

July 29, 2014

Art projects expand Sac State's community presence

[Link goes here](#)

Five Sacramento State instructors are making an artistic splash in two public art projects, illustrating how the University's faculty extend their expertise and working relationships well beyond the classroom, into the larger community.

Art that can only be viewed in the environment through a smart device such as a cell phone is known as "augmented reality," and Computer Art Professor Rachel Clarke is part of an alliance using the medium in a major municipal project in Sacramento's Broadway area.

Clarke, Shelly Willis of the Sacramento Metropolitan Arts Commission (SMAC), and representatives of the Greater Broadway Partnership District and the Urban Land Institute, have developed "Broadway Augmented" (www.broadwayaugmented.net), in which 11 artists, including Clarke herself, were commissioned to create virtual public artworks.

To the naked eye, the building, street or courtyard will look as it always has. But with a special app, smart phones and tablets can be used to see a virtual "large" work of art right in front of the viewer.

"It's basically a customized virtual art experience that changes with the viewer's location and position," Clarke says.

She has supervised the technical elements, leading a team of current and recently graduated Sac State students to make the 3-D computer models from the artists' designs. Design Professor Gwen Amos and her students developed the project website.

The unveiling is set for the city's Sept. 13 Second Saturday arts celebration and will be held at the project's headquarters, 2421 17th St., where participants will be able to get the special app.

The other artists in the project are Benjamin Hunt, Jose Carlos Casado, Malcolm Cochran, Michael Rees, Mark Emerson, Chris Manzione, Joseph Delappe, Sabrina Ratte, Gioia Fonda and Rebecca Krinke.

"A project like this can really help visitors, residents and community leaders envision what's possible," Willis says.

Another four Sac State instructors – Joy Bertinuson, Mark Emerson, Brenda Louie and Robert Ortbal – have joined six of their fellow local artists for "Art of the Dumpster" (www.powerinn.org/art), a public project commissioned by the Power Inn Alliance, a nonprofit property and business improvement district.

Each of the 10 creative minds was given a huge trash hopper to beautify, and the artists were definitely up to the challenge.

The stunning blue palette used by Louie signifies purity, promoting clean air and safe drinking water.

Ortbal applied a chrome finish to his trash bin "...transforming the Dumpster and its association with the discards of our culture into a container of endless possibilities," he says.

The outdoor exhibit runs through Aug. 30 at Power Inn Road and Cucamonga Ave. Hours are sunup to sundown every day. Special entertainment and local food trucks are scheduled to be there for the Aug. 9 Second Saturday celebration.

Sally Freedlander, Granite Park Partners manager and vice chair of the Power Inn Alliance board of directors, notes the impact this kind of project can have on the community. “We hope this eclectic collection will spark conversation, inspire creativity and celebrate the local businesses and artists that make this city great,” she says.

These two efforts continue a tradition of University art faculty working hand-in-hand with the community. And with dedicated instructors such as these, that “artreach” is sure to continue.