

MEETING DATE: August 2, 2010

AGENDA ITEM: **Consideration of a Temporary Art Installation in
Conjunction with the 2010 IndieCade Festival.**

ATTACHMENTS

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REQUEST FOR PROPOSALS (RFP) for a TEMPORARY ART INSTALLATION

The City of Culver City is seeking submission of proposals for a game-themed temporary art installation in conjunction with the 2010 IndieCade International Festival of Independent Games to be held the 8, 9 and 10, of October 2010 in Downtown Culver City. Proposals may be for already-existing art work or for art work specifically created for this installation. The objective is to help increase the number of visitors to the event by attracting a larger audience through an art component.

IndieCade is an alliance of industry producers and leaders, founded in 2005 by Creative Media Collaborative, which supports independent game development. IndieCade strives to maintain the artistry in the entertainment software (computer and video games) industry, a \$25 billion industry worldwide. The art which made computer and video games so compelling, has become its own artistic genre and industry. For more information on IndieCade, please visit www.indiecade.com

The heart of Downtown Culver City is located at the intersection of Washington and Culver Boulevards, just off the 10 Fwy. Downtown is a pedestrian friendly area that includes a plaza, historically significant sites such as The Culver Studios and the Culver Hotel, and many restaurants and shops. (For more information on Culver City, please visit www.culvercity.org) IndieCade events will take place in multiple restaurants, art galleries, production studios, theaters, parks and other venues in or near Downtown Culver City.

Possible Project Sites, Visibility & Materials

All art work must be publicly visible 10 hours a day, seven days per week. If art is to be installed on private property, the artist must obtain written permission from the property owner and include this in his or her submission. All media will be considered as long as it is durable enough to withstand the elements for a minimum of one week or up to three months.

Several installation options for temporary art exist in and around Downtown Culver City, including:

- Parking structures
- Town Plaza
- Various building facades
- Media Park
- Store fronts
- Sidewalks



Installation/De-installation and Insurance

The artist assumes the cost for installation and de-installation and responsibility for coordination of the same. The artist shall insure the artwork against loss/damage during transportation, installation/de-installation, as well as liability. In addition, an agreement with the City of Culver City will be required. IndieCade will work with the selected artist to coordinate these and other details.



Submission Requirements

The deadline for submissions is 5 PM on Monday, June 21, 2010. Submissions are to be made electronically to ART@INDIECADE.COM.

Each submission must include the following:

- ~ Resume or CV
- ~ References: Address, telephone and e-mail contact information for two professional references qualified to speak to your design achievements and performance
- ~ Short narrative of concept and description of materials (minimum of 1-2 paragraphs, maximum of 1 page)
- ~ One (1) CD containing jpgs at 200-300 dpi each with a minimum of 2 and a maximum of 5 images of your design concept (do not include multiple images or views onto one jpg file) and a minimum of 2 and a maximum of 5 images of previous work.
- ~ Image list: Include image number, title, medium, dimensions, date, location, client and brief written description of each image (25 words or less).
- ~ Detailed fee schedule
- ~ Detailed timeline for design, fabrication, and installation

Please Note: The due date is the receipt date. Submissions will not be returned and will become the property of the City of Culver City.

Budget/Timeline

The total funding available for this project is \$5,000 which includes a \$500 stipend to IndieCade for coordination.

The City of Culver City reserves the right to cancel or postpone the project or otherwise not select any artist for this project. Submission materials will not be returned and become the property of the City of Culver City.

Selection Process

A panel of industry experts will review all qualified submissions and make a recommendation to Culver City's Cultural Affairs Commission of up to three art proposals for further consideration. The Culver City Cultural Affairs Commission ("CAC") will consider the panel's recommendations and made a recommendation to the City Council who make the final decision. Exact dates for the CAC and City Council meeting will be determined in the near future.

Tentative dates are as follows:

Tuesday, July 13, 2010 – Culver City Cultural Affairs Commission considers panel's recommendations.

Monday, August 2, 2010 – City Council/Redevelopment Agency considers CAC's recommendation and makes final decision.

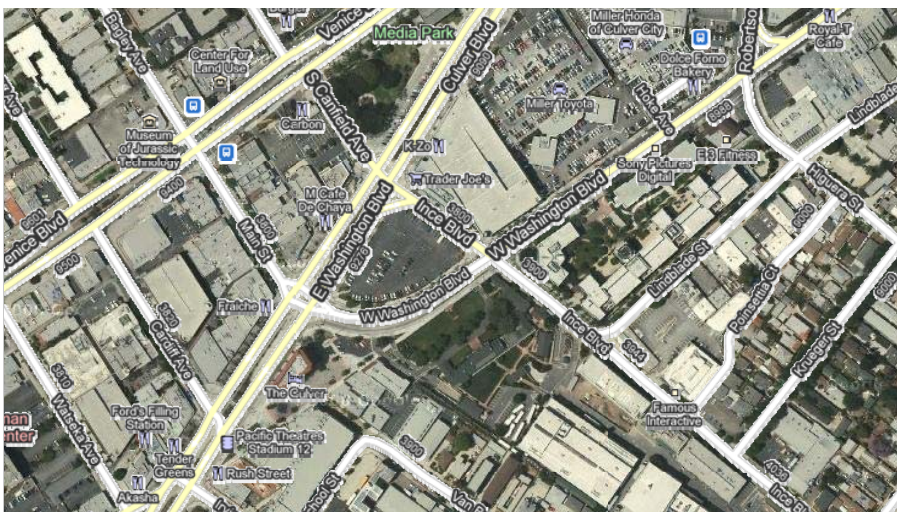
Criteria for Selection

Submissions will be evaluated based on the following criteria:

- ~ Design: Proposed design, including:
 - Overall artistic merit
 - Relevancy to IndieCade Festival and appropriateness for Culver City site
- ~ Fee schedule: Reasonable not-to-exceed fee.
- ~ Timeline: Realistic fabrication and installation timeline that fits within the parameters of the City's proposed timeline.

For questions, please contact:

B. Christine Byers
Public Art & Historic Preservation Coordinator
City of Culver City
(310) 253-5776
christine.byers@culvercity.org



ATTACHMENT 2

Culver City IndieCade 2010 Art Grant Jury



Dr. Katherine Milton

Katherine Milton is the founding director of The Aesthetic Technologies Lab of Ohio University's College of Fine Arts. She has studied online communities for more than a decade and writes on the subjects of leadership, creative collaborations, and distance education. Her digital outposts include Norrath, Azeroth and Second Life.

Photo Caption: Katherine Milton with her Second Life avatar.



JoAnne Northrup

JoAnne Northrup is dedicated to bringing artists who use pioneering techniques and inventive materials into the mainstream conversation about contemporary art and innovation. She is chief curator at the San Jose Museum of Art, where she organized the first touring survey exhibitions and publications on digital animation artist Jennifer Steinkamp (2006) and LED light sculptor Leo Villareal (2010).

Photo Caption: JoAnne Northrup enjoys an edible installation by Jennifer Rubell at the Rubell Family Collection, Miami, 2009.



Eddo Stern

Eddo Stern is an artist and game designer. He was born in Tel Aviv, Israel and lives in Los Angeles. His work explores the uneasy and otherwise unconscious connections between physical existence and electronic simulation, surrounding the subject matters of violence, memory and identification. He is a strong advocate for independent game development, and the inherent potential of game design as a medium for artistic expression and cultural impact. He is an Associate Professor at the Design Media Arts Department at UCLA. Online at <http://www.eddostern.com>

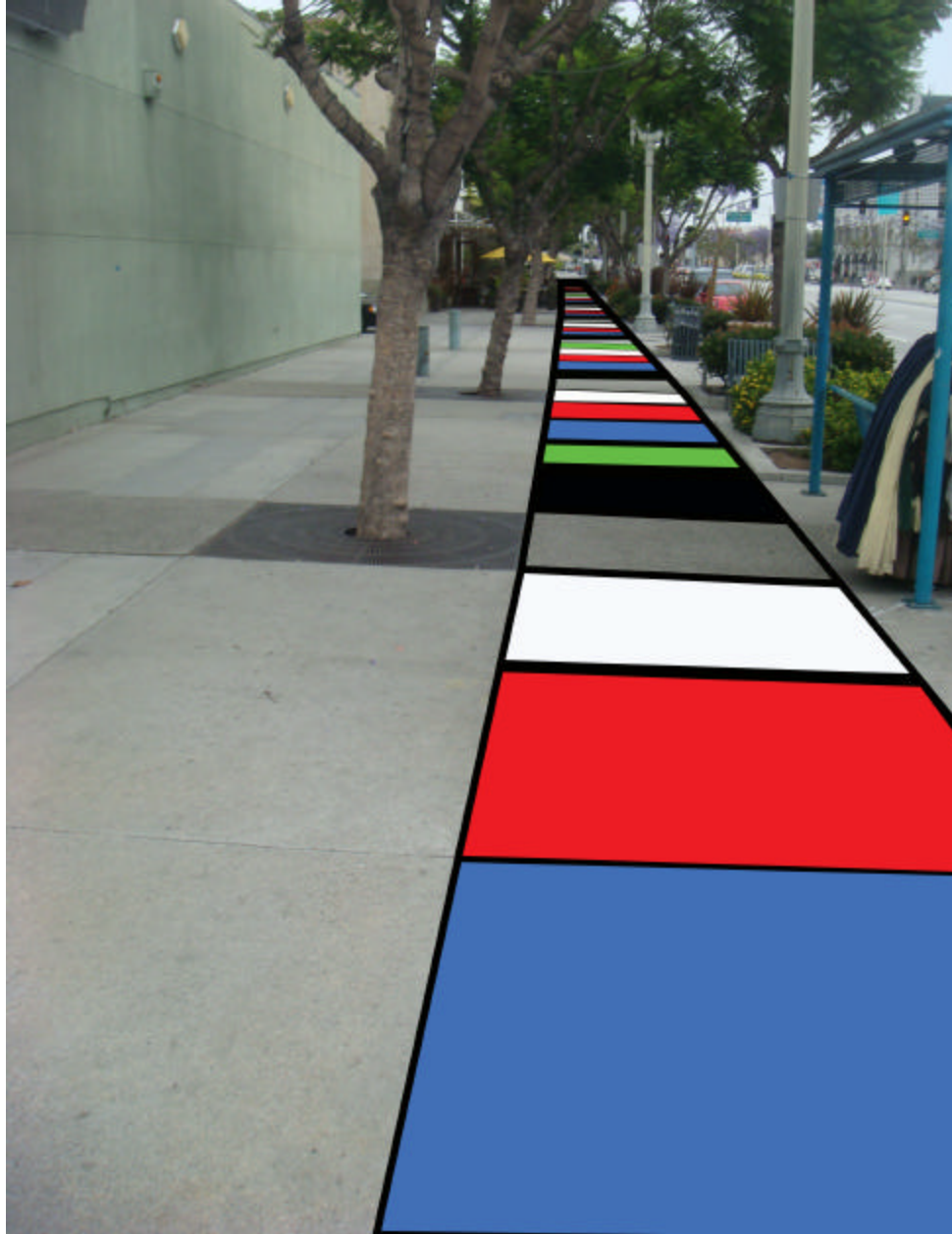


Celia Pearce with IndieCade CEO Stephanie Barish at IndieCade 2009.

Celia Pearce

Celia Pearce is a game designer, author, researcher, teacher, curator and artist. She currently is Assistant Professor of Digital Media in the School of Literature, Communication and Culture at Georgia Tech, where she also directs the Experimental Game Lab and the Emergent Game Group. She is the author or co-author of numerous papers and book chapters, including *Communities of Play: Emergent Cultures in Multiplayer Games and Virtual Worlds* (MIT 2009). She is Festival Chair for IndieCade, the international festival of independent games, and a founding partner in Codename, an indie game label.

ATTACHMENT 3



Culver **LAND**

**An art installation and functioning game
for 2010 IndieCade in Culver City**

Proposal by John Derevlany (REVISED July 23, 2010)

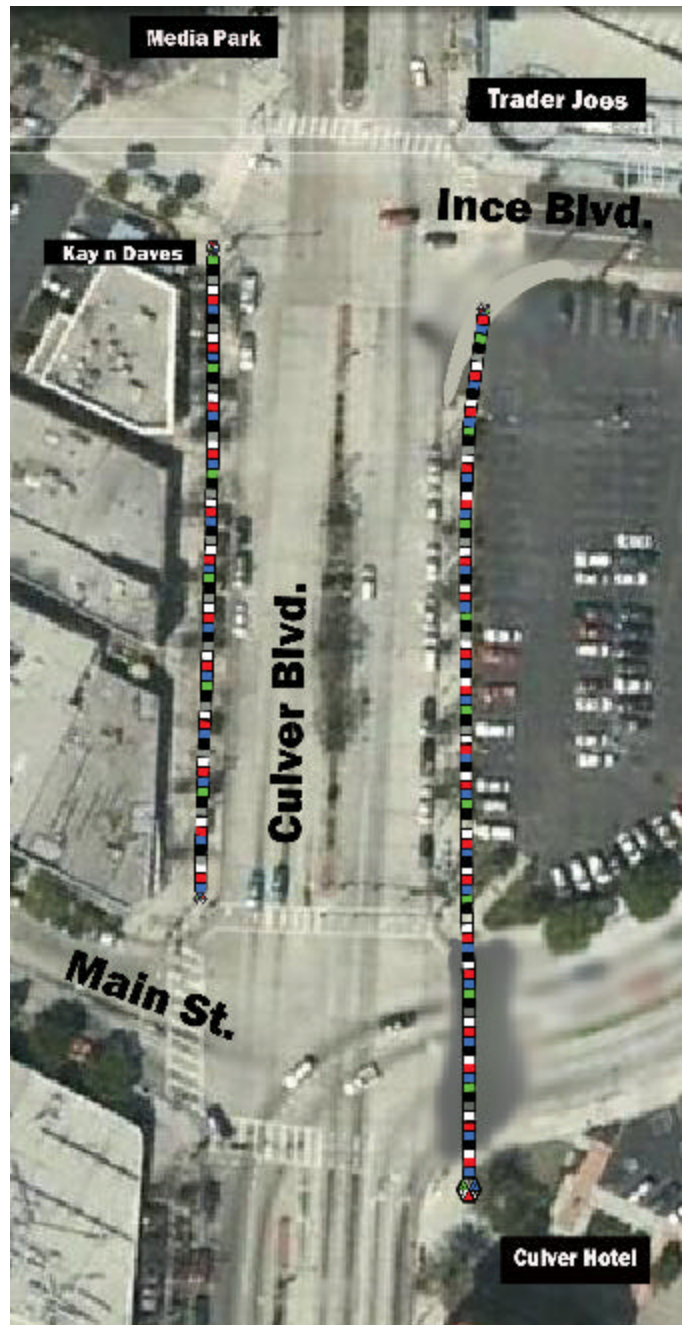
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Culver **LAND** is a large-scale, temporary art installation that also functions as a simple game with a unique gameplay mechanic.

Culver **LAND** turns a one-block area of downtown Culver City into a giant game board. Imagine a cross between the board game “Candyland” and the sidewalks of Culver City, where **YOU** are the playing piece.

Culver **LAND** proposes the installation of approximately 107 (6' X 6') squares and 4 hexagons on the sidewalks of Culver Blvd. between Ince Blvd. and Main Street. The squares would be applied in six different colors, primarily with temporary, non-toxic, water-based “marking paint.” A small portion of the squares will feature temporary, adhesive floor graphics (like the kind used in supermarket floor advertisements)

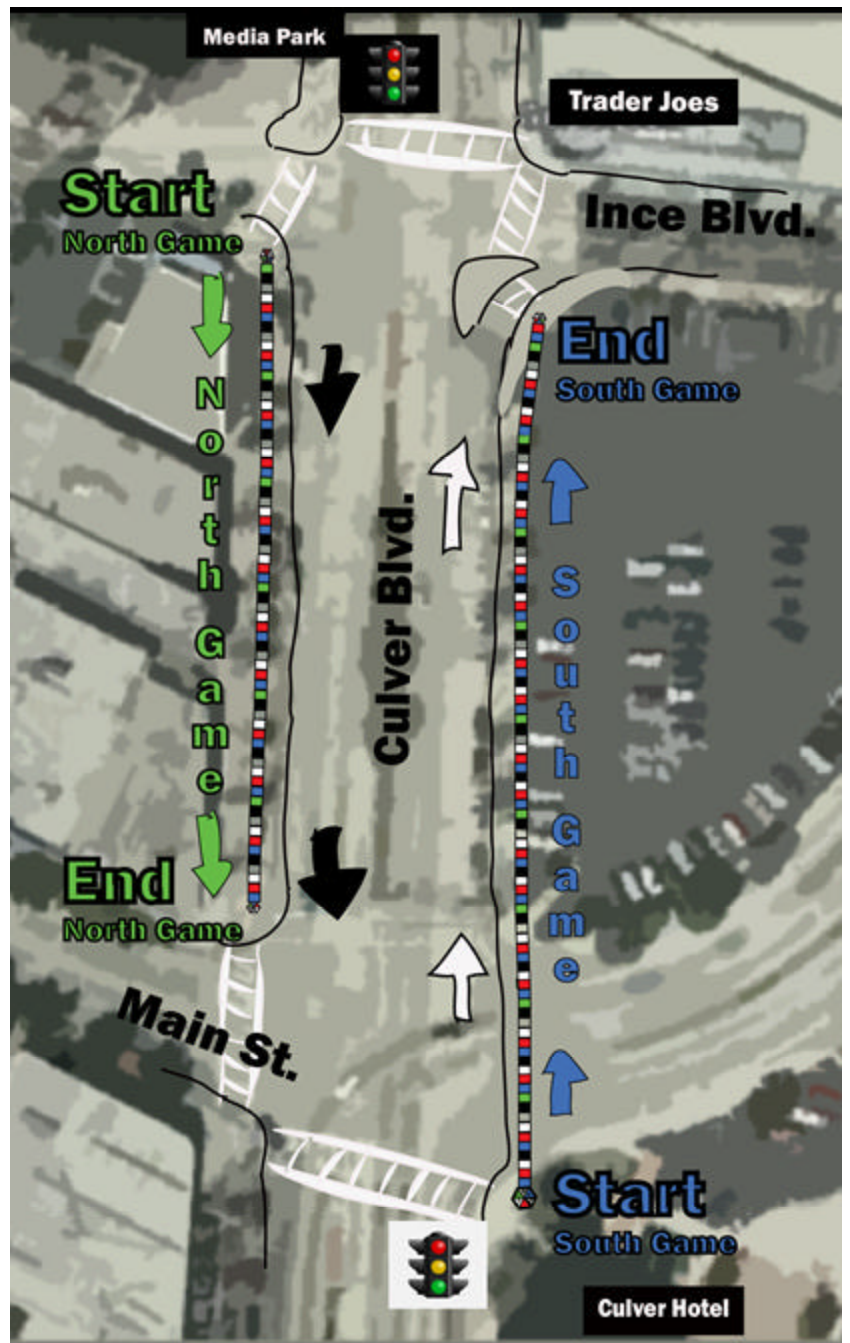


The actual game of *Culver* **LAND** involves players competing against each other to reach the end of one of two “game boards” on the North and South sides of Culver Blvd. between Main St. and Ince Blvd.

Players can start on any square. Forward progress on the game board is determined by the colors of passing cars, and how they correspond to the color of the square each player is standing on (if you're on a green square, and a green car passes, you move forward; if not, you wait).

The colors of the squares are based on the six most popular car colors.

Players stay on the sidewalk at all times, and obey all pedestrian laws. Each game begins and ends on ONE side of the street. There is no pedestrian street crossing during gameplay. The games on the North and South side of the street are essentially identical.

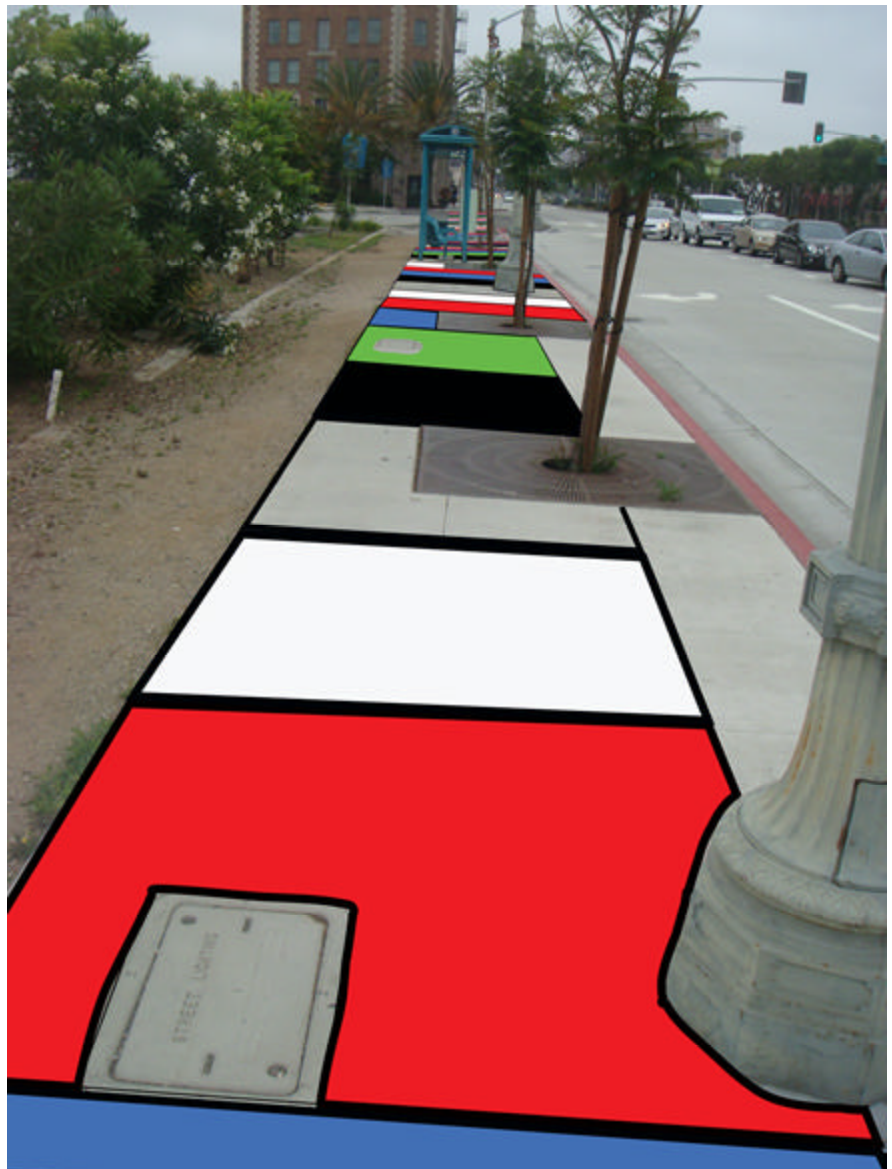


Culver **LAND** benefits to IndieCade and Culver City:

- **Functions as both a work of art and a playable game.**
- **Provides a striking and attention-getting visual statement** – what better way to say “IndieCade is in Culver City” than by turning downtown into a giant game board?
- **Ties the IndieCade venues together** – events will most likely take place in venues stretching from Media Park to the Culver Hotel (and beyond). The *Culver* **LAND** game board is designed to provide a geographical link between the various locations.
- **Surefire attention-getter for both Culver City and IndieCade with its unique size and scope.** It easy to drive by a single piece of art...unless that art stretches for more than a city block, and has people interacting with it.
- **Specifically designed to be both safe and temporary.**
- **Gameplay can be customized to benefit local business** (ex: “special squares” in front of businesses on gameboard can entice players to patronize those businesses)
- **Finally, a fun use for all our local traffic!**

The Art of *Culver* **LAND**

I'd like to say *Culver* **LAND** is a work of sprawling Minimalism, with roots in reductive art theory, and inspired by the works of Piet Mondrian, Mark Rothko, and Frank Stella. But the truth is: my inspiration came from the game "Candyland." *Culver* **LAND** is a collection of large, colorful boxes and shapes, designed to make you smile and play. It is meant to make a visual splash that draws attention to both Culver City and the IndieCade festival. It is a giant game begging to be played.



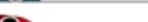
A Unique Game Play Mechanic

Player movement is determined by the colors of passing cars

One of the main game-design objectives of *Culver LAND* was that it be simple. Both children and adults should be able to play this game. This meant minimal rules and minimal strategic decisions. Many of the simplest board games are driven by some kind of randomizer – such as picking a card or rolling dice. In order to avoid providing additional game materials, *Culver LAND*'s randomizer is powered by the colors of passing cars.



=

2009 AUTOMOTIVE COLOR POPULARITY DUPONT	
NORTH AMERICA	
WHITE/WHITE PEARL: 17.0%	
BLACK: 17%	
SILVER: 10.7%	
GRAY: 13%	
BLUE: 12.4%	
RED: 12%	
BROWN: 5.7%	
GREEN: 2.8%	
YELLOW/GOLD: 2.3%	
OTHERS: 1%	

Instead of cards or dice...

we use car colors.

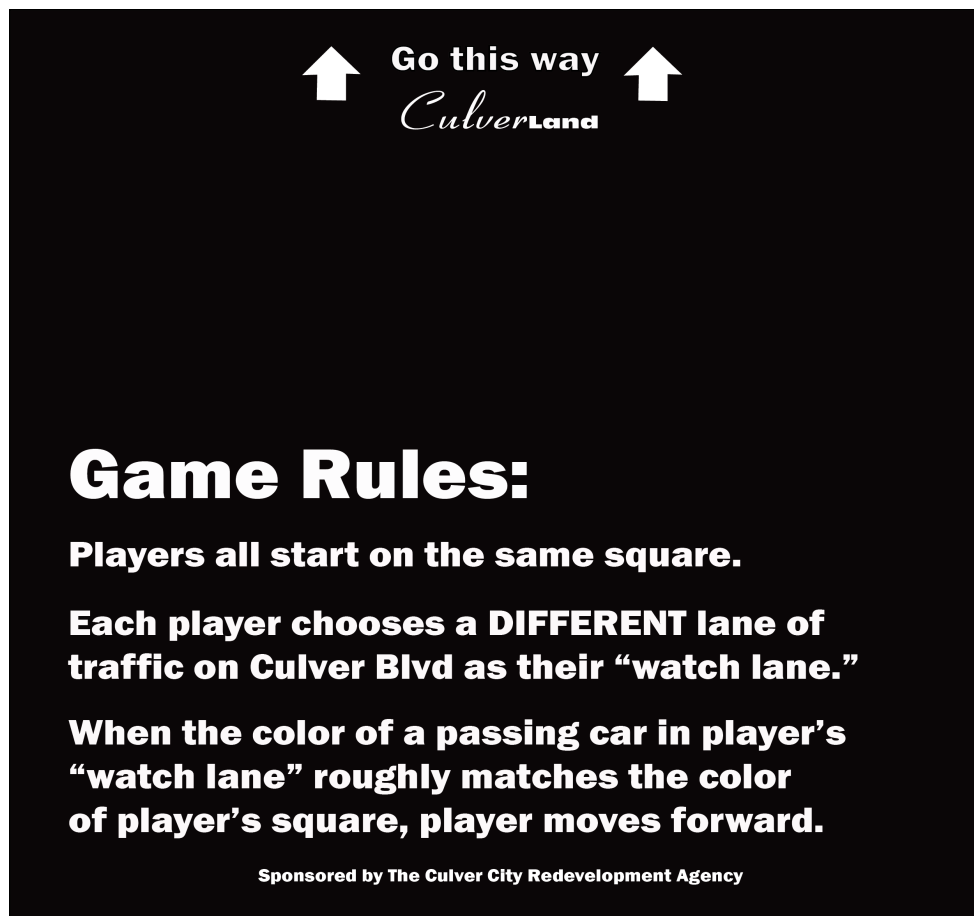
The game board's colors are based on the most popular auto colors in North America – Black, White, Silver/Gray, Blue, Red, and occasionally Green¹ (see chart above, as well as Appendix A for information about DuPont's annual automotive Color Popularity Survey).

¹ Note: brown is actually slightly more popular than green, but I felt green contributed a lot more to the aesthetics of the game board.

BASIC RULES (simple version)

The simplest and most basic rules of the game will be detailed on the black adhesive squares that are part of the game board (every 5 squares or so). More “advanced” rules and suggestions for gameplay variations will be posted on a signs near the corner of Main Street and Culver Blvd., as well as on the CulverLand.com website.

Here is the basic game rules square that will appear on the game board.



Culver **LAND** Game Rules Details

- 1. Up to three players at a time compete against each other.**
- 2. Players all start on the same square.**
- 3. Players can start anywhere on the game board, but it's recommended that they start at the beginning of each game board**
(North side game board begins at the Kay `n' Dave's corner; South side game board starts by the Harry Culver Statue in front of the Culver Hotel).



3. Choose a lane of Culver Blvd as your “watch lane.” Players always stay on the sidewalk “game board,” and NEVER venture into the street during gameplay. However, players do WATCH the car traffic as it passes by. At the start of each game, players choose to watch one of the three lanes on their side of Culver Blvd. This is their “watch lane” and determines where they move on the “game board.”



- 4. Game begins as soon as traffic light turns green, and traffic begins moving through each player's "watch lanes."**
- 5. Move ahead one space every time a car matching your square passes by you in your Watch Lane.** Example: you are standing on a black square. You cannot move until a black car passes by in your "Watch Lane." (The car must pass your location in order for you to move forward on the game board. Merely seeing it approach in the distance is not enough to allow you to move.)
- 6. First one to reach the end of the game board wins.**

ADDITIONAL/OPTIONAL RULES

Playtesting of the *Culver* **LAND** game will begin in mid-August. We are hoping to develop additional rules and gameplay variations. These rules will be available on-line as well as posted on signs near the corner of Main Street and Culver. Players will be encouraged to submit their own ideas for gameplay, which will be reviewed and posted on-line as well. However, it will be possible to play *Culver* **LAND** with the basic rules listed above (and on the adhesive black squares). Additional rules are mostly designed to enhance the existing gameplay. For instance...

Motorcycles are “wild.” Players move ahead one space if any motorized vehicle with two wheels, regardless of its color, passes by in their watch lane. This includes motorcycles, scooters, and mopeds. Non-motorized bicycles do not count, since they tend to stay in the lane closest to the curb, which gives the player with this Watch Lane an advantage.

The Red-Light Jump-Ahead Rule. While playing the game, if the traffic light behind you turns red, you can “jump ahead” to the square color matching the color of the first car stopped at the light in your Watch Lane. Example: you have chosen the lane closest to the curb as your Watch Lane. The first car waiting at the light in your watch lane is red. You “jump ahead” to the next red square, regardless of where you are on the game board. (If the color of the first car does not match ANY of the six colors on the game board, choose the second car waiting in your watch lane at the light.) Once the traffic light turns green again, continue playing as before.

Special Squares. First one to reach a “special square” gets some kind of benefit from the other players. For instance, the first player to reach the square in front of the entrance to Kay `n' Dave's can demand the other players buy him/her a margarita. Or the first player to reach the square in front of the M Café entrance can demand the other players purchase some kind of meal for him/her from that establishment. (The creator of *Culver* **LAND** is happy to work with any nearby merchants in developing rules or other business promotions that could enhance gameplay.)

SPECS

Length of "game board"

342 feet (approx.) on the South side of Culver Blvd. (57 squares)

300 feet (approx) on the North side of Culver Blvd. (50 squares)

Total Squares

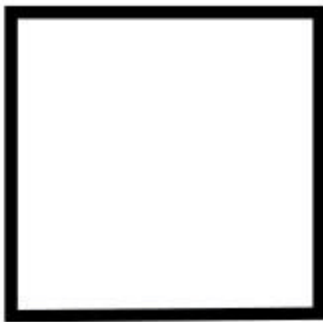
107 squares (50 on the North side, 57 of the south side of Culver Blvd.)

68 squares are fully covered in temporary paint

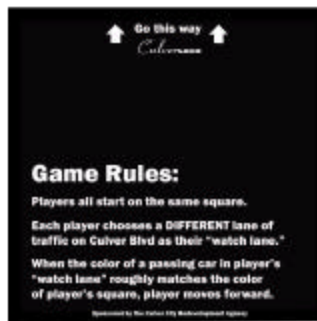
20 "black" squares are covered with street graphic adhesive

19 gray squares are left "natural," but contain stenciled type

6 ft



6 ft



Black ; adhesive graphic



Gray: "natural" concrete with painted letters and border



All squares will follow existing sidewalk patterns – the concrete on the North side is set in squares of approx. 6' X 6'. The south side is set in squares of approx. 3' X 3', except for the area right atop the old Washington Blvd, which is just raw asphalt.

Color breakdown of squares:

20 Black squares (adhesive)	19 Blue
19 Silver/Gray (left natural, but with lettering)	19 Red
19 White	11 Green

There are less green squares because green is a much less popular color for cars.

Note: Color breakdown may be subject to some minor adjustments following playtesting. For example, if there are just not enough red cars passing by, we may have to reduce the number of red squares slightly.

Why are some squares painted, and some are not

Simple answer: they just don't make temporary marking paint in black or gray/silver. The only alternative is a more permanent paint that will be difficult to remove. We also needed some simple way of incorporating the rules in the game board, so we chose to put them on the black square.

Detail of Gray square

"Natural" concrete surface

Painted black border (2 inches wide)

Painted lettering (white) identifies square as "gray" or "silver"



Total Hexagons

1 large "Start" hexagon (12' X 12') by the Culver Hotel for the South side game board

1 small "Start" hexagon (6' x 6') by the Kay 'n' Dave's corner for the North side game board (this "Start" is smaller due to space limitations)

2 "End" hexagons (6' X 6') – one at Ince and Culver on the South Side, and one at Main Street and Culver on the North side.



Culver Hotel "Start"



Kay 'n' Dave's corner "Start"



End" Hexagons

Note: the hexagons are primarily painted on the sidewalk surface, except for the black portion, which is an adhesive street graphic.

Materials

The *Culver* **LAND** game board will be installed with a mix of temporary “marking paint” and adhesive street graphics.

There will be approximately 68 six-foot-by-six-foot squares fully covered with temporary paint, 19 six-foot-by-six-foot squares outlined in temporary paint with stenciled lettering, and 4 hexagons mostly done with temporary paint.

Temporary Marking Paint is the kind of paint used for marking dig/build locations on pavement by construction workers. It is also used for large public events, such as painting a special line down the center of a street for a marathon.

This kind of paint has been around for decades and is well known in the construction community. I am planning to use water-based (instead of solvent based) marking paint, which naturally fades within a few weeks. We are currently testing several different kinds of temporary marking paint for durability, removability, and anti-skid qualities.

Temporary marking paint does not come in black, gray, or silver. This is why the gray/silver square is being left its “natural” gray color, and the black will be done as an adhesive street graphic (with the game rules printed on it). This street graphic is similar to the “floor advertisements” found in supermarkets, shopping malls, and other spaces. My first choice of street graphic material is the Avery Dennison MPI 6121, which is specifically designed for outdoor use. It micro-fractures when installed, so the texture is almost identical to the concrete surface it is placed on.

Both paints and street graphics can be removed via power washing. Some of the materials being tested can be removed easily with a wet mop or sponge (although these materials tend to be less durable as well).

Testing of Materials

Testing is currently underway on the various materials in the downtown area. We will hopefully have some conclusive results to report by the August 2 City Council meeting.

Some of the paints under consideration include...

E-Z Paint – one of the most environmentally-sound temporary paints, as well as one of the easiest to remove (a wet mop will take off 95 percent of the paint). However, some of the colors are prone to chipping and smearing on traditional sidewalk concrete. However, it held up surprisingly well on the “asphalt” section of the “sidewalk” between the Culver Hotel and Parcel B. The manufacturer claims it will last 6-9 weeks. Our own tests indicate it has a much shorter lifespan than this.



Krylon Industrial Quik-Mark™ Water-Based Inverted Marking Paint – this paint looks great and is the most durable but it can only be removed with power washing. However, it is designed to naturally fade away, after about 6-12 weeks.

“Car Art Paint” by Duplicolor – normally used for temporary paintings on motor vehicles, Car Art Paint can also be used on other surfaces. It can be easily removed with a mop and water, and it actually comes in black. The overall look and durability of Car Art Paint is not great. I wouldn’t use it for the squares, but I would use the black paint for outlining the squares.

BUDGET - \$4500

\$1000 – water-based marking paint (approx 150 cans – two for each square)

\$3000 (estimated) – adhesive street graphics (black, with type)

\$500 – clean-up; miscellaneous items (tape, stencils, etc.)

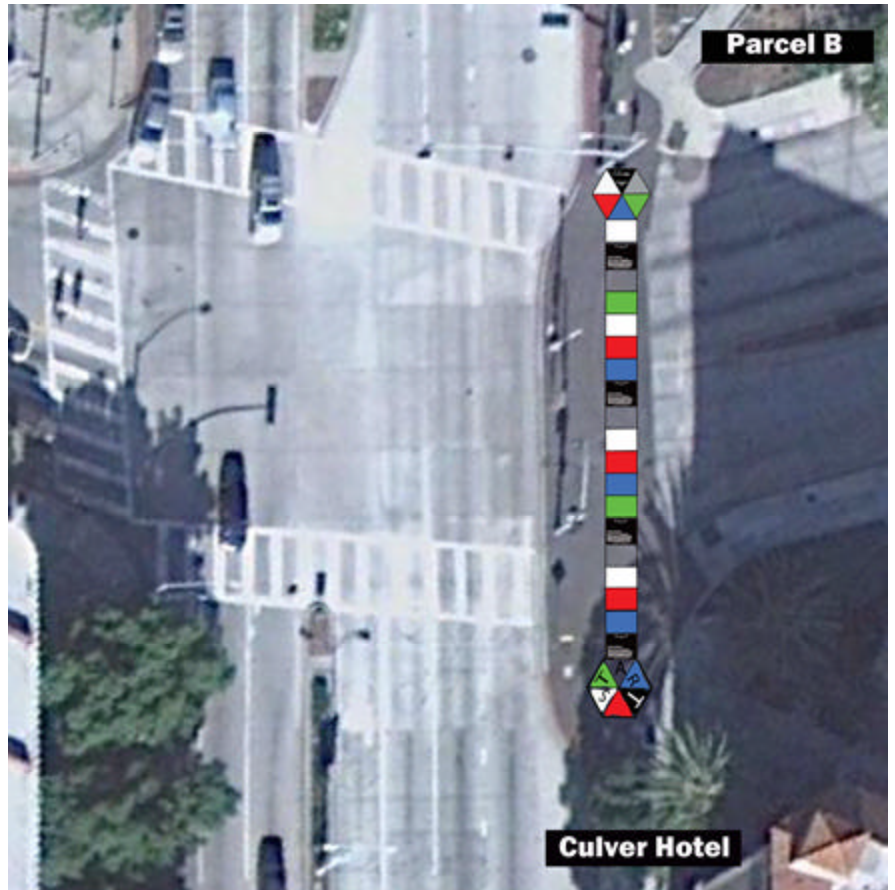
\$4500 - TOTAL

Note: clean-up costs could vary greatly depending on the type of paint used, and how quickly the City wants it removed (if we need to immediately remove everything with a power washer that will cost more than letting it fade naturally).

"Plan B" - Alternative "Scaled Down" version of *Culver LAND*

While our goal is to install the full version of *Culver LAND*, we have also prepared a smaller, scaled-down version of the art/game that would ONLY be installed on the temporary asphalt "sidewalk" between the Culver Hotel and Parcel B.

This "Plan B" version of the game is exactly the same in every way except it is smaller. Approximately 125 feet long, *Culver LAND* "Plan



B" features 19 squares (instead of 107), and two hexagons (instead of 4). Four of the squares would be adhesive street graphics with the rules printed on them, three would be "natural" color (with stencil lettering), and 12 would be made with temporary paint.

Advantages

- Easier and less expensive to install and remove
- The location is a "temporary" piece of pavement that will eventually be torn up when Parcel B is developed, so there is no threat to permanent, prime sidewalk

- "Rough" texture of pavement provides more "anti-slip" quality than other sidewalk areas -- even with paint on it.
- The environmentally-superior paint (EZ Paint) performed well on this asphalt in testing, providing strong colors and durability, as well as ease of removal
- A particularly unsightly piece of pavement can be turned into art (although this is true of both versions of *Culver LAND*)

Disadvantages

- Smaller size of game has less impact and publicity potential
- Doesn't tie various IndieCade venues together like the larger version

Budget (rough)

\$300 paint

\$1200 – adhesive street graphics

\$500 – miscellaneous

\$500 – clean-up

\$2500 - Total

Schedule

July – begin testing of temporary paints and materials in artist's driveway, as well as locations in downtown Culver City (ongoing)

Early August – presentation of *Culver***LAND** concept to Culver City Redevelopment Agency as well as downtown businesses.

Mid-August – build initial Culverland.com website, with explanation of game and public art; will also include page for comments and community input

-- Begin playtesting game at site location. Basically, we will play a very rough version of the game using a minimal amount of sidewalk chalk, and watching the local car-color traffic. Consideration of any changes to colors or configuration will be immediately presented to the city (although it is not likely there will be major changes).

Late-August – begin printing and testing street graphic

September 29 (Wednesday) – the day after the Tuesday Farmer's Market, we will begin sweeping and painting the sidewalks on both side of Culver Blvd, between Main Street and Ince Blvd.).

September 30 (Thursday) – the game will be open for playing and/or publicity. Paint touch-ups will be done for the next two weeks to make sure the art stays fresh.

Oct. 5 (Tuesday) – Farmer’s Market. The Market will overlap the game board. We’d like to have an information booth at the market about the game. Perhaps some other kind of “game event” can be scheduled during the Farmer’s Market as well.

Oct. 7 (Thursday) to Oct. 10 (Sunday) – IndieCade takes place throughout downtown Culver City.

Oct. 11 (Monday) – Clean-up begins. The area closest to Main Street and the upcoming Tuesday Farmer’s Market would be cleaned first. The clean-up may take one day or several days, depending on the materials used; or whether the installation is allowed to fade “naturally”

ARTIST BIO

John Derevlany is a writer, artist, animator, game designer, and Culver City resident. His experience producing hundred of hours of live action, animated, and reality TV have familiarized him with the complexity of executing such large scale (and offbeat) undertakings like turning a city into a giant game board. Some of his producing "spectacles" include the controlled chaos of the kids and puppet dance show "Jim Henson's Animal Jam," and the Election Map on the 1996 "Politically Incorrect Election Special," in which the Presidential poll results were tracked with a gymnasium-sized floor graphic of the U.S.A. filled with children in blue and red shirts (depending on how that state voted). He has also entered an original electronic game in the IndieCade festival – a "first person stomper" game called "Giant Big Shoe Man." He is active in the Culver City community and is a member of the Culver City Advisory Committee on Redevelopment.



**PROFESSIONAL REFERENCES qualified to speak to artist's Design
Achievement and Performance**

1. David Javelosa – Professor, Academy of Entertainment Technology at Santa Monica College.

E-mail: javelosa_david@smc.edu

Phone: 310-434-3700

Address: The Academy of Entertainment Technology
1660 Stewart Street
Santa Monica, CA 90404

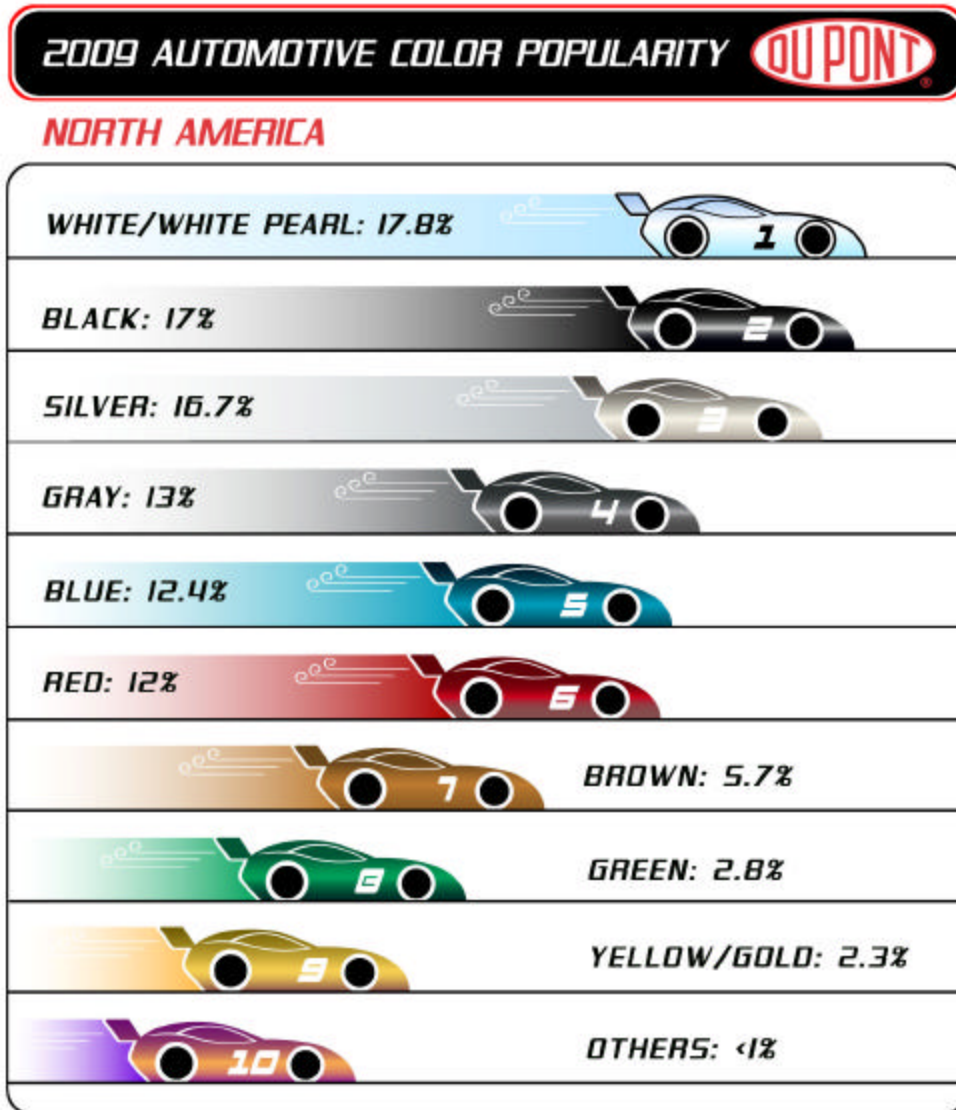
2. Steve Stajich – critic, playwright, long-time columnist Santa Monica Mirror

E-mail: stajich@verizon.net

Phone: 310-396-0716

Address : 2912 4th Street
Santa Monica, CA 90405

APPENDIX A



2008 Automotive Color Popularity

NORTH AMERICA OVERALL



WHITE: 20%
SOLID 16% - PEARL 4%



BLACK: 17%
SOLID 11% - EFFECT 6%



SILVER: 17%



BLUE: 13%



GRAY: 12%



RED: 11%



BEIGE/BROWN: 5%



GREEN: 3%



YELLOW/GOLD: 2%



OTHER: <1%



Source: DuPont Automotive Systems 2008 Global Color Popularity Report

Appendix B



Resource Center

Please view the product comparison chart below to see how EZ Paint stands up to the competition.

Also, download our Material Safety Data Sheet and Technical Data Sheet for all of our eco-friendly EZ Paint products.

Product Name	Aerovoe Fugitive	Krylon	Rustoleum Marking	Red Devil Mark It	Ace	Seymour	Chose	Fox Valley	EZ PAINT
Water Base	☑	☑	☒	☒	☒	☑	☑	☒	☑
Solvent Base	☑	☑	☑	☑	☑	☑	☒	☑	☒
Chalk Base	☒	☒	☑	☒	☒	☒	☒	☒	☒
CATEGORIES									
Harmful Health Issues: birth defects, affecting the brain or nervous system, cancer and reproductive harm	●	●	●	●	●	●	●	●	●
California Proposition 65 WARNING: This product contains chemicals known to the State of California to cause cancer and birth defects or other reproductive harm.	●	●	●	●	●	●	●	●	●
Hazardous to the Environment	●	●	●	●	●	●	●	●	●
Harmful Solvents: toluene, xylene, acetone, hexane, aliphatic hydrocarbons, ethyl benzene, acetone, propane, isobutene, normal butane, naphtha, liquefied petroleum gas, Stoddard solvent	●	●	●	●	●	●	●	●	●
Durability	30-35 days	Varies	Varies	Data not found	Data not found	Perm	4-6 mo.	Data not found	30-90 days*
% VOC (volatile organic compounds)	<66%	54.38%	66%	54.55%	47.18%	51.60%	33.46%	<66%	<20%

Notes & Legend: Each product may have one or more items in each category. *Depending on the climate, area marked, heavy or light traffic. Red means 'yes,' Green means 'no.'



EZ-Paint Material Safety Data Sheet

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EZ-Paint Technical Data Sheet

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Appendix C

JOHN DEREVLANY

4139 Center Street, Culver City, CA 90232

johnderevlany@yahoo.com (310) 287-1232 <http://mycomputerhatesme.com/>

1995-present TV Producer / Creator

Created or developed several TV shows including:

- Animal Jam – creator – Discovery Kids/Jim Henson Company (2003)
- Monster Buster Club – co-creator – Disney XD/Marathon Ent. (2007)
- Wayside – developed from Louis Sachar books – Nickelodeon (2007)
- Gerald McBoing Boing – based on Ted Geisel film– Cartoon Network (2005)
- Doki Adventures – pilot writer – Discovery Kids Latin America (2009)
- Austin Stories – MTV – pilot co-writer (1997)
- Singled Out – MTV – pilot co-writer (1995)

1993- present TV Writer

Animation: Kick Buttowski (Disney XD – Story Editor), Rekket Rabbit (Disney Europe), League of Super Evil (Cartoon Network), Johnny Test (C.N.), Angry Beavers (Nickelodeon), Space Ghost Coast to Coast (C.N.)

Live Action: Rollergirls (A&E), Politically Incorrect (Comedy Central), TV Nation (Fox, NBC), This Just In (ABC), What's so Funny (Fox), All That (Nickelodeon), Trashed (MTV), BRATS of the Lost Nebula (WB), Steven Banks Show (PBS), Night After Night with Allan Havey (Comedy Central)

2006-present Game Writer / Designer

Hullabaloo DVD Game (Cranium - writer)
BrainSlapper – flash game for infants (creator)
Giant Big Shoe Man – console game using dance pad (creator)

2008-2009 Website Creator

BestParentEver.com – once-popular parenting blog and forum
StuffStickFigurePeopleLike.com – blog for stick figures
Lazyman.info – lifestyle site for lazy people
MoronAnswers.com – like yahoo.answers, but for morons
UkeTilUPuke.com – the world's greatest punk ukulele band

1985-1993 Author, Editor and Journalist

Yuppies Invade My House at Dinnertime (book author). Hoboken Reporter (editor). Freelance articles: Seventeen, Village Voice, National Lampoon

EDUCATION 1982-85. NEW YORK UNIVERSITY. B.A. Magna Cum Laude

SKILLS Writer, director, cinematographer, animator, editor, visual effects