



COMMUNITY DEVELOPMENT DEPARTMENT  
CITY HALL  
10300 TORRE AVENUE • CUPERTINO, CA 95014-3255  
(408) 777-3308 • FAX (408) 777-3333

## FINE ARTS COMMISSION STAFF REPORT

Agenda Item No. \_\_\_\_

Agenda Date: July 25, 2016

### SUBJECT:

“Energized by Art” Utility Box Pilot Project – Phase 2 and Judging

### RECOMMENDATION:

Staff recommends that the Fine Arts Commission select one winner from each grade category, for a total of four and approve the painting of a fifth utility box with artwork prepared by Hongyun Art School

### BACKGROUND:

The City of Cupertino is in Phase 2 of the “*Energized by Art*” project pilot which will decorate up to five utility boxes along Stevens Creek Blvd with student-designed images inspired by the theme: *What can I do to conserve resources in Cupertino?* The Sustainability Division requests that the Fine Arts Commission:

- (1) review of candidate applications
- (2) selection of four winners, one from each grade category, and
- (3) consider artwork, created by Hongyun Art School and used for our 2016 Earth Day Festival, to be painted on a fifth utility box.

The City has partnered with local art school and certified green business Hongyun Art to implement Phase 2 of the pilot. Located in Cupertino, Hongyun Art is a private art school for children, who have teamed with the City to implement the first “*Energized by Art*” pilot and various other projects in our recent past (e.g., paperless plan recycled tree located in City Hall). The school pitched the idea for the project as a contribution to the 2015 Earth Day festival, yet one that would have permanence beyond the event itself. Hongyun Art collected submissions and will oversee the application of artwork to the selected utility boxes, each orchestrated in concert with its City partners. Hongyun Art has agreed to maintain the artwork going forward.

### DISCUSSION:

Across all age categories 141 eligible entries were submitted. About 10 entries were deemed ineligible due to residency outside Cupertino or because it was submitted on materials other than the required entry form template.

Based on a set of evaluation criteria which included adherence to the contest theme, artistic merit, and creativity, the Sustainability Division and Environmental Programs Division narrowed down the pool of entries to 15 for final review and selection by the Fine Arts Commission. The K-2 and 3-5 categories each have 4 entries for review. The 6-8 category has 6 entries for review because multiple entries received the same score, and the 9-12 category has 1 entry for review because only 1 entry was submitted to the contest.

The Fine Arts Commission is to choose one winner from each grade category: K-2, 3-5, 6-8, and 9-12. Staff recommends selecting, in order of preference, a few additional entries from any age group for additional boxes that may be approved for painting in the future. The Commission should select artwork they feel best represents the contest theme described above, has the best artistic merit, and that is most appropriate for display as public art along Cupertino's main corridors.

Due to the highly positive public response received for the artwork on the 2016 Earth Day Festival flyer, Hongyun Art proposed deploying this artwork for the fifth box installation. Hongyun Art School students altered the artwork from the original flyer to read "Cupertino Green," which aligns with the Sustainability Division's mission to raise community awareness around the City's many environmental initiatives. The Sustainability Division requests that the Commission consider approving the use of this artwork to decorate a fifth utility box.

#### **NEXT STEPS:**

The City has received approval to paint five traffic signal controller boxes along Stevens Creek Blvd, in coordination with the Public Works, Planning, and the Sustainability and Environmental Divisions. Utility Boxes are tentatively scheduled to be painted in late September; an exact date will be coordinated with partner Hongyun Art and the Public Works Department.

Prepared by: Lauren Dickinson, Public Works Department

Reviewed and Approved by: Catarina Kidd, Senior Planner

#### **Attachments**

- A. Art Submission – Grades K-2
- B. Art Submission – Grades 3-5
- C. Art Submission – Grades 6-8
- D. Art Submission – Grades 9-12
- E. Art Submission – Hongyun Art, Fifth Art Box