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Our Mission:

We use public art and creativity as tools for social awareness and community development.

www.MOCAH.org

A 501c3 nonprofit corporation

Students Capture Kashmere High School History Through Art



Left: Kayla Yarborough carves handprint of fellow classmate out of clay for Beacon Project.

Students from Kashmere High School have teamed up with the Museum of Cultural Arts Houston and Houston A+ Challenge to capture and celebrate the rich history of the high school through a public art project.

The project brings together Kashmere alumni, students, teachers, business partners and community members to develop a 25-foot-tall mosaic-tiled sculpture, symbolizing 50 years of Kashmere High School history.

Along with the sculpture project, students have worked with MOCAH to capture oral history interviews from Kashmere alumni that represent each class from the past 50 years of the school's history.

During community outreach events called Ram Rallies participants had an opportunity to create ceramic tile handprints, which are incorporated into the mosaic design for the sculpture.



Right: Jeremy Ross takes tips from Jessica DeAlba on the finer details of mosaics.

Led by Principal Charlotte Parker, teachers, students, alumni and community members have come together to ensure that the almost 50-year-old institution will remain open for future generations to come.

"We know that Kashmere has a rich history," said Houston ISD Superintendent Abelardo Saavedra. "And I have no doubt that this community will continue to support the efforts of Dr. Parker and HISD in turning this school around."

The sculpture project will be presented and dedicated on the 50th anniversary of the school in October 2007. The community art project is sponsored by Houston A+ Challenge.

Additional partnerships supporting this project include SPARK Park Inc., Houston Endowment and the Holthouse Foundation for Kids.

Local Foundations Support the Public Art Campaign

MOCAH thanks the **Houston Endowment** and the **Holthouse Foundation for Kids** for \$50,000 and \$15,000 respectively, to support the general operating expenses associated with the Public Art Campaign (PAC). Since the launch of the PAC in 2005 MOCAH has produced seven public art projects with more than 30 scheduled for 2008.

Did You Know?

The city of Houston passed an ordinance in 1999 that requires all eligible capital improvement construction budgets to allocate 1.65% of the budget for the inclusion of artistic enhancements.

What does this mean for taxpayers? For the most part, whenever you see a new library, fire station, health clinic, multi-service center, police station or public park community center being renovated or rebuilt there are funds set aside to incorporate art into the civic space. Multiply the total budget x .0165 and that is how much art should be incorporated into the civic space.

MOCAH Offers Public Art Tours

Over the past 7 years MOCAH has produced more than 80 community based art projects in neighborhoods across Houston. We are now offering the public and patrons of the arts an up close and personal view of these murals and monuments with our newly launched Public Art Tours.

The tours are accompanied by the actual artists that helped design and create the works, providing our tour participants with an intimate perspective on the method and means for which the works are created.

On these tours we look at murals and monuments that are not just passive objects to be viewed.

They are cultural landmarks which contribute to our collective formation of history and heritage. In the tours we look at the ways in which public art can define a space.

MOCAH's Public Art Tours are a unique opportunity to experience and understand public art in the settings for which the works were created. Our carefully selected destinations are culturally rich, affordable and hospitable, and comfortable accommodations .

Join us as we visit some of Houston's most captivating hidden treasures in public art!



International business executives from ExxonMobil pose in front of the Port of Houston Mural project while on the public art tour.

To schedule your private group public art tour call 713.224.2787 or send email to Rhonda@mocah.org

Public Art Campaign Goals

- **To engage youth and community members in the research, design and development of public art**
- **To initiate public artworks that enhance Houston and create viable and attractive communities to live, work and play**
- **To develop public art projects that contribute to civic pride and stewardship**
- **To promote cultural tourism by highlighting the history and heritage of communities through public art**
- **To transform Houston's most historic communities into cultural and artistic destinations**

Why a Public Art Campaign?

Can you recall the last time you were driving around Houston or walking through your neighborhood or your favorite park and were WOWED by a work of public art?

If the answer is no, then that's just one reason why MOCAH has initiated the Public Art Campaign. If the answer is yes, then that is why Houston needs more public art!

Public art is a mirror that reflects the local environment, cultural values and artistic vitality of the community it serves. At its best, public art is more than just art installed in public spaces.

It is a community-based process of dialogue, involvement and participation.

With continued support from community organizations, schools and local businesses we can add momentum to the MOCAH Movement.

The MOCAH Movement is a grassroots campaign designed to revitalize, beautify and enhance the quality of life for all Houstonians using public art.

MOCAH Director Receives Rotary Fellowship to Turkey

One of the world's oldest and most respected international non-profit service organizations, Rotary International, recently selected, MOCAH Director, Reginald Adams and four other young professionals to visit western Turkey from May 13 – June 15, 2007 through the Group Study Exchange (GSE) fellowship program.

The GSE program, which is administered by Rotary District 5890 provides young professionals with an intensive submersion into a foreign country for up to five weeks. During the fellowship Adams visited with Rotary and business leaders, educators and artists throughout western Turkey.

The fellowship enabled Adams to view some of the oldest mosaics in the world while visiting ancient Istanbul's mosques, palaces and art centers, such as the Topkapi Palace, Blue Mosque, Hagia Sophia, Turkish and Islamic Arts Museum and the Istanbul Modern Museum.



JPMorgan Chase Celebrates Public Art Campaign Exhibition



Students from MacGregor Elementary School Jazz Ensemble perform at the MOCAH public art exhibit hosted by JPMorgan Chase Bank.

Public art in some of Houston's oldest and most historic neighborhoods were the highlight of an art exhibit hosted by Ujima, an African-American Employee Network Group of JPMorgan Chase. The opening reception took

place in the gallery area of the JPMorgan Chase Heritage Hall.

Sponsored, in part, by UJIMA, this art exhibit and cultural heritage program celebrated collective work and responsibility in the

community. Artworks on display included photographs, designs and biographical information relating to more than 80 public art projects that MOCAH has produced over the past seven years. The exhibit will also serve as a kick-off event for MOCAH's series of 2007-2008 Public Art Campaign projects. The PAC is designed to highlight the positive impact that history, art and culture has on our communities and the city at-large through the creation of site specific public artworks.

This year, MOCAH is investing more than \$300,000 in the design, production of public art projects that will extend the city-wide Public Art Campaign into several new neighborhoods. With support from corporate citizens like JPMorgan Chase Bank, MOCAH is able to further expand its reach into new and underserved communities across Houston.

"Organizations like MOCAH provide our local neighborhoods with important opportunities to reflect the historical heritage of their communities using art. We are proud to help expose the work of MOCAH to our employees and visitors to the JPMorgan Chase Heritage Hall," said, Branden Morris, Ujima member and JPMorgan Chase employee.

Live entertainment was provided by the JPMorgan Chase Choir and the MacGregor Elementary School Jazz Ensemble.

Support Public Art

Artist Profile : Bert L. Long Jr.

Bert L. Long Jr., a native and resident of the Fifth Ward, Houston, was educated at UCLA. Long was a sous-chef for a Hyatt Hotel until 1976 when he decided to quit the job and pursue art full-time.

Since then Long has traveled world wide and exhibited widely in Texas Galleries, and galleries in Los Angeles and New York City. He has been included in prestigious museum shows at Houston's Museum of Fine Arts and at the Dallas Museum of Art.

His work is represented in public and private collections internationally. Long's mastery of a multitude of media sets him apart from other artists. Throughout his career, Long has explored and redefined art media, from sculpture to photography to painting. Whether his works intend to be political or playful, each is provoking and original.

Although Long has worked with a variety of mediums, it was his work with ice that initially earned recognition. Using over a ton of ice

and the help of twenty-some volunteers, Long uses chainsaws to carve, rip, and gouge the colored ice. Not only is watching him create these works thrilling but the result is a festive, vibrant sculpture that is exciting for any viewer. Part of what makes his work so intriguing is the temporality--outdoor ice sculptures in Houston are inevitably doomed.

Besides the ice sculptures, his paintings and photographs have also been influential to his success. Both of these media serve as an outlet for expressing themes important to Long, such as the experiences of African-Americans, by exploring our society's racial stereotypes and prejudices.

In 1990, Long received both the Texas Artist of the Year Award and the Rome Prize Fellowship. Recipients of the Rome Prize study at the American Academy in Rome. Each year 15 emerging artists and 15 scholars are selected from a national pool of applicants. Artists, such as Long, refine their trade by interacting with other artists and scholars across disciplines.



Long has been shown work in over 100 solo, two-person, invitational and group shows. His work can be viewed in over 110 private and public collections, including the Metropolitan Museum of Art, New York City; Contemporary Art Museum, Honolulu, Hawaii; Chicago Library; Office of the Mayor, Berzocana, Spain; Galerie Dario Boccara, Paris, France; and the Instituto de Bachillerato "Mario Roso de Luna," Logrosan, Spain.

Long has recently been commissioned to paint a mural for the Looscan Branch, Houston Public Library. You can view Long's work at www.bertlong.com



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Mission: We use public art and creativity as tools for social awareness and community development

Vision: MOCAH was founded on a vision to become the leading provider of community-based public art in Houston. MOCAH co-founders, Rhonda and Reginald Adams identified a need to bring art and creative expression to underserved youth and communities across Houston.

With the intent to redefine the role and responsibilities of a traditional art museum MOCAH has set out to utilize the community as its canvas and the city as its gallery space.

History: Since the inception of the organization in 1999 MOCAH has produced more than 80 community-based public art projects that are strategically placed in some of Houston's most disenfranchised and underserved communities.

MOCAH believes that everyone deserves access and exposure to the arts and creativity.

Get involved and support the MOCAH Movement!
Learn more about how you can make a difference at
www.mocah.org.



"The community is our canvas, the city is our gal-

For more information visit
www.mocah.org or call:

Thank you for supporting the
Public Art Campaign 2007-2008

Your tax deductible contribution will help MOCAH continue to use public art and creativity as tools for social awareness and community development.

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