

City of Manhattan Beach:
Bruce's Beach Artwork Request
for Proposal Submission by
Building 180 & Showzart



BUILDING 180

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RESUMES

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ABOUT:

Building 180 is a women-led, full-service global art production and consulting agency. We specialize in public art, workplace design, and placemaking. We design, curate, and produce unique and complex art installations from conception to completion.

Our team of artists, curators, and producers are professional problem-solvers with big ideas. We collaborate across industries to identify creative solutions. Our clients include cities, sensible brands, event producers, designers, and developers. We facilitate stakeholder consensus, then apply our methodology to bring your story to life—on schedule and within budget. We exclusively work with reliable artists and pride ourselves as safeguards of artistic integrity and freedom.

CV:

2023

Selected completed + upcoming projects as of June 2023

- *Tall Cards* by Michael Christian, permanent sculpture for Factory 52, Norwood, OH
- *Napa Lighted Arts Festival*, Curated and produced 4 temporary sculptures by Katy Boynton, Bill Kennedy, and Taylor Dean Harrison; Napa, CA
- *Polymery* by Taylor Dean Harrison; temporary installation for Laguna Beach, CA
- *Altar + Designs* by Shrine; permanent installation for interior and exterior spaces; Las Vegas, NV
- *Mesmerize* by Stuart Ward, digital installation; Las Vegas, NV
- *Chopo* by Mr B Baby, permanent mural at La Mona Restaurant; Las Vegas, NV
- *Kwaidan* by Naomi Schultz, permanent mural for CBRE; San Francisco, CA
- *Eagle + Trout* by Joel Dean Stockdill and Yustina Salnikova, permanent sculpture; Tahoe, CA (upcoming)
- *Dancing Fishes* by Joel Dean Stockdill and Yustina Salnikova, permanent sculpture; Donner Lake, CA (upcoming)

2022

Completed over 100 projects with various artists. Selected projects below:

- *Card Sphere* by Michael Christian, permanent sculpture for Factory 52; Norwood, OH
- *Shine On*. Curated and produced 20 community murals. San Francisco, CA
- *Quail Family* by Joel Dean Stockdill and Yustina Salnikova; SOMO Village, Rohnert Park, CA
- *Charon* by Peter Hudson. International sculpture tour; Nantes, France, and London, UK
- *9 Murals* by various artists for Atlassian; Austin, TX
- *JFK Murals*: 11 ground murals by various artists spanning 1.5 miles; San Francisco, CA
- *Interior Styling + Design* for Benchling HQ, San Francisco, CA



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- *Blink Lighted Arts Festival*. Curated and produced 4 sculptures by various artists; Cincinnati,
- *Cheapshot*: Custom fabrication for bar interior; Las Vegas, NV
- *We All Scream*: Custom design and fabrication for bar interior; Las Vegas, NV

2021

Over 50 projects completed with various artists. Selected projects below:

- *Paint The Void Grant*, awarded by the City of San Francisco to create 30 temporary, public murals
- *Heartfulness 3* by Katy Boynton. A permanent sculpture installation at SOMO Village in Rohnert Park, CA
- *Syzygy* by Taylor Dean Harrison. A temporary sculptural installation at Park Merced in San Francisco, CA
- *Rope Hallway* by Lish Dawn. Permanent installation for Google at One Maritime Plaza in San Francisco, CA
- *Untitled Murals* by various artists. Permanent installations at Twitch HQ in New York, NY
- *Artificial Plant Ceiling Chandelier* by Lish Dawn. A permanent installation at the Flamingo Hotel
- *Charon* by Peter Hudson for Le Machine in Nantes, France

2020

- *World's Largest Augmented Reality Mural, "Transmigrations"* by Camila Magranem a permanent installation at the Downtown Grand Hotel and Casino in Las Vegas, NV
- *Slat City*, a 5600 sq/ft permanent mural by Josef Kristofletti at the Downtown Grand
- *Paint The Void*, fiscally sponsored by Intersection for the Arts. Building 180's pro-bono initiative to produce over 100 public murals in the Bay Area in less than 7 months
- *LED Ceiling installation* by Studio Annwn. Permanent installation at Lucky Day in Las Vegas, NV
- *LED Octopus* by Studio Annwn. Permanent installation at Discopussy in Las Vegas, NV
- *Untitled Murals* by Amos Goldbaum and Alexandra Bowman for Atlassian. Permanent murals in
- *Constellation* by Christopher Schardt. Temporary installation for the International Light Festival at Xintiandi Hall of the Moon, Shanghai, CN
- *Untitled Murals* by Lindsey Millikan. installation for Principal Builders in San Francisco, CA
- *Untitled Mural* by Priscilla Witte. Permanent installation at Park Merced in San Francisco, CA
- *Twitch, a Subsidiary of Amazon*, Interior Art Commission and Installations in New York, NY

2019

- *Untitled LED-reactive* murals by Strider Patton, installation for Coursera HQ, Mountain View, CA
- *Untitled* murals by Priscilla Witte, permanent installation for Amazon HQ Los Angeles, CA
- *Foret Moire* by Annie Tull, permanent installation for Amazon HQ Los Angeles, CA
- *Parastella* by Christopher Schardt, Permanent Installation for ZeroSpace, New York, NY
- *Twitch, a Subsidiary of Amazon*, Interior Art Commission and Installations across (3) offices
 - San Jose, CA, Los Angeles, CA, New York, NY
- *Geodes* by HYBYCOZO, Area 15, Las Vegas, NV. Interior Art Installation and Commission
- *Google, Sunnyvale* in collaboration with 2Decor. Interior Art Commission and Installation
- *Atlassian Mural* by "Captain" James Stovall and Frances Berry, Interior Mural; Mountain View, CA
- *Solacii*. Public 2-year Installation by Tigre Bailando, Fremont, CA
- *Rainbow Bridge* by Looking Up Arts Foundation, Temporary Art Installation for EDC Las Vegas



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- *Ethyl the Blue Whale*. Public (1-year) Installation at SFCC in collaboration with Meow Wolf Airbnb Headquarters, 3 Permanent Interior Art Commission & Installation in San Francisco, CA
- *Launched Ananta Artist in Residency Program*, Boulder Creek, CA
- *The Electric Oak* by Symmetry Labs, Project Management. Absinthe Las Vegas, NV
- *Constellation* by Christopher Schardt, Temporary Art Installation for Lighted Art Festival, Vista Colina Resort, Napa, CA

2018:

- Launched AB180 Artist in Residency Program, Portola Valley, CA
- *Twitch, San Francisco, CA* Installation and Commission of 5 Large-Scale artworks and decoration of over 125 rooms at Twitch, a subsidiary of Amazon, HQ @ 350 Bush St, San Francisco, CA
- *Atlassian, San Francisco, CA*. Mural Installation with Strider Patton and Knits For Life
- *Blue Whale* by Joel Dean Stockdill and Yustina Salnikova in collaboration with the Monterey Bay Aquarium, Hub Strategy and Communication, The National Park Service, Golden Gate Conservancy, San Francisco, CA. Commission and Installation
- *Constellation* by Christopher Schardt, Temporary Exhibit at the Midway Gallery, San Francisco
- *InSpire* by HYBYCOZO, Permanent Art Installation Fashion Mall Plaza, Las Vegas, NV
- *Heartfulness* by Katy Boynton, Permanent Art Installation at Fashion Mall Plaza, Las Vegas, NV
- *Firmament* by Christopher Schardt, Temporary Installation at Life is Beautiful Festival, Las Vegas
- *Alpine Investments*, Styling and Curation in San Francisco, CA
- *Firmament* by Christopher Schardt, Temporary Installation at EDC, Las Vegas, NV
- *Constellation* by Christopher Schardt, Temporary Exhibit at the Midway Gallery, San Francisco,

2017:

- Responsible for receiving \$500k in grants for large-scale art projects, including the Oakland Museum Bay Bridge Steel Program, Burning Man Honorarium, and The Robby Poblete Foundation's Art of Peace.
- *Pier Into The Past*: Public Commission utilizing over 50K lbs of Bay Bridge Steel to be installed on Pier 3 in San Francisco, CA, in 2020 in collaboration with Hornblower Cruises and Events.
- *Charon* by Peter Hudson, Temporary Installation at Burning Man, Black Rock City, NV
- *Sea of Light* by 3-Month Installation with Symmetry Labs, New York City, NY



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PRIMARY CONTACT:

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ABOUT:

Community organizer and art director working to improve the economic conditions of his community through art and collaboration. Active in multiple art projects and non-profit art organizations. Produced and Curated 30+ mural projects.

CV:

Sole Folks Art Director (2021 - present)

- Oversee programming and instructor training
- Manage Sole Folks art lab, a community space for artists without a studio space
- Provide art instruction to students and young artists.
- Curate community art events and shows in Leimert Park
- Curate community art murals
- Oversee community clean-ups
- Mentor upcoming artists in the community

Sidewalk Project Co-Founder, Art Director (2018- present)

- Oversee mural projects
- Manage communication and discovery of unhoused artists for participation in community art projects and murals
- Produce and manage community events with live painting music, clothes giveaways, food, drinks, healthcare kits, hygiene kits, sex worker kits, and a syringe exchange program
- Learn More: LA Times, ABC7, KCRW, OC Weekly, California New Times

Without Shelter Co-Founder, Chief Operating Officer (2018- present)

- Oversee sales team and marketing initiatives
 - Supply unhoused sales contractors with inventory
 - Implement sales strategy with contractors
- Manage corporate partnerships and promotions
- Source jobs for professionals in the unhoused community

Public Artwork Projects

- Defend the Sacred, Catch 21, 10ft x 150ft, 2017
- Dear Neighbor, Arlington and 10 FWY, whole building, 2019
- There Is Always Hope, 7th and Mateo, 25ft x 12ft, 2019
- There Is Always Hope, 3rd and Main, 30ft x 70ft, 2019
- Young Dolph, 9th and Broadway, 12ft x 25ft, 2021
- Paint the City Peaceful Mural Project, The Beverly Center, 10ft x 15ft (7 slots), 2020
- Skid Row Community Mural, Skid Row Community Refresh spot, 2021
- Morning Side High School Mural, Inglewood, CA, 2018



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- KIPP Academy Mural, South Central LA, the whole building, 2019

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LETTER OF INTEREST

Building 180 and the artist, Showzart, are writing this letter to express our deep interest and enthusiasm in applying for the commission to create an original, site-specific sculptural artwork that honors the history and legacy of Bruce's Beach. We believe that art has the power to evoke emotions, foster healing, and build a stronger sense of community, making this project particularly meaningful.

The opportunity to contribute to the City of Manhattan Beach's efforts in remembering and confronting the past and advancing toward a more inclusive and equitable future is both significant and inspiring. The history of Bruce's Beach provides a compelling focal point for this work, and we are committed to creating an artwork that acknowledges the past and facilitates a sense of peace, healing, and community for today and the future.

Building 180 is a renowned public art production company with a proven track record of delivering captivating art installations that engage and inspire communities. Our commitment to excellence and innovation aligns perfectly with the City of Manhattan Beach's vision. Moreover, the artistic prowess and community leadership of Showzart, will fuse art with the people who live near and visit this beach for years to come.

We are confident in our ability to meet the requirements and exceed expectations. Our proposal envisions a cohesive and immersive art experience that honors the rich history of Bruce's Beach while embracing the unique characteristics of the surrounding environment.

Our artistic practice revolves around creating site-specific works that respond harmoniously to their surroundings. Building 180 has successfully completed similar projects in the past, incorporating elements of history, culture, and community into permanent art installations, including a life-size blue whale named "Ethyl" in Santa Fe, NM, made of recycled materials that highlights the issue of trash in the ocean, and a family of quail sculptures in SOMO Village, CA that honors the land and pays homage to the indigenous people who have called this land home for generations.

We are dedicated to the highest standards of craftsmanship. We are confident that our experience and artistic sensibilities will enable us to create sculptural artwork that resonates deeply with Manhattan Beach and its residents. We feel collaborating with Manhattan Beach throughout the entire process of this installation is necessary, and we welcome the opportunity to do so.

The proposed statue at Bruce's Beach, depicting the innocent image of a young girl reaching for a flower from an outstretched hand, will serve as an evocative visual education tool, stirring dialogue and promoting understanding about the historical racial injustices that occurred here. Through its power of silent storytelling, this symbolic monument will foster healing within the community, catalyzing a much-needed discourse on empathy, reparation, and reconciliation.

Thank you for considering our application for this prestigious commission. We are excited about the possibility of contributing to the City of Manhattan Beach's cultural landscape and playing a part in honoring the legacy of the Bruce's Beach neighborhood. We look forward to bringing our artistic expertise and passion to this significant project.



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MAINTENANCE PLAN

Monthly Tasks

1. Visual Inspection:

- Use a torchlight for this process if necessary.
- Check for cracks or any signs of structural damage.
- Pay attention to any signs of insect infestation, bird droppings, or plant growth, as these can damage the sculpture over time.

2. Cleaning:

- Use a soft-bristle brush to remove dust and loose debris. If the sculpture has intricate detailing, you might need a smaller brush to reach into crevices.
- If the sculpture has more stubborn dirt, gently clean it with a cloth dampened with a mixture of mild detergent and water.
- Remove bird droppings as soon as possible using water and a mild detergent.

Quarterly Tasks

3. Waxing:

- Choose a high-quality microcrystalline wax suitable for outdoor use. This type of wax is resistant to humidity and temperature changes.
- Before applying the wax, ensure the sculpture is clean and dry.
- Apply the wax with a clean, soft cloth or brush, working it into all areas of the sculpture.
- Once the wax has dried (according to the manufacturer's instructions), buff it with a clean cloth to a gentle sheen. This will help to repel water and make the sculpture easier to clean.

Annual Tasks

4. Detailed Inspection:

- Consider hiring a professional conservator for this task, the conservator will conduct a comprehensive check of the sculpture's condition and can advise on necessary repairs or preventative measures.

As-Needed Tasks

5. Vandalism:

- In the event of graffiti, a professional restorer may be needed to remove the paint without damaging the sculpture.
- More serious physical damage will likely require professional repair.

In addition to the tasks above, you should always keep a detailed record of all inspections, cleaning, and maintenance tasks performed on the sculpture. Include dates, observations, and any actions taken. This information will be invaluable for future maintenance, conservation, and restoration work. Costs for maintenance can vary, but we estimate repairs or replacing damaged parts to be between \$3000-\$5000. This is strictly an estimation and actual costs would depend on the type and amount of damage, hired contractors, and timeline.



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ARTWORK PROPOSAL



Seed of Change is a captivating sculpture that embodies the essence of racial equality and progress. At its core, the sculpture showcases a poignant moment of connection between a little girl and a hand emerging from the ground, gently holding a blooming flower.

The sculpture stands tall, with a solid base resembling earth, representing the historical context of Bruce's Beach and the struggles endured. From this base, a tender flowering plant emerges,



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symbolizing the potential for growth and transformation. The flowers' delicate petals extend towards the sky, reflecting the aspirations and dreams for a more inclusive and just society.

The focal point of the sculpture is the interaction between the young girl and the hand. The girl, with her outstretched arm and open hand, demonstrates her curiosity, empathy, and readiness to forge a new path. Her presence signifies the hope and resilience of the younger generation, eager to embrace and champion equality.

The hand reaching out from the ground embodies the spirit of the ancestors passing on the beauty of unity and progress. Its appearance suggests strength and stability while holding a blooming flower, which represents the blossoming of racial equality. The flower signifies the richness and diversity that comes with embracing inclusivity.

The sculpture's composition creates a sense of harmony and balance. The contrast between the solid earth and the organic forms of the blooming flower and girl highlights the transformative power of change. The interplay of textures and materials, such as bronze, adds depth and visual interest.

"Seed of Change" serves as a reminder of the historical struggles faced at Bruce's Beach while inspiring viewers to continue the journey toward racial equality. It invites contemplation, reflection, and action, emphasizing the importance of nurturing and cultivating a society rooted in justice, understanding, and compassion.



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'Seed of Change' will be a 3-4' tall statue of our hero, the young girl, grabbing the blooming flower, made of bronze weighing 150-250lbs. Next to her will be an emerging hand from the earth that extends the flower, passing the blossom of growth and seed of change to the next generation. The hand and flower will also be made of bronze. We picture the sculpture to the left of the Bruce's Beach plaque.

See the inspiration artwork below. If our proposal is chosen to move forward, the team will provide 3D and site-specific renders.



Inspiration:



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PORTFOLIO/PREVIOUS WORK



Title: Ethyl the Blue Whale (Produced by Building 180 with artists Joel Dean Stockdill and Yustina Salnikova)

Year Completed: 2018

Materials: Steel, Recycled Plastic

Measurements: 25.89 m (84 ft 11.6 in) long, 8.07 m (26 ft 5.8 in) wide and 4.2 m (13 ft 9.6 in) high

Client: Monterey Bay Aquarium + Hub Strategy and Communications + Meow Wolf

Location: Crissy Field, San Francisco, CA | SFCC, Santa Fe, NM

Budget: \$400,000

Description: Artists [Joel Dean Stockdill](#) and [Yustina Salnikova](#) originally built Ethyl for a commission by the Monterey Bay Aquarium. With the support of Building 180, they set up a makeshift recycling center and facilitated educational workshops around plastic waste and consumption. The artists developed a custom recycling process done by hand to demonstrate that small-scale, high-impact waste management is possible and not necessarily something that has to be done on an industrial scale.

All of the plastic for this project was donated from the San Francisco Bay area and qualifies as #2 type plastic, also known as HDPE (High-Density Polyethylene), which is the stiff plastic used to make milk jugs, laundry detergent and oil bottles, toys, and some plastic bags. It is also one of the most commonly used and safest plastics to work with in preventing off-gassing. The appliances used to make each panel were either handmade (shredders), donated (greywater), or found on Craigslist (oven, washing machine). All of the soap used to clean the trash was recycled from found laundry and soap bottles. In total, the artists along with dozens of volunteers hand-recycled over 5,000 pounds of plastic.



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Title: Charon by Peter Hudson (Produced by Building 180)

Year Completed: 2011

Materials: Steel, Recycled Plastic

Measurements: Each half-leg is a single roller-bent piece of W6x15 I-beam, with identical flanges at either end. The chord of each half-leg measures 118" from flange to flange, and the radius of curvature is 22 ft.

Client: Burning Man, Les Machines, Greenwich + Docklands Int'l Festival, Festival Paris l'été, Hellfest, Zomer Van Antwerpen

Location: Currently on Tour:

- 2022: Nantes France
- 2022: London, UK
- 2023: Clisson, France
- 2023: Paris, France
- 2023: Antwerp, Belgium

Budget: \$450,000

Description: A gigantic 30' spinning wheel with posed human skeletons mounted on its inner edge, Charon is fully powered by a minimum of 12 people working in unison. Onlookers are invited to pull a series of 6 ropes which cause the wheel to rotate progressively faster. When the rope pullers are coordinated enough to get the wheel spinning at the correct speed, a strobe is activated, revealing the skeletons' animation. The animation tells the story of Charon, the mythological gondolier and ferryman of Hades who carried the souls of the recently departed across the river styx, the last right of passage on the way to the afterlife. This piece debuted at Burning Man, 2011. Building 180 is the producer and organizer of the current European tour.

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Title: Heartfulness by Katy Boynton (Produced by Building 180)

Year Completed: 2022

Materials: Steel, corten sheet metal

Measurements: 12'w x 15'h

Client: Fashion Show Mall LLC

Location: Fashion Show Plaza, Las Vegas, NV

Budget: \$75,000

Description: Heartfulness is a steel sculpture of a heart that has been broken and pieced back together. While it may be damaged and pieces may be missing, this mended heart is stronger and infinitely more interesting. Life presents many things that can break the heart, but true happiness comes from overcoming those obstacles and mending your heart in every way imaginable to love again.

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Title: InSpire by HYBYCOZO (Curated and produced by Building 180)

Year Completed: 2018

Materials: Laser cut steel with wooden base, painted gold, color-changing LED lights

Measurements: 6.5'w x 15.5'h

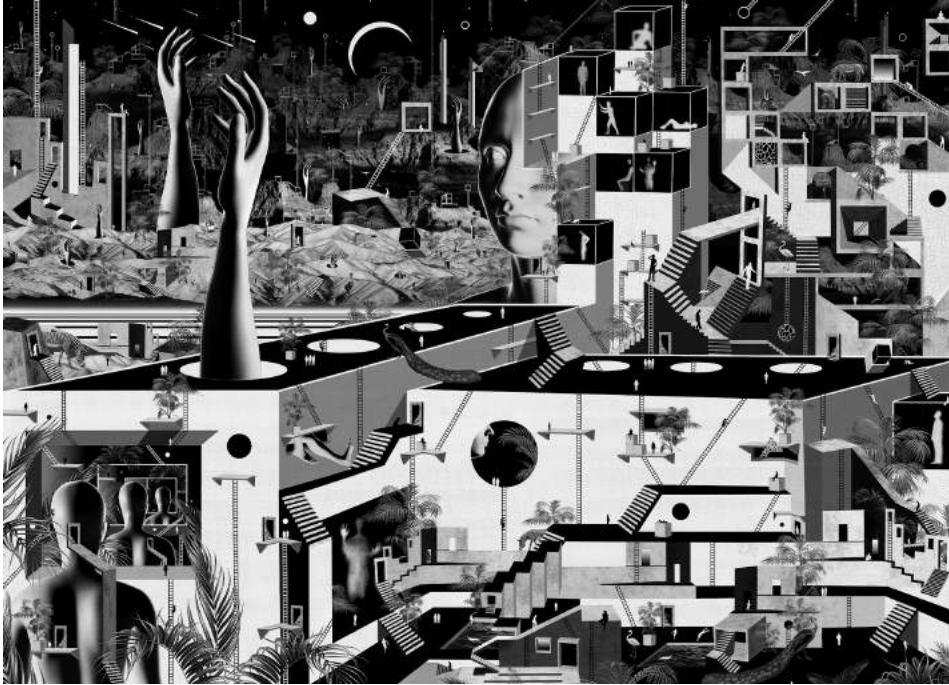
Client: Fashion Show Mall LLC

Location: Fashion Show Plaza, Las Vegas, NV

Budget: \$60,000

Description: Sitting on the Vegas Strip, this 14 ft sculpture is made of laser cut stainless steel, gold powder coat, and LED lighting. Standing on a point invokes a sense of wonder and curiosity from passerbyers.

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Title: Transmigrations by Camila Magrane (Curated and produced by Building 180)

Year Completed: 2020

Materials: Vinyl, custom application

Measurements: 15,000 sq/ft augmented reality mural. 112 guestrooms have a unique viewing experience within the hotel

Client: CIM Group for the Downtown Grand Hotel and Casino

Location: Las Vegas, NV

Budget: \$360,000

Description: Curated and produced by Building 180, Camila Magrane created Transmigrations, the largest augmented reality mural of its kind. Transmigrations is composed of (2) 75×100' digital murals that can be seen from 112 of the hotel's guest rooms in the Gallery Tower. A custom continuation of Magrane's "Virtual Mutations" series, augmented reality technology is utilized to create an interactive experience. Using Virtual Mutations, a proprietary app created by Magrane for her own works. The mural is positioned for guests to be able to view and interact with the augmented reality features of the artwork just outside of their hotel room window with an iPad.

For Transmigrations the goal of this project was to give interior rooms a "view". We needed to transform the lackluster guest experience of those who stayed in the 112 rooms that faced a plain concrete wall in the interior lightwell into a one of a kind experience. These rooms, which were once the last resort, became an exciting puzzle piece in a much larger masterpiece.

Magrane's art transformed what would otherwise be an undesirable cement wall view into a destination in and of itself. These rooms, called the virtual experience rooms, are now frequently requested as opposed to avoided.



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Title: Dear Neighbor

Year Completed: 2019

Materials: Acrylic Paint

Measurements: 105'w x 25'h - front wall & 110'w x 30'h - side wall

Client: 72andSunny

Location: Los Angeles, CA

Budget: \$100,000

Description: Showzart served as lead artist in this mural collaboration with 72U, the non-profit arm of the advertising agency, 72andSunny. The project addressed the need for more housing in Los Angeles and gathered the support of Mayor Eric Garcetti, who spoke at the project opening. Showzart organized seven muralists from different backgrounds and nationalities to come together in the creation of this mural campaign

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ESTIMATED BUDGET WORKSHEET

Bruce's Beach 'Seed of Change' Estimated Budget	
ITEM	ESTIMATED COSTS
Artist fee	\$70,000.00
Production Management	\$17,500.00
Design Revision	\$6,000.00
3D Modeling	\$4,000.00
Materials	\$85,000.00
Fabrication	\$80,000.00
Installation	\$5,000.00
Foundation/Concrete Work	\$15,000.00
Landscaping	\$3,000.00
Transportation/Delivery	\$2,000.00
Engineering	\$7,000.00
Geological Site Survey	\$10,000.00
Permits/fees	\$7,000.00
Insurance	\$4,000.00
Legal	\$7,000.00
Heavy Equipment	\$5,000.00
Heavy Equipment Operator	\$2,500.00
Videographer/Photographer	\$4,000.00
Expendibles	\$2,000.00
Contingency	\$2,000.00
Total	\$338,000.00



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REFERENCES

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