

PRESS ADVISORY

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Editors Please Note: an artist's rendering of the Allen Martin Park beautification scheme is available on request from Linda Chiavaroli, lchiavaroli@arts.lacounty.gov.

COMMUNITY INVITED TO PARTICIPATE IN ALLEN MARTIN PARK BEAUTIFICATION

Art Workshops November 28 and January 19 and 26

VALINDA (Nov. 14, 2007) – As part of her initiative to incorporate public art in County facilities, Los Angeles County Supervisor Gloria Molina invites the Valinda community to take part in the beautification of Allen Martin Park by attending the park's public art workshops November 28, 2007, and January 19 and 26, 2008.

The Allen Martin Park civic art project will unify the park and its new community building and concession stand through color and design; it is also a creative approach to deterring graffiti.

"Public art has become an essential part of development and improvement projects throughout the County, and I am pleased Allen Martin Park is included as one of the many facilities with civic art for the community to enjoy," said Supervisor Molina. "The plan to deter graffiti while beautifying the park is an added bonus."

Selected by the County as the project artists, Claudia Reisenberger and Franka Diehnelt of MERGE Conceptual Design have designed a color/graphics paint scheme for the park, and the public's input is important to realize this innovative design.

Both workshops will be held at Allen Martin Park, 14830 E. Giordano Street, Valinda, CA 91744:

Wed, Nov 28, 6-8pm: Creative session to develop designs for stencils that will be applied to the exterior walls of the park facilities.

Sat, Jan 19 and 26 (times TBD): Working session to help the artists apply the stenciling.

Both workshops are open to anyone, however children under 8 years old are encouraged to have adults supervision.

Tucked in a quiet residential area of Valinda, the park has a baseball diamond, bleachers, basketball court, a new play area for children and picnic areas, providing activities for the entire family.

The park civic art project is part of Los Angeles County's Civic Art Policy initiated by Molina and adopted by the Board of Supervisors in December 2004 which requires one percent of construction costs be allocated for the incorporation of civic art. The Los Angeles County Art Commission administers all aspects of the civic art program for the Board of Supervisor in collaboration with County agencies and the community.

MERGE Conceptual Design, founded in 2003 and based in Santa Monica, has designed temporary and permanent civic art projects throughout the County.

For more information, contact the Allen Martin Park office at (626) 523-1248.

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