

**CITY OF WEST HOLLYWOOD**  
**Arts and Cultural Affairs Commission**  
**ART ON THE OUTSIDE SUBCOMMITTEE**  
**MEETING AGENDA**

To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting; If you require special assistance to participate in this meeting, (e.g., a signer for the hearing impaired), you must call or submit your request in writing to the Office of the City Clerk at (323) 848-6409 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

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Written materials distributed to the Urban Arts Subcommittee within 72 hours of the Urban Art Subcommittee meeting are available for public inspection immediately upon distribution in the Economic Development Department at 8300 Santa Monica Boulevard, West Hollywood, California, during normal business hours. They will also be available for inspection during the Urban Arts Subcommittee meeting at the staff liaison's table.

**Thursday, May 24, 2012 – 3:30 p.m.**

Location: Community Conference Room, 1<sup>st</sup> Floor, City Hall  
8300 Santa Monica Boulevard, West Hollywood

**I. CALL TO ORDER (3:30 P.M.)**

- A. Roll Call
- B. Posting of the Agenda
- C. Staff Comments on the Agenda
- D. Approval of the Agenda

**II. APPROVAL OF MINUTES**

The Subcommittee will review and approve the April 26, 2012 meeting minutes.

**III. ITEMS FROM THE PUBLIC**

The public is given the opportunity to address the Subcommittee on any item within its responsibility. At the discretion of the Subcommittee, speakers may be limited to three minutes each.

**IV. NEW BUSINESS**

**A. Tsipi Mani Sculpture Project (3:40 p.m.)**

The Subcommittee will receive a presentation from artist Tsipi Mani for possible sculpture projects to be installed in the Avenues of Art, Fashion and Design District near Melrose & San Vicente.

**Recommendation:** Receive presentation and provide direction as applicable.

**V. UNFINISHED BUSINESS**

**A. Made in L.A.—The First Los Angeles Biennial (3:50 p.m.)**

The Subcommittee will receive a presentation from Lauri Firstenberg, Director, Chief Curator LA><Art and Amanda Hunt, Associate Curator LA><Art on a new concept proposal by artist Dashiell Manley for installation on the Sunset vertical billboard in conjunction with *Made in L.A.*—the first Los Angeles Biennial organized by the Hammer Museum in collaboration with LA><ART. The Subcommittee will also consider approving for ratification by the Arts and Cultural Affairs Commission the proposed image.

**Recommendation:** Receive presentation and approve for ratification by the Arts and Cultural Affairs Commission the proposed image by artist Dashiell Manley for installation on the Sunset vertical billboard in conjunction with *Made in L.A.*—the first Los Angeles Biennial organized by the Hammer Museum in collaboration with LA><ART.

**C. Jelly Bean Three Dimensional Sculpture Project (4:00 p.m.)**

The Subcommittee will receive an update from Sarah and Cosimo Cavallaro on the proposed Jelly Bean project.

**Recommendation:** Receive update and provide direction as applicable.

**D. The Roxy Project (4:10 p.m.)**

The Subcommittee will receive a presentation from Heather Kohos, Chief Brand Officer & Marketing Director at The Roxy, on the proposed installation of “*Beautiful Disaster*” by Cyrcle a new mural proposed for the eastside of the building’s exterior in conjunction with The Roxy’s online to offline music, art, culture and technology initiative. The Subcommittee will also consider approving for ratification by the Arts and Cultural Affairs Commission the proposed mural for installation in July 2012.

**Recommendation:** Receive presentation and approve for ratification by the Arts and Cultural Affairs Commission “*Beautiful Disaster*” as “art” for installation on the eastside of the building’s exterior in July 2012.

**E. Art on the Outside Current and Potential Projects (4:20 pm.)**

The Subcommittee will discuss as needed Art on the Outside projects under the Subcommittee’s oversight:

Author, Author  
Contemporary Art Encounter Project/One  
Day Residencies  
Cosimo Cavallaro’s Jelly Bean  
Elemental – Sculpture Foundation  
Jean Cocteau Celebration  
Los Angeles Nomadic Division (LAND)

Neon Sculpture Project  
Sweetlove Sculpture Project  
The Roxy Project  
Tierra del Sol Collective Project  
Frostig Collection

**VI. ITEMS FROM THE SUBCOMMITTEE (4:30 pm.)**

**VII. ITEMS FROM THE STAFF (4:35 p.m.)**

**VIII. DEVELOPMENT OF THE NEXT MEETING AGENDA (4:40 p.m.)**

The Subcommittee will advise staff on the development of the June 28, 2012 meeting agenda.

**IX. ADJOURNMENT (4:45 p.m.)**

The Art on the Outside Subcommittee will adjourn to its meeting scheduled Thursday, June 28 at 3:30 p.m. in the Community Conference Room at City Hall.

**AFFIDAVIT OF POSTING**

State of California )

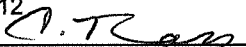
County of Los Angeles )

City of West Hollywood )

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Administrative Services Department in the Office of the City Clerk and that I posted this agenda on:

Date: May 16, 2012

Signature

  
Catherine Ross, Deputy Clerk