

Memo

January 10, 2018

From: Dianne Shapiro
To: B. Christine Byers,
Cultural Affairs, Public Art & Historic Preservation Coordinator
Culver City
RE: Deaccessioning of Artwork designed by Andrea Cohen Gehring, *Three Sheets to the Wind*.
Located at: 12211 West Washington Blvd. Culver City, CA 90066

Dear B. Christine Byers,

I would like to present a case to deaccession the artwork, *Three Sheets to the Wind*, located at 12211 West Washington from the Culver City Art in Public Places Program (APPP). One reason for this request is the artwork reflects a different period, commissioned by the previous owner. Another reason is both prospective & current tenants are requesting signage at the façade. The deaccessioning of the artwork would allow the current owner to adapt the building façade and grant the requests of the tenants without compromising or competing with the artwork.

In 1997, the former owner, C.W. Cook Co. Inc. remodeled the General Telephone Company operator and training facility into a multi-tenant office environment. The change of use came at a time when the building was adapting to the needs of the market. The building was remodeled and converted to office space. This is when, *Three Sheets to the Wind*, was commissioned and installed for \$6,100.00. The building was purchased by West Washington Investors, LP in 2013. The artwork remains intact for viewing since 1997.

The Culver City Municipal Code allows for deaccessioning of artwork after five years of installation. The artwork has been displayed for 20 years. The case the owner would like to bring forth to the commission is the artwork describes a different period. The market is evolving again and *Three Sheets to the Wind's* materiality describes a time in the past. The artwork, as described by the former owner, C.W. Cook Co. Inc., is "an upbeat 'Funk' style" and "is comprised of large metal mesh triangular structures representing sails of ships on the high seas." The designer, when contacted for comment stated, "It's perfectly fine to

remove the artwork. It was a piece the previous owner requested and it may not be relevant to the new owner.”

An item which is relevant to the new owner is signage. Prospective and current tenants are inquiring about & requesting signage. The owner is participating in the Master Business Signage Program and the addition of signage at the façade will materialize. One concern the owner has is the potential for the tenant signage conflicting with the artwork. The artwork is of simple construction and with the addition of several signs may become less prominent. Another concern is the signage placement intermingled with the artwork. The artwork mounts atop the corner of Grand View and West Washington Boulevard and has portions extending out to each end of the façade. The artwork isn’t large, but does take up several areas on the façade which limits the area of signage.

The altered façade will spark curiosity with those who frequent the area and create a newness to the location. With the present and future development along West Washington Boulevard and the potential for more pedestrian street activity, façade signage is a way for tenants to advertise, benefiting the owner, tenant and consumer. By deaccessioning the artwork, the corner of West Washington and Grand View will be comparable with the new phase the boulevard is generating from projects in the area without overloading the façade with both signage and artwork.

Thank you for your thoughtful consideration regarding the deaccessioning of the artwork at 12211 West Washington Boulevard.

Sincerely,
Dianne Shapiro
Project Manager

THREE SHEETS TO THE WIND



ADDRESS:

12211 W. Washington
Boulevard
Culver City, CA 90066

AMENITIES:

CATEGORIES:

- Public Art

***Three Sheets to the Wind* by Andrea Cohen Gehring, 1998**

Metal, steel tubing, and corrugated metal
30' h x 20' w

Three Sheets to the Wind was intended to complement the overall industrial aesthetic design of the building's facade. Triangular sections made of metal mesh representing the sails of ships sit above the roofline. Below these are sections of corrugated metal representing ocean waves.

Andrea Cohen Gehring collaborated with Art Mortimer on *Helms Coach Gone A Rye* (2002) at the Helms Bakery Complex. Ms. Gehring is a Partner and Design Principal at WWCOT.



THREE SHEETS TO THE WIND - SOUTH FACING ELEVATION



THREE SHEETS TO THE WIND -
SOUTH FACING ELEVATION



THREE SHEETS TO THE WIND -
EAST FACING ELEVATION



SURROUNDING BOULEVARD AREA