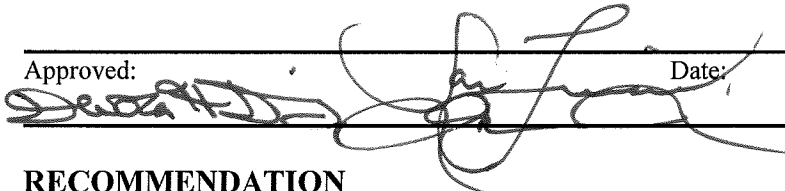




Memorandum

TO: Rules Committee**FROM: Mayor Sam Liccardo****Councilmember Raul Perez****Councilmember Devora "Dev" Davis****SUBJECT: PERMANENT INSTALLMENT OF
SONIC RUNWAY****DATE: March 8, 2018**Approved: Date: 3/8/2018**RECOMMENDATION**

Approve the exploration of long-term or permanent installation of Sonic Runway at City Hall Plaza.

1. We propose that the OCA engage the artists and explore the costs and feasibility of keeping *Sonic Runway* at City Hall Plaza.

BACKGROUND:

The illuminated art work called *Sonic Runway* at City Hall has demonstrated the power of art to transform civic spaces. Created by artists Rob Jensen and Warren Trezevant, *Sonic Runway* demonstrates the speed of sound through illuminated light rings. It was temporarily installed at City Hall as part of the innovative partnership between the San José Office of Cultural Affairs and Burning Man Project and the Playa to Paseo initiative. The cultural impact of civic engagement associated with this dynamic artwork has been incredible. The work has become a source of inspiration on our civic plaza, a site for creative expression. *Sonic Runway* has attracted visitors from the Bay Area, and has become an interactive site for San Joséans of all ages, backgrounds, and ethnicities - a place of gathering and unity. *Sonic Runway* has been a family-friendly place for artist performances creating experiences of joy and wonder, a wedding proposal, and a backdrop for fashion shows and photography. As well as where the beloved San José Earthquakes have filmed the introductions of their new players.

The social media and press attention provide evidence of the social impact – approximately 3,000 tags on Instagram alone. NBC Bay Area featured it alongside San Francisco's illuminated Bay Bridge in their holiday video highlighting illuminated landmarks.

The artwork complements the iconic architecture of Richard Meier during both the day and night. 10 years after San José City Hall was constructed, *Sonic Runway* has transformed how San Joséans engage with our public plaza. It has become a true destination.