



P R A D O W E S T

D A N A P O I N T , C A

ART IN PUBLIC PLACES

SUBMITTED 09.15.21

RAINTREE
P A R T N E R S

AIPP PRESENTATION OVERVIEW

Part 1: Our Concept

- Preliminary preview
August 9th Planning
Commission
- Objectives of AIPP at
Prado Square

Part 2: Presentation

- Complete concept
and application
presented 09/23/21

Part 3: Installation

- Fall 2021
- Prado Square
opening event Winter
2021

IMAGINE THE POSSIBILITIES

Activated by **art, music and education**, Prado Square's community art halls and open-air stage, provide Orange County's first **outdoor gallery** experience – accessible for all and powered by our community *for good.



ART AND CULTURE AT THE HEART OF DANA POINT

OUR PRADO SQUARE

- HALL 1 ROTATING ART CANVAS
- HALL 2A ROTATING ART CANVAS
- HALL 2B ROTATING ART CANVAS
- PUBLIC SQUARE MUSIC AND EVENTING
- PRADO LANTERN MURAL- illuminating a welcome to our ART & CULTURE public square



NTS - location plan of AIPP program in its entirety

DANA POINT AIPP CRITERIA

- A** Rendering or model of proposed work
- B** Colors or materials
- C** Landscape or lighting
- D** Statement detailing how work fulfills purpose
- E** Copy for plaque or narrative
- F** Estimate of construction cost

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LANTERN MURAL

World Renowned Artist, Drew Merritt

B Colors or materials

Merritt's work is globally recognized for its mind blowing photos realistic abilities. Colors and tones of the mural will be on par with copper lanterns, sun kissed glass and realistic skin tone and fabrics that capture the museum quality art work.

Clear protectant top coat:

MasterClear Supreme is a water base self-crosslinking acrylic/aliphatic polyurethane protective topcoat that dries quickly to a crystal clear finish. It has outstanding gloss retention and clarity with added UV Blockers and Absorbers that greatly reduce the sun's graying and fading effects on painted surfaces, keeping them looking fresh for years. The Innovative Low VOC Formula has very little odor and exceeds all National and Regional VOC category requirements!

A Rendering or model of proposed work



Art subject to artist availability and timing of approval

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LANTERN MURAL

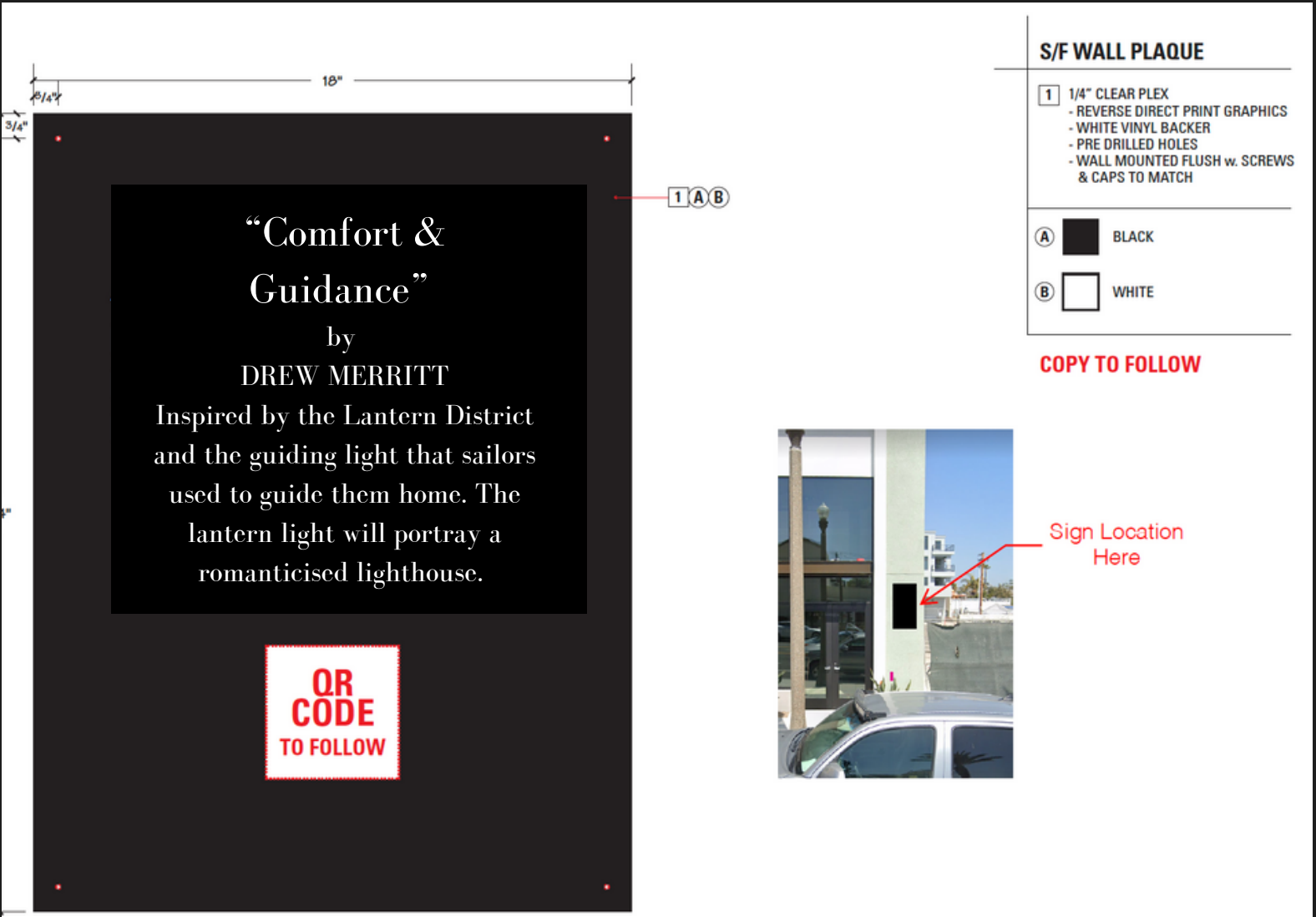
World Renowned Artist, Drew Merritt

- D Statement detailing how work fulfills purpose

Serving as a beacon of light for seafarers and community members, the lantern will serve as beacon and point of arrival for downtown Dana Point residents and visitors.

Honoring the history of the lantern district and the symbol of illumination for explorers and seafaring lovers of the marine heritage and exploring all the new cultural experiences to be had at prado Square.

AIPP AT PRADO SQUARE 080921



- E Copy for plaque or narrative

ARTIST: DREW MERRITT

“Comfort & Guidance”
Inspired by the Lantern District and the guiding light that sailors used to guide them home. The lantern light will portray a romanticised lighthouse.

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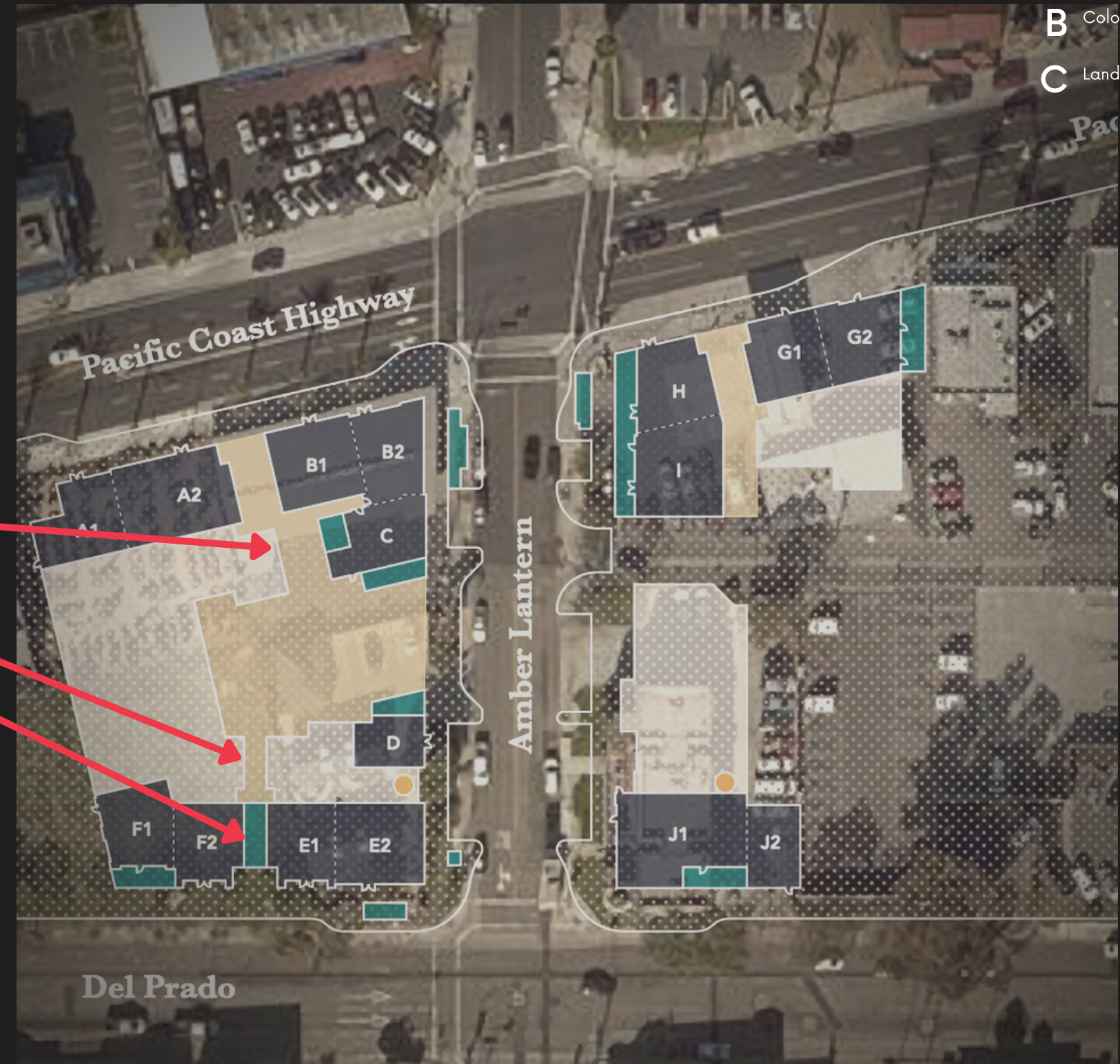
AIPP AT PRADO SQUARE

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HALL GALLERY

HOPE Halls of Public Expression

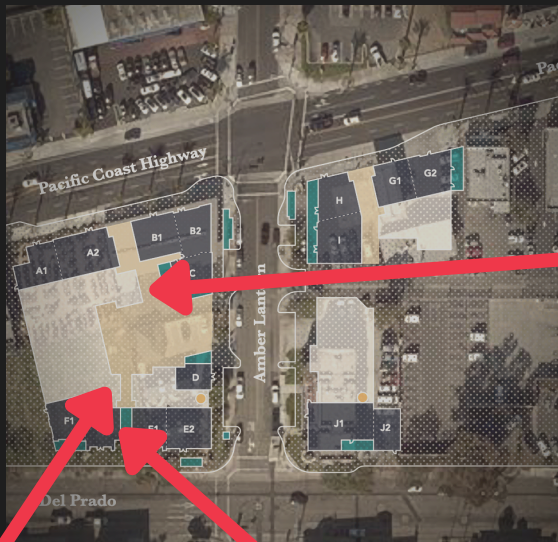
- 8' x 12" rotating art system will be located in Hall 1 and 2.
 - 3 TOTAL GALLERY WALLS
 - HALL 1 (OFF PCH ENTRANCE)
 - HALL 2A OFF COURTYARD NEAR PRADO SIDE
 - HALL 2B DIRECTLY OFF OF PRADO
- The system will allow for the artists to work at a studio or on site.
- Panels will then be attached to wall support system on finished edge MDO panels.
- Finished standouts will support a protective cover for preservation of the art.
- Each hall over-head illuminated during AM PM hours and accessible



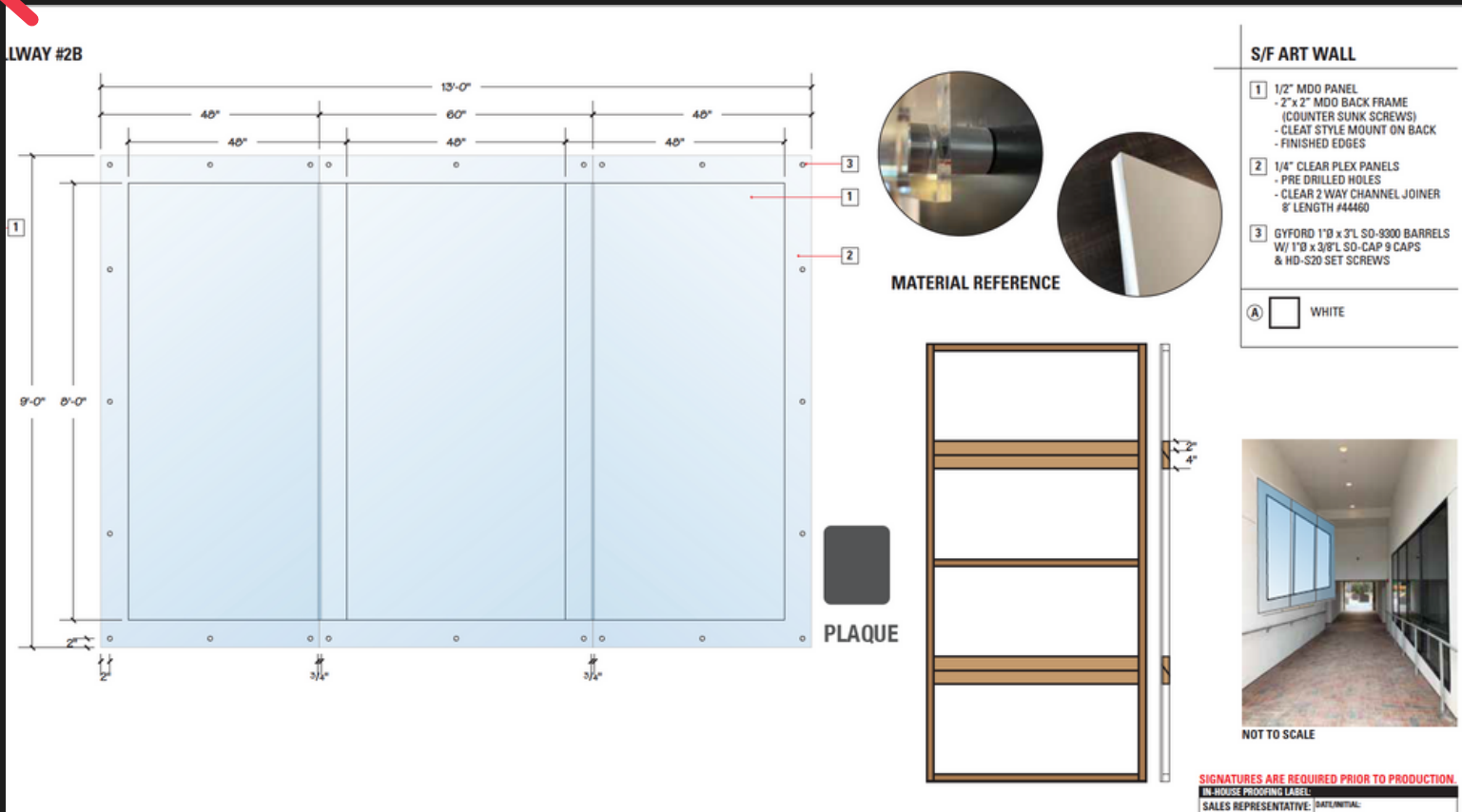
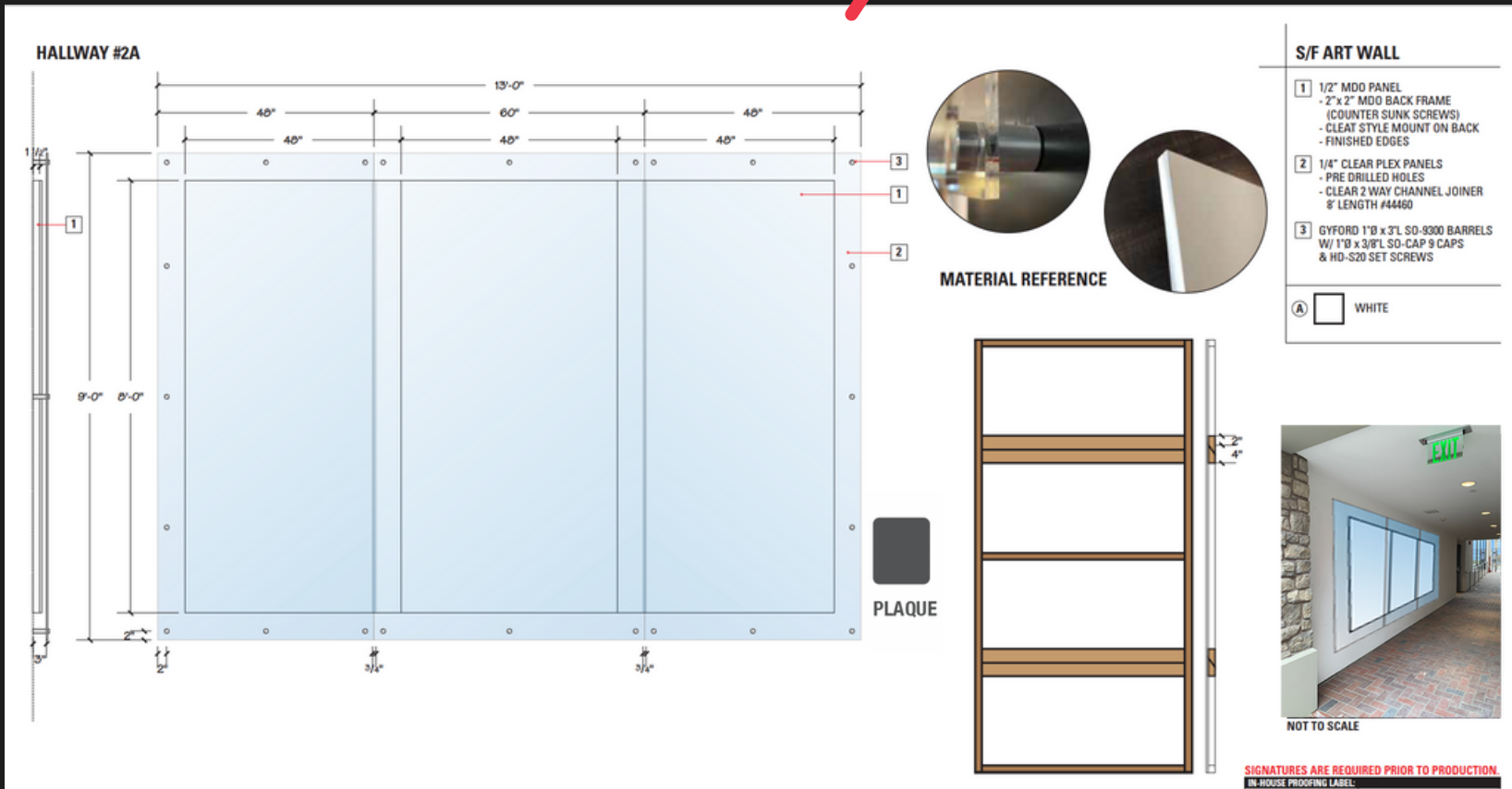
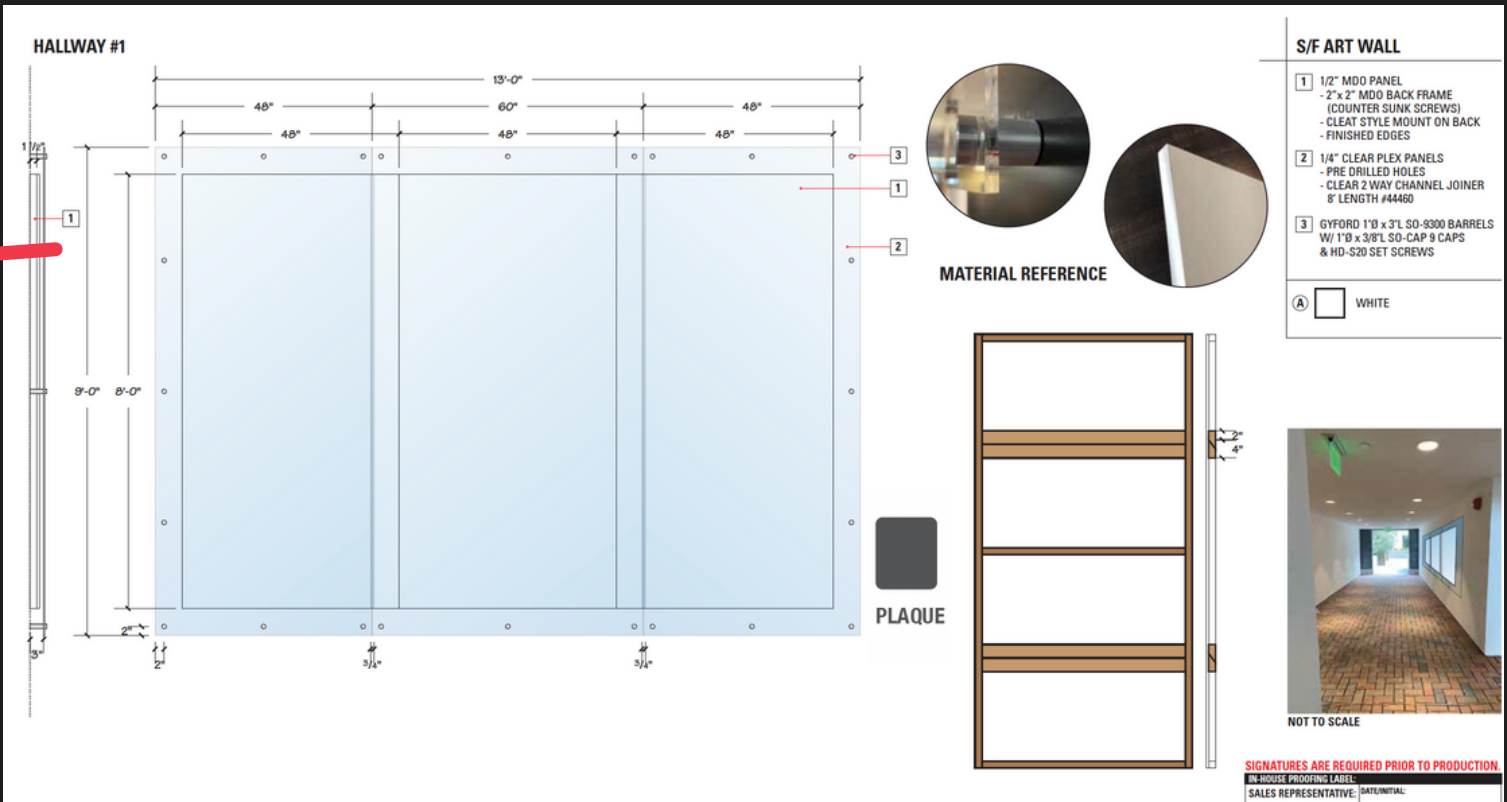
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HOPE LOCATIONS

HOPE Halls of Public Expression



AIPP AT PRADO SQUARE



CRITERIA D



Enhances the site and surrounding neighborhood



Accessible



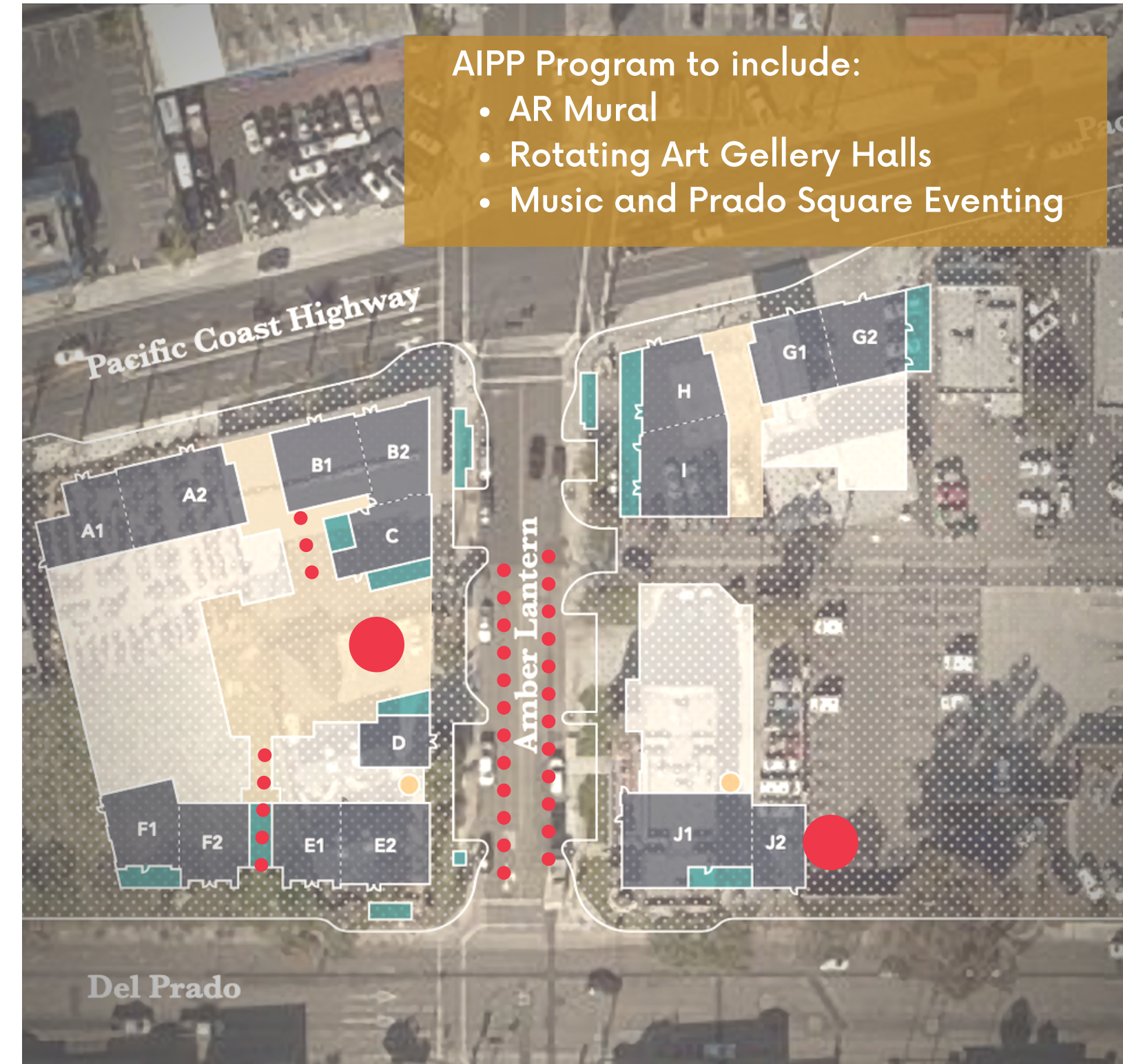
Regenerative



Educational



Honors Local Culture & Heritage



*Note this is an overview - expanded details to be shown during September application presentation

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- F Budget

BUDGET

Prado West Construction Permit Valuation: \$ 56,753,637		
Public Art Fee (0.5%): \$ 283,769		
ART IN PUBLIC PLACES - Proposed Budget Allocation		
<u>Permanent Mural (Del Prado):</u>		
Art Plan - Design + Curation	\$	6,900
Artwork Installation	\$	90,000
Augmented Reality Curation	\$	6,900
Augmented Reality Installation	\$	34,000
	\$	137,800
<u>Rotating Arts Program (Prado Square):</u>		
Rotating Mural Installation & Infrastructure	\$	32,970
Art Curation & Management	\$	18,000
Art Installation	\$	80,500
	\$	131,470
<u>Music Preserves Foundation Performance:</u>	\$	14,500
Total Budget:	\$	283,770

THANK YOU....NEXT STEPS

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END OF PUBLIC PRESENTATION

G. ADDITIONAL INFORMATIONAL ITEMS

G. BRYAN SNYDER - ARTS CURATOR

Bryan Snyder is a community and visual artist specializing in artist management, public art, interactive projects and community outreach. For the past 15 years, he has facilitated a wide-variety of projects with the goal of encouraging the development of an artistic culture, promoting and stimulating local economic growth and building community through art making.

Snyder is founder and curator of the Carlsbad Art Wall, a rotating mural wall that has changed every two months since March 2015. Since its inception, Snyder has curated 30+ artists. Snyder's newest project is called the Alley Art Wall which will be a collaboration mural wall of 15+ artists as well as Carlsbad's first Recreation Mural Space for the youth.

Snyder is a member of the City of Carlsbad Arts Commission, member of the Carlsbad Music Festival Board, founder and curator of the Carlsbad Art Wall, Founder and curator of the Alley Art Wall and professional visual artist, creative marketer and multimedia artist.

- SEE VIDEO OF BRYANS WORK NEXT SLIDE*

IMPACT OF ROTATING ARTS /



G. MUSIC PRESERVES



Founders Patti Compton and Anthony Small teamed up to create a music foundation to inspire a deeper level of appreciation for American music and the musicians who created America's art forms.

Patti Compton has an extensive background in entertainment marketing and public relations, working with major entertainment clients such as CBS Television, Universal, and Paramount. As the Public Relations Director for the Doheny Blues Festival, Patti has worked closely with artists, artist managers, festival producers, media and tourism entities. Passionate about music and music history, Patti has built a reputation for deeply caring about the preservation of original American musical art forms, creating educational content and live radio segments on KX FM. She develops impactful educational music programs that benefit the community.

Anthony Small is a member of the City of Dana Point Arts and Culture Commission, Dana Point Times columnist, and local musician. For years, Anthony has encouraged and promoted artists and created programs for the cultural enrichment of the community. Anthony is a member of the Orange County chapter of the Association of Fundraising Professionals and holds a Certificate of Arts Management from UC Irvine (Merage School of Business and Trevor School of the Arts).

G. *ADDITIONAL*

PAINT DETAIL IN FOLLOWING PAGES

Product information | TECHNICAL DATA SHEET

MTN 94. Solid Colors. Matt paint, low pressure, high coverage and fast drying times.
400 ml, 11 Oz, 312 g.

GENERAL DESCRIPTION

This is a spray paint with a matt finish. It is made with next generation modified alkyd resins and has been developed to meet the highest demands from the graffiti and fine arts market, and is also adaptable to the needs of interior and exterior decoration. Designed and formulated with the highest quality products, with the focus always being on color consistency, fast drying, and without forgetting respect for the user and the environment. Its name is in honor of the year in which the company was founded.

FEATURES

- Low pressure.
- Fast drying.
- Good hardening.
- Excellent flexibility.
- Strong resistance to scratching once the film is polymerized.
- Does not contain lead nor other heavy metals.
- Good covering capability.
- Color durability.
- Easy to apply and repaint.
- Very good resistance to the sun and rain.
- Very good resistance to UV light (see chart).

INSTRUCTIONS FOR USE

- Shake the aerosol well before using, approximately for one minute after hearing the sound of the mixer.
- Apply to clean, dry surfaces. On rusty metallic surfaces remove rust with a wire brush and prepare an anti-rust primer if considered necessary. Apply an anchor layer on plastics and polyesters.
- For best results apply in thin layers. Three thin layers are always better than one thick one, and may be repainted within fifteen minutes with the same paint.
- Turn the aerosol upside down to clean out the valve after use.
If the nozzle becomes blocked replace it with a new one.
- Never apply to equipment that is plugged in and use in well ventilated areas.
- Request safety datasheets.

PHYSICAL PROPERTIES

Low pressure:	Polyvalent female valve
Propellant:	Butane / Propane / Mix
Type of liant:	Modified alkyd
Color:	See chart
Shine 60° (ASTM D-523 ISO 2813):	15-25% matt
Dry to the touch (ASTM D-1640 ISO 1517):	10'
Completely dry (ASTM D-1640 ISO 1517):	24 h
Thickness of dry layer (ASTM D-823 ISO 2808):	15 micras/layer
Adherence (ASTM D-3359 ISO 2409):	0 B
Theoretical yield (continuous painting):	3 m² for 400 ml
Thinner:	Ethyl acetate
Product life:	(Well Stored) 10 Years
Condition for application:	Minimum room temperature 8°C Surface temperature 5°C a 50°C Max humidity 85% R.H.P
Heat resistance of paint:	100°C

* All of the adherence tests have been carried out on iron plates.

APPLICATIONS

Due to the product's features we recommend its use in precision jobs and given its matt finish and thus its anti-reflective qualities, we would especially recommend it for photographic and artistic jobs. May also be used in:

- DIY
- Gardening
- Transport
- Fine arts
- Graffiti
- Sign painting
- Plumbing
- Industry
- Muralism

APPEARANCE



LABEL



CAP SYSTEM



CAUTION



COLORS 216 Colors



Due to technical reasons this color chart might not reproduce the real colors. For accurate color reference see the spraycan's Donut. © Montana Colors 2019.

PACKAGING

Low pressure.
Nominal capacity 400ml.
Heat resistance of packaging: <50°C
Propellant: GLP – HC C₃-C₄

Box (6 units)
205 X 140 X 200 mm.



DISPLAY RACK

Height / Width / Depth
205 x 98,50 x 50 cm
Capacity: 546 sprays.
References: 91
SPAT2405007



MasterClear® Supreme Clear Coat

A Multi-Surface, Interior and Exterior, Acrylic/Aliphatic Poly

- Self-Crosslinking Technology
- Ultimate UV Protection
- LEED Specified – EQ Credit 4.2
- Exceeds All National and Regional VOC Regulations



Sheens Available

- Matte (MCS901)
- Satin (MCS902)
- Semi-Gloss (MCS903)
- Gloss (MCS904)

MasterClear® Supreme is a water base self-crosslinking acrylic/aliphatic polyurethane protective topcoat that dries quickly to a durable clear finish. **Advanced Resin Technologies** protect **Interior Surfaces** against abrasion, scuffing, chipping, water, alcohol, household chemicals, plus it protects **Exterior Surfaces** from oxidation, salt air, chlorine, acid rain, bird droppings, mildew, etc. **MasterClear Supreme** has outstanding gloss retention and clarity with added **UV Blockers and Absorbers** that greatly reduce the sun's graying and fading effects on stained wood and painted surfaces, keeping them looking fresh for years. The **Innovative Low-VOC Formula** has very little odor and exceeds all National and Regional VOC category requirements!

Sheen Levels:

Matte - measured 10-20 @ 60°

Satin - measured 25-35 @ 60°

Semi-Gloss - measured 50-60 @ 60°

Gloss - measured >80 @ 60°

Where To Use:

Interiors: Protects painted surfaces, wallpaper, bare wood, oil and water based stained wood, doors, columns, cabinetry, window sills, mantels, wainscot, wood paneling, crown molding, baseboards, chair rails, furniture and picture frames. It is a perfect clear coat for faux marble and wood grained surfaces.

Exteriors: UV and weather resistant, it extends the life of previously painted surfaces, stained or unstained wood and aluminum surfaces such as doors, porch surrounds and supports, decorative moldings, painted facades, murals, garage doors, anodized aluminum

window casings, aluminum paneling, outdoor furniture and garden ornaments.

MasterClear Supreme is not recommended for surfaces painted with **Metallic Paint Collection™**, white or light colored surfaces or for use on floors.

Surface Preparation – Painted Surfaces should be fully cured prior to application, clean, dry and free from dust, rust, stains, grease, oil, mildew, wax, efflorescence and other contaminants.

Bare Wood should be prepared by first sanding the surface smooth, removing dust with a vacuum and then wiping the surface clean with an oil-free tack cloth. Moisten the wood surface with a wet towel or sponge and allow it to dry. When dry, sand the raised grain with fine sandpaper until smooth, then vacuum and wipe clean with the oil-free tack cloth.

Oil Base or Water Base Stained Wood: Follow stain manufacturer's instructions for application and dry times for clear coating with a water based poly. Make sure the stain has been wiped off the surface completely and has dried a minimum of 24 hours before applying **MasterClear Supreme**.

Aluminum: Clean the aluminum. The amount of cleaning will depend on the condition of the anodized aluminum. If window frames or extruded anodized aluminum is just dull or faded, it can be washed with mild soap and water. Use microfiber cloths which are inexpensive and will clean the metal very effectively. If the anodized aluminum is pitted or stained, use a no-scratch cleanser or synthetic steel wool made by 3M (do not use regular steel wool, small pieces can remain on window frames and will rust). Rinse well. Let dry. If any oxidation remains, wipe with the microfiber cloth. Finally, wipe down the anodized aluminum with

denatured alcohol and wear neoprene gloves to protect your hands.

Application – Stir thoroughly before use, do not shake. *MasterClear Supreme can be brushed, rolled or spray applied. Sand between coats to achieve the smoothest finish. Optimal conditions are 60°F/16°C to 80°F/27°C and 30% to 60% relative humidity. Do not apply in temperatures below 55°F/13°C or above 95°F/35°C.*

Brushing: Use a high-quality synthetic bristle brush.

Rolling: Use a high-quality short nap varnish roller

Spraying: To spray, thin with up to 10%, 12 fluid ounces/360 ml of water to one gallon/3.78 liters of *MasterClear Supreme*. Use an HVLP gun, conventional cup gun or airless spray system with a fine tip.

Taping – Use high quality, low-tack tape when taping over surfaces that have been previously painted and fully cured.

Dry Times – Dry-to-touch time is approximately 1/2 hour. Tack free in one hour. Recoat time is approximately 1-2 hours (drying times were recorded at 70°F and 50%RH): **Note:** Lower temperature and/or higher humidity will lengthen the dry and cure times.

Coverage – One gallon/3.78 liters will cover approximately 300 to 400 square feet/27 to 37 square meters, approximately 1 mil dry film thickness per coat. For best results and maximum protection apply a minimum of two coats and on surfaces in extreme weather conditions apply three coats.

Clean Up – Clean brushes, rollers, tool, and equipment with soap and warm water immediately after use. Do not reuse containers and properly dispose of empty containers.

Material VOC – Contains less than 50 g/L.

Handling & Storage – To avoid skinning, close container after each use. Keep lid tightly closed during storage. Keep away from excessive heat. Protect from freezing. If contents freeze, allow to thaw and come to room temperature before use. **Stir thoroughly before use.**

Disposal – Dispose of unused or unwanted product in accordance with local laws regulating water-based coatings.

Health & Safety – Use in a well-ventilated area. Avoid contact with eyes. Wash hands thoroughly with soap and warm water after use. Do not take internally. When spraying or sanding, use a properly-fitting, NIOSH approved respirator per the manufacturer's instructions.

Skin contact: Thoroughly wash with soap and warm water before the coating dries. Individuals with sensitive skin may require gloves.

Eye contact: Rinse with clean water for 15 minutes. Seek medical attention.

Inhalation: To help prevent irritation, use only in well-ventilated areas. If irritation occurs, move to fresh air. If irritation persists, seek medical attention.

Ingestion: Do not induce vomiting. Seek medical attention.

Read the Material Safety Data Sheet for Additional Health and Safety Information.

Warranty – This product will perform as claimed if directions are followed. Directions are as complete as possible, but cannot encompass all conditions, applications, techniques, and/or surfaces, which are beyond our control. Warranty is limited to replacement or refund value of product actually used, if such product proves defective within two years of manufacture. No other warranty is expressed or implied.

Technical Assistance – For additional technical assistance contact our Technical Department at 818-683-0201 or e-mail technical@modernmasters.com.

Disclaimer: Modern Masters, Inc. believes, to the best of its knowledge, information, and belief, the information contained herein to be accurate and reliable as of the date of this material safety data sheet. However, because the conditions of handling, use, and storage of these materials are beyond our control we assume no responsibility or liability for personal injury or property damage incurred by the use of these materials and makes no warranty, expressed or implied, regarding the accuracy or reliability of the data or results obtained

Container Size	Container Weight Under
1 Quart	3 lbs.
1 Gallon	10 lbs.
5 Gallon	50 lbs.