



LIVING INNOVATION ZONES

Studio 1

LIZ

Studio 1 is a public art project, mobile work space and micro residency center. The 65 square foot “off the grid” solar powered art studio is built on the back of a flat bed trailer and can be deployed to locations around the Bay Area in support of public art projects, artist residencies, and performances. Studio 1 is built primarily of reclaimed and salvage materials, designed and constructed by artist David Szlasa.

WHAT IS A LIZ?

A **Living Innovation Zone (LIZ)** is a temporary installation that activates a public space on Market Street, the City’s primary cultural, civic and economic spine. The program is structured to seed creative cross-disciplinary collaborations resulting in place-based experiences and real-world testing spaces for new ideas, projects, and technologies. LIZs are intended as enhancements to the public realm, encouraging people to connect with each other and their city.



SFLIZ.COM

BACKGROUND

With support of the San Francisco Mayor's Office for Civic Innovation, the San Francisco Planning Department LIZ Program and San Francisco Arts Commission, artist David Szlasa will install a mobile public art project and micro residency center "Studio 1" on the Market Street sidewalk directly fronting the NEMA building at 10th Street, San Francisco. While on site, Studio 1 will host a series of resident artists, pop up events, and community engagement activities. David Szlasa will direct programming for the Studio with curatorial support from the SFAC Public Art Manager in full transparency and cooperation with the NEMA building management.

MODIFICATIONS FOR MARKET STREET

The Studio itself is a model of sustainable construction, applied renewable energy, and an alternative solution to reliable workspace for artists. The exterior is clad in reclaimed redwood, solar panels, and is built with careful attention to details and design.

To customize Studio 1 to the unique conditions of 24/7 deployment at the NEMA location, the following retrofits and upgrades will be added to the current Studio 1 design.

New rear double doors with custom integrated video projection screen. This upgrade will allow for videos to be shown on the exterior doors of the Studio in all evening hours, with all electronics housed safely inside the structure itself.

Motion activated undercarriage LED lights and sound effects. This interactive aesthetic upgrade will also act as vandalism deterrent and lend visibility to the structure in off hours.

Exterior window shutters. For added security and vandalism prevention.



DEPLOYMENT + PROGRAMMING

The six week installment would begin on or around June 1, 2015, with resident artists will occupy the Studio a minimum of 5 days per week. Resident artists will represent a mix of disciplines including drawing and painting, video art, sustainable design, and performance.

Each artist will devise programming schedules to compliment the natural traffic patterns of the location, scheduling open studio hours and exhibitions on a regular basis.



POTENTIAL RESIDENTS

- + Amara Tabor Smith
- + Shinichi Iova Koga / 95 Rituals
- + Jay Shafer

- + Andrea Bergen
- + Jonn Herschend
- + Bill Shannon
- + Amy Franceschini / Futurefarmers

PAST RESIDENTS

- + Keith Hennessy
- + Dohee Lee
- + Aaron Landsman

FUNDING

The City contributed \$15,000 in seed funding for the Studio 1 LIZ which was leveraged by Artist David Szlasa to raise additional funding for the project.

THE PROJECT TEAM

Each LIZ is a collaboration between the City, participating creative and cultural organizations and the communities in which the LIZ is sited.

David Szlasa DESIGNER

Direct programming for the Studio with curatorial support from the SFAC Public Art Manager in full transparency and cooperation with the NEMA building management.

Civic Center CBD COMMUNITY LEAD

Holds the LIZ permit and helps with daily maintenance of the installation.

BENEFITS OF FRONTING A LIZ

NEMA has proven a transformational investment at 6th and Market, and will bring much needed life and vibrancy to the neighborhood. The LIZ installation is intended to build on this activation and extend it further into the sidewalk.

Based on our experience with the first LIZ at Yerba Buena Lane, we anticipate the impact of the LIZ to prove beneficial to NEMA, your residents and surrounding neighborhood.

The City's LIZ Team CITY AGENCIES

Co-led by the Mayor's Office of Civic Innovation, the Planning Department, San Francisco Public Works and The San Francisco Arts Commission (SFAC).

As the Property Owner fronting the seating installation, NEMA would be a key project stakeholder. While the Project Lead and CBD are responsible for the daily upkeep, we ask that you help keep an eye on the space and ensure everyone feels welcome.



Pause on Market Street LIZ is composed of two exhibits designed and fabricated by the Exploratorium that encourage social interaction and play: a pair of giant parabolic “whispering dishes” amplifies and focus a user’s conversation, making it audible to a person sitting in an opposite dish placed roughly 60 feet away, and “singing bench” that plays music when users complete a circuit by touching it’s armrests. Over 20,000 pedestrians pass by the installation everyday, which means the project is seen over 7 million times per year. Anecdotally, we’ve heard that adjacent businesses (like MOMA Store, The Coffee Bean and Bluestem Brasserie) have noted a significant shift in the number of visitors to the area, referring to the LIZ as a new “icon” in the neighborhood.

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Sm/Art car

By *Kate Conger*

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With their prototype mobile artist's workstation, Studio 1, David Szlasa and Katrina Rodabaugh are off to the races



Two for the road: David Szlasa and son pose in front of Studio 1.

PHOTO BY KATRINA RODABAUGH

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THEATER Once the image of the highway-bound pioneer, the camper van has been reborn on the plains of the Wild West of arts programming, just off 51st Street in Oakland. It's been sighted here and there since May, greeted with honking and cheering by fans of the tiny house movement, idle curiosity by idling bystanders, and mild frustration by those anticipating a sidewalk taco or crême brûlée.

Something like the sloped cross-section of a survivalist's shack, the trail-able cabin, with a pair of wide windows set in its redwood-plank sidewalls, looks modest enough if a little odd. But husband-and-wife artists and Range Studio founders David Szlasa and Katrina Rodabaugh see it as the beginning of a convoy, and endless possibilities.

The idea was born shortly after the couple's son was born, about three years ago. Szlasa had just left his position as programming director at Z Space to pursue life as a stay-at-home artist and dad, and was quickly finding room to work at more of a premium than ever. Already a fan of the tiny house movement, he applied to the Center for Cultural Innovation for a material-support grant, with the idea of building a small studio in the parking space beside his house.

"In the process of designing it and talking to people about what it would take, a lot more people became interested in it," recalls Szlasa. "I started thinking more broadly that this is a significant need across the Bay Area and, after talking to people outside the Bay Area, a significant need all around."

One of the needs he had hit on was a way of leveraging project-based support to artists for capital improvements that they could get further use out of.

"We as artists get in this pattern of raising money to do this show or do that show," he explains. "This was re-thinking that and reapplying those funds to something that could give and keep giving. So with that I began to see the bigger opportunities in it, and pretty quickly realized this would be a prototype and model for a larger effort."

Having built it over the course of about six months beginning last December — with crucial help from a few friends with specialized skills — Szlasa is now tooling around with his new mobile artist studio, hitched to the back of his old white pickup, in the hope of attracting support for the larger venture. Formalized as the Range Studio project, and co-directed with Rodabaugh, the former program director of artists resources at Intersection for the Arts, the idea is to replicate the prototype, christened Studio 1, and create a small fleet of deliverable art spaces and platforms that can be used individually, in tandem, or in remote coordination across a wide geographical area as a scalable artist residency program. Made of reclaimed and sustainable materials and entirely solar powered, the flatbed studio offers arts makers and programmers a real-world solution to the increasingly challenging problem of space in the Bay Area's punishing real estate market, while embracing an ethic of conserving and maximizing material resources.

"And it's all working!" says Szlasa, still a little surprised by the whole thing.

Studio 1 makes its formal debut this week as part of Yerba Buena Center for the Arts' Bay Area Now 7 exhibition, which this year assumes an art fair format to showcase a wide range of practices and strategies among the Bay Area's small to mid-size visual arts organizations. Parked outside YBCA's downtown edifice, Studio 1 will house a series of micro residencies — with its guest artists on display to, and in various degrees of contact with, the general public. Artists-in-residence temporarily ensconced in the tech'd out trailer include Aaron Landsman (co-creator of last week's *City Council Meeting* at Z Space); Dohee Lee; YBCA's own Marc Bamuthi Joseph; and Keith Hennessy.

It promises to be almost as much of a spectacle as anything an artist inside might be working on. And Szlasa (who'll be editing video there himself ahead of the Coup's *Shadowbox* at YBCA on Aug. 16) readily admits, "It'll be a hard day's work to stay focused in there." Still, with the amenities and accessibility Studio 1 offers, not to mention the spur to the imagination, it's fair to assume its maker-residents will be happy campers. *

