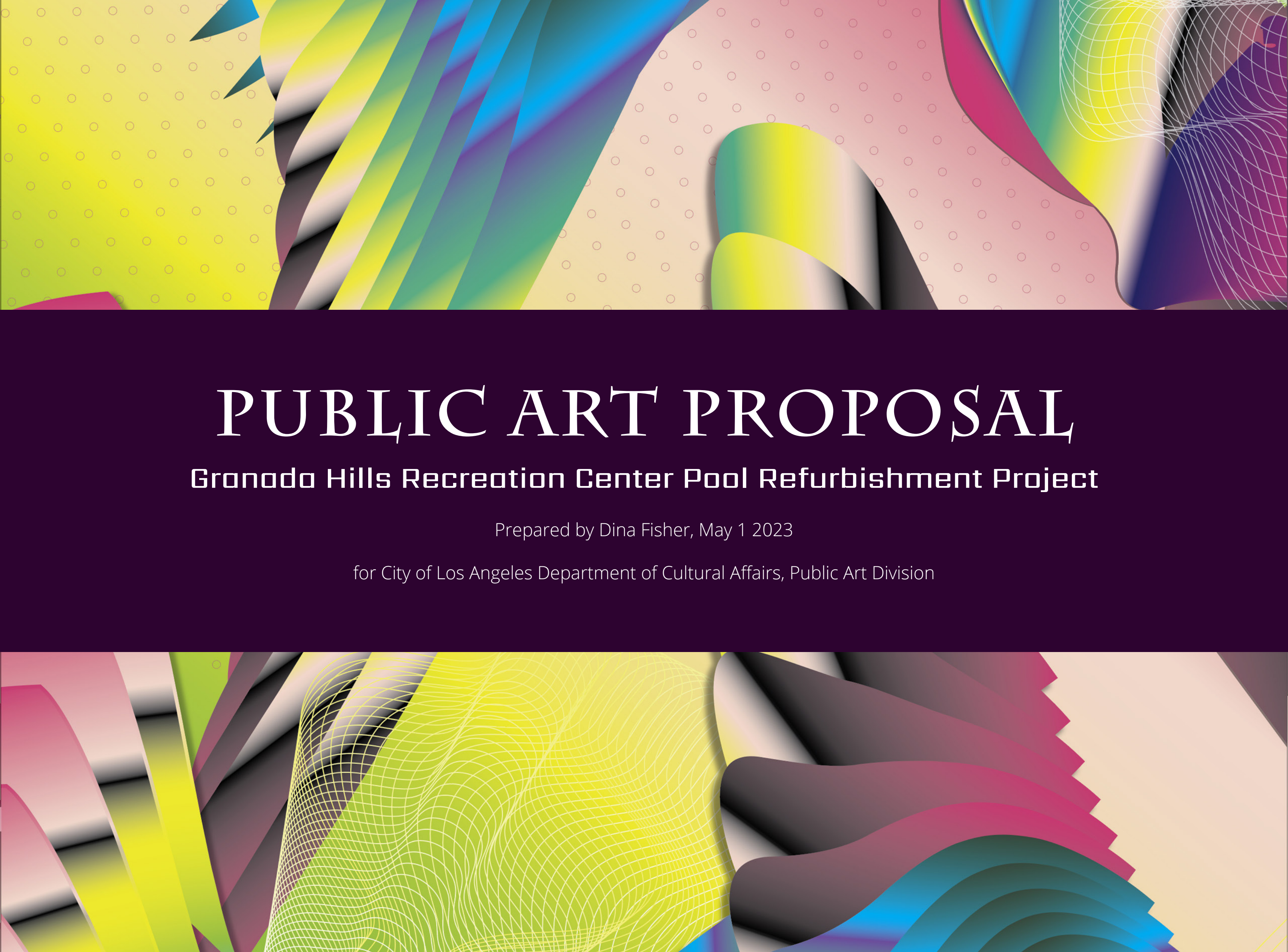


The background of the entire page is a vibrant, abstract composition. It features a variety of geometric and organic shapes in a rich color palette including yellow, green, blue, purple, and pink. Some areas are filled with a pattern of small, light-colored circles, while others feature a grid of thin, white lines. The shapes overlap and flow across the page, creating a sense of movement and depth.

PUBLIC ART PROPOSAL

Granada Hills Recreation Center Pool Refurbishment Project

Prepared by Dina Fisher, May 1 2023

for City of Los Angeles Department of Cultural Affairs, Public Art Division

Table of Contents

Project Brief 2

Background 4

Conceptual Approach 5

Mural Design 7

Materials and Durability 12

Augmented Reality 13

Community Engagement. 14

Budget 15

Timeline 15

About the Artist. 16

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Project Brief

Granada Hills Recreation Center Pool Refurbishment

The City of Los Angeles Department of Recreation and Parks is refurbishing the aquatic center at a popular park in Granada Hills, California. The former pool was heavily frequented by park patrons, including many children and families living in nearby apartments and homes. Although the existing bathhouse will be renovated, the project includes construction of a new pool, pool deck, pool equipment building, ADA (Americans with Disabilities Act) pathway, fencing and landscaping. Location: 16730 Chatsworth Street

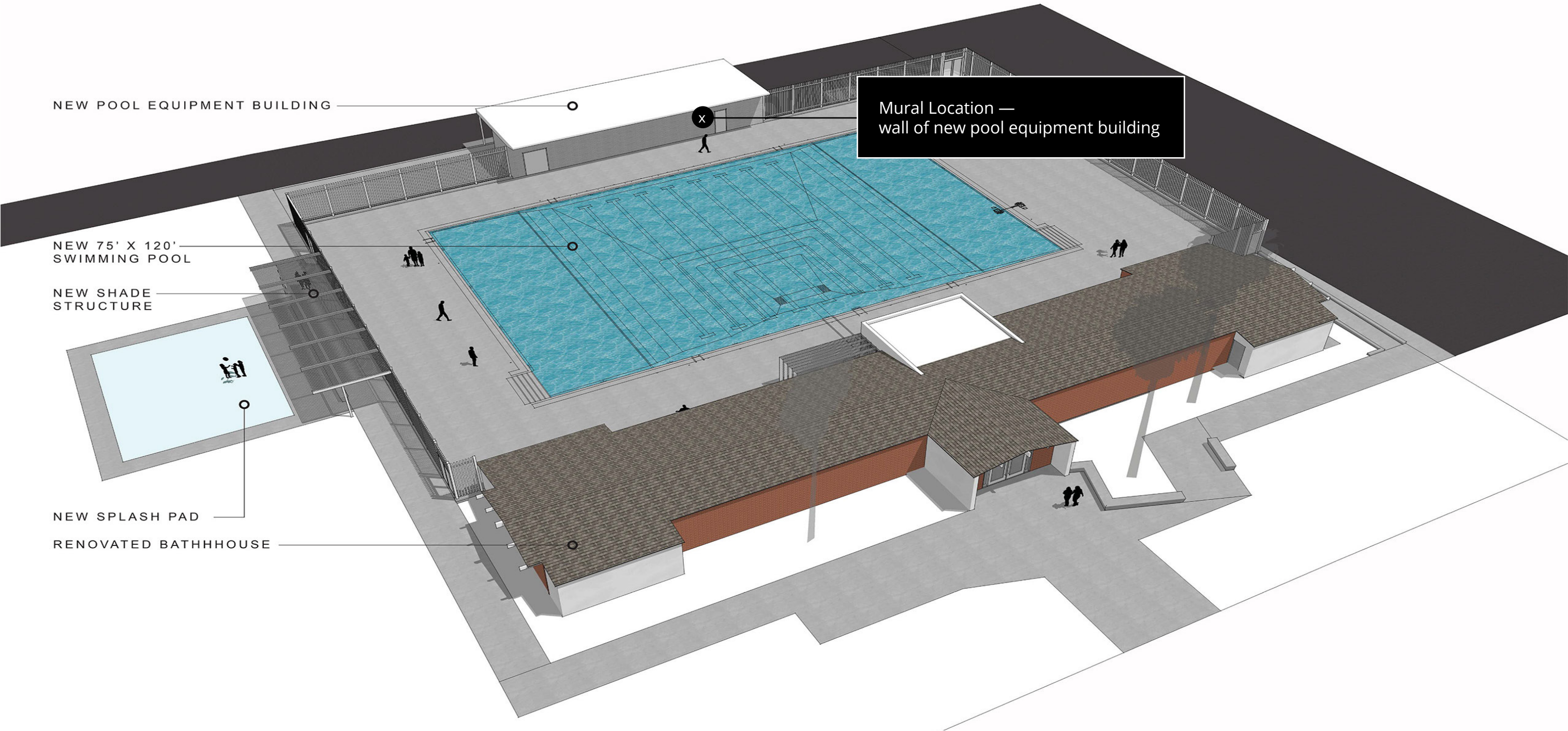
Public Art Opportunity

The City of Los Angeles Department of Cultural Affairs (DCA) solicited public-art proposals from several artists. DCA seeks to commission a mural for the new pool equipment building’s exterior wall, overlooking the pool.

Key Considerations:

- Wall dimensions - 68’ wide by 10’ feet tall
- The all-inclusive \$57,000 budget must cover artwork design, fabrication and installation
- DCA seeks permanent mural artwork with a minimum 25-year lifespan
- Proposals must consider the facility’s architecture and rich diversity of the surrounding community

Schematic Layout of New and Refurbished Pool Facilities



General Views of Recreation Center



Background

Diverse Community

Waves of culture and language have always streamed through Granada Hills, weaving a richly diverse tapestry. Granada Hills has long been a cultural cross roads. Reaching back centuries, in what we now call the northwest San Fernando Valley, Tongva and Chumash tribes mingled through intermarriage and trade. In the early 1900s, Los Angelinos seeking a better life headed there, transforming orchards into rabbit stables.

Today, new waves of people continue flowing into and through the community. At the Granada Hills Recreation Center, children's voices chime out in multiple languages: Spanish, Korean, English, Armenian and more. Families stream to the park from diverse socio-economic backgrounds, including high-density apartments adjacent to the park and nearby single family homes.

Scholastic Excellence

Granada Hills has a world-class scholastic reputation. Granada Hills Charter High School holds the national Academic Decathlon all-time record, winning nine of the last twelve yearly competitions. This is a truly spectacular achievement.

Three miles away, also in Granada Hills, John F. Kennedy High School offers three magnet schools for exceptional public-school students. Curriculum includes School for Advanced Studies, Architecture, Digital Design, Medical Magnet, and Global Leadership.

Clearly, something special is happening in Granada Hills. Today's local students will become tomorrow's regional and national visionaries, a home-spun creative force.

Personal Connection

I known and love Granada Hills intimately. My rich 40-year history there includes countless youthful days meandering with friends. Granada Hills High School (my alma mater) taught me to love poetry and geometry. I'll never forget walking to my very first job, beneath towering cedars along White Oak Avenue.

Swimming in Local Park Pools defined the summers of my youth. The intense freedom of underwater exploration indelibly marked me. Free-form color, sound, and motion came alive in dreamy sequences. It felt like flying or floating in air, weaving among other swimmers, rolling through somersaults and back flips, sometimes peacefully gazing up at clouds while floating on my back.

Entrepreneurial Renaissance

From the town's inception, small business aspirations have defined and dotted its roadways. This is especially true along Chatsworth Street, future home of the new pool complex and public-art mural. The street functions as a buzzing artery, humming through the heart of Granada Hills.

Today's new wave of local entrepreneurs is once again transforming Chatsworth Street. Conversation buzzes on sidewalks where diners wait for tables at up-and-coming eateries. Young hip couples and families converge for eclectic food and cultural blends formerly sought in distant artists' neighborhoods like Silver Lake and Echo Park.

Conceptual Approach

Historically, the San Fernando Valley served as a bedroom community for workers transiting to the LA basin. But things are rapidly changing as the Valley spawns its own cultural and business centers.

A multi-billion dollar entertainment stadium is underway in Woodland Hills. Facebook recently leased vast swathes of office space in Northridge down the street from CSUN's Soraya performing arts center, which showcases world-renowned talent. And as noted earlier, an educational and entrepreneurial renaissance is blossoming in Granada Hills.

Core Goals

- Support the emergence of Granada Hills and the wider San Fernando Valley as cultural centers in their own right.
- Embrace the local zeitgeist of cultural pluralism with a hybrid visual language from which something new and beautiful emerges.
- Combine fine art with the exuberance of pop-cultural gaming forms.
- Mirror the community's scholastic excellence with intriguingly original design and exquisite coloration.
- Make people pause, think, get them talking. Delight and inspire viewers while playfully challenging expectations.

This proposal aims to place Granada Hills squarely on the public-art map.

Proposal — Key Components

Wall Mural

- Vibrant colors, mesmerizing hybrid forms
- Visual metaphors: cultural fluidity, sensation of floating and swimming
- Durable materials, innovative process
- Strengthen emergent local identity

Augmented Reality

- Extend artwork beyond the wall
- Motion graphics, social-media photo filters

Community Engagement

- Youth art mentorship
- Collaborative design

(Conceptual Approach continued)

Identity Building and Place Making

The mural's future site is a stone's throw from Main Street Cafe, one of the most energetic new eateries in Granada Hills. Its blended cultural ambiance and exquisite culinary detail attract both local residents and people from surrounding communities.

- Support the growing sense of Granada Hills as an attractor, where people come for a taste of something special and unique. Something out of the ordinary.
- Perhaps more importantly, introduce local youth to exploratory fine art, encouraging them to dream, be original, and think outside the box. This is especially important for kids in adjacent apartments whose busy parents may not have time to visit museums in the Los Angeles basin.

Collaborative Practice

- Seek and incorporate stakeholder feedback during the design process.
- Work closely with DCA's public art team to ensure process stays on track.
- Consult with project architects and engineers to ensure best-practice installation methods.
- Engage local students in the creation of the Augmented Reality experience through design, content creation and technical implementation.

Embrace Innovation

- Use Augmented Reality to bring the mural alive with motion, extending the artwork beyond the wall.
- Take advantage of dye-sublimation's ability to print incredibly detailed graphics not achievable through paint or mosaic work.
- Employ world-class fabrication facilities using proprietary processes for long-lasting durability.

Mural Design

Monumentally sized strange and beautiful forms flow across the entire wall of the new pool equipment building. Seeming to float in air, they are a visual metaphor for the sensations of free-form swimming and playfulness in water.

Vibrant coloration excites and delights, echoing intense aqua blues of the newly renovated pool, and bright greens of the surrounding park and trees.

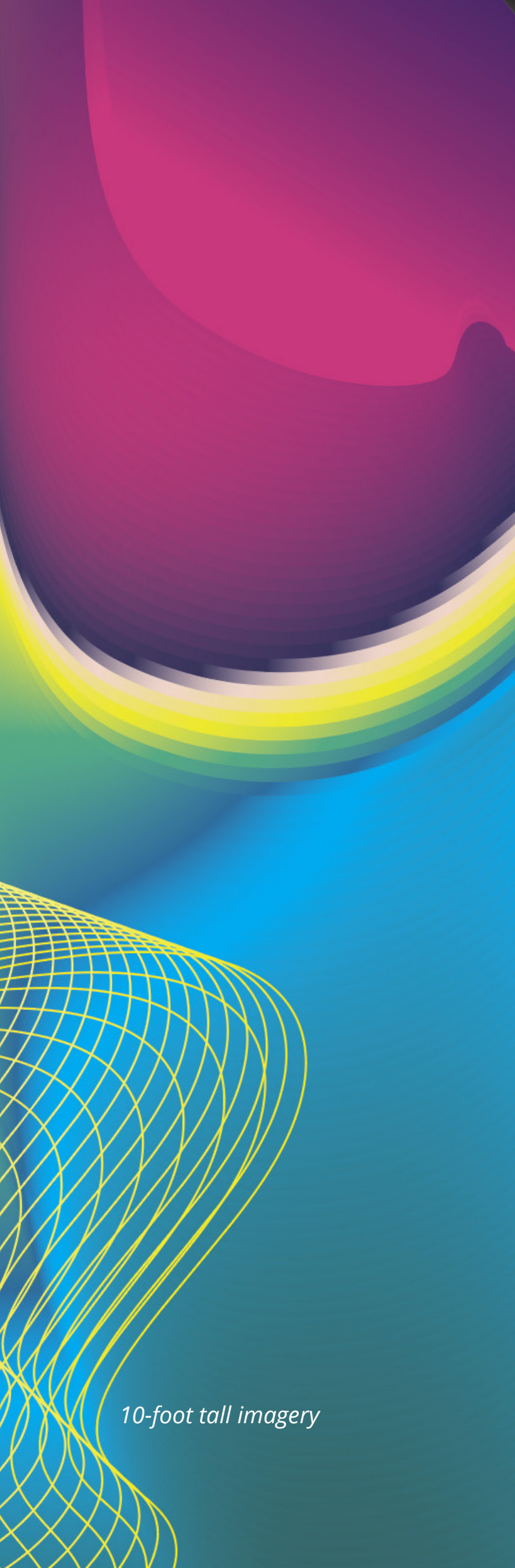
The imagery recalls elements of things commonly experienced, perhaps reminding viewers of bird wings, flowers or iridescent caterpillars. Their curious forms defy categorization, introducing into the visual vernacular something entirely new. No one has seen public art like this before.

The mural's hybrid newness and originality parallel the community's burgeoning identity, spun from the dreamers and seekers of many cultures now creating an emergent sense of self and community in Granada Hills.





Monumental forms shown at true scale



10-foot tall imagery





View of Augmented Reality activation zone (QR code inside smallest circle)

Primary Visual Metaphors

- **Sensations of Swimming**

Shapes floating in air soar and drift past one another, echoing youthful sensations of swimming underwater among other children. Forms resembling outstretched wings suggest arms reached out in swimmers' strokes.

- **Emergent Identity**

Out of converging cultures comes a melting-pot amalgamation of something new, excellence and attractors fueled by dreamers intent on creating a new and beautiful way of life, together.

Fearless Creative Experimentation

The artist created the proposed mural forms through deep experimentation with image-making software. She used design tools in unintended ways, pushing limits, stepping over boundaries and embracing the "glitch".

The resulting hybrid forms are an intriguing starting point. If commissioned, her experimentation will continue. The proposed timeline allots two to four months for further exploration and refinement, to produce exceptional end results.

Aesthetic Inspiration

- Mark Rothko's color-field gradients
- Spore video game's Creature Creator suite
- Marc Chagall's floating figures
- Indigenous wildflowers - including Mariposa Lily family
- Indigenous wildlife - including blue-winged Scrub Jays and Red-Tail Hawks
- Concentric wave forms created by tracing mountain topo maps of Mission Point at O'Melveny Park, Granada Hills' iconic and beloved hiking destination

Materials & Durability

Powder-Coated Aluminum Graphics

Using a proprietary dye-sublimation process, vibrant digital art will be powder coated and heat fused onto aluminum panels.

- crisp high-resolution detail
- vibrant color of sublimation printing
- excellent durability
- proprietary outdoor process and materials

Fabrication Expertise

Only two companies in North America produce outdoor-rated custom powder-coated graphics. The artist has worked with both, and confidently chooses [Alto Aluminum](#) as her vendor of choice. They have extensive experience fabricating public-art panels, with intense commitment to innovation and quality control. Alto Aluminum samples shown at right.

Durability & Maintenance Ease

- Expected lifespan = 25 years +
- Alto guarantees less than 5-10% color fade after 10-years
- Graphics heat-fused into metal are extremely graffiti resistant
- 1/8" thick aluminum panels are light weight, durable and tough
- Easy to install with standard masonry hardware
- Easy maintenance, simply wipe down with damp cloth
- Easy removal and re-installation for building renovation/relocation
- Easy reproduction in unlikely event of natural disaster or vandalism

Environmentally Friendly

The aluminum panels can be recycled. Alto's non-toxic powder coats contain no TGICs (triglycidylisocyanurates). They contain no solvents, thereby emitting negligible polluting VOCs into the atmosphere, unlike commonly used mural paints. The process is a low-exhaust procedure, and over-spray can be retrieved and reused.



Augmented Reality - Bringing the Mural Alive

Animated Artwork Can Swirl and Float Off the Wall

Using any modern cellphone, pool goers will see the mural come alive with motion. Artwork can swirl and leap off the wall, as previously “hidden” imagery becomes visible in a dance of color and form.

While watching the actual mural through their camera, they’ll see the artwork’s animated forms extend and move beyond the confines of the building’s wall.

Turning “Selfies” into Art

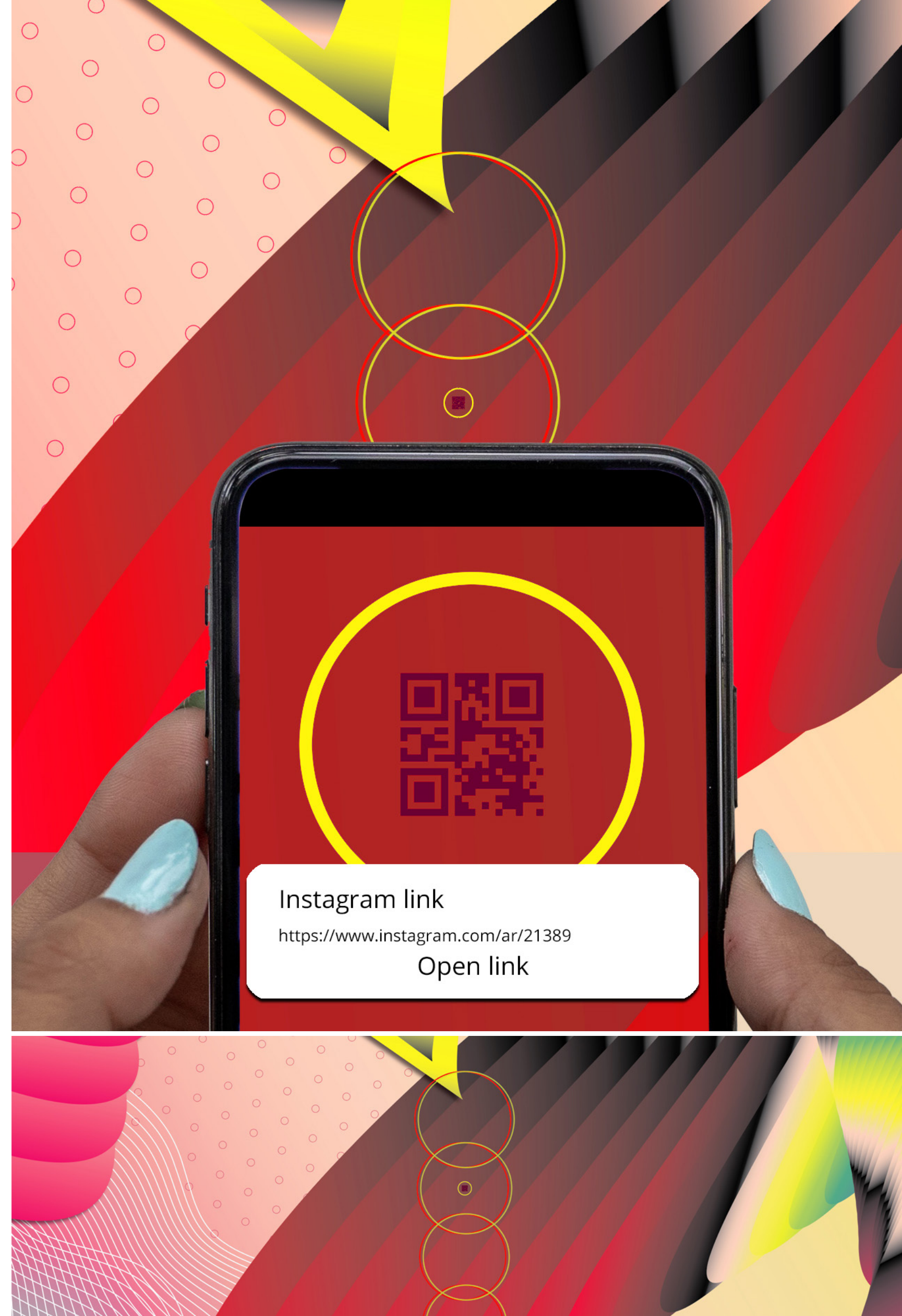
For sharing photos, people’s faces and bodies will be playfully decorated with elements from the animation and mural. Moms can create memorable photos for grandparents, sharing the day’s experience with loved ones who couldn’t be there in person. Children and teens can share “art selfies” with friends, inspiring others to come for a swim.

How does it work?

From the user’s end, it’s as simple as aiming their phone’s camera at a QR code¹ on the mural. The phone will automatically read the code, and seamlessly transport them into Augmented Reality.

Augmented Reality, also referred to as AR, injects “extra” elements into our every-day world when viewed through a smart phone. The artist will integrate digital experiences into reality through technology compatible with the most popular platforms, including Instagram and Facebook.

1. QR code - a machine-readable code consisting of an array of dark and light squares, typically used for storing URLs or other information for reading by the camera on a smartphone. These are used for common tasks like viewing restaurant menus, linking to informational websites, and opening social media apps.



Community Engagement

Young Artist(s) Mentorship

The artist will collaborate with local school counselors and teachers to establish mentorship relationships with high-school art students. The proposal budget allocates stipend payment for student(s).

Students will participate in the creation of visual assets and motion design for the Augmented Reality experience. They will help bring the mural alive with motion, revealing previously “hidden” elements while viewing the mural through a smart phone.

Granada Hills’ high schools, as detailed in this proposal’s Background section, pursue excellence. Students will gain confidence, knowing they’ve participated in public artwork and learn collaborative creative skills while expanding their artist technical capabilities.

Stakeholder Feedback

The artist intends to continue working on the mural design with further experimentation. During that two-to-four month process, she will seek and incorporate stakeholder feedback at key milestones.

Stakeholders may include: Department of Cultural Affairs staff, community representatives, mentored youth, project administrators, and public art committee members.

Budget

Mural Fabrication

Dye-sublimated Aluminum Panels	\$21,900
Shipping from Quebec.....	\$3,900
Preflight & Color Matching	\$450

Installation

Mounting Hardware.....	\$1,000
Installation Labor	\$2,500
Materials Transit.....	\$400

Augmented Reality

Programming	\$3,000
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Community Engagement

Stipend for High-School Understudy/Intern.....	\$1,000
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Other

Artist Fee	\$19,950
Insurance.....	\$400
Contingency.....	\$2,500

TOTAL.....	\$57,000
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Timeline

Project Initiation

- 1 month
- Contract
- Research & planning
- Community outreach
- Consult stakeholders
- Consult architect & engineer

Artwork

- 2-4 months
- Mural Design
- Gather & incorporate stakeholder feedback
- Revise design

Fabrication

- 2 months
- Fabrication
- Shipping

Augmented Reality

- concurrent with mural fabrication
- Visual assets creation
- Programming & technical implementation

Installation

- 2 weeks
- Prepare wall
- Install mural panels

Contingency

- 2 weeks
- Documentation
- Unexpected issues

TOTAL TIME — 6 to 8 months

About the Artist

Dina Fisher graduated from Granada Hills High School and has deep roots in the area. She works full time as a public artist from her home studio, nestled among boulders and towering cliffs in the nearby Chatsworth foothills. Melding the passion of a life-long artist with professional discipline from a high-tech design career, her emotionally resonant artwork engages audiences with exciting technologies, novel design, and innovative use of materials.

From playful murals to interactive sculpture, each project she creates celebrates site-specific culture and history. Passionate about community building, she serves on her local town council and sees public art as a powerful force capable of lifting a community's gaze toward tomorrow's promise.

Recent Public Art Commissions

Photos left to right, top to bottom:

- Mind Murmur (brain-wave controlled sound and light)
Black Rock City, Nevada — 2019
- Astrofengaia
Getty Center's 25th Anniversary, Los Angeles, California — 2022
- Denton Women's Interracial Fellowship Monument
City of Denton, Texas — 2021
- Love and Protect
Audubon Center, Los Angeles, California — 2019
- The Answer is Yes
City of Burbank, California — 2022
- GLEAM Light Art Festival
Madison, Wisconsin — Fall 2023
(currently in production)

