

ENGAGE: Mural Arts
Spring 2014

Mural Proposals for 11th Street and Jefferson Street

California College of the Arts students created designs for the ongoing mural site in downtown Oakland inspired by histories researched and written by public history students at California State University East Bay in collaboration with Professor Linda Ivey, Chair of the History Department.

<http://oaklandmural.weebly.com/>

The project is an interdisciplinary collaboration between classes to share the Oakland experience with the community. Her students created the stories in the Fall 2013 public history class. My students are not trying to illustrate the histories but instead riff on the broader themes -- resilience for example -- revealed by the historical research. This will compliment the other murals at the site since the earlier murals are more immediate voices from the neighborhood.

Eduardo Pineda
Adjunct Professor
California College of the Arts



Brad Butler
Ceci Miras

Our intention is to show how Robert C. Maynard brought diversity to the media through the use of color. He was the first African-American editor-in-chief who also owned a major newspaper company, the Oakland Tribune. This opened doors for women and minorities to be represented and heard as the paper sought to broaden their coverage to ensure equality and empowerment for the whole city. We plan to use color to represent the seven districts of the city that were given a voice when Robert C. Maynard decided that the newsroom needed to reflect the community.

Robert C. Maynard understood that those who write history have the influence to change it. In 1976, he became the first African-American chief editor of the Oakland Tribune, later purchasing it and reviving its voice for the local community. As Oakland grew into a diverse city, Maynard sought out to bring “color” to the news by giving opportunity for every race, ethnicity, and neighborhood to be heard and represented. He paved the way for women and minorities to have a greater more influential voice in the media, and opened the doors to bring about better understanding and unity in the community. Maynard’s legacy continues as the Tribune Tower brings color to the skyline with its green and red lights shining in the middle of downtown Oakland.



Sooyoung Kim
Hsaio Ai Wong

The Historic Sweet's Ballroom founded by William Sweet in 1920 in the center of Oakland downtown. He used music as a bridge to gather people from different ethnic groups, especially African Americans and Latinos.

Oakland is one of the largest multicultural societies in the United States. It has been a shelter for large populations of Asian community; Chinese, Japanese, Korean, Filipino and Southeast Asian, from 1850s till today.

We are proposing a mural project that contains the feeling of welcoming to many different ethnic groups in Oakland. By using the word "Family" in different languages with a combination of Oakland city symbol, Oak tree. We abstracted this symbol to a music staff, inspired by the Historic Sweet's Ballroom. We hope this mural to be a bridge for the community, sharing the idea of one big family.



“Despite all Odds”
by Steven Gong, Manny Pagkalinawan

The Fox in Downtown Oakland represents the city’s rich theater history. It has survived through decades of economic and social changes.

The focal point of the mural will be a female singer to embody the artists that have performed at the fox. Behind her will be a halo adorned with symbols of obstacles that the building has faced, this halo overall will represent a wrecking ball that the Fox has been threatened by over the course of its existence. The finer details of the mural will take notes from the beautiful interior décor of the building’s oriental and Middle Eastern influences. This background will be familiar to the people that have been able to enjoy the Fox today.*Since the piece is geometrically detailed, it will have more of a subdued color scheme as to not look too busy. It will have pastel like hues and have varying lines of thickness throughout the artwork.

Through this mural we want to capture the resilience of the Fox Theater over the generations of people and performers who appreciated its running existence.

Symbols on halo:

The Television = other forms of entertainment

Economic times = money symbol Struggle of funds

Natural Disasters = Earthquake Fires

War time = WWII

Gentrification = Ethic changes

Change of ownership = multiple owners of the years

Composition inspired by Art Nouveau and Theater Posters

**REACH HIGH
for the stars lie
hidden in your soul.
DREAM DEEP
for every dream
precedes the goal.**



Patrick Mulcahy
Kevin Hoffman
Griffin Goldsmith

Our mural incorporates several aspects of Oakland, from the activities of the bay to the skyline to Tupac, all of which have impacted the city drastically. The stairs in the mural represent the struggles that come in life, but lead to the stars representing the resilience and aspiration required to reach those dreams. The stairs also lead your eye directly to a quote from Tupac saying, 'Reach high for the stars lie hidden in your soul. Dream deep for every dream precedes the goal', taken from an interview. Yet Tupac is not shown visually, but represented by the symbol of a rose growing through concrete, taken from his song 'The Rose That Grew From Concrete,' referencing the struggles of inner city ghettos and the ability to break through these restraints. An inspirational quote from an inner city idol, combined with the characteristics of Oakland and the bay provide both visual and motivational inspiration for those who pass by the mural.



Aki Newman
Anushe Baber
Patty Chen

We hope to create a broader discussion on the community and diversity that exists in Oakland, inspired by our research of the Sweets Ballroom. We would like to incorporate the positive influence Sweets Ballroom had created for the Oakland community by opening its doors and floors for people of all races in the 1920s.

The proposed mural will not have a direct physical link to Sweets Ballroom, but will incorporate the notion of positivity, diversity, and a sense of community that exists in Oakland. The design itself will be a blend of text, human figures and an urban landscape.

The urban landscape will spell out the word 'Sweets' as a tribute to Sweets Ballroom.

The figures used will not belong to a specific gender or race, but will instead highlight the individuality among community members. We will represent this by creating an outline of the figures and using various patterns to show diversity among the people.

The text also an homage to 'Sweets Ballroom' as it is the font of the posters utilized during the time Sweets was hosting shows for famous musicians.



Marlena Gonzales
Riley Brookshire
Ruth Monroe
Brianna Tadeo

Drawing from multiple stories, we've incorporated several landmarks that are physical representations of the resilience and history of Oakland. BART depicts the manner in which the selected buildings are connected and illustrates how members of different neighborhoods can come together to form the Oakland community.