

EUPHRAT MUSEUM OF ART, 2007-2008 REPORT

THE CORE OF THE EUPHRAT IS ITS UNIQUE, TIMELY EXHIBITIONS, PUBLIC EVENTS AND PROGRAMS, MEET-THE-ARTIST RECEPTIONS, AND EXHIBITION-RELATED MATERIALS. The year focused on collaborative exhibitions and program development, including working with art groups and other educational institutions in the Bay Area. In addition we continued programmatic, architectural, and equipment planning related to building the new Euphrat Museum of Art on campus.

EXHIBITIONS HELD AT EUPHRAT MUSEUM OF ART

Moving Cultures (...all over the map) was an exhibition of art related to moving cultures, whether from one location to another, changing/shifting over time, or changing interpretations. Artworks ranged from landscapes and poetry to interventions, actions, satire, and cultural Meaning Makers. Artist Marta Sanchez and Chicana poet Norma Cantú exhibited a series of collaborative prints that addressed the history and beauty of Texas railroad culture. A mixed media Day of the Dead altar by Eugene Rodriguez paid homage to all who have come to this country in search of a better life. Artist Vic De La Rosa's *Verbal Serapes* series addressed cultural assumptions and communication between cultures. Artist Michael Arcega exhibited work from his *El Conquistador* series, a humorous critique on contemporary and historic issues of colonialism and cultural exchange. Included were maquettes for his 10' Manila galleon, made primarily of Manila folders. Kent Manske and Nanette Wylde created a *Meaning Maker* installation with pamphlets to make sense of our changing culture(s). What began with a story of migration grew to reflect the cultural complexities of today and the resultant questioning of communication, meaning, and values.

October 2 – November 21, 2007

Graphic Storytelling as Activism presented a variety of art forms, including cartoons, political posters, digital art, book art, and more to explore a range of imagery with an activist bent. It began with graphic storyteller Keith Knight who exhibited work from three series and the book *Beginner's Guide to Community-Based Arts*, which features graphic stories about artists, educators, and activists across the U.S. Artist Favianna Rodriguez exhibited colorful silkscreens, political posters and personal art. Her art reflected national and international grassroots struggles, and told a history of social justice through graphics. Charisse Domingo exhibited a photographic series on East Palo Alto and Gila River revealing a major untold story about toxic waste in Silicon Valley. This was one of a number of series Domingo has done for *Silicon Valley De-Bug* magazine. Artists Samuel Rodriguez and Matthew Rodriguez were also from the De-Bug collective and they exhibited a custom bike that featured the fictional character Shorty Fatz. Artist Sharon Hing exhibited mixed media art from her series *Dirty Work* which were derived from personal interviews with foreign domestic workers in Hong Kong. Some artworks reminded viewers of history glossed over or forgotten. Lingshan's social realist painting referred to the atrocity of the Nanking massacre of 1937. America Meredith's paintings featured lesser known historical events involving Native Americans. Her spokescards for bicycle wheels focused on the preservation of the Cherokee language. Oliver Chin exhibited illustrations from his graphic novel *9 of 1: A Window to the World* which dealt with perspectives of many people around the time of the terrorist attacks of September 11, 2001. Several publications were on display, including *New Creative Community*, from New Village Press.

February 11 – April 17, 2008

De Anza Student Art Show presented artwork in a variety of media created by De Anza art, photography, and graphic design students in the last two academic years. Over one hundred artworks were shown, representing eighty-six artists. Twelve artists received recognition awards.

May 21 – June 14, 2008

EVENTS DIRECTLY LINKED TO EXHIBITIONS

Public Reception for *Graphic Storytelling as Activism*, discussion with Oliver Chin. January 30.

Public Reception for *Graphic Storytelling as Activism*, book signing and discussion with Keith Knight. February 21.

Public Reception featuring discussion with poet Norma Cantú for *Moving Cultures*. October 1.

Public Reception and Awards Ceremony for *De Anza Student Art Show*. June 12.

ARTS & LEADERSHIP PRESENTATIONS AND MINI-RESIDENCIES

Author and poet Norma E. Cantú spent the day at De Anza. She has been a major force in Chicana/o studies for more than 30 years. At the Euphrat, she read from her books and spoke about the prints she did in collaboration with artist Marta Sanchez. Presented in conjunction with the Puente Project, the Writing and Reading Center, and International/Intercultural Studies. October 1, 2007.

Interdisciplinary artist Michael Arcega presented a slide show of his art, using language and humor to discuss serious subjects, such as globalization. He met with students afterwards in the Euphrat for further discussions. A project with the Institute of Community and Civic Engagement. Co-sponsoring organizations included Office of Diversity, Intercultural/International Division, the Filipino American Historical Society (FAHNS, Santa Clara Valley Chapter), and the California History Center. November 19, 2007.

Illustrator, author, and publisher Oliver Chin presented a slide show and lecture on his work. A project with the Visiting Artist Series sponsored by the Creative Arts Division. January 30, 2008.

Cartoonist, rapper, and Hip-Hop musician Keith Knight spent the day at De Anza. He gave several presentations, including a multi-media show of his nationally syndicated comic strips and graphic stories from the book *Beginner's Guide to Community-Based Arts*. Sponsors included the De Anza Student Body, Visiting Speakers Series, and African Ancestry Faculty, Staff & Student Association. February 21, 2008.

Artist and community activist Favianna Rodriguez spent the day at De Anza. She gave three presentations about her art and spoke about national and international grassroots struggles. She invited students to consider how art can help encourage civic dialog and participation. Their small artworks were for the *Building Together* collaborative art fence project on the construction site of the new Euphrat. Rodriguez joined in a Gathering at the construction fence to install the additional art. Co-sponsored by Women's History Month. March 5, 2008.

ADDITIONAL CAMPUS COLLABORATIONS

Groundbreaking ceremony for the new Euphrat Museum of Art, connected with the new Visual and Performing Arts Center. Three-part event. Small reception in the Euphrat connected with sculpture dedication. Main event at the construction site, which included a Euphrat presentation. The Euphrat *Building Together* collaborative art fence project served as a backdrop on the construction fence. Followed by Euphrat luncheon held on the patio in front of the Euphrat, honoring friends and donors, introducing our new logo/brochure, and speaking of plans for the new building. Multiple partners across campus and at the district for the events of this day. October 9, 2007.

Participation in Urban Arts and Hip-Hop Festival in collaboration with the Institute for Community and Civic Engagement. Two art booths presented "Civic Engagement and Graffiti-Style Writing", live art demonstrations, and displays of student art. November 15, 2007

Participation in *Día de los Muertos Altars at De Anza*. Sponsored by Puente and ¡Lead!. October 31-November 30, 2007.

Participation in "Immigrant Voices," a series of events sponsored by the Institute of Community and Civic Engagement. Artist Antonio Castro presented art related to immigration in conjunction with a panel discussion. May 7, 2008.

Collaboration with Creative Arts Division and Art on Campus Committee regarding *Student Show*, arranging monetary awards funded by the Art Department, purchases for the college's permanent collection, and documentation. Worked with student designer Ana Milosavljevic on announcement, and with graphic design instructor Bill Nagel on design and certificates.

Participation in Women's History Month Committee.

Participation in Visual and Performing Arts Center Committee (building related). This included walking through the site every three weeks, trouble-shooting as construction progressed, working with on-campus personnel and off-campus consultants to problem solve, design interior structures and equipment, and identify equipment/furnishing needs. Yearlong involvement.

Participation in Groundbreaking Committee for the new Visual and Performing Arts Center and Euphrat. Event planning and marketing, preceding Oct. 9.

CAMPUS OUTREACH

Presentation, "You and the New Euphrat Museum," De Anza College Teaching and Learning Conference. February 22, 2008

De Anza Student Interns 16 were employed as teachers' aides in the Euphrat Arts & Schools Program and as museum assistants and front desk attendants. Their areas of study were art and graphic design (11), art history (1), education (1), nursing (1), and business (2). Students learn about museum operations, contemporary art, multicultural art education, art history, and how to work with children and a variety of art materials. This experience gives students the opportunity to see if museum studies or art education is a career path they might want to pursue. Students are asked to reflect on their experience.

Visits and Tours include:

Beth Bresnan	Arts 1A/Visual Arts	Juliana Kang	Drawing, Design
Barbara Allie	Oil Painting	Cheryl Battiato	Drawing
Prakash Chandras	Drawing	Catie Cadge Moore	Art History
Sal Breiter	Art, Ideas, and Values	Mark Engel	Acrylic Painting
Moto Ohtake	Sculpture	Karen Chow	English 1A
Maxine Freed	Creative Minds	Yael Karmi	Art 1A/Visual Arts
Marc Coronado	Puente/EWRT 1A	Diane Pierce	Photography
Wil Castaño	Photography	Marcia Briggs	Design and Color
Linda Mau	Ceramics	Ken Wiesner	Literary Magazine

Multiple visits, some with curriculum and writing assignment built around exhibition.

Lifelong Learning Studio Practice. The Euphrat Museum serves as a lab for students.

COMMUNITY OUTREACH (in addition to Arts & Schools Program outreach and exhibitions)

Member of San José City Hall Exhibitions Committee, ongoing

Juror for National PTA Reflections Art Contest. January 2008.

International Fair booth in conjunction with Cupertino's Lunar New Year Unity Parade, included a hands-on two frame animation art activity. De Anza student interns, Euphrat Artist/Teachers, and community members staffed the booth. March 10, 2007.

Cherry Blossom Festival presentation, with Cupertino Arts Commission. April 26, 2008.

Explore Cupertino Day, information station with hands-on art activity. May 4, 2008.

De Anza College Art Day for Lakewood School included Euphrat exhibition, Art on Campus tours, visits to ceramics and sculpture classes, and hands-on art activities. January 11, 2008.

De Anza College Art Days for Cupertino Middle School included Euphrat exhibition, Art on Campus tours, visits to ceramics and sculpture classes, and hands-on art activities. On June 3, students from Cupertino Middle School served as mentors to the 1st and 2nd grade students from Arbuckle School. The middle school students led small group discussions about the art they viewed and assisted with the hands-on art activities. June 3 and 5, 2008.

De Anza College Art Day for Arbuckle School included Euphrat exhibition, Art on Campus tour, visits to ceramics, sculpture, and dance classes, and hands-on art activities. June 3, 2008.

Attended/Participated in:

ArtsEnhance Workshop, Krause Center for Innovation and Arts Council Silicon Valley, September 17-18, 2007

City of Sunnyvale Arts Focus Group participant for the *Parks of the Future Plan*, March 13, 2008

Peer Training Seminar in Arts-Based Youth Development, Crossroads Project and National Performance Network, New Orleans, Louisiana, May 18-21, 2008

CAMPUS /COMMUNITY PROJECTS

Building Together, 2007-2008 collaborative public art project for the construction fence for the new Euphrat Museum of Art, part of the new Visual and Performing Arts Center. *Building Together* artwork was by De Anza students, school children, and community participants. The first set of panels incorporated reproductions of faces and self-portraits representing current and future students, artists, performers, and audiences. Colored recycled net cloth shapes related to different cultures. The second set of panels featured graffiti-style designs and phrases inspired by social justice movements. The final panels incorporated artwork with multi-lingual text offering greetings and inviting people to "Experience the New Euphrat." Co-sponsored by the Institute for Community and Civic Engagement. Yearlong.

EUPHRAT MUSEUM OF ART EXPANSION PLANNING, IMPLEMENTATION 2007-08

New building, substantial work with consultants on plans and implementation, including preparations for varied AV capabilities, movable interior walls, flexible museum lighting system, and additional structural needs for diverse art installations. Worked with the large Visual and Performance Art Center Committee, which included project architects, DES Architects + Engineers, Euphrat representation, and numerous division, college, and district representatives.

Additional project development and funding. Yearlong work continued with the De Anza administration, Euphrat Museum Board, Foothill-De Anza Foundation, Creative Arts Division, and others about planning and funding. This included working on the needs of outfitting the new space with related costs, and expanding outreach.

Developed funding for and initiated long-range planning process involving campus and community. Worked with consultants Ernest Mark and Nancy Hom regarding phone interviews, developing questionnaires, and holding visioning meetings. Involved Euphrat Board members, artists, college and community participants.

Developed new logo, branding, coordinated promotional materials and expanded marketing. Worked with team of designers and marketing consultants on design and text that symbolized the new Euphrat. New logo, brochure, signage and banner were introduced at Groundbreaking Ceremony, Oct. 9. Banner has been used at community events. Brochures have been used at community events and mailed to arts and civic venues.

Developed totally new website with new logo. New design, configuration, focus. Expanded information and archives, community quotations, images, and more. Connected with college and district sites. Included ability for on-line donations. Worked with team of designers and marketing consultants, as well as with De Anza web team. Development is ongoing.

ARTICLES AND PUBLICITY include

City of Sunnyvale Quarterly Report, Summer 2007

La Voz, October 8, 2007

La Voz, October 15, 2007

La Voz, November 19, 2007, front page and full page

La Voz, November 26, 2007

La Voz, online slide show, Fall Quarter 2007

Artweek, December 2007

La Voz, May 27, 2008

La Voz, June 2, 2008

La Voz, June 16, 2008

La Voz, online slide show, Spring Quarter 2008

FUNDERS

Applied Materials Excellence in the Arts grant,
in association with Arts Council Silicon Valley
Engagement,

Arts Council Silicon Valley grant,
in partnership with Adobe Systems Inc.

Arts Council Silicon Valley

City of Cupertino

City of Sunnyvale

De Anza Associated Student Body
Institute of Community and Civic

De Anza

Lunar New Year Unity Parade

De Anza College

The Euphrat Museum Board

Friends of the Euphrat Museum of Art

SAMPLE QUOTES RELATED TO EUPHRAT PROGRAMS:

More to come...

Every experience here at the Euphrat Museum has been amazing. Getting involved and participating here gives me the confidence to accomplish my own future dreams. Learning first hand about art and art ideas has helped me understand so much more and fills me with hope that I can be a part of making the world a better place... The Euphrat Museum has opened my eyes and mind as to what art is and how powerful it can be. In addition to looking at and analyzing the art, I got to meet some of the artists and talk to them about their work and that was so cool... My dream is to be an artist and environmental activist and to go back to my country Guam and teach the children there about art and the environment.

Joseph Certeza, De Anza student

I was blown away at the content of the *Graphic Storytelling as Activism* exhibit. It covered all types of graphic illustration (including the incredible work of San Jose artist Sam Rodriguez!) and it put it in the current day perspective! Put on top of that the Euphrat Museum gets its funds by fundraising... I was blown away.

Zoramaddie, Artsopolis posting

EUPHRAT MUSEUM OF ART, ARTS & SCHOOLS PROGRAM 2007-08

AFTER-SCHOOL ART PROGRAM

Professional artists conducted year-long art classes for third through fifth grade students at Braly, Lakewood, Nimitz, Fairwood, and San Miguel Schools in the city of Sunnyvale. These schools were identified as having high numbers of at-risk youth. Almost **2,100** student-hours of **free after-school art instruction** were provided.

FEE-BASED AFTER-SCHOOL PROGRAM

The Euphrat Museum of Art offered after-school fee-based programs at eight schools in the Cupertino Union School District (Blue Hills, Creekside Park, Faria, Lincoln, Portal Park, West Valley, Miller Middle, and Hyde Middle). Over **4,200** student-hours of **after-school fee-based art instruction** were provided.

QUINLAN COMMUNITY CENTER PROGRAM

The Euphrat Museum of Art offered fee-based after-school, evening, and Saturday art classes for children at the Quinlan Community Center. Almost **7,500** student-hours of art instruction were provided.

TEACHING TOURS

Hands-on Teaching Tours of the Euphrat Museum of Art are arranged for school children during major exhibitions. Over **600** student-hours of **hands-on Teaching Tours** were provided by Euphrat artist/teachers on site at the Euphrat during the school day.

EXTENDED YEAR PROGRAM

Summer 2007 program offered Extended Year classes at one elementary and two middle schools in the Cupertino Union School District (Muir, Cupertino Middle, and Miller Middle). Over **13,860** student-hours of **during-school fee-based art instruction** were provided.

PRESENTATIONS

Assembly at Fairwood School, presented the Fairwood after-school art class's collaborative animation project in the Multi Purpose auditorium, May 1, 2008.

COMMUNITY EXHIBITIONS AND EVENTS TIED INTO EUPHRAT ARTS & SCHOOLS PROGRAM

Community exhibitions have been a way for elementary and middle school students to grow in self-esteem through recognition of their work and a way for staff, families, and the community to be more aware of student work and the art program. We have placed rotating exhibits throughout the year at these locations: Cupertino Middle, Fairwood, Miller Middle, Muir, and San Miguel schools, the Qunilan Community Center, and the Sunnyvale Creative Arts Center in conjunction with the Hands on the Arts festival. The Euphrat children's art exhibition *Art, Culture, Imagination: Artwork by Cupertino Area Children and Youth* was sponsored by the **Cupertino Fine Arts Commission** and held in conjunction with the Cherry Blossom Festival. Children's artwork was also displayed at the Euphrat's International Fair booth in conjunction with the Lunar New Year Unity Parade, and at the Sunnyvale Park and Recreation office in conjunction with Arts & Humanities Month. An estimated **16,000** people viewed these exhibitions.

SAMPLE QUOTES RELATED TO EUPHRAT'S ARTS & SCHOOLS PROGRAM:

I am a graphic design major and my son now understands what that is because we always look at design together wherever we are. My son now makes his own toys and looks at boxes and wrappers before he thinks about what is inside them. I learned this from the Euphrat art teachers and from going to the museum shows with my De Anza classes. They say design is all over and that the artist is always looking to see what is there. I am so happy that my son now thinks like an artist. Helping with the museum's art classes has helped make me a better parent!

Lanphoug Vo, De Anza student

I have been in the after-school class since 3rd grade and I have had a great time. I would tell new students to try their best and not ever give up. You will learn many new things through art.

5th Grader, San Miguel

The after school art class is awesome! I learned that art is important because it teaches you about life. Art is learning!

5th Grader, Nimitz

(More to come...)