



Edward Rendon

Holly Shores Phase II Prospectus

Project: Community-based Mural Restoration at Martin Pool

Artwork Budget: \$20,000

Direct Select of Arte Texas

Project Summary

The City of Austin Art in Public Places (AIPP) program of the Cultural Arts Division, Economic Development Department, seeks to direct select Arte Texas to contract with original artist Ramon Maldonado to restore the existing murals at Martin Pool. In the spirit of how the original mural was created, this restoration would take place over 6-8 weeks and would be surrounded by community engagement activities to heighten the community connection to the work and fully research and express the historic importance of the mural and the community connection to the artwork.

The original artist, Ramon Maldonado, would engage a team of artists to execute the mural restoration over the course of six to eight weeks, possibly creating new imagery within the mural. The mural and the surrounding community engagement activities will connect to the identity and history of the neighborhood in the Eastside as part of implementing the Edward Rendon Holly Shores Master Plan.

The total budget available for this project is \$20,000.

This commission will continue to contribute to the preservation of the neighborhood's culture and directly enrich the viewer through this unique civic, cultural, and ethnic learning opportunities. The experience of the mural restoration will engage the community in dialogue, creative learning, and participatory arts activities. The work will include capturing oral histories and video to help tell the historic and evolving story of this East Side Barrio.

Public Art Goals & Priorities

The AIPP program seeks to commission works of art of redeeming quality that advance public understanding of visual art and enhance the aesthetic quality of public places. The goal of the Community-based Mural Restoration at Martin Pool is to select an artist/artist team who will:

- Honor the artists, artwork, and dedication that went into designing and creating the original murals in this Mexican American Community;
- Restore the existing murals to their original state when possible;
- When restoration is not appropriate, design new murals that are in keeping with the tradition, aesthetic, and themes of the original murals;
- Engage a broad cross-section of the community in the design and execution of the murals;
- Use materials that are easily maintained and vandal resistant in an exterior environment; and
- Restore and design murals that reflect the depth/breadth of the City of Austin's public art collection.

Artwork Opportunity

AIPP is seeking to contract with Arte Texas to engage the original Martin Pool mural artist or artists to restore the murals that currently exist on the pool house walls. This project will include restoring the existing murals, identification of the artists that Arte Texas will contract to perform the work, input and involvement of the neighborhood, participation by youth or community volunteers, various means of messaging and documenting the process, and use of AIPP Program-approved materials and techniques to ensure compatibility with site and available resources.

The proposed process must involve coordination with the Parks and Recreation Department, and any contractors associated with construction taking place concurrently, to the greatest extent possible, without impeding operation/access and public safety.

Selection

AIPP staff recommends the direct selection of Arte Texas who will contract with original Martin Pool artist, Ramon Maldonado, to lead the work for this artwork opportunity. If approved by the AIPP Panel, this recommendation will be presented to the Arts Commission for final approval.

Deliverables

Arte Texas will provide the full scope of the work outlined in this prospectus, including design (which will allow for creative expression at the time of the restoration), a description of the restoration process and a description of the community activities and involvement, to be coordinated with the Parks and Recreation Department and presented and approved by the AIPP Panel and Arts Commission before work begins.

1. Mural Restoration

Ramon Maldonado, with fellow Arte Texas artist Tanner Martinez, will lead invited artists in restoration of the mural over the course of a duration of six to eight weeks, in keeping with the spirit of the original mural installation.

- a. Ramon may restore the original imagery as is, or he could choose to create new imagery, in whole or in part.
- b. The mural restoration weekends will allow for community members to participate, attracting onlookers, sharing in the conversation about the artwork and bringing volunteers into the work of painting.
- c. Children and young adults should be expressly invited to participate, and elders and youth should exchange stories of painting murals as cultural expression.

2. Community Engagement

In order to connect more fully to community and bring attention to the artwork in progress, Arte Texas' Project Manager Bertha Delgado will arrange for festive experiences to happen at moments during the painting weekends. Through shared meals, music that connects with community, cultural partners, and performance that expresses culture, community events will foster shared understanding of the local history and add to the celebratory experience while the artists paint. These community gatherings will:

- draw people in to learn about the neighborhood's history;
- will expand residents' and park users' experience of the original artwork and the restoration process;
- cultivate artistic talent, particularly from elder to youth;
- foster collective culture and understanding through shared civic memory.

3. Capturing the Stories

During a selection of the community engagement activities, including but not limited to the shared meals, music, cultural partners, and performance(s), Arte Texas will engage:

- a. an artist, historian or archivist to record oral histories while the activities are going on.
- b. a videographer to capture some of the community experiences while the mural painting is happening, and while the music/performances are happening, as part of the deliverables for this artwork.

These histories and videos will be submitted to AIPP at the end of the mural project as part of the permanent archival record of the artwork. In addition, they will be made available to the Austin History Center for their collection.

Budget

The AIPP funding for this project is generated from 2% of the Phase 2 implementation of the Holly Shores Master Plan. The total award for the artist contract is **\$20,000** inclusive of all project fees such as meeting coordination, research, community outreach, design, recording, materials, paint, equipment, artist fees, insurance and all other project-related costs and deliverables listed.

Arte Texas Preliminary Budget

Project and community engagement events		Estimates	\$3,750
Bertha Rendon Delgado	Planning, coordination, purchasing, scheduling	\$2,000	
Videographer & Photographer	Video of painting & engagement activities	\$1,000	
Archivist Hortencia Palamoras	Record oral histories; archival audio	\$750	
Artists	Set up, prep, paint		\$10,000
Ramon Maldonado	Lead artist; 6 - 8 weeks of painting	\$3,000	
Tanner Martinez	6 - 8 weeks of painting	\$3,000	
Invited artists (2-3) to include Anna Lilia Salinas	painting by invitation	\$4,000	
Materials			\$2,500
Paint	Golden or Nova Color	\$2,000	
Additional supplies	bolts, brushes, tarps, tape	\$500	
Additional deliverables			\$3,750
Music/Festivities/Cultural Education Events		\$1,500	
Cultural partners		\$500	
Emerging Artist Certificates (3)	Education of young mural artists	\$150	
Event Insurance		\$300	
Contingency		\$1,300	
Total Preliminary Budget			\$20,000

Tentative Schedule

March 2020	Approval of Prospectus by AIPP Panel and Arts Commission
March, 2020	Contract with Arte Texas
April 2020	Work begins as soon as the weather allows – April Mural Installation Weekends – six to eight weeks
May 2020	Arte Texas Project Close-out, given favorable weather and project completion
June 2020	Completed murals celebrated with Martin Pool improvements re-opening by the Parks and Recreation Department.

See also: Appendix A. **Holly Shores Public Art Background**
Appendix B. **Deaccession Plan**

Appendix A. Holly Shores Public Art Background



East Austin has been the focus of tremendous change over the past few decades. Home to Austin's original Latino population, the area was historically one of deeply interconnected communities and neighborhoods. These ties remain, but the pressure of gentrification and demographic changes are creating new identities and new development in the area. Central to the life of the neighborhood and the site of many annual festivals and daily rituals of life is Edward Rendon Sr. Park at Festival Beach. In September 2009, the City of Austin allocated funds for the development of the park, Fiesta Gardens, and the Holly Power Plant Site (Holly Shores) as part of the Edward Rendon [Holly Shores Master Plan](#). To ensure that public art was considered in the in the planning of the future park, in Spring 2013, Go Collaborative was commissioned by AIPP to develop a supporting Public Art Action Plan to the Holly Shores Master Plan.

Holly Shores Public Art

Within the Holly Shores Master Plan area and surrounding neighborhoods, the diversity of public art is represented by: City-commissioned works in the AIPP program collection or funded through the City's Cultural Funding program, privately commissioned works, and informal/self-initiated works. Nine pieces are in the AIPP collection, and four pieces are part of the City of Austin's Cultural Heritage Collection. These thirteen pieces include painted murals and sculptures, some of which can be found on the wall surrounding the Holly Power Plant, at Metz Pool, and at Martin Pool. Through a series



of one-on-one interviews, small working groups and the Artist Walk and Workshop conducted by Go Collaborative, it became clear that the preservation of the communal history that these murals represent is key to maintaining the culture and traditions of the neighborhood.

Arte Texas

Arte Texas is a nonprofit formed by local artists that works with a dynamic diversity of neighborhood children rooted from the East Side in Austin. The membership is composed of all of the original creators of the Holly Shores Murals who are still living, among other artists interested in creating new work to preserve the cultural history of East Austin and pass along a variety of skills and heritage to younger generations.

Artist Team

Ramon Maldonado, Original Artist

Armando (Tanner) Martinez, Artist

Bertha Delgado, Project Management and Community Engagement

From the group: Our mission is to preserve the Culture of our Art Murals throughout the city of Austin giving local artists an opportunity to express their talent and give back to their community. Arte Texas is restoring our existing historical murals as well as creating new collaborative Art Murals that represent our heritage, our history struggle, and street graffiti that have been a part of our culture for decades. Arte Texas is seeking to create youth art programs for our children towards making a difference in their lives towards leaving a legacy.

Holly Shores Mural Restoration, Phase I, titled *For La Raza*, was completed by Arte Texas' Bertha Delgado, Artist Organizer, and original artist **Robert Herrera, Tanner Martinez**, and artist **Oscar Cortez** in 2018. Arte Texas received a 2018 Merit Award for the *For La Raza* mural restoration from Preservation Austin.



Appendix B. Deaccession Plan

Per the AIPP's program Deaccession Policy, each and every artwork in the AIPP collection is reviewed every ten years for viability. The Deaccession Policy states:

- No artwork shall be considered for deaccessioning within 10 years of acquisition, unless presentation of the work or public safety requires otherwise.
- At least once every 10 years, the entire City of Austin AIPP Collection shall be evaluated. This evaluation shall be performed by the AIPP Panel, with independent expertise sought as required.

A work of art may be considered for deaccessioning if one or more of these criteria apply:

- There is no longer a place to display it
- It requires excessive on-going maintenance
- It has deteriorated or been damaged beyond repair
- It too closely duplicates another substantial work in the AIPP collection
- It has been deemed fraudulent by a licensed conservator or curator
- Expert opinion has deemed it to be of inferior quality
- It is deemed a product of substandard workmanship by a licensed conservator or curator
- It represents a threat to public safety or to other items in the collection
- It has not been consistently displayed for 5 or more years
- It can be used to finance the acquisition of another work of art deemed of greater importance to the collection
- It has received poor public response for 10 or more years
- The artist has submitted a written request for deaccessioning