



## MEMORANDUM

July 7, 2023

**TO:** MEMBERS, PORT COMMISSION  
Hon. Kimberly Brandon, President  
Hon. Willie Adams, Vice President  
Hon. Gail Gilman  
Hon. Ed Harrington  
Hon. Steven Lee

**FROM:** Elaine Forbes  
Executive Director 

**SUBJECT:** Informational presentation on three (3) artists selected as finalists by the San Francisco Arts Commission (SFAC) Artist Selection Panel to develop artwork proposals for installation at the site of the Pier 27 Cruise Terminal Plaza, located at the Embarcadero between Chestnut and Lombard streets.

**DIRECTOR'S RECOMMENDATION:** Information Only – No Action Required

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### EXECUTIVE SUMMARY

On September 2, 2022, the Port entered into a Memorandum of Understanding (“MOU”) (attachment B) with the San Francisco Arts Commission (“SFAC”) to administer and coordinate the commissioning of an artist or artist team to develop an artwork proposal and fabricate an artwork to be installed at the site of the Pier 27 Cruise Terminal Plaza. A Request for Qualifications (“RFQ”) was released in October 2022, to professional practicing artists. The SFAC received 144 proposals, which a qualifications panel reviewed and narrowed down to the top 28 artists/ artist teams. A second selection panel, comprised of SFAC members, BCDC staff, a Port representative, and a community member reviewed the 28 proposals, have selected the top three (3), which are being presented to the Port Commission for review and comment. The top 3 artists will further their proposals, after which one will be selected for consideration of approval by the Port Commission and Arts Commission.

## **STRATEGIC PLAN OBJECTIVES**

The proposed Public Art for Pier 27 Cruise Terminal Plaza supports the Port's 2021-2025 Strategic Plan through the following Goals and Objectives:

### Evolution

Open Space. Improve Port open spaces to provide publicly desired amenities and activities. (The project would place a sculpture in an area of the plaza designed for a significant art piece, to activate the future Beltline Building uses and the transit experience for Cruise Terminal passengers.)

### Engagement

Engage constituents and the public on Port functions and activities.

Agency Coordination. Partner with City departments and government agencies to align communication, engagement, and activities.

## **BACKGROUND AND PROJECT UPDATE**

In 2014, the Port of San Francisco completed construction on the James R. Herman Cruise Terminal at Pier 27. The terminal hosts cruise ships year-round and doubles as an indoor/outdoor event center on non-cruise days. Located on the northern waterfront of the Embarcadero between Chestnut and Lombard streets, the terminal is accessible by private vehicle, public transit, and on foot. SFAC released an RFQ in October 2022 to professional practicing artists/ artist teams to engage in an art opportunity that will result in a sculpture or series of smaller sculptures within the Cruise Terminal Plaza and open space area adjacent to the Embarcadero pedestrian entrance.

The following subsections outline project goals, budget, artist selection and the outreach process, the top 3 selected artists' applications, and the tentative schedule.

### Project Goals

- Artwork should be positioned to invite visitors, but not impede paths of circulation.
- Artwork should be visible from points north and south on the Embarcadero.
- Artwork should embrace and highlight its visual connection to the Bay, and consider geographic, cultural, and/or historic relationships to the site and surrounding areas.
- Artwork should be ADA-compliant and universally accessible.
- Artwork should be appropriately scaled to the site.
- Artwork should be fabricated with consideration of sustainable materials and constructed as permanent and maintainable within an urban and marine environment.

## Project Budget

Total Art Enrichment Amount: **\$330,000\***

- Artwork Budget: **\$136,000**, inclusive of all artist's fees, as well as associated expenses for artwork design, fabrication, insurance, and transportation.
- Site Work and Installation Allocation (managed by SFAC): **\$83,700**
- Conservation, Project Management, Artist Selection Costs, Signage, Documentation: **\$110,300**

\*Total Art Enrichment project budget is from the City's 2012 General Obligation (GO) Bond for Parks and Open Space.

## Artist Selection Process and Outreach

After the application deadline expired, the Arts Commission staff screened applications to establish the pool of artists meeting the minimum eligibility requirements which are inclusive of professional practicing artists who reside in the United States. The eligible applications were presented to an Artist Qualification Panel consisting of two arts professionals and one SFAC staff member. The Qualification Panel reviewed and scored the applications to identify the short list of 28 qualified artists to be considered for the project, including 17 BIPOC artists/ artists teams.

The reduced list of qualified artists was then presented to the Pier 27 Cruise Terminal Project Artist Review Panel consisting of one staff or representative from the Port, one representative of the Pier 27 design team, one representative of BCDC, one community member, 3 arts professionals, and one Arts Commissioner. The panel identified three finalists (further described below) who will be invited to develop conceptual site-specific proposals after attending an orientation session with the project team and key stakeholders. These finalists will be paid an honorarium of \$2,000 plus travel reimbursement for the development of a proposal. The Artist Review Panel will reconvene in late summer/early fall to consider the finalists' proposals in an interview format and will select one artist for recommendation to the Arts Commission and Port Commission. For a detailed summary of the SFAC outreach process, including data, please see Attachment A.

## Artists/Artist Team Proposals for Consideration

Based on the scoring from the Artist Review Panel that convened on May 31, 2023, the 3 artists for consideration are as follows:

1) *David Brooks* (URL: <http://davidbrooksstudio.com/>)

David Brooks' work investigates how cultural concerns cannot be divorced from the natural world while questioning the terms under which nature is perceived and utilized. Embracing a research-based practice, their work considers the ecological crisis between the individual and the built and natural environments.

Brooks has participated in talks at the Exploratorium, residencies at Headlands Center for the Arts, and has conducted aquatic research at the Farallon Islands. Additionally,

they have permanent commissions in the Miami-Dade Art in Public Places collection, the city of Changwon, South Korea, and the Storm King Art Center.

Brooks has exhibited at the Aldrich Contemporary Art Museum, Connecticut; the Dallas Contemporary; Tang Teaching Museum and Art Gallery, NY; Nouveau Musée National de Monaco; Sculpture Center, NYC; The Visual Arts Center, Austin; the Nevada Museum of Art; and MoMA/PS.

2) *Ana Theresa Fernandez* (URL: <https://anateresafernandez.com/>)

Ana Theresa Fernandez's work creates moments of activation and change in communities, and her practice creates experiences and ways for individuals to feel an awareness of what has been left unnoticed or silenced. She engages the public through the power of somatic learning to evoke curiosity and motivate change.

Fernandez recently exhibited at The Armory Show in New York City and was spotlighted as a Guest of Honor at the Paris Photo Fair. She has developed two large-scale public art pieces in San Francisco and is currently engaged with the city of Napa in creating a permanent art piece to be installed in the Fall of 2023. She has also created permanent public art projects in Brazil, South Africa, Haiti, and Mexico, and is a polyglot (multilingual) well-versed in working with different mediums and cultures.

Her work is in the permanent collections of the Fine Arts Museums of San Francisco, California; the Indianapolis Museum of Art, Indiana; Blanton Museum of Art, University of Texas, Austin; Denver Art Museum; Nevada Museum of Art, Reno; National Museum of Mexican Art, Chicago, Illinois; Weatherspoon Art Museum, University of North Carolina, Greensboro; Snite Museum of Art, Norte Dame University, Indiana; The Cheech Marin Center for Chicano Art, Culture & Industry, Riverside, California; and the Kadist Art Foundation, San Francisco and Paris.

Fernandez lives and surfs in the Outer Sunset and has a studio in the Bayview. Her connection to the project site is her love for the ocean.

3) *James Shen, PAO* (URL: <http://www.peoples-architecture.com/pao/en/>)

James Shen heads the Long Beach Studio of People's Architecture Office (PAO), a multi-disciplinary practice focusing on social impact through art and design. His award-winning work has received international recognition.

With a background in architecture, art, and product design, he has 20 years of professional experience creating places that inspire social interaction and connection and has completed projects spanning North America, Europe, and Asia.

As a child of Chinese refugees that immigrated to the US through San Francisco, ports are significant in his personal history. Shen's family worked at the ports of Guangzhou and Hong Kong, and like many Cantonese from these places came to the US through the Port of San Francisco and resided in nearby Chinatown. He understands the important role of ports and has watched their revitalization through his experience living in Long Beach and Boston and visiting San Francisco.

Shen has been a Loeb Fellow at Harvard, a Senior Research Fellow at the Harvard Joint Center for Housing Studies, and an Innovation Fellow at MIT’s China Future City Lab. He taught at MIT and Harvard and has completed projects with the Design Society in Shenzhen, China; The Other Ones Foundation, Austin, Texas; Harvard Office for the Arts, Cambridge; Mayor’s Housing Innovation Lab, Boston; and K11 Art Foundation, Hong Kong.

**Estimated Schedule** *(completed tasks in italics):*

<i>RFQ Issued</i>	<i>October 2022</i>
<i>RFQ Deadline</i>	<i>January 2023</i>
<i>Qualification Panel</i>	<i>February/March</i>
<i>First Artist Selection Panel Meeting</i>	<i>May 31, 2023</i>
Port Commission Informational Update	July 11, 2023
Final Artist Selection Panel Meeting	Q3 2023
Northern Advisory Committee Review	Q3 2023
Arts Commission Approval	Q3-Q4 2023
Port Commission Approval	Q3-Q4 2023
Artist Under Contract	Q3-Q4 2023

**USE OF PORT PROPERTY**

The selected artist would enter into a standard form license with the SFAC to provide all design, engineering, installation, and maintenance requirements. The artist would be required to provide liability insurance and indemnification. The Project will also require obtaining a Port Building Permit.

**NEXT STEPS**

Upon submission of the finalists’ proposals from the 3 selected artists, the Pier 27 Cruise Terminal Artist Review Panel will reconvene to consider the proposals in an interview format and will select one artist for recommendation to the Port Commission and Arts Commission, expected in the Fall of 2023. The selected artist will also be presented to the Northern Advisory Committee (NAC).

Prepared by: Ryan Wassum, Planning & Environment

For: David Beaupre, Deputy Director for Planning & Environment

Attachment A - Outreach Summary  
Attachment B - SFAC and Port MOU

**ATTACHMENT A**  
**PIER 27 CRUISE TERMINAL PUBLIC ART UPDATE**

**SFAC Outreach Summary**

**Applicant Status:**

- 144 total applicants
  - 91 CA /58 Bay Area /34 San Francisco
  - 57 BIPOC applicants (note: voluntary demographic field in artist applications)

**Artist Review Panel 1:**

- Shortlist of 28 applicants reviewed by Artist Review Panel 1, May 31, 2023
  - 20 CA /14 Bay Area /9 San Francisco
  - 17 BIPOC applicants

**Outreach Campaign**

**Distribution of RFQ Call for Artist:**

- Mayor's Office
- All Board of Supervisors and Staff
- CCSF PIOs
- SFAC/Port Social Media
- SFAC Newsletter List
- SFAC Public Art List
- SF Cultural Centers
- SF Cultural Districts
- SFAC DCA/Commissioners
- All SFAC Staff
- African American Arts VIPs
- Native American Community/American Indian Cultural District
- SF Planning Bayview/Hunters Point Neighborhood Orgs
- Treasure Island RFQ List
- SF Exploratorium (media and curatorial)
- Shipyard Trust for the Arts (Hunters Pont Shipyard Artists)
- Minnesota Street Project
- Institute of Contemporary Art San Francisco

**Email Campaigns:**

- Call for Artists for Pier 27 Cruise Terminal  
<https://conta.cc/3TIT1ko>
- October 21, 2022 (*Sent: 8,400 / Open: 4,312*)
- December 14, 2022 (*Sent: 9,340 / Open: 4,755*)

## Social Media Posts:

- Nextdoor
  - 10/21/22 (*Citywide, 6,694 Impressions*)
  - [https://nextdoor.com/profile/01f\\_QB2mZ9QWBbZbJ/](https://nextdoor.com/profile/01f_QB2mZ9QWBbZbJ/)
- Twitter
  - 10/21/22: <https://twitter.com/SFAC/status/1583554187534606336>
  - 11/15/22: <https://twitter.com/SFPort/status/1592593082347683840>
  - 12/14/22: <https://twitter.com/SFAC/status/1603188685523996673>
- Instagram
  - 10/21/22: [https://www.instagram.com/p/Cj\\_S4NhBTYK/](https://www.instagram.com/p/Cj_S4NhBTYK/)
  - 12/14/22: <https://www.instagram.com/p/CmKzsYoh335/>
- Facebook
  - 10/21/22: <https://www.facebook.com/photo/?fbid=479198097569220&set=a.372555528233478>
  - 12/14/22: <https://www.facebook.com/photo/?fbid=519769920178704&set=pcb.519778850177811>

## Media:

- 2/16/22 Weekend Update: KQED Radio Interview with SFAC staff

## SFAC Newsletters:

- October 2022
- November 2022

**ATTACHMENT B**  
**SFAC AND PORT MOU**