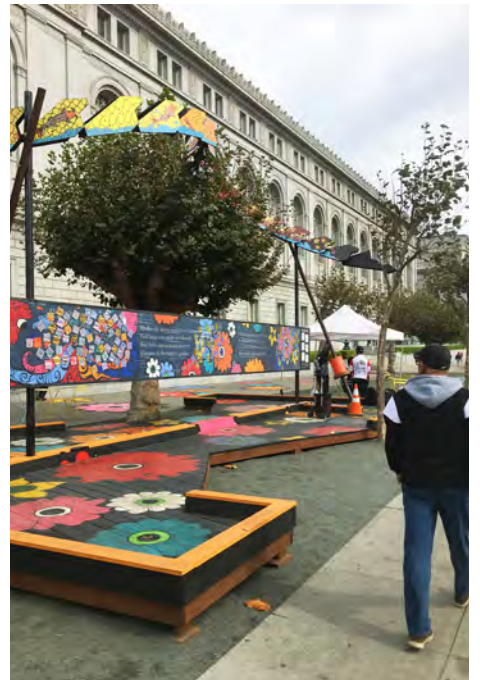


Images of completed project: an interactive installation that serves as a hub for free programming and public art on Fulton Street at Larkin, adjacent to the Asian Art Museum. Project opened in May 2017.





Project Description

Beginning in 2016, the Asian Art Museum began working with the San Francisco Public Library, the Planning Department, and San Francisco Public High School students to create a temporary interactive installation to bring Museum and Library programming outside of these two institutions' walls. After a thorough community outreach and design process, the interactive installation was installed on the corner of Fulton and Larkin Streets in May of 2017. The installation consists of an ADA-compliant wooden deck and a mural wall, and the structure has served as a hub for free programming and rotating murals sponsored by the Asian Art Museum. Based on the success of the project during the initial two years, the Asian Art Museum obtained permission in the summer of 2019 to extend the project further: the Historic Preservation Commission extended the Certificate of Appropriateness for the project for an additional 3 years (now expiring July 17, 2022, per motion #0378); the SFAC Visual Arts Committee extended approval on June 19, 2019 for an additional year; and Public Works permits were also extended for an additional year. The project remains an ongoing success from the standpoint of public engagement and beautification, and it creates an important "human scaled" node connecting Civic Center Plaza to UN Plaza and Market Street. The Asian Art Museum and partners are now returning to the Visual Arts Committee to request an additional 1 year extension for the project, which we understand is the maximum extension that can be granted for a temporary project of this nature.

ASIAN ART MUSEUM
Chong-Moon Lee Center
for Asian Art & Culture

200 Larkin Street
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Asian
Art
Museum

Visual Arts Committee of the San Francisco Arts Commission
401 Van Ness Ave #325, San Francisco, CA 94102

April 7, 2020

To Esteemed Members of the Visual Arts Committee of the San Francisco Arts Commission,

The Asian Art Museum is pleased to be working with the SF Planning Department, SF Public Works, and other partners to request an additional one-year extension to existing permits for the Art/Lit Living Innovation Zone (LIZ), also referred to as the Village Artist Corner (VAC).

Since this interactive project was installed at the corner of Fulton and Larkin Streets in May 2017, the VAC has hosted forty activations with the intention of engaging local communities in creative play through art and music making, games and other activities. These activations are free to the public. They are intended to build compassion and empathy and encourage connecting with ourselves and others. In the years the VAC has been installed, the Asian Art Museum has worked with over 34 artists and welcomed approximately 19,000 visitors to the site for monthly activations alone. We estimate that in addition to these activation events, the project receives over 50,000 visitors on “non-event” dates throughout the year.

The Village Artist Corner was developed as a way of bringing the museum experience outside, providing low barrier access to the arts for both communities who call the Civic Center home and visitors moving through the space for the first time. It is a cornerstone of the Asian Art Museum’s community engagement plan and has allowed us to connect more meaningfully to our neighbors in the Civic Center and Tenderloin. As the museum prepares to unveil its newly renovated building, the VAC will be part of a suite of public artworks displayed as part of this project and continue presenting murals by local Asian American artists in addition to monthly activations.

The mural projects and monthly activations drive attendance to the neighborhood and are beloved by residents, Civic Center employees and visitors alike who state, “I definitely like the mural, it gives this place more life” and “It’s good to be able to spend time in this open space from the way it once was.”

Extending the Visual Arts Committee’s approval will allow the museum to deepen its impact on the community and extend its reach to both artists and populations living and working in the Civic Center and Tenderloin neighborhoods, as well people visiting the area. Over the next two years at the VAC, the museum plans to present murals by local Asian American artists, Shaghayegh Cyrous and Keyvan Shovir, and present monthly activations by the two.

Thank you for your support of the project to date, and for your consideration of this extension request. The museum appreciates the Arts Commission’s support and looks forward to continuing its programming at the Village Artist Corner once the shelter-in-place order is lifted.

Respectfully,

A handwritten signature in black ink, appearing to read 'Jay Xu', with a horizontal line underneath it.

Jay Xu
Executive Director and CEO