



City of Capitola

NEWS RELEASE

Attention: Editors

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Contact: Lisa Murphy
Administrative Services Director
(831) 475-7300
lmurphy@ci.capitola.ca.us

CITY OF CAPITOLA'S LARGEST PUBLIC ART PROJECT TO BE UNVEILED

CAPITOLA—The City of Capitola Art and Cultural Commission is proud to announce the grand unveiling and celebration of the 41st Ave. Streetscape Public Art Project on April 23rd, 2014. A public reception will be held from 12:30 to 1:30 at the Fairfield Inn & Suites located at 1255 41st. Ave Capitola. A tour will follow the reception.

The 41st Ave. Streetscape Project is comprised of three thematic groupings of artwork installations along the median strips on 41st. Ave, from Gross Street to Brommer Street, the gateway to the City's commercial corridor. The first is a grouping of board sail's and a schooner sail located in two medians near Gross Road, then several kayaks flowing through the trees in front of the Capitola Mall, followed by a grouping of surfboards in front of the Fairfield Inn at the median south of Brommer and Jade St. The sculptures number 15 in total among all four medians. Each sculpture features multi-colored crushed glass panels that are assembled using a method of construction known as "Endomosaic". This innovative technique was developed and named by the by Big Sur artist Emile Norman in the 1950's.

The artist, Troy Corliss from Truckee Ca. was selected through an open competition held by the Capitola Art & Cultural Commission. His design was chosen from a pool of five finalists based on his original concept, interpretation of the site as well as the desires of the community. Mr. Corliss has successfully completed many major public art projects for clients including; Target Co. (through the City of Sunnyvale and the City of Alameda's public art programs), Solano County, City of San Jose, San Francisco Art Commission, City of Sacramento, City of Reno, Cleveland Botanical Garden and the Des Moines Area Regional Transit to name just a few.

The 41st Avenue Public Art Project is the largest Public Art project to date in the City of Capitola. The Project was accomplished with funds from the Public Art Fund, which was established in 2006. The Public Art Fund is supported through fees on private development, otherwise known as a 2% for art program, there are no general fund dollars associated with this project.

For more information, contact Lisa Murphy at (831) 475-7300.



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