Ipswich Art Gallery, Ipswich, Australia
 Free Size, Sinudom Screen-printing Factory, Bangkok, Thailand
 Friends of Friends, GARFO Art Center, Salt Lake City, UT
 Floating World Animation Fest, Show Cave Gallery, Los Angeles, CA
 Compelled, Root Division, San Francisco, CA

2009	Set To Manual , Girls' Club Collection, Ft. Lauderdale, FL An Art Exhibition With a Cause, Fredric Snitzer Gallery, Miami, FL Abstract Cinema, Museum of Contemporary Art, North Miami, FL Collective Compulsions, Johansson Projects, Oakland, CA
2008	Under the Influence, Girl's Club Collection, Ft. Lauderdale, FL Optic Nerve X, Museum of Contemporary Art, North Miami, FL Thirteen/08, Museum of Art Ft. Lauderdale, Ft. Lauderdale, FL Portals, Johansson Projects, Oakland, CA
2007	Littlest Sister, Spinello Gallery, Miami, FL Waves, Civilian Art Projects, Washington, DC Confluence, Fredric Snitzer Gallery, Miami, FL Tiger in a Tropical Storm, Riviera Gallery, New York, NY Life Size, Scion Installation Gallery, Los Angeles, CA Potential, Twenty Twenty Projects, Miami, FL The People Under the Stairs, Locust Projects, Miami, FL
2006	4th annual Flip-Book Festival: International Traveling Exhibition, Little Cakes Gallery, NYC, Space 1026, Philadelphia, PA; Reg Vardy Gallery, UK VERSION>06: Parallel Cities-Group Group show, Iron Studios Gallery, Chicago, IL
2005	The Yard at Casa Lin, Casa Lin, Miami, FL Artscape, Mount Royal Avenue, Baltimore, MD Co operate, Bas Fisher Invitational, Miami, FL Picture Window, Outdoor Installation on abandoned house, Baltimore, MD

AWARDS/GRANTS

2008	Winner of MOCA North Miami Optic Nerve 10th annual film festival, Miami, FL
2008	South Florida Cultural Consortium's Visual and Media Artists Fellowship recipient, Miami, FL
2007	Artist Enhancement Grant, Florida Division of Cultural Affairs, Miami, FL

LECTURES

2014	"Art, Science and the Cosmos", SCI-Arc, Los Angeles, CA, January 15
2013	"Art & Conversation with MOCA curator Alma Ruiz", Martha Otero Gallery, Los Angeles, CA, November 3
2012	"Visual Arts Thinkers Series", Chapman University, Orange, CA, October 17

COLLECTIONS

Smithsonian American Art Museum, Washington, D.C.
 Miami International Airport, Miami, FL
 Museum of Contemporary Art, North Miami, FL
 Museum of Art Ft. Lauderdale, FL, Ft. Lauderdale, FL
 The West Collection, Oaks, PA
 The Christy & Bill Gautreaux Collection, Kansas City, MO
 Crystal Bridges Museum of American Art, Bentonville, AR
 Microsoft Art Collection, Redmond, WA
 The Goldman Collection, Miami, FL
 The Girls Club Collection, Ft. Lauderdale, FL
 The Sagamore Collection, Miami Beach, FL
 Debra and Jeff Wechsler Collection, Miami, FL
 Soho House Miami Collection, Miami Beach, FL