

ALAMEDA COUNTY COMMUNITY MURAL PROJECT

100 Families Alameda County: Art & Social Change

The community mural on the construction fence celebrates the families and neighborhood around the site of the County of Alameda's Acute Tower Replacement (ATR) Project at Highland Hospital. The mural is part of the ATR Project's Public Art Program which will include multiple public art projects throughout Highland's new facilities with the goal of using the arts to help create a healing environment. Through the support and shared vision of New Beginnings, the Alameda County Arts Commission's program *100 Families Alameda County: Art & Social Change* brings together diverse and multi-generational families to create artwork with the goal of enhancing the well-being of the family unit and the larger community. Images of the 17 families and their completed artworks are featured throughout 43 unique mural sections within the 600 foot long mural.



Images of the families and images of the 600-foot-long mural.

The mural was designed by local artists Joaquin Newman and Eduardo Pineda. Seventeen families from the Highland Hospital neighborhood worked with the artists during five art workshops conducted at the hospital. Fifty community members, ages 2 to 74, participated in the workshops. During the workshops local photographer Sibila Savage photographed the families while they created their artworks and participated in performing arts activities. The final mural features photographs of the families, the families' completed artworks and images of natural environments.

The participating families were recruited through a process that included hand-delivering hundreds of flyers throughout the neighborhood, email invitations to neighborhood groups, and outreach to families with children at Bella Vista Elementary School and other community organizations.



QUICK FACTS

- 17 families participated in the project, with a total of 50 individuals.
- Ages of the participating individuals ranged from 2 – 74 years of age.
- Participating families identified themselves as African-American, Asian, Caucasian, Latino, Persian, and Multi-ethnic.
- Arts Commission conducted five free Saturday art workshop sessions at the Hospital.
- Art workshops were conducted in September –November, 2010.
- Art workshop themes focused on the health and well-being of individuals, the environment, and the community.
- Mural was designed by local artists Joaquin Newman and Eduardo Pineda.
- Mural features images of the participant families and the families' artworks documented by local photographer Sibila Savage.
- The 600-foot-long mural includes 43 unique panels and was installed in April 2011.
- Mural is part of Alameda County ATR Project's Public Art Program which will include multiple public art projects throughout Highland's new facilities with the goal of using the arts to help create a healing environment.

FOR MORE INFORMATION

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HOW THE MURAL WAS CREATED

Local photographer Sibila Savage documented the art workshop sessions and took photographs of the families' completed artworks based on the theme of family, home and community. Artists Joaquin Newman and Eduardo Pineda incorporated images of the families and their completed artworks into the final mural design.



Ying's completed artwork with images of her family members.



Ying and Negar in pose during the performing arts activity.



Ying and Negar along with completed artworks shown as kites in the final mural panel.



Detailed images of the 600-foot-long Alameda County Community Mural.

100 FAMILIES ALAMEDA COUNTY: ART & SOCIAL CHANGE

Initially established as *100 Families Oakland*, the program was founded by F. Noel Perry, artist and venture capitalist, in 2004. Mr. Perry partnered with the California College of the Arts' (CCA) Center for Art and Public Life to initiate the program and establish a 100 Families Leadership Team, which he continues to chair. In 2007, the Alameda County Office of Education's Alliance for Arts Learning Leadership (AALL) became a partner. Under the new management of the Alameda County Arts Commission, the program continues to be strengthened and is expanding beyond Oakland to reach many communities throughout Alameda County. The Arts Commission continues the partnership with Mr. Perry, CCA, AALL, and the 100 Families Leadership Team.

Most recently, the Arts Commission developed a new partnership with New Beginnings, an innovative Alameda County program created by County Administrator Susan Muranishi that prepares youth for the future through education and job skills development. Broadening the spectrum of partners forges a strong and vital connection between the *100 Families* program and Alameda County's overall commitment to innovative and visionary programs. The program contributes to the larger vision to make Alameda County one of the best counties in which to live, work, and do business while celebrating families, helping neighbors feel connected to one another, and fostering safe neighborhoods and thriving communities.

100 Families Alameda County: Art and Social Change maintains the key components of the original *100 Families Oakland* program, which includes diverse and multi-generational families participating in a series of visual and/or performing arts workshop sessions led by local, community-engaged teaching artists; opportunities for group engagement and conversation; a healthy meal; and a culminating event that celebrates the accomplishments of the families and their neighborhoods.

Artwork and printed images supplied by the Alameda County Arts Commission. Mural design © Joaquin Newman and Eduardo Pineda. Photographs of families and families' completed artworks © Sibila Savage.

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