



Town of Yountville
"The Heart of the Napa Valley"

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Date: January 14, 2016

Contact: Samantha Holland, Parks and Recreation Director
Kimberly Cook, Chair-Yountville Arts Commission

Subject: Artists Selected for the "Beyond a Mural" Yountville Underpass Fine Art Installation

Background: The Yountville Arts Commission has picked up the long ago shelved project of beautifying the underpass at Highway 29 and California Drive in Yountville. With a goal of honoring what is the main gateway into our beautiful town as well as the soon to be connection to the Vine Trail, the commission made this project a priority for 2015-16.

Starting in late 2014, the commission began working on the project by gathering information on the requirements for the installation from CalTrans and researching similar projects. We then began researching artists and methods for the installation. A community survey was distributed to get a feel for what our residents might be interested in seeing in that space. The Commission then crafted an RFP/Call for Artists that targeted artists based on their experience and merit and not on the price or the actual design. The goal was to choose the best possible artist for the project which will be not just a mural... but a fine art installation on the walls of the underpass.

In September of 2015, the commission review submissions from over 40 artists and based on a set criteria, juried them. The top 10 artists were selected and the commission juried them again based on stricter criteria and the top 3 artists emerged. Those artists were invited to a public meeting on January 11, 2016 and were asked to present information on their experience and thoughts for the Yountville project without bringing designs forward. Our goal was to select the artist based on merit and engage our public in the design process.

The artists gave presentations to a room of over 80 interested participants. Each artist shared their experience in working with public on roadway or similar projects, their philosophy behind working with the public to design the mural and their interest in this project and Yountville.

Information:

On January 11, the group heard presentations from LC Studio Tutto artists Hennessy Christophel and Sofia Lacin from Sacramento California, Angelina Marino-Heidel from Portland Oregon and John Pugh from Truckee California. At the end of the evening, attendees were asked to discuss with their table mates and vote on a ballot of the artist/s they would like to see design this mural.

After tallying the votes, the Yountville Arts Commission is pleased to announce that LC Studio Tutto artists Hennessy Christophel and Sofia Lacin were selected. The next steps will be contracting with the artists for the design process. This process will include public outreach and meetings to gather information on what our community is interested in seeing for this project. The artists will then bring back design/s for the community to comment on. We will also begin the fundraising campaign to make this project a reality!

Yountville Arts, the Yountville Town Council and Staff would like to thank all of the artists who applied and presented for this project, especially Angelina Marino-Heidel and John Pugh. We are humbled by the amount of truly talented artists who took the time to apply. We would also like to thank the community who came out in support of this project. We look forward to keeping you engaged as we move through the public design, fundraising and installation process. This project will be one that will live on for decades and one that our town and our valley will be proud of.

To stay informed on this project, log on to www.townofyountville.com/beyondamural and sign up to be added to our mailing list.

For more information on LC Studio Tutto, and artists Hennessy Christophel & Sofia Lacin log on to www.lcstudiotutto.com

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