

THE SEED

JANE WARNER PLAZA CREATIVE LIGHT INSTALLATION

ARTIST: APHIDOIDEA

DATE: AUG 8, 2016

TABLE OF CONTENTS

1. TABLE OF CONTENTS.....	
2. COVER LETTER.....	
3. CURRICULUM VITAE.....	
4. REFERENCES.....	
5. ANNOTATED IMAGE LIST.....	
6. PROJECT NARRATIVE.....	
8. DRAWINGS AND VISUALIZATION.....	
9. PROJECT PRECEDENTS AND LIGHTING.....	
10. VISUALIZATION.....	
11. BUDGET AND SCHEDULE.....	



COVER LETTER

Dear Andrea Aiello, Castro Community Benefit District and Susan Pontious San Francisco Arts Commission

We are extremely excited to be the selected artist for the semi-permanent art proposal in response to the Creative lighting solution at Castro and Market for the Jane Warner Plaza.

In this package you will find our artwork proposal for "THE SEED" that is inspired by the Castro District's culture and human rights movement in a form of a seed. This art piece is an homage to those seeds-- "wishes" that have found their place in the world.

Aphidoidea is composed of four main members, Paulina Bouyer-Magana—who will serve as the primary contact for this project— Jesus(Eddie) Magaña and Andrew Hernandez, Jacqueline Muñoz. The four of us are formally trained architects, and, since 2008, we have been prolifically engaged in a variety of public installations and public art projects—both permanent and ephemeral, privately sponsored and publically funded. Our work as Aphidoidea has enabled us to bring the potential of innovative and playful design to the streets to enhance the experience of public space and the practices it may foster.

We take pride in our dedicated involvement in the design, fabrication, and installation of our projects; and make it a priority to collaborate closely with relevant parties to ensure the effectiveness and quality of our design and work. Attached to this proposal, you will find brief bio, sketches, and CVs for each of us, a profile of our work as Aphidoidea, a list of references, and selected works.

With much pride and enthusiasm, we submit our proposal and our expertise for your consideration. We look forward to collaborating with Castro Community Benefit District, San Francisco Arts Commission and all the corresponding parties involved in this exceptional opportunity for the Castro District and the Jane Warner Plaza.

CONTACT INFO

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Sincerely,

Paulina Bouyer-Magana

Senior Collaborator/Co-Founder

Aphidoidea Collective

COLLECTIVE MEMBERS

Paulina Bouyer Magana

Jesus Eduardo Magaña

Andrew Hernandez

Jackie Munoz



ABOUT US/CURRICULUM VITAE

Aphidoidea [Ahh-fi-doe-idea] is a multi-disciplinary Art, design, and architecture, collective. Led by Jesus Eduardo Magaña, Paulina Bouyer-Magana, Jackie Muñoz, and Andrew Hernandez; The collective creates site-specific art installations that engage the user, and enhance the built environment. Their art is a product of the exploration of the site, concept, materials, and interactivity. Inspired by interaction and perception, their work has evolved from site-specific installations, to include user response and spectator interaction. Their installations employ a variety of materials, ranging from ephemeral to the permanent, as well as from technology based to analogue application.

Based in Los Angeles, California the collective has exhibited their work in Boca Raton Museum of Art, City of Long Beach, LA County of Art, Golden Voice, Phantom Galleries, Inner City Arts, YMCA, City of Santa Monica, and Burning Man. Their work has been featured in Magazines and Blogs such as Fast Company, Form, GQ, Inhabitant, NBC News and Arch Daily. Recently, the collective has worked on commissions for Coachella Music and Art Festival, as well as public works of art for the Red Rocks College Metro Station for Denver's Regional Transportation District (RTD) and for the city of Golden, Colorado to name a few.

JESUS EDUARDO MAGAÑA, LEED AP

As a persistent member of the team who aspires to further achieve the group's possibilities. He has a strong emphasis in the exploration of concepts through the adjoin use of physical and digital models. He has expanded skills in welding, metal working techniques, and metal sculpture exploration. His professional experience in architecture ensures the teams efforts in extra disciplinary collaboration with other teams and project's entities. He has LEED-AP certification from the USGBC and a Bachelors of Architecture from Cal Poly Pomona University.

PAULINA BOUYER-MAGAÑA

Has a strong architecture and artistic background providing the team with essential design skills, and innovative solutions, in which she has acquired from scholastic, professional, and self-initiated modes. She has experience working in various mediums and materials. She blurs the area between Architecture and Art combining the two entities as a venue for social responsive "Art-architecture". She has a Bachelors of Architecture from Cal Poly Pomona University. And a Masters from Columbia University.

JACQUELINE MUÑOZ

Jackie provides an integral role as a concise designer to the group. Her strong technical skills obtained through architectural professional design practice, an eye for design and her tenacity to engage the "unconventional" facets precision and bold, intuitive design to Aphidoidea. Believing in the conception-to-execution creative process, she oversees design investigations and material research to ensure creative intentions and design integrity through fabrication. Jackie has a Bachelors of Architecture from Cal Poly Pomona and currently teaches in the Dept of Architecture at Mt. SAC College.

ANDREW HERNANDEZ, ASSOC. AIA LEED AP

Andrew's well-balanced experience stems from a solid design background, professionally and academically, recognized through design competitions and awards. His refined project management skills acquired from stringent California State work experience in construction management have proven successful in the private work sector. His in-depth construction knowledge and experience strengthen his design ability and constructability as is a licensed general contractor in California. He is also a LEED accredited professional and an active member in the AIA (American Institute of Architects) nationwide and locally. Andrew has a Bachelors of Architecture from Cal Poly Pomona and currently teaches in the Dept of Architecture at Mt. SAC College.

CURRICULUM VITAE

- | | |
|---|---|
| • Droplets Formation, IN Light IN
Indianapolis, Indiana Aug 26 2016 | • Kinetic Dancing, Inner City Art Event
Los Angeles, California Aug 2012 |
| • Spiraling Droplets, Canal Convergence, Water+Light+Art
Scottsdale, Arizona Feb. 2016 | • LA Times Projection Art Walk
Los Angeles, California Jun 2012 |
| • Triphyllum- Memory Root, Greektown/Highlandtown Staton
Baltimore, Maryland (cancelled) Feb. 2020 | • Cartographic Re-Information
Long Beach, California Sep 2011 |
| • Chrono Chromatic, Coachella Music and Art Festival
Indio, California April 2015 | • Visual Binding, Inner City Arts Event
Los Angeles, California Aug 2011 |
| • Menlo Park Monument-Facebook Artist Shortlist
Menlo Park, Ca July. 2015 | • InterVisual Forest, Inner City Art
Los Angeles, California Aug 2010 |
| • Look Ahead, RTD Red Rocks College Station
Lakewood, Colorado Apr 2014 | • EQ Installation, Epiphany
Long Beach, California Dec 2009 |
| • Not My Show, Multi-media Play Projection & Stage Design
Boyle Heights, Ca. Nov 2013 | • Inner Mind Portal, Radio Science Film
Glamis, California Sep 2009 |
| • Cultivo del Corazón , Barrel Art Collection, Tequila Herradura
Santa Monica, California Nov 2013 | • InterVisual Forest, PARKing Day LA
Los Angeles, California Sep 2009 |
| • Swarm, The Gelatinous Bloom, GLOW 2013 SM
Santa Monica, California Sep 2013 | • Funk Projections, Funk Fest 2009
Long Beach, California Aug 2009 |
| • Crash Site Alpha-13, Burning Man 2013
Black Rock City, Nevada Aug 2013 | • ICups II Synthetic Landscapes, Phantom Galleries
Long Beach, California Jun 2009 |
| • Through the Cattails. Coachella Music and Art Festival
Indio, California Apr 2013 | • ICups I, Manifest Love Art Show
Los Angeles, California Feb 2009 |
| • Sound Cloud Forest, FLUX NIGHT
Atlanta, Georgia Oct 2012 | • Points of View, Phantom Galleries-for TED
Long Beach, California Feb 2009 |
| • Crystalline Centrum, Burning Man 2012
Black Rock City, Nevada Sep 2012 | • Spiral Vortex, Live Fest-Cat Club
Hollywood, California Oct 2009 |
| • Spiral Ramps, Big Golf : Boca Raton Museum of Art
Boca Raton, Florida Jul 2012 | • Molecular Geometry, Urban Gravitation Art Show
Whittier, California Feb 2009 |
| • Funk Projections, Funk Fest Event
Long Beach, California Aug 2012 | • The Cloud, Set in Motion Art Show
Los Angeles, California Dec 2008 |



CURRICULUM VITAE

EVENT PARTICIPATION

Not My Show, Theater Performance
Maker fair, Pasadena 2011
Barcamp talks, Los Angeles 2010
Burning Man, Nevada 2012
Seven on 7th Fund raiser event Inner city arts 2010, 2011, 2012
Parking day Los Angeles 2009
Bloom Fest Los Angeles Ca July 2011
OMG Fest Pillows festival Downtown Los Angeles, CA. October 2011

ORGANIZATIONS & AFFILIATIONS

AIA - American Institute of Architects
AWA+D - Association of Women in Architecture & Design
USGBC - United States Green Building Council

CERTIFICATES & LICENSES

LEED-AP	Jesus Eduardo Magaña
CLASS B Contractor license	Andrew Jason Hernandez
MARCH Columbia	Paulina Andrea Bouyer Magaña

LECTURE & PRESENTATIONS

Segunda Universita' Degli Studi Di Napoli	The Power of Networks	Napoli, Italy	June 2013
Maker Fair	"Tensegrity Applications"	Pasadena, CA.	2012
Hacker Brunch/ Discussions	"Syynlabs family"	Los Angeles, CA.	2011
BarCamp	"Guerrilla Architecture"	Los Angeles, CA.	2011
Final Review	Guest Critic / Juror	Cal Poly Pomona / Arch Dept	2009, 2011, 2012
Final Review	Guest Critic / Juror	Mt. Sac College / Arch Depot	Walnut CA. 2015
ARCH 146	Adjunct Professor of Architecture	Mt. SAC College / Arch Dept	Walnut CA 2016

PRESS

Mondo Arc - Chrono Chromatic - June/July 2016
NBC - 12 Arizona - Canal Convergence Lights Up the Scottsdale Waterfront - February 2016
Diversion LA - Spiraling Droplets - Feb 2016
FEST 300 Magazine - Coachella Art You Need To See This Year - April 2015
GQ - Gentlemen's Quarterly Report - Feb 2014
KCET - Arts & Entertainment - The Art and Imagination of the Coachella Festival - April 2013
NBC - 7 San Diego - The Art of Coachella - April 2013
FastCo - 8 of the Most Exciting Green Building Projects on the Horizon - August 2011
FORM Magazine Pioneering Design - Art issue June 2011
GIZMODO - Building Made of Shipping Containers - June 2011
eVOLO - eCORRE Complex - June 2011
LA Downtown News - The Cocoon - June, 2011
Treehugger - Sustainable Design / eCORRE Complex & Green Roofs - July 2011
Gizmag - Architecture/Building Design of 65 Shipping Containers - June 2011
Blog Downtown LA - Four Pop-Up Green Parks, Park(ing) Day LA - Sept 17, 2010
Arch Daily - iCUP II_ Synthetic Landscape - July 2010

REFERENCES



Andrea Teutli

Events and Temporary Installations Manager
Scottsdale Public Art
T: 480.874.4636
C: 480.205.8366
andreat@sccarts.org

Andrea was the project manager for our work for Canal Convergence 2016. We worked very closely with Andrea as she was the liaison for Scottsdale Public Art while working on "Spiraling Droplets". We were in constant communication before and during the installation of the project.



Lindsey L. Smith

Public Information Coordinator
RTD Art-n-Transit Administrator
RTD FastTracks
North Metro Rail Line
1600 Blake St. Denver, Co 80202
303-299-2895
Lindsey.Smith@RTD-Denver.com

Lindsey was RTD's Art coordinator, we worked closely with her throughout the entire project. We fulfilled all of RTD's art-in-transit requirements for the installation of our "Look Ahead" project for the Red Rocks Community College Station.



Paul Clemente

Art Director
Coachella Valley Music and Art Festival
Stage Coach Festival
Goldenvoice
5750 Wilshire Blvd Suite 501
Los Angeles, Ca 90036
1.323.930.5763
1.310.259.9579 cell
1.323.930.7199 fax
clemente@coachella.com

We have had the opportunity to work with Paul in two past occasions for Coachella 2013, we created "Through the Cattails", a project that Paul provided guidance. Our next project in 2015, was "Chrono Chromatic", an installation of a much larger scale, scope and budget. Paul has awarded us our largest commissioned project thus far.



ANNOTATED IMAGE LIST



1

PROJECT: SPIRALING DROPLETS

COMPLETION DATE: Feb 2016

LOCATION: Scottsdale, Arizona

DESCRIPTION: The shape created by the splash of a water drop is quite of elegance and beauty, but we can only appreciate it if captured, in still views within thousands of a second. We felt in love with this water form, and our inspiration is drawn from its shape transitions. Our art piece "Spiraling Droplets" is a sculptural expression of these captured moment in time.

MEDIUM: HTPE plastic, Galvanized metal tubs, Coroplast, Acrylic, Micro Controler, LED lights, Wood, Styrophone

DIMENSIONS: 22 feet wide x 10 feet tall x 44 feet long

BUDGET: \$ 45,000

COMMISSION AGENCY: Scottsdale Public Arts



2

PROJECT: ICUPS II

COMPLETION DATE: 2010

LOCATION: Los Angeles, California

DESCRIPTION: invert the consumer-object relation and perception through the creation of an extraordinary – membrane like piece that embraces both the coffee-drinker and coffee shop.

COMMISSION AGENCY: N/A

MEDIUM: cups, staples, sting, pulleys, motor, lighting,

DIMENSIONS: 17 feet wide x 5 feet tall x 15 feet long

BUDGET: \$ 5,000. Artist/in-kind donation

COMMISSION AGENCY: N/A



3

PROJECT: POINTS OF VIEWS

COMPLETION DATE: 2010

LOCATION: Long Beach, California (phantom gallery)

DESCRIPTION: If an object's different attributes occur simultaneously in different places, can they still define the object? The installation emphasizes this "spatio-temporal coincidence" making the observer consider the conditions of our conscious recognition. The installation consisted of fragmentary shapes in different perspective planes that, when seen from specific positions, create words that formed philosophical and artistic arguments on perception.

MEDIUM : Styrophone, Wire, Paint

DIMENSIONS: Varies 2 inches wide x 2 feet tall x 10 feet long

BUDGET: \$ 3,500. Artist/in-kind donation

COMMISSION AGENCY: N/A



4

PROJECT: THROUGH THE CATTAILS

DATE: April 2013

LOCATION : Indio, California

DESCRIPTION: Miniaturize yourself in a field of giant abstracted Cattails! At night, its billowy wind swaying shape becomes an multi-color, illuminated, undulating mass. You can watch its ever changing mood as it displays an array of colors controlled via micro controllers.

MEDIUM : Coroplast, LED lights, EMT Pipes, Micro controllers

DIMENSIONS: 21 feet wide x 20 feet tall x 84 feet long

BUDGET : \$ 20,500. Total (9,500. Artist Commission + \$11,000. Festival and Artist/in-kind donation)

COMMISSION AGENCY : Goldenvoice- Coachella Valley Music and Art Festival



5

PROJECT : CRYSTALLINE CENTRUM

LOCATION : Burning Man - Black Rock City, Nevada

DATE: Aug 2012

DESCRIPTION: interactive installation composed of extrusions around a center space simulating a crystal cluster formation. The participant approaches and enters its center and experiences the power of the crystal formations, symbol of Mother Earth's energy and life

MEDIUM : Coroplast, metal, LED lights, Solar panels

DIMENSIONS: 25' x 50' x 50'

BUDGET : \$ 5,500.

COMMISSION AGENCY : N/A



6

PROJECT : CARTOGRAPHIC RE-INFORMATION

DATE: Sept 2011

LOCATION : Long Beach, California

DESCRIPTION: 9 recognized districts within the map of Long Beach are re-interpreted & re-represented as abstracted extrusions based on regional demographic data. The storefront becomes the interface by hand placement over the window graphics or virtually by SMS/TEXT message via your cell and/or a scanned QR code.

MEDIUM : Corroplast, metal, LED lights, Micro controllers

DIMENSIONS: 25 feet wide x 8 feet tall x 30 feet long

BUDGET : \$5,000.

COMMISSION AGENCY : Long Beach Arts Council- Redevelopment Agency



7

PROJECT: CRASH SITE ALPHA 13 (HONORARIUM)

DATE: Aug 2013 2013

LOCATION : Burning Man - Black Rock City, Nevada

DESCRIPTION: Crashsite_Alpha13 is a communication to the human curiosity of the unknown through visual and auditory means. The thirst for knowledge of the celestial can be traced back as far as the 4th millennium BC in Ancient Sumer. The Sumerians knew that our solar system was heliocentric and created maps of our planets and the constellations. Over 6000 years later, we still look into the playa night, and ponder the possibility of life on other planets. Crash Site ALPHA_13 will tap into that curiosity by confronting visitors with evidence of alien life.

MEDIUM: Wood, LED, plastic

DIMENSIONS: 22-feet wide x 22 feet tall

BUDGET: \$ 5,000. additional 5,000 art in kind



8

PROJECT: MIS VENAS

DATE: Summer 2016

LOCATION : Long Beach, Ca

DESCRIPTION:

MEDIUM: Steel, Polygal, LED,

DIMENSIONS: 6 feet wide x 30 feet tall

BUDGET: \$ 42,000.

COMMISSION AGENCY: City of Long Beach



9

PROJECT : CHRONO CHROMATIC

DATE: 2015

LOCATION : Indio, California

DESCRIPTION: Project is our interpretation of a monument-like expression of art dedicated to the Music and Art. During the day, its multicolored spectrum celebrates its self. At night, the installation created light sequencing directed by the music beats. its highlights a different lighting sequence demarking every hour.

MEDIUM : Coroplast, LED lights, Plywood, Micro controllers, Paint

DIMENSIONS: 40 feet wide x 20 feet tall x 120 feet long

BUDGET : \$ 100,000.

COMMISSION AGENCY : Goldenvoice- Coachella Music and Art Festival



10

PROJECT : LOOK AHEAD - Red Rocks Community College Station

DATE: April 2014

LOCATION : Lakewood, Colorado

DESCRIPTION: The two large shapes that are evident as the sun cast its ray, show the notion of arriving and departure. while one shape suggests the "Arriving" to the station, the other shape implies "Departing" into a journey. This station is the exchange place for knowledge, diversity and opportunity. The college provides knowledge, the community and the station provide diversity. The defragmented stratification reflects the near by Red Rocks akin to the area.

MEDIUM : Weathering steel, Galvanized steel, Light sensors.

DIMENSIONS: 64 feet wide x 12 feet tall x 3 feet deep

BUDGET : \$ 59,000.

COMMISSION AGENCY : RTD Regional Transportation District - Art-in-Transit



1 SPIRALING DROPLETS

Scottsdale, Arizona



1 SPIRALING DROPLETS

Scottsdale, Arizona



2 ICUPS

Manifest Love Art Show 2009
Los Angeles, Ca





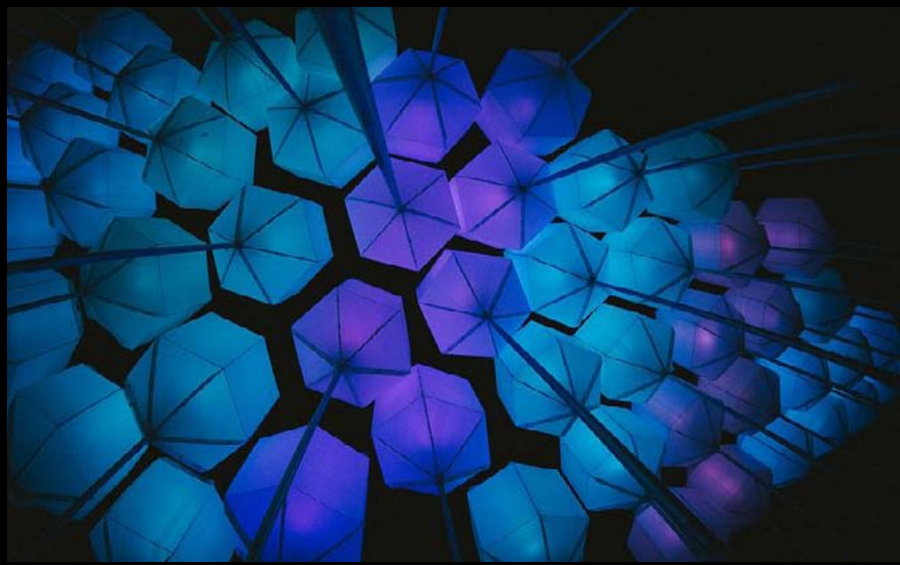
4 THROUGH THE CATTAILS

Coachella Music and Art Festival 2013
Indio, California



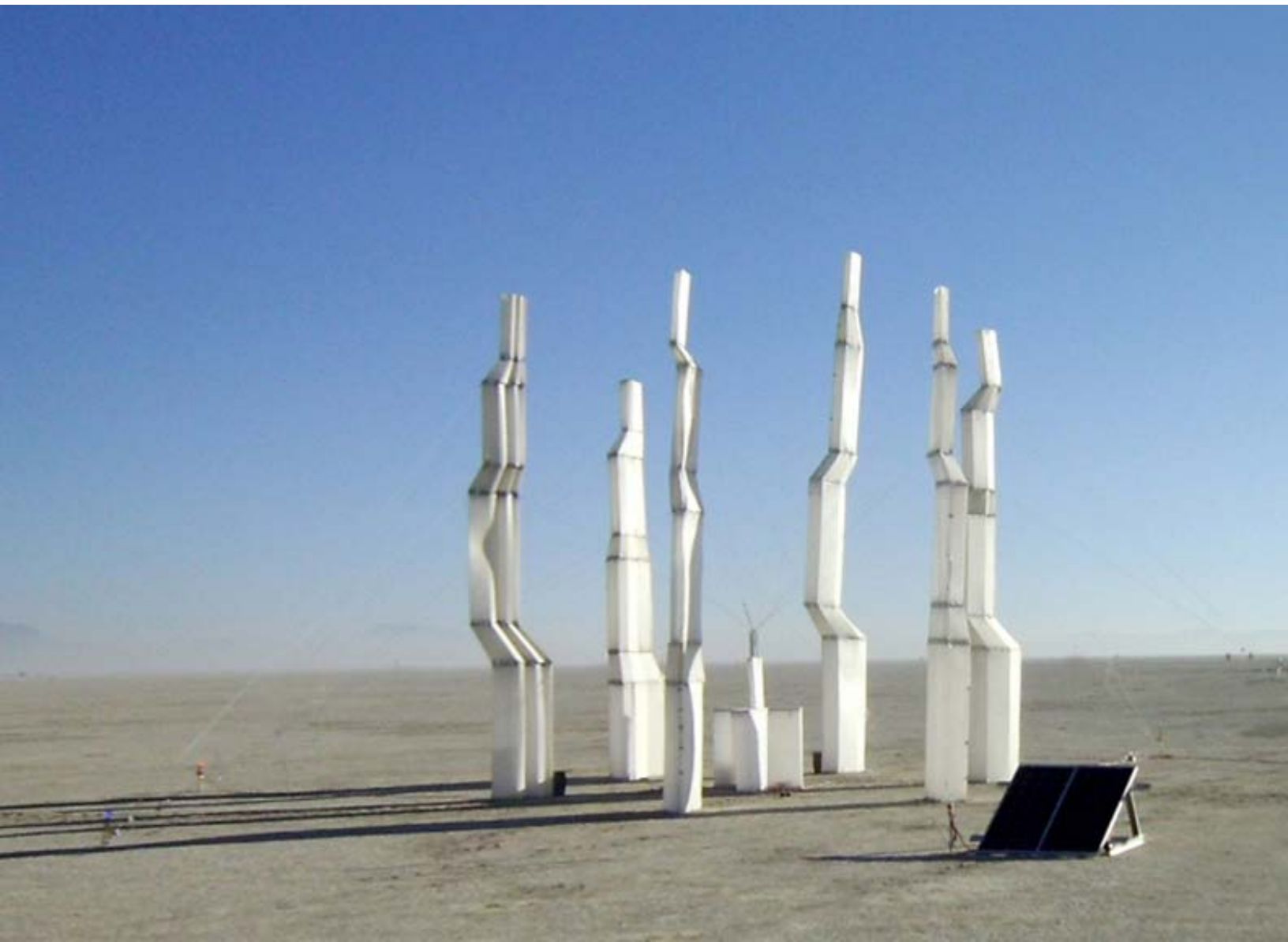
4 THROUGH THE CATTAILS

Coachella Music and Art Festival 2013
Indio, California



4 THROUGH THE CATTAILS

Coachella Music and Art Festival 2013
Indio, Ca





6 CARTO RE-INFORMATION

Long Beach, Ca 2012



6 CARTO RE-INFORMATION

Long Beach, Ca 2012



7 CRASH SITE ALPHA 13 - HONORARIUM

Burning Man 2013



8

Mis Venas- in Progress summer 2016

Long Beach Facade Improvement Light Art Sculpture
Long Beach, Ca



9 CHRONO CHROMATIC

Coachella Music and Art Festival 2015
Indio, California



9 CHRONO CHROMATIC

Coachella Music and Art Festival 2015
Indio, California



10 LOOK AHEAD

Red Rocks Community College Station 2014
Lakewood, Colorado



10 LOOK AHEAD

Red Rocks Community College Station 2014
Lakewood, Colorado

PROJECT NARRATIVE

Whoever came up with the idea that if you blow away the seeds of a dandelions you can make a wish? As a child, I remember doing this; I would run around and pick up curb side dandelion flower and blow their tiny seeds into the wind and make a wish. But it never dawn on me where these tiny seeds go? where do they land? no one knows. Could it be that some else wished the same thing as I did? could it be that these seeds find themselves together ? This art piece is an homage to those seeds - "wishes" that have prevailed and found their place in the world.

The inspiration for this art work draws from the many wishes many people had, to be able to freely love and to be able to be themselves. The Castro District and its symbolism represents the collection of all these wishes into a manifestation for human rights. In many ways, (perhaps) all these people blew into a dandelion making this wish. Our artwork is a symbol that represents how a single wish that is blown away can carry enough weight to inspire a movement.

We are proposing six, larger than life abstract dandelion seeds scattered around the Jane Warner Plaza at the Castro District. The Plaza is a very vibrant, active area with ongoing community events such as live music, performances, demonstrations, and people watching. It is a true destination in San Francisco. We arranged the seeds in such a way that they become a catalyst to all these activities by creating a backdrop that enhances the plaza during the day, and during the night with different color and animated lights.

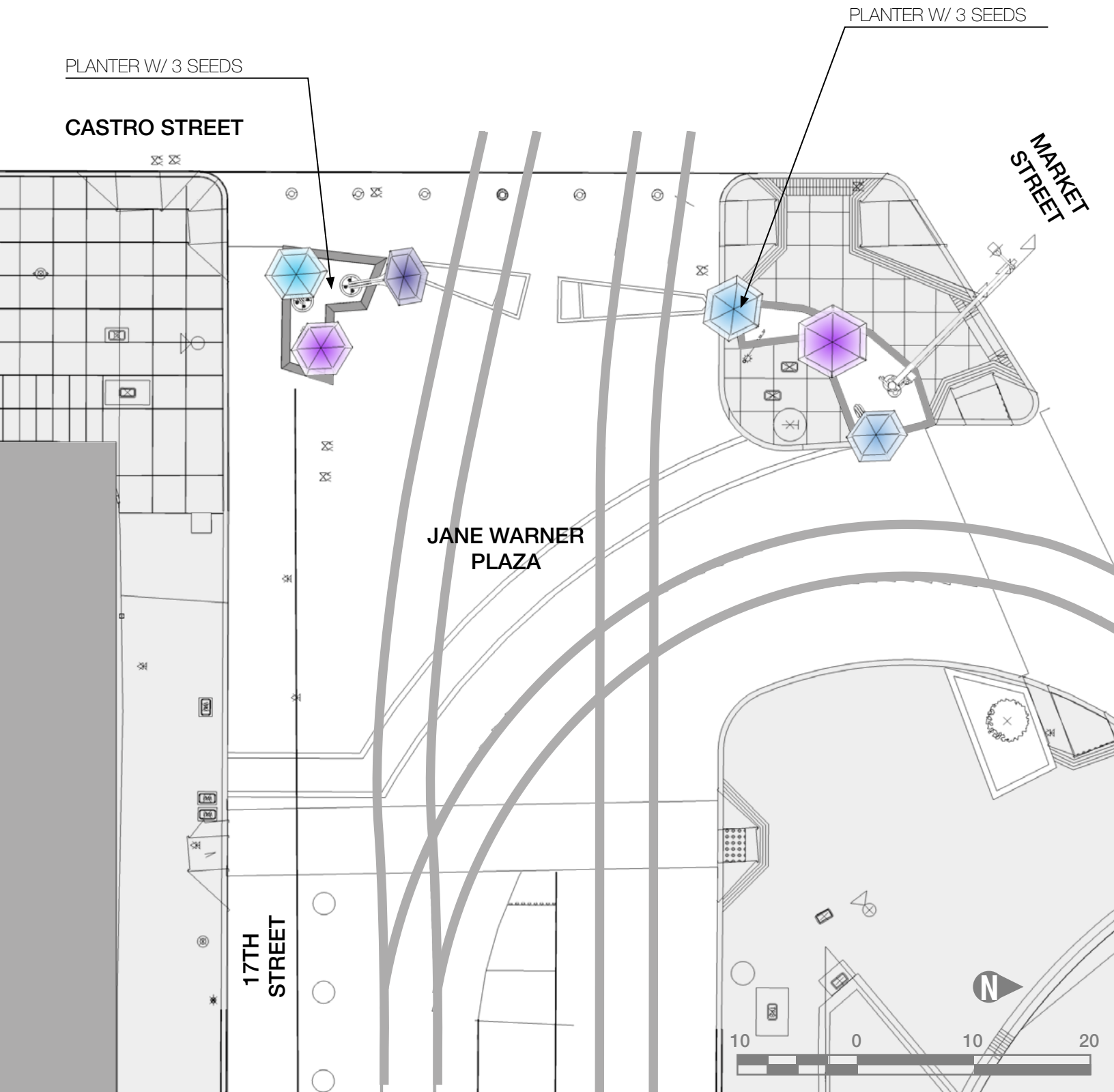
We truly believe that the seeds embodies the idea that you can create a movement by starting to wish. just like the Castro District and its LGBTQ movement that once started as a simple wish.



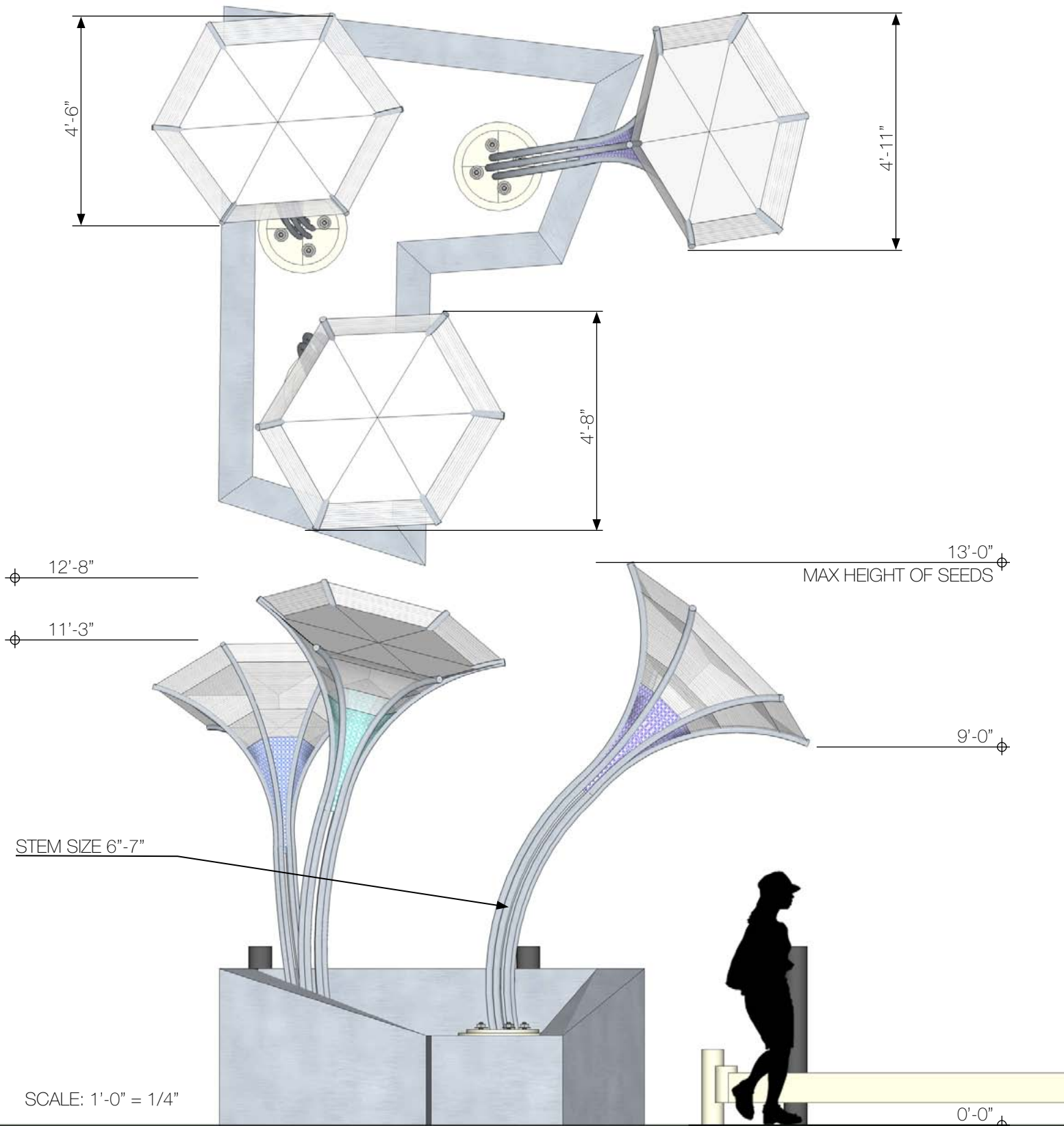
RENDERING



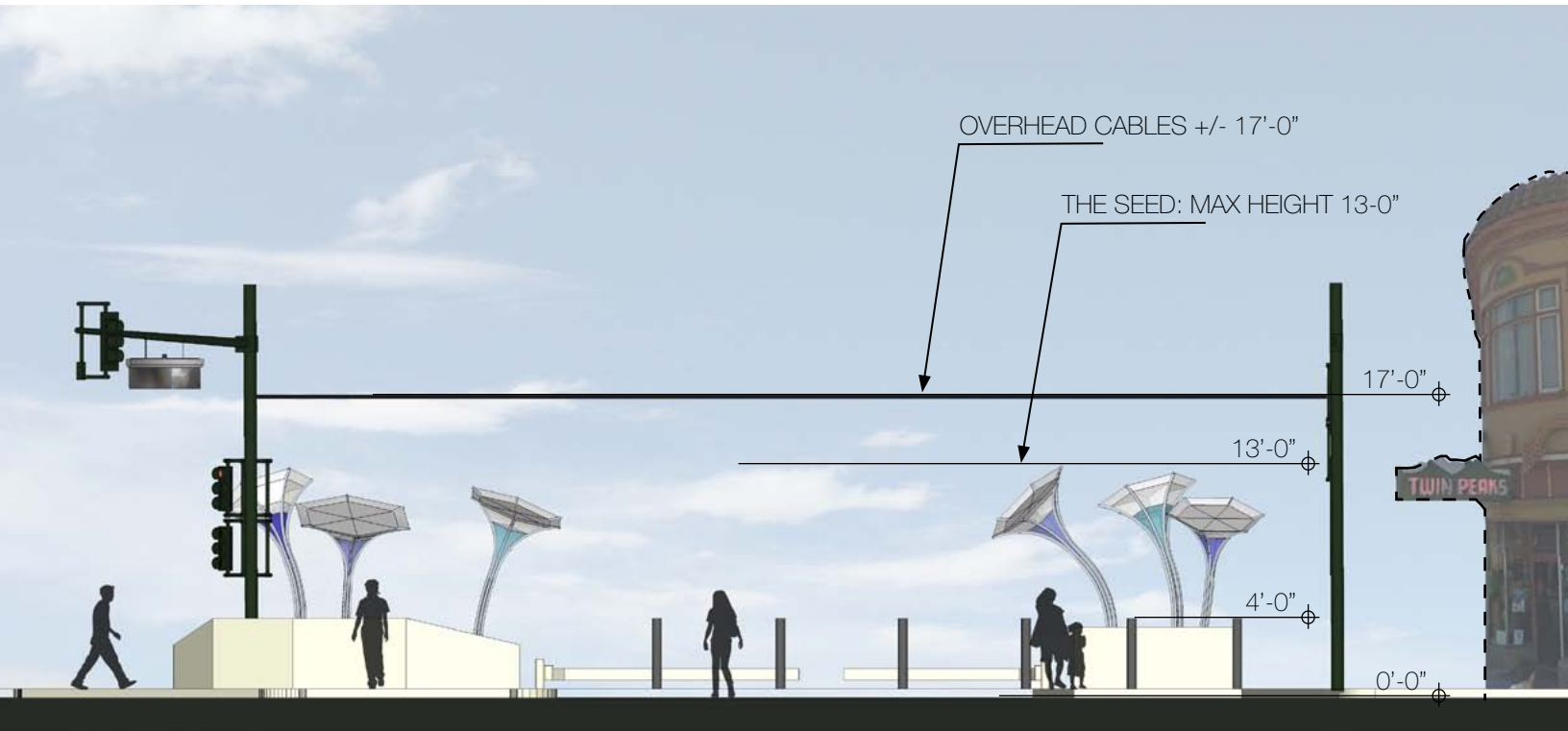
PROJECT DRAWINGS_JANE WARNER PLAZA AND ART LOCATION



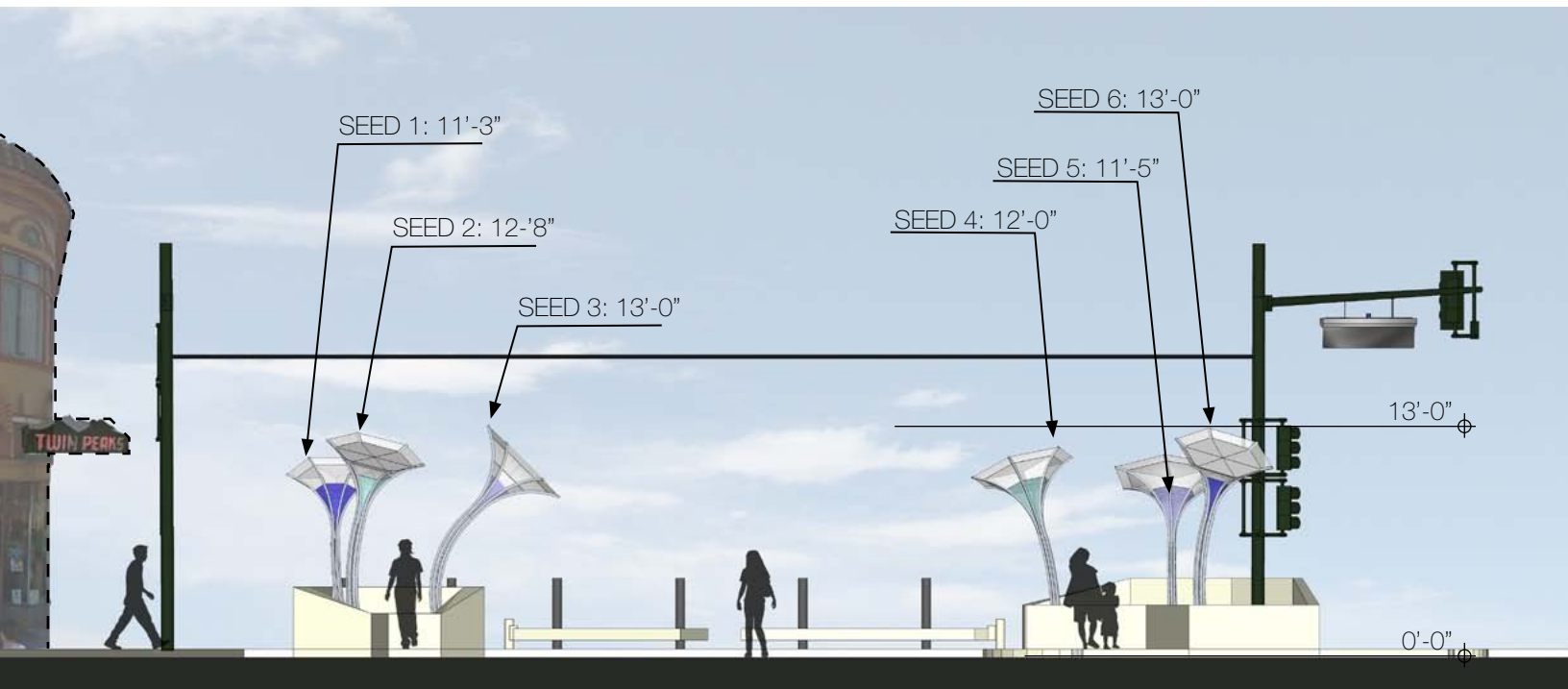
PROJECT DRAWINGS_PLAN AND ELEVATION



PROJECT DRAWINGS_ELEVATION

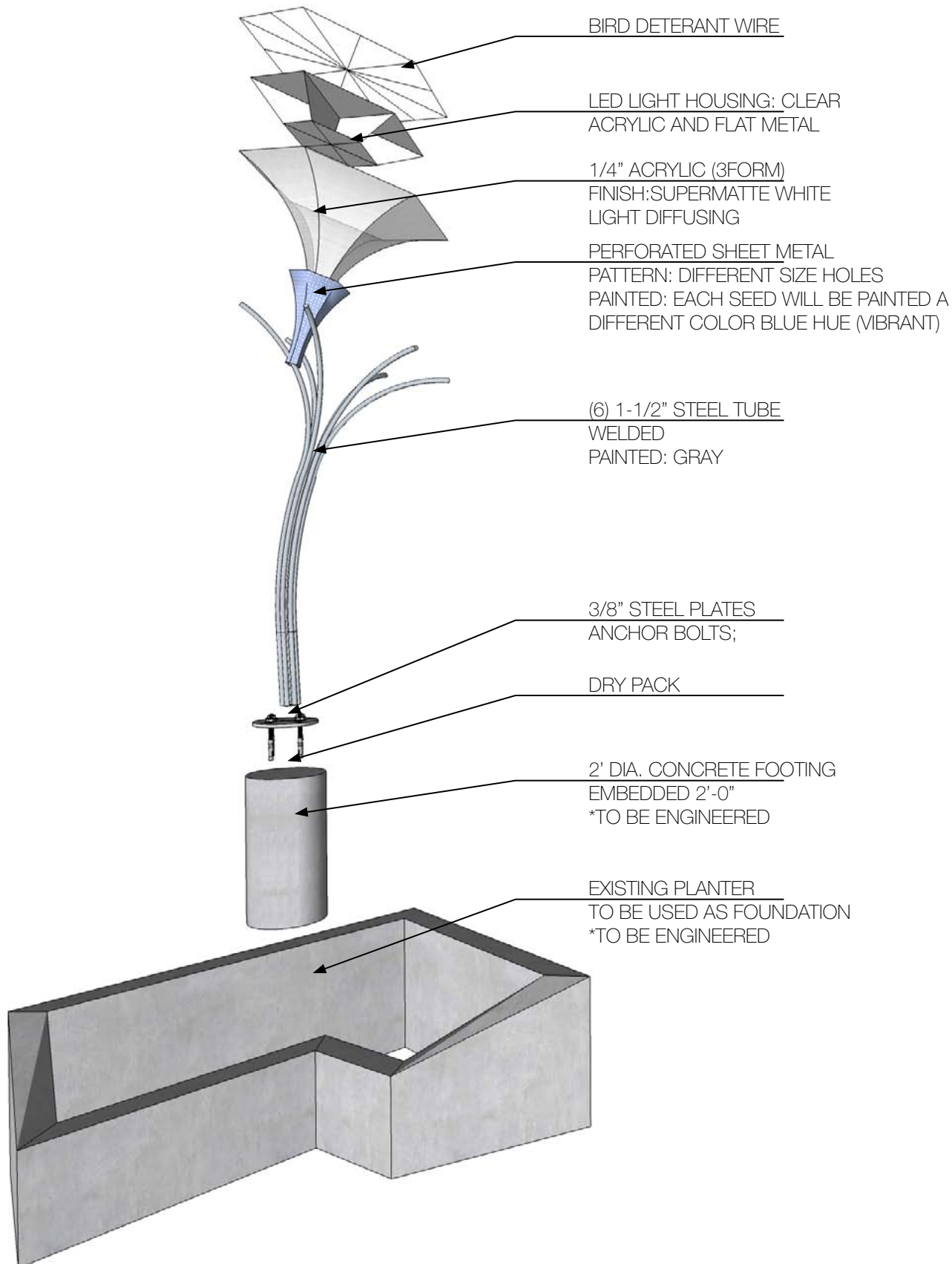


ELEVATION FROM CASTRO STREET



ELEVATION FROM 17TH STREET

PROJECT DRAWINGS _AXONOMETRIC BREAKDOWN OF MATERIALS



RENDERING: DAY



PROJECT PRECEDENTS AND LIGHTING

This is a project that we recently created for Scottsdale Public Art. This is a precedents that we will use to make THE SEEDS with durable exterior materials.

Project Duration: 3 months in Canal

Lighting: LED (wet location/water rated)

Lighting Control: DMX and Controllable Lighting



LIGHTING: LED LIGHTING
CONTROLLER: DMX FOR
CHANGING COLORS AND
ANIMATION



CUTOUT TO ADD TEXTURE

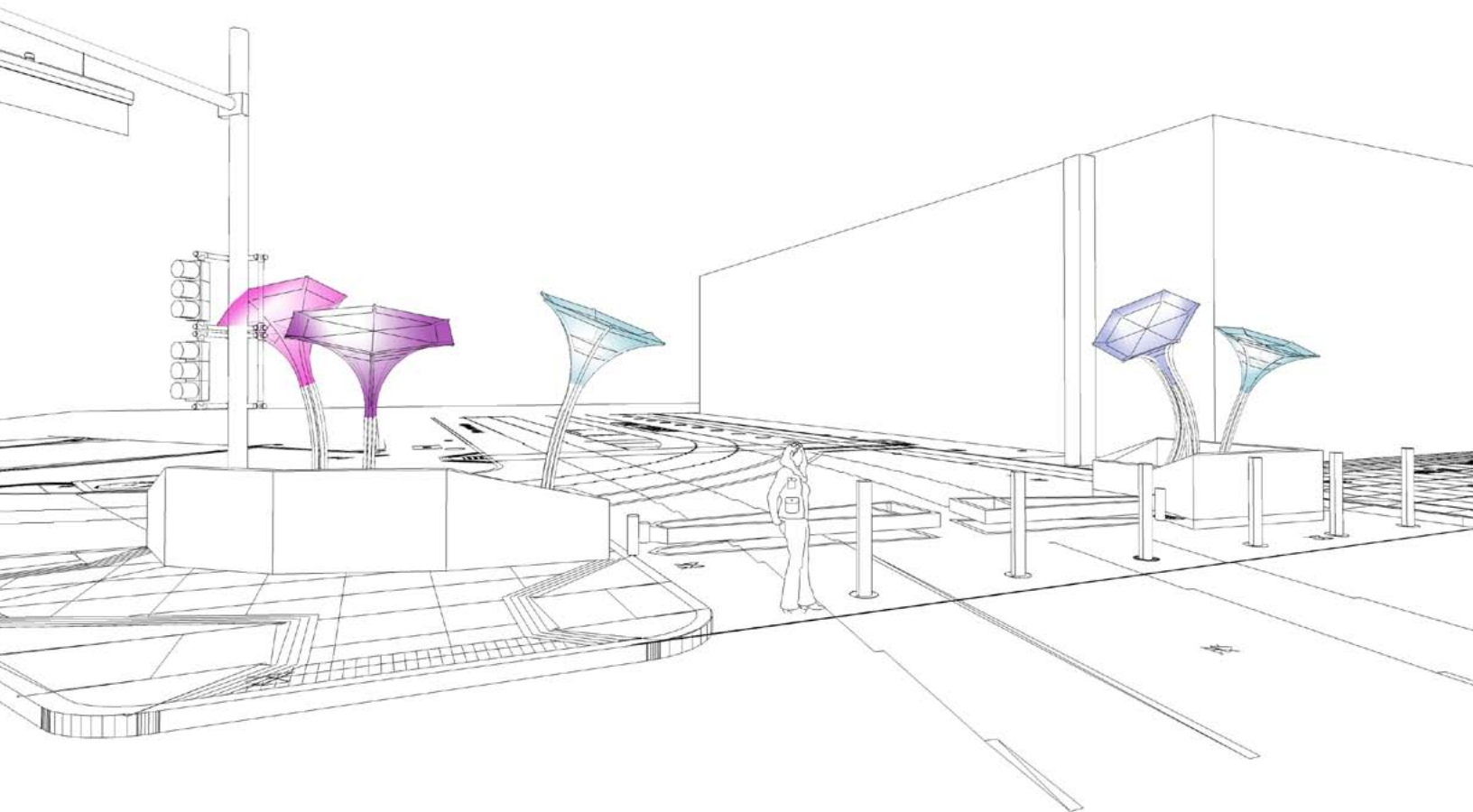
ACRYLIC PANEL
FINISH: SUPERMATTE

EMT BENT PIPE
FASTENERS AND ATTACHEMENTS

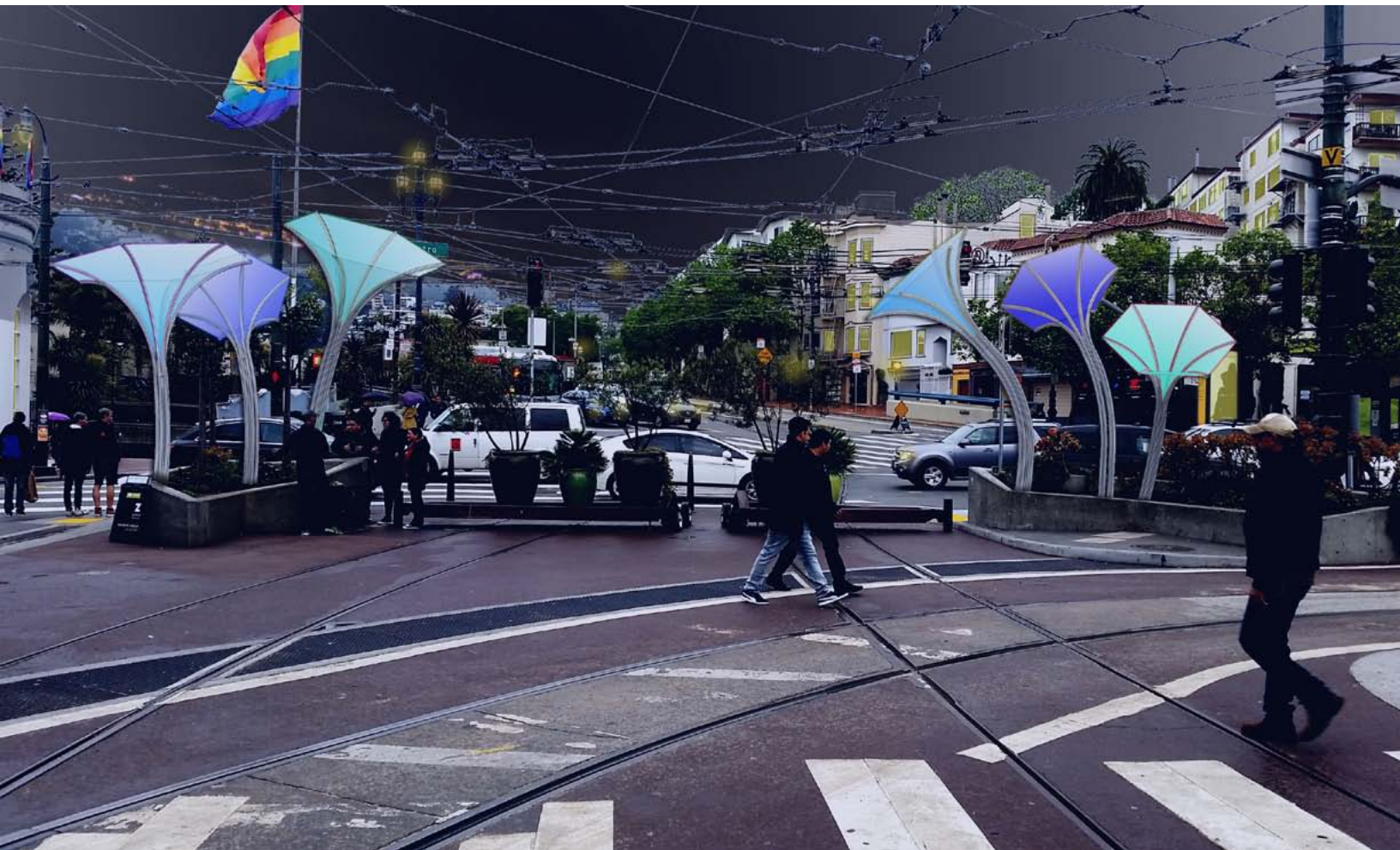


EMT BENT PIPE
EMBEDDED 2'-0"
*TO BE ENGINEERED

RENDERING

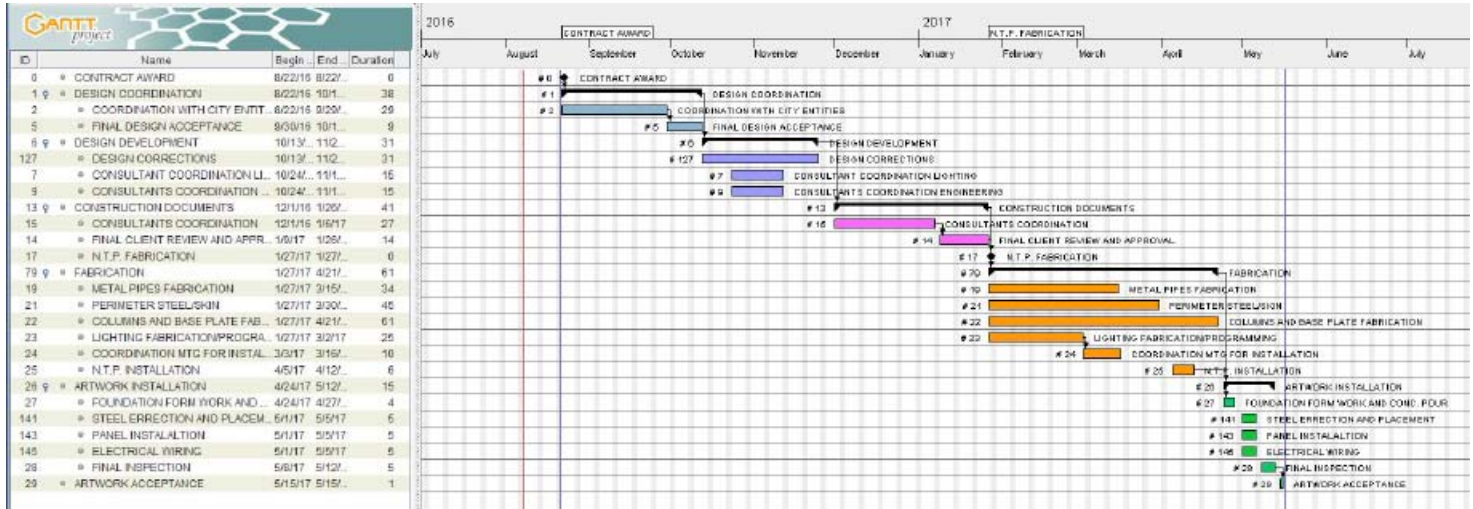


RENDERING: NIGHT





SCHEDULE



SEE ATTACHED



THANK YOU :)

