

Boats on the Bay

VOLUME 1, ISSUE 1

JUNE 2006

Students Link History, Art and Civic Action

What happens when a group of high school students are given ten weeks to develop a major civic art project, from concept to final installation? Ask Casey Brennan, instructor for the Build San Francisco Institute. Her response? "They go to work." This is what happened when her students took on the creation of sixteen ceramic tile installations for the Port of San Francisco's new public Pier 14.

The Build San Francisco Institute, a partnership between the Architectural Foundation of San Francisco and San Francisco Unified offers courses in design and urban studies along with internships in major San Francisco design and construction firms for high school juniors and seniors.

The program emphasizes the process through which San Francisco develops by offering students an opportunity to manage a project of civic importance. This spring, the students tackled the Pier 14 tiles installation.

"When Dan Hodapp, the Port's Director of Development came to me in February and asked if we would be interested in helping the Port create the tile installations for Pier 14, I jumped at the chance," says Casey. "I knew that it would be a challenge, but I also knew that it would be a great opportunity for the students to demonstrate their skills and talents, while learning how a city reaches out to the public through art."



Alex Arevalo Sketches a 1930's Tugboat

SPECIAL POINTS OF INTEREST:

- In Spring of 2006, high school students in the Build San Francisco Institute created a major civic art project: The Pier 14 Ceramic Tile Installations
- Students from six San Francisco High schools worked on the project
- Each installation is an original work of art, designed and created by the students
- Each boat depicted has a special significance for the history of the Port of San Francisco



Clipper Ship "Flying Cloud"

Developing the Project

The timeline alone was daunting – ten weeks to create a concept, get it approved by the Port, create the designs, glaze and fire the tiles and deliver the finished project to the Port's carpentry shop for installation. "At

one point I wasn't certain we could be able to meet the deadline," says Will Fowler, Build San Francisco Program Director. "I forgot that the number one rule in project based learning is: "Trust the kids. "

This group is one of the most dedicated bunch of students I've ever worked with. They were determined to succeed."



Fishing Boat

Organization the Key

The organizational process the students developed was remarkable. Essentially they structured themselves along the lines of the design firms where they intern, with departments, managers, and clear cut task assignments for every student. Each student selected the department best suited to their talents. Thus the artistic / creative department managed the development of the artwork, a research department



The Tiles in Place

validated the choice of sketches as being appropriate for San Francisco Bay, a design department oversaw transfer of the sketches to finished tiles, and a tech department provided computer design work, imaging capabilities and documentation. The entire project was overseen by Justin Marks, a student who served as Production Coordinator. "The project challenged us to come together and submit our best artistic work for the Port," he states. "Just coming up with a common theme was challenging."

"We had to get our ideas approved by the Port, just like any design firm," says Casey, "But once the kids got rolling, there was very little for me to do, other than checking off finished pieces and delivering them to the kilns."



*Linh My Hoac and
Krista Thompson*

Learning the Trade

With the advice of Paul Lanier, noted Bay Area ceramicist, the students began work on the highly technical aspects of ceramic tile glazing and firing techniques. The sixteen installations comprised a total of 288 individual tiles, which had to be glazed by hand. The process required 22 bottles of ceramic glaze and six kiln firings to complete. "Each time we fired the tiles, I

held my breath," Casey says. "There was just no room for error."

The project required the students to use all of their academic skills, from research, to oral and written presentations, to mathematics, to art. While some students excelled at some of the skills, the group together had to work as a team so that all of these bases were covered. The result was a remarkable series of images, entitled



1930's Tugboat

"Boats on the Bay", a pictorial timeline of San Francisco's water traffic.

A Great Success

Alan Sandler, Executive Director of the Architectural Foundation of San Francisco states, "By bringing the process of design into the classroom, we help students make use of their academic learning in ways that make sense. The result is always the same – high levels of student success and achievement."

On Friday, June 16, the students will join the dignitaries attending the

opening ceremony for Pier 14, a new urban space for citizens and visitors to enjoy. One of the best features of the space, besides its breathtaking views of the Bay Bridge, are the sixteen colorful ceramic tile installations that run along the low wall of the pier. They are a testament to the colorful history of San Francisco's waterfront, and to the dedication and skill of the city's youth.

**Architectural Foundation of
San Francisco**

654 Mission Street

San Francisco, CA 94105

Phone: 415/977-1493

FAX: 415/896-1495

Web: www.afsf.org

Copyright 2006 AFSF

All rights reserved.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make

predictions for your customers or clients.

“To catch the reader's attention, place an interesting sentence or quote from the story here.”

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your

business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.

Business Name

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com

*Your business tag line
here.*

We're on the Web!
example.microsoft.com


Organization

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

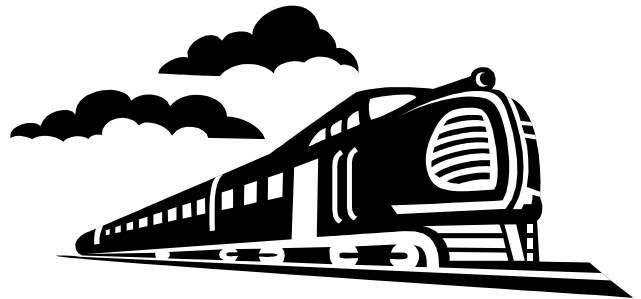
This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or ser-



Caption describing picture or graphic.

vices, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.