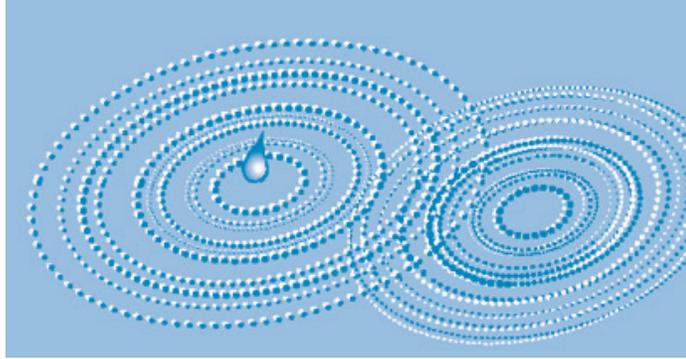


OUR OAKLAND : EASTSIDE STORIES®
Building Community Making Meaning Enriching Place

AN INTEGRATED PUBLIC ART PROJECT BY RENE YUNG
AT THE EAST OAKLAND COMMUNITY LIBRARY @ 81ST AVENUE

The new 21,000 square foot East Oakland Community Library at 81st Avenue in Oakland will feature public art by



Rene Yung © 2007-2008

artist **Rene Yung**, commissioned by the City of Oakland Cultural Arts & Marketing Division. Ms. Yung developed the artwork around the theme of **Mutuality + Transformation**, to highlight the interrelation between individuals and their actions, and address the social fragmentation symptomatic of community civic crisis. The theme is expressed by an icon with stylized overlapping ripples that symbolize community interconnection and replenishment.

Ms. Yung designed the artwork as three linked components that will engage the architectural space, as well as the library's community – in cyberspace and on the ground. **o** An expanded ripple imagery will spread in architectural art glass over a 60-foot long bank of clerestory windows in the main reading room. **♥** A web archive of community stories will be accessible online and at a dedicated touch screen in an *Interactive Pod* in the library. The design of the archive interface and the *Pod* will also incorporate the ripple iconography. **✿** A series of community partnerships will generate digital content for the archive.

Taking an asset-based approach, **Our Oakland : Eastside Stories**® is about the humanity and the heritage of the East Oakland community. The digital archive will contain community stories, music, and images created by the community, about the community. It will articulate overlooked community assets along with community concerns, to present a culturally-relevant alternative to negative media portrayal of East Oakland.

Archive contents will be cross-linked to help users make dynamic connections between key community topics, the *Archive 5: Our Place, Our Families, Our Culture, Our History, Our Dreams*. The archive website will be hosted by and linked to the Oakland Public Library main website. **Our Oakland : Eastside Stories**® is envisioned as a pilot model for a sustainable citywide program in collaboration between the Oakland Public Library, civic partners, and Oakland Public Art, to build an on-going digital archive of stories by and about Oakland's diverse communities that will empower and connect people, communities, and place.

In collaboration with youth media and arts partners, **Our Oakland : Eastside Stories**® will collect seed content for the archive through intergenerational **Community Story Days**, to record community stories, songs, and artifacts. The bilingual Spanish/English website will launch in early 2009 with an on-line challenge for stories about East Oakland that explore *Archive 5* topics. The website will have a mapping feature that will help visualize the connection between place and meaning.

♥ SPONSORSHIP OPPORTUNITIES

Become a sponsor today for one of the following:

- a Community Story Day youth intern
- a Community Story Day media module
- a Community Story Day event
- an Archive 5 web module
- the Eastside Stories web stories challenge

Contact us!

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Kristen Zaremba – T: 510 238 2155 kzaremba@oaklandnet.com

Visit <http://oaklandspeaks.weebly.com/index.html>

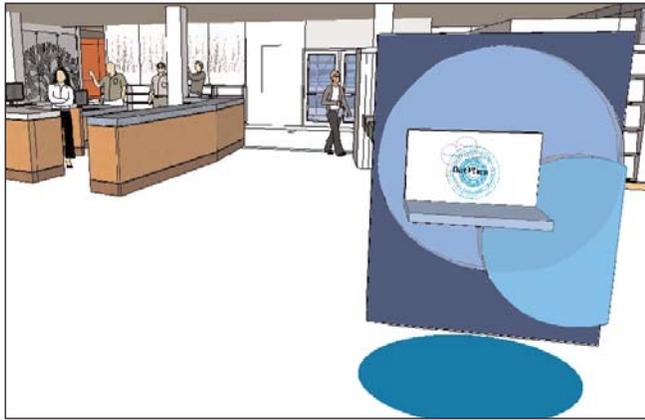


🌸 COMMUNITY PARTNERS

Our Oakland® complements the resources of partner community organizations to produce a greater whole together. Current partners include ACORN Woodland Elementary and Encompass Academy, Youth Uprising, 100 Families, the Center for Art & Public Life at California College for the Arts, and Youth Radio.

If you are a community media production provider, a community school, senior or immigrant organization, or oral historian –

Contact us to become a community partner or volunteer!



INTERACTIVE POD—preliminary design

FOR MORE INFORMATION please contact:

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ADDITIONAL SUPPORT:

The project received additional support from
the Open Circle Foundation.

To support the project, visit

<http://oaklandspeaks.weebly.com/index.html>

RENE YUNG is a San Francisco artist, writer, designer, and educator. She works with communities to address social issues through cultural processes that link community identity, history, and sense of place. Cultural scribe and thinker as well as artist, Ms. Yung identifies and reveals complex relationships, connections, and patterns in a project, and articulates them in innovative creative forms.

A native of Hong Kong, Ms. Yung has exhibited nationally and internationally, including TransCulture, part of the 46th Venice Biennale, and has conducted numerous community cultural development and public art projects nationally. A graduate of Stanford University, Yung has received grant awards from the Creative Work Fund, the California Council for the Humanities' California Story Fund, and the Center for Cultural Innovation.

THE CULTURAL ARTS & MARKETING DIVISION is the City of Oakland's local arts agency which provides services to the arts community and sponsors culturally enriching programs, exhibitions and events for Oakland citizens and visitors through its three program areas, Cultural Fund-ing, Public Art and Special Projects.

