

City of Sunnyvale, City Hall Lobby Artwork

July 7, 2022

Dear Selection Panel,

I am excited to be a finalist for Sunnyvale's new City Hall building and I thank you for considering my work for this municipal public art project. My work and imagery will offer visitors of all ages and walks of life an opportunity to engage and discover something new with every visit. My work also aligns with Sunnyvale's vision and brand essence:

- My work is **bold** with vibrant colors and a lively weave of shape, pattern and texture.
- My work encourages viewers to think about preserving our environment and the importance of **sustainability**.
- I strive to be **innovative** with my content and materials.

I'm inspired by my curiosity about nature and our connection to it, and I think this connection is important to many in the community. My imagery is a visual reminder about the beauty and fragile state of our natural world.

My proposed project for Sunnyvale

With all that we must confront today, from pandemics to climate change, art can play a role in creating public spaces that delight and inspire us. In these public spaces where we live, work and play, a well-placed artwork has the power to immerse us in our environment and stretch our perspective.

For Sunnyvale's new City Hall development I am proposing a tapestry called ***The Sunnyside of My Abstracted Garden***. The tapestry will be tactile, abundant in detail and add a friendly warmth to the space. The vibrant and welcoming imagery of this piece will animate the community space of City Hall, draw the public into a visual dialog, and could even invite viewers to find elements of nature hiding in plain sight, like a "find the fox" treasure hunt.

Tapestry on a large-scale format provides a visual experience that is rich and textured. The image will contain a bright weave of nature-based imagery that is enchanting and accessible.

The tapestry will be woven in Brussels, Belgium. Throughout the weaving process I will be working with Magnolia Editions, a fine art print studio based in Oakland that has been successfully producing fine art tapestries for public art projects using advanced Jacquard weaving techniques for more than 20 years. Magnolia Editions is well-versed in the color translation that will occur between the pigments I use in my studio and the loom. Once the tapestry is complete, I will enhance the surface with neon pigments, metallic threads and more. Activating the surface with a variety of mixed media will further heighten the viewer's experience and offer new discoveries at every viewing.

This proposal presents two options. The first is a large tapestry that fills the entire niche. The second is two panels (which also fill the space) that could read like chapters in a book.

The 8' x 11' niche is ideal for my work. My proposed tapestry is a suitable media for the site, and contains imagery that the public can engage with up-close and from a distance.

Tapestry material and maintenance

My artwork for Sunnyvale's City Hall will be woven with a mix of cotton, wool and synthetic threads. Tapestry is an ancient form of textile art that has been practiced all over the world for thousands of years, and tapestries dating back to the 11th century still exist today. This sturdy textile artform can be lightly dusted or vacuumed once a year if necessary. Overall, no maintenance is needed. The tapestry can be easily suspended using your Art Rail hanging system. The tapestry could also be moved to another location without difficulty, if necessary.

Lighting the artwork

The tapestry can be lit like a traditional artwork, using floods to wash the piece with light and spotlights to highlight central areas.

Community workshop

My workshop will draw the community into my Land of Magic and encourage them to create a small 3D narrative about our natural world.

Here are two workshop concepts:

- Using Styrofoam orbs and real and constructed nature, create your own ***Orbiting Garden Planet***. This idea stems from the room-size installations that I've created in the past, using both real and artificial nature, along with other mixed media. For this workshop, participants can cover their orbs with flowers, twigs, and greenery to create a sculptural object that can be suspended in space.
- ***Small Worlds*** is a project using (approx.) 12" wood rounds. Participants can paint, stencil and stamp the surfaces of their small world, and build it up using pompoms, fabric and found objects. The finished artwork sits on a flat surface or hangs on the wall.

Both workshops are family friendly and fun for participants ages 7 and up.

About my public art experience

All of my public artworks are interactive, and encourage viewers to knit together their own stories and interpretations, with the idea that each time they encounter the densely woven imagery, they will likely see something new. In 2019, I was a **Facebook Artist in Residence** and created ***The Land of Magic Awaits***, a 10' x 40' mural for their new Fremont campus. Viewers are enveloped by my mural's imagery and urged to make discoveries that I camouflaged into the mural. In 2021, the **City of Palo Alto** commissioned my work for their **Uplift** public art mural program, a series of murals that enliven the downtown streetscape. My mural titled ***Lost In My Abstract Garden*** is located at their well-trafficked CalTrans station. Also in 2021, **Elevate Art Menlo Park**, a new non-profit organization that mounts public art in downtown Menlo Park, commissioned me to create a mural for the Menlo Church Teen Center. My mural titled ***Under The Wide Sky We Gather*** is located on the busy thoroughfare of Santa Cruz Avenue.

I would like to bring the same vision of environmental engagement and the vibrant colors of my work to Sunnyvale's new City Hall building.

About my art

My work consists of ornate compositions that use a pattern-based topography to portray ideas about land and our natural world. The abstracted landscapes are simultaneously ordered, in disarray, realistic and also abstract. The tapestry-like format is dense, intertwined, sometimes chaotic, and bursting with energy. Seemingly chaotic, the terrain is dynamic, and

like our natural world, one hub of activity finds a connection and interacts with the next.

I'm interested in micro and macro perspectives to convey the bold and delicate forms that exist in the mysterious realms that surround us. The images are meant to transport viewers across abstracted land and sky, illuminating a path to the deep, dark recesses of our universe.

With these ideas in mind, I could imagine a piece at Sunnyvale's City Hall that is a cheerful and welcoming place-maker, where visitors might say "meet me at the fox in the Abstract Garden."

On a personal note: my daily, up-close encounter with nature is the fifty-foot journey through our family garden, from my home to the studio. For me, the garden becomes a metaphor for the universe. I am fascinated by nature's sheer exuberance—a spectacle of complexity—that is beautiful, simple, and haphazard.

Thank you for considering my application. I am hopeful for the opportunity to share my journey and interpretation of our natural habitat with your community.

Sincerely yours,

Carrie Lederer

carrieledererart@gmail.com

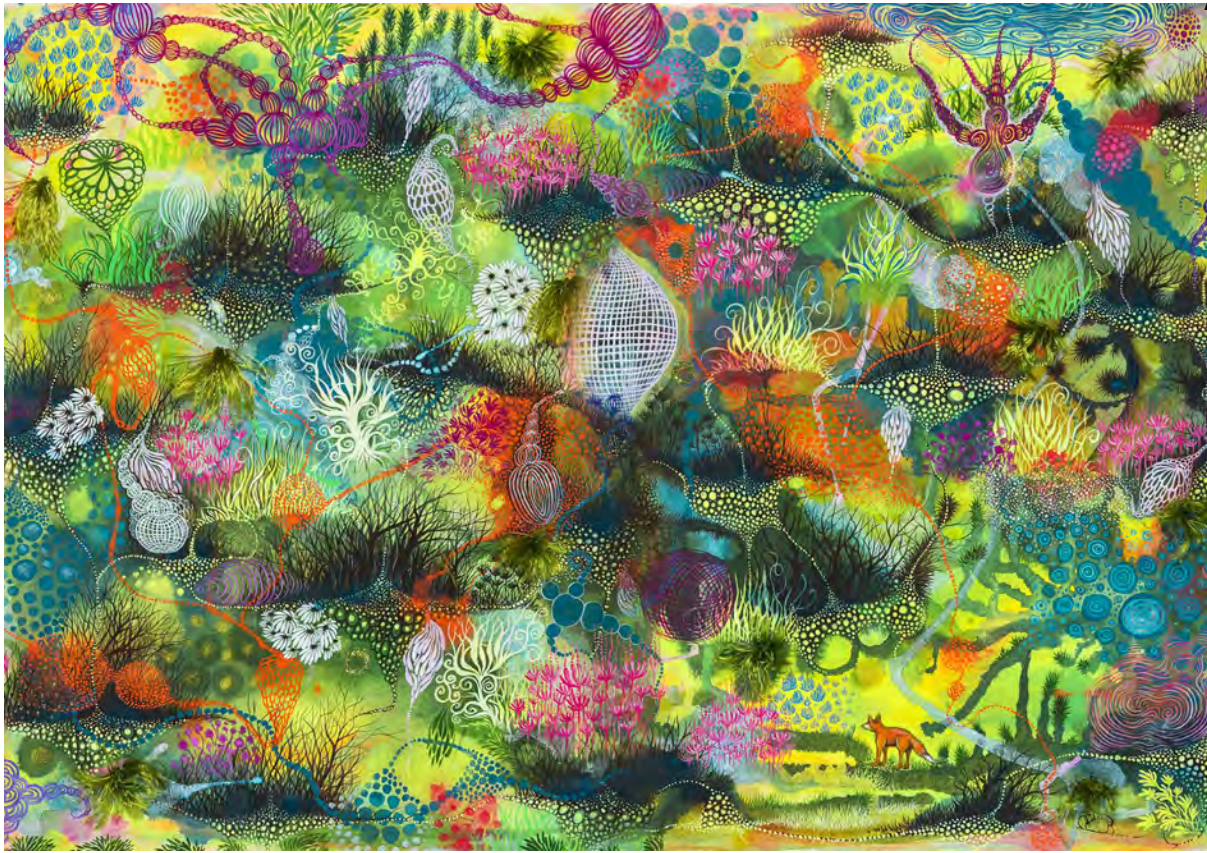
www.carrielederer.com

Instagram: @carrielederer

CARRIE LEDERER

Oakland, CA





The Sunnyside of My Abstracted Garden, 8' x 11' , Tapestry

My imagery is a visual reminder about the beauty and fragile state of our natural world.



The Sunnyside of My Abstracted Garden, Tapestry

The tapestry will be tactile, abundant in detail and add a friendly warmth to the space



The Sunnyside of My Abstracted Garden, two panels, tapestry

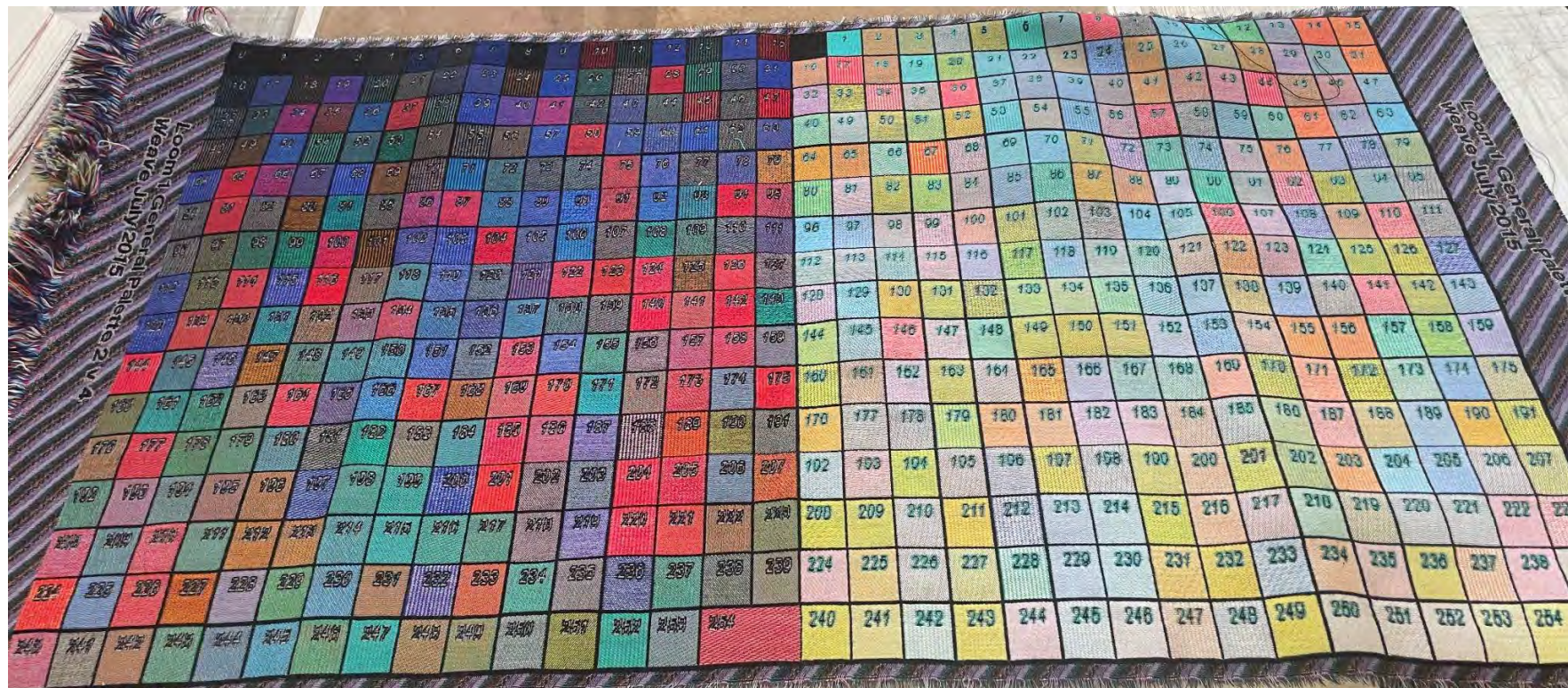


The Sunnyside of My Abstracted Garden, two panel installation, tapestry





Tapestry details



Carrie Lederer

City of Sunnyvale, City Hall Lobby Artwork
June 13, 2022

My interest in this project

With all that we must confront today, from global pandemic to issues of climate change, art plays a vital role in creating public spaces that welcome us and encourage a deeper interaction with our environment. These are the places where we live, work and play, and art helps us make visual connections that delight and inspire us. My vibrant and welcoming imagery will animate the community space of Sunnyvale's City Hall, draw the public into a visual dialog, and could even invite viewers to find elements of nature hiding in plain sight, like a treasure hunt.

In 2019 I created ***The Land of Magic Awaits***, a 10' x 40' mural for **Facebook's Artist in Residence** program at their new Fremont campus. Working at this scale was an incredible experience and a sea-change for my process and use of media. With this project, viewers are enveloped by the imagery and urged to make discoveries that are camouflaged into the mural (*find the fox* for instance).

Last year I was commissioned by the **City of Palo Alto** to participate in a public art mural program called *Uplift*, a series of murals that enliven the downtown streetscape. My mural is titled ***Lost In My Abstract Garden*** and is located at their well-trafficked CalTrans station.

Later in 2021 I was commissioned by **Elevate Art Menlo Park**, a new non-profit organization charged with mounting public art in downtown Menlo Park. I created a mural for the Menlo Church Teen Center, located on the busy thoroughfare of Santa Cruz Ave., and my project is titled ***Under The Wide Sky We Gather***. All three of these projects are interactive in nature, encouraging viewers to knit together their own stories and interpretation, with the idea that each time they encounter the densely woven imagery, they will likely see something new. I would like to create a similar interactive experience for Sunnyvale's new City Hall building.

About my Art

My work consists of ornate compositions that use a pattern-based topography to portray ideas about land and our natural world. The abstracted landscapes are simultaneously ordered, in disarray, realistic and also abstract. The tapestry-like format is dense, intertwined, sometimes haphazard, and bursting with energy. Seemingly chaotic, the terrain is dynamic, and like our natural world, one hub of activity finds a connection and interacts into the next.

I'm interested in micro and macro perspectives to convey the bold and delicate forms that exist in the mysterious realms that surround us. The images are meant to transport viewers across abstracted land and sky, illuminating a path to the deep, dark recesses of our universe. With these ideas in mind, I could imagine a piece at Sunnyvale's City Hall that is a cheerful and welcoming *place-maker*, where visitors might say "meet me at the blue butterfly in the *Abstract Garden*."

In a past position as curator and public art manager, I organized and oversaw many public art projects, watching each one unfold from sketches to completed installations. I understand the importance of project development, timeline, budget management and flexibility when developing the artwork design. It would be an incredible honor to work as an artist on this project for Sunnyvale's new City Hall.

On a personal note: my daily, up-close encounter with nature is the fifty-foot journey through our family garden, from my home to the studio. For me, the garden becomes a metaphor for the universe. I am continually captured by nature's sheer exuberance—a spectacle of complexity—beautiful, simple, and haphazard.

Thank you for considering my application, and I am hopeful for the opportunity to share with your local community my journey and interpretation of our natural habitat.

Sincerely yours,

Carrie Lederer
carrielererart@gmail.com
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Instagram: @carrielerer

Carrie Lederer Image List
City of Sunnyvale, City Hall Lobby Artwork
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Image 1:

Facebook, Fremont, CA, Artist in Residence Program

The Land of Magic Awaits, 2019, 10' x 40', Mixed Media Installation. Budget: \$27,000

In late 2019 I walked into Facebook's new, spacious Fremont, CA campus and brought them ***The Land of Magic Awaits***, a turbulent, tangled universe of land and sky. The Facebook mural installation is 10' x 40' and includes a playful variety of media including paint, glitter, glass eyes, painted objects, constructed nature, yarn, pompoms and fabric installed onto a unique wallpaper. Inspired by my work in the garden, this project captures the predictable, yet unpredictable twists and turns of the natural world.

Image 2:

Details of the Facebook mural which included 100's of 3D objects, such as birds (shown here) that were painted to camouflage into the brightly colored weave of nature and pattern.

Image 3:

Palo Alto, CA, CalTrans Station; City of Palo Alto Public Art Program commission.

Lost in My Abstracted Garden, 2021, 8' x 12', archival pigment on aluminum. Budget: \$2500

Lost in My Abstract Garden was commissioned by the City of Palo Alto for their cultural program ***Uplift***, to enliven the City's downtown commercial district during the height of the pandemic shutdown. The interactive nature of the mural encourages viewers to knit together their own stories and interpretation, with the hope that each time they see the mural something new will likely be discovered. *Lost in My Abstracted Garden* is located at the Cal Trans Station on California Blvd.

Image 4:

Detail of Palo Alto mural *Lost in My Abstracted Garden*.

For the Sunnyvale project, I can imagine an image that is a cheerful and welcoming weave of flora and fauna—a marker where visitors might say “meet me at the fox with a bird on his back.”

Image 5:

Pedestrian at Palo Alto CalTrans Station viewing the mural *Lost in My Abstracted Garden*.

Image 6:

Menlo Church Teen Center, Commissioned by Elevate Art, Menlo Park, CA

Under the Wide Sky We Gather, 2021, 5' x 15', painting printed on vinyl. Budget: \$5,000.

The mission of newly formed Elevate Art Menlo Park is to activate the City's downtown streetscape by placing public art throughout the commercial districts. For this project I developed imagery that depicts life forms in nature and our relationship to the natural world. My work portrays aspects of the garden informed by nature's riotous colorful beauty, or the deep dark space of our universe. The mural *Under the Wide Sky We Gather* is located at 934 Santa Cruz, Menlo Park, CA.

Image 7:

At the public unveiling for my mural *Under the Wide Sky We Gather* a young patron gave her parents an astute interpretation of the imagery in the mural.

Image 8:

Bakar Precision Cancer Medicine Building, UCSF, 3rd St, San Francisco. Private development public art commission. Budget: \$8,000

Magic in the Hinterland, 2018, 45" x 38", Acryla Gouache on paper.

A set of two paintings titled *Magic in the Hinterland I* and *Magic in the Hinterland II* were commissioned for the UCSF Hospital Pediatric Ward.

The imagery in these pieces is seemingly chaotic with a lively terrain is that's bursting with activity. As a strategy to encourage engagement and discovery for viewers of all ages, I embedded a set of six foxes (all in different poses) into the weave of flora, color and pattern.

Image 9:

Deep in the Willowwacks, 2019, 36" x 43", Acryla Gouache on paper.

With the Sunnyvale lobby project in mind, this painting is a good example of imagery that could translate nicely on a large scale.

The tapestry-like format of this painting is simultaneously ordered and in disarray, realistic and abstract. Viewers can follow color, line and light to discover new connections, new pockets of activity, just as we do when we observe the natural world around us.

Image 10:

Casting into the Deep, 2019, 24" x 20", Acryla Gouache, embroidery thread on paper.

With the Sunnyvale lobby project in mind, this painting is a good example of imagery that would translate nicely on a large scale—perhaps as a tapestry.

With this work I'm interested in micro and macro perspectives to convey the bold and delicate forms that exist in the mysterious realms that surround us. I employ many sources for inspiration, including Indian miniatures, Persian rugs, biology, fractals, and of course Mother Nature.



















Attachment 9
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