

Title	Into the Looking Glass: An immersive multimedia experience	03/17/2025
	by Wes Warren in 2025 Cultural Arts and Arts Programming RFP	id. 49997788
	2309 B Encinal Ave Studio 23 ALAMEDA, California 94501 United States 5102399352 vexcom@gmail.com	

Original Submission	03/17/2025
----------------------------	------------

Score	n/a
-------	-----

Please be aware that I Understand all application documents and other materials submitted to the City are subject to disclosure under the California Public Records Act.

Enter the name of your public art proposal	Into the Looking Glass: An immersive multimedia experience
--	--

Are you a non-profit or government agency?	Yes
--	-----

Please upload proof of non-profit status. For example, a valid IRS tax exemption certificate.

[IRS-designation-letter-ARTPUSH.pdf](#)

If you are NOT a non-profit or government agency, are you using a fiscal sponsor for this grant?

Please upload Fiscal
Sponsorship
Agreement/MOU
(only for fiscally
sponsored
organizations)

Please provide the
name of the non-
profit organization or
public agency
submitting this
proposal:

Artpush

Please provide the
name of the primary
point of contact:

Wes
Warren

Please provide the
daytime phone
number for the
primary point of
contact:

+15102399352

Please provide the
E-mail for the primary
point of contact:

vexcom@gmail.com

Please provide the
name of the
secondary point of
contact:

Jessica
Warren

Please provide the
daytime phone
number for the
secondary point of
contact:

+15108723187

Please provide the
E-mail for the
secondary point of
contact:

jessicawarren@gmail.com

Please provide the
address for the
organization or public
entity submitting this
proposal:

2309 B Encinal Ave
Studio 23
ALAMEDA
California
94501
US
37.763126
-122.244707

Which level of grant are you requesting? \$10,000

Where will the proposed cultural arts or arts programming be held? Park Street Area

If you selected "Other," please explain:

Organization Details

Please provide your organization's mission statement: ARTPUSH exists to promote and support the arts and artists through programs and events that enhance and strengthen the community.

Please provide a brief organization history: Before ARTpush formed in 2019, Studio 23, owned and operated by Jessica and Wesley Warren, spearheaded several public art events such as workshops, gallery openings for local artists, art fairs, and classes. Studio 23 worked with many other local arts organizations, gallery owners, teachers, and supporters to help the art community flourish in Alameda. For the 8 years prior to Covid they also coordinated and oversaw the Second Friday Art Walk in Alameda that represented over 20 locations along the Webster and Park St corridors. This was all done with private donations from Wes and Jess and sponsorship support from local small businesses. In 2019 we decided to formally convert to a 501(c)3 as we were already performing all of the functions without the benefit of being officially designated a nonprofit.

ARTpush has a history for hosting fundraisers for the community including: "Displacement" a fundraiser for Causa Justa :: Just Cause (CJJC), Standing Rock, The Ghostship Fires in Oakland, Alameda Pride, and the Alameda animal shelter, (FAAS). ArtPush is dedicated to continuing to provide events to support social justice causes, to respond to critical community incidents and to work with other organizations with similar missions such as the Webster street Art and Business Association (WABA), to create The Healing Garden, a place for us to gather, grieve and plan for a better future.

Please provide a list or summary of artistic programs, activities, and recent key accomplishments from the last five years:

Art Of The African Diaspora 2023 and 2024 (official satellite gallery). Coordinated 3 Alameda locations to partner with the East Bay event. Exhibit at Studio 23 exhibit and opening, as well as artists from the program showing at Fireside Lounge and Alameda Island Brewing. We also coordinate local artists to be seen in these locations year round. studio23gallery.com and alamedaartists.com

Annual Alameda Summer Art Fair and Maker Market 2015 - 2024 (cancelled for Covid 2020-2021)
50+ local artists booths, live music from local bands, poetry, performance art, coloring contests and many activities. See alamedaartfair.com for photos. Event happens in the Studio 23 parking lot.

Annual Black Light Art Show at Studio 23 (Every October since 2014 except Covid years) studio23gallery.com
Fluorescent UV black light art, LED light sculptures, live music and interactive exhibits, this annual event is a local favorite.

Creative Art Program: Partner with Girls Inc. to introduce children to an extensive one day workshop and exhibit. (multiple years)
CreativeArtProgram.org

We run numerous art related websites as seen above as well as an active Meetup group (Alameda Artists with 2,390 members) <https://www.meetup.com/alameda-artists/> and the Facebook group Alameda Artists with 2.2k members <https://www.facebook.com/groups/alamedaartists>

Please provide a description of the communities your organization is rooted in, engages and/or serves:

ARTpush is based in and focused on artists and residents of Alameda. However, we are open to and do welcome many participants from all over the bay area. We have had artists and attendees from every city within a 10 mile radius. We are committed to diversity and inclusion with all of our events and all are welcome and encouraged to attend our events, classes, workshops, and openings. We have a Director of Diversity on our board that is 60% women and 25% POC.

Which artistic discipline(s) best fits your Organization:

Visual Art

If you selected "Other," please explain:

Visual art including animation and video and multi-media and interactive art.

Project Details

When will the project be developed/presented?
Please indicate if there are public performance dates already known.

September 2025

If you have venue information secured, where will the work be presented? Please also describe any permits or approvals you may have secured for your location:

The initial event will take place at Studio 23 in Alameda. The goal is to have it move around to different pop-up spaces.

Is there an online/virtual component to the project:

No

Please provide a project summary and concept, inclusive of your artistic vision, goals, and decision to undertake this project at this time:

Into the Looking Glass: An immersive multimedia experience. This exhibit will create a completely immersive experience with floor to ceiling video projection (including 3D projection mapping) on three walls in sync with an original surround sound soundtrack. All the video, animation, and music are created by local artists. This allow the visitor to step inside the art and be delighted and amazed completely immersed in a moving landscape of sound and vision.

We have had an incredible response to the video, light sculpture, projection art, and interactive art that has been exhibited in the past. This exhibit will allow us to take it to the next level and create a completely immersive environment.

The project has two primary goals, both of which align with the goals of the Public Art Commission.

First, the project aims to expose Alameda to immersive art which as of yet has not had any immersive spaces or exhibits. It will also help enhance Alameda's profile in the cities surrounding us. This type of experience is very popular in other parts of the country and has been growing in popularity every year. From large scale installations like <https://meowwolf.com/> to pop-ups like the immersive Van Gogh <https://vangoghsf.com/>.

Second, this exhibit is a pilot program to see if it is feasible to create a larger and more permanent installation here in Alameda. This would create jobs for local artists as well as making Alameda an arts destination drawing in visitors from surrounding areas.

The goal for this specific grant is to get enough equipment and art work to create a dynamic immersive experience with the ability to move this exhibit to various locations for pop-up exhibitions. We are currently working with South Shore Center and some places on the base for potential exhibit spaces in the months following the first exhibit.

The exhibit visitors will be asked to answer a brief questionnaire about their experience, and to see if they would like to see more of this content in Alameda. This will help us determine the feasibility of moving and expanding the exhibit in new spaces. The number of attendees, the number and content of the survey responses will be criteria used to evaluate the success of the program. We will make this information available to the Public Art Commission as it may provide other insight into what our residents want from public art.

Please describe the planning process, marketing and/or outreach for this project or recent projects you have completed:

We have marketed hundreds of events and our team comes from a marketing background. We have brought thousands of visitors to our events in Alameda. We have partnerships with several local media companies and we market extensively through posters, flyers, social media posts, partner newsletters and more. We do press releases and our direct mailing list has over 3000 locals (all of which have signed up for the list directly).

Who are the main artistic collaborators or project partners (artists, organizations, technicians, administrators)? How will they contribute to the project? Provide brief biographical information, as appropriate.	Jessica Warren: Executive Director of ArtPush will oversee all the operational aspects of the project and marketing. Wes Warren: Director of Operations at ArtPush and participating artist. Will be involved in all aspects of the project. Yolanda Cotten-Turner: Director of Diversity at ArtPush will assist with exhibit operations and marketing. Carl Cosmos: FILMA Art Collective technical consultant and A/V technician (and participating artists) Robert Graff: FILMA Art Collective technical consultant and A/V technician (and participating artists) John Cartan: Alameda based digital generative animation artist. More artists TBA
---	---

Is there an intended audience for this project? If yes, how will you engage them?	There is no specific demographic for this project, it is for the general public and intended to connect the community at large with the creative artists that do not have many venues to show this work.
---	--

You may provide up to 3 work samples totaling 5 minutes of material to review. Work samples can be provided by using online links (video or audio), or uploading JPGs (images), and PDFs (documents).

[BLAS-MASTER-2024.mp4](#)

[artpush-yr-2023.pdf](#)

[2019SummerArtFair-Video.mp4](#)

Describe how your work samples relate to the proposed project. If submitting videos, please indicate necessary user/password info and cueing instructions.	These are some videos that show previous events, the Black Light Art Show is an immersive event that is a large part of the inspiration for this event. This is all background info.
--	--

Budget and Financial Details

Please upload your own project budget. Submission can include a combination of narrative and table(s) that convey how fund dollars would be dedicated to the various components of the proposed program and its administration. Response should also indicate whether/how any other funding sources would be leveraged to implement the program:

[Artpush-IntoTheLookingGlass-Budget.pdf](#)

If you do not have a budget template, you can download the example template below.	Budget Template
--	-----------------

Please also provide an organizational chart showing personnel (2 page maximum).

Board_of_Directors_-_ARTPUSH.pdf

Demographic Survey (Optional)

THIS DEMOGRAPHIC SURVEY IS OPTIONAL AND NOT REQUIRED We are requesting applicants provide us with demographic information about collaborating artists, organizational staff, and Board because we believe it is a critical step in understanding who in the Alameda community we are reaching and strategizing on how we can advance equity in funding the arts. The data collected in this survey will be used by funders to help understand who they are reaching. It will not be used to determine eligibility, and no applicant will be excluded from consideration based on their responses. The aggregated data will be studied by foundation staff to:

- Understand who is in the broader arts community
- Understand who our grants serve
- Uncover bias and access barriers in our programs and processes
- Respond to gaps in outreach and support

Ultimately, this information will help us as we seek to ensure that City resources are allocated more equitably in the future.

Definitions:

- People of Color (POC)/global majorities):** This includes African descent/African diaspora, First Nations, American Indian, Indigenous, Native Hawaiian and Pacific Islander, Asian, Southwest Asian, Latinx, North African, Arab, Middle Eastern, Muslim, and multi-ethnic people of color.
- Transgender, Non-binary, Gender Nonconforming, Two Spirit:** This includes people whose gender identity and expression is different from the sex they were assigned at birth, people who do not identify exclusively as a man or a woman, people whose gender expression does not fit neatly into a category, and/or people who Identify as having both a masculine and feminine spirit.
- Lesbian, Gay, Bisexual, Queer:** This includes people who are emotionally, sexually, and/or romantically attracted to members of the same gender, more than one gender, and/or people who identify as among a spectrum of Identities and orientations that are expansively defined.
- Women:** A person who, regardless of their sex assigned at birth, identifies as a woman.
- People with disabilities:** According to Sins Invalid, includes: "people with physical impairments, people who belong to a sensory minority, people with emotional disabilities, people with cognitive challenges, and those with chronic/severe illness. We understand the experience of disability to occur within any and all walks of life, with deeply felt connections to all communities impacted by the medicalization of their bodies, including trans, gender variant, and intersex people, and others whose bodies do not conform to our culture(s)' notions of 'normal' or 'functional.'"

Board of Directors: Any governing or advisory body that provides ongoing guidance for your work can be included in the "Board of Directors" category.

Leadership Team: Any organizational members with substantial decision-making power in your organization can be included in the 'Leadership Team' category.

ArtPush - Into The Looking Glass Immersive Exhibit							
Wes Warren - (510) 239-9352 wes@artpush.org							
Expenses							
\$5,000	1080p Laser Projector Projector Array						
\$1,500	Gap Projectors (Ceiling, exterior, floor)						
\$1,500	Computer equipment and software						
\$1,200	Comercial surround sound audio system						
\$500	Projector tower/control center						
\$1,600	Installation by commercial AV Tech 2 Days						
\$2,000	Space rental for 2 months						
\$1,500	Video editor (3 hours per artist)						
\$2,500	Artists compensation (\$500 per artist)						
\$1,500	Artists and volunteer coordinator / project management						
\$1,000	Marketing and Promotion						
\$19,800	Total						
Donations and Existing Equipment							
\$1,500	5 Gap Projectors and mini-PC drivers and cables.						
\$1,200	commercial Sound system (Mixer/amps/speakers)						
\$600	Ad donations from Digifli						
\$1,500	Video editing services (sticitching together all the artist submissions into one cohesive experience)						
\$500	Computer equipment to drive array						
\$1,600	Commercial A/V installer (set up projector array and surround system)						
\$6,900	Total Secured						
\$12,900	Deficit						
	Will be raised from private donors, local business sponsorships and donations, and possible state and county grants.						



ARTPUSH < <https://artpush.org/>> — Promoting arts in the Bay Area.

[About](#) ∨ [Calendar](#) < <https://artpush.org/annual-calendar/>> [What We Do](#) ∨ [Support](#) ∨ [Call for Art](#) < <https://www.alamedaartists.com/submit-art/>>

Board of Directors

Executive Director / VP: Jessica Warren



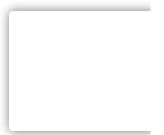
Director of Diversity: Yolanda Cotton-Turner



Director of Operations: Wesley E. Warren



CFO: Cheryl Harawitz

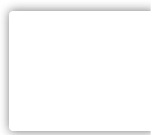




Director at large: Sara Edge



Director at large: Dave Sylvester

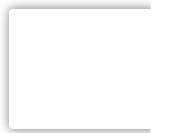




Director: May M. Lo

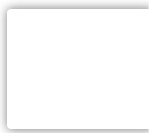


Director: Justin Iredale





ARTPUSH < <https://artpush.org/>> , Proudly powered by WordPress. < <https://wordpress.org/>>



INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 04 2019

ARTPUSH
2309 B ENCINAL AVE
ALAMEDA, CA 94501-0000

Employer Identification Number:
83-4336220
DLN:
26053521002629
Contact Person:
MARILYN COLEMAN ID# 31511
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
April 18, 2019
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

ARTPUSH

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements



2023

A YEAR IN REVIEW



Alameda Summer
Art Fair & Maker Market



BlackLight Art Show



East Bay
Artists Exhibit



Creative Art
Program

ArtPush.org

"ArtPush brings a lot of great events to Alameda and helps bring the community together."

-Liz Rush

Alameda Art Commission



EVENTS * PROGRAMS * SPONSORSHIPS & PARTNERSHIPS

Community

In 2023 ArtPush held events, programs and sponsoships that gave over 200 local artists a chance to display and sell work. ArtPush also happy to provide multiple paying gigs to artists & makers all over the East Bay.

PROGRAMS

- * Junior Spotlight
- * Creative Art Program
- * Alameda Art Rotation
- * Artist's on Digifii

EVENTS

- * Alameda Summer Art Fair & Maker Market
- * Red Door Collective: Friday Open Studios
- * 100 Under 100 Group Art Show
- * East Bay Artist's Art Book Live Exhibit
- * Studio 23 Gallery 10 Year anniversary Show.
- * Pretty Frankenstein's Falloween Fest
- * Filma Art Collective: PF 3000 Fundraiser
- * Studio 23 BlackLight Art Show

ARTIST SPONSORSHIPS & PARTNERSHIPS

- * Filma Art Collective: PF 3000
- * PurPods Fundraiser
- * Oakland Puzzles
- * Girls Inc. of the Island City



ArtPush 2023 Community Art Programs, Events & Sponsorships & Partnerships

ArtPush exists to promote and support the arts and artists through programs and events that enhance and strengthen the community.

ArtPush is made up of East Bay board & committee members, all of whom identify as artists living in the Bay Area. Thank you, 3 Dot Art Gallery aka Sara Edge & Dave Sylvester, The Red Door's Yolanda Cotton Turner & Red Door supporter, Sandy Russell, Cheryl Harawitz, May M. Lo, committee member Victor Mavedzenge & Studio 23 Galleries; Wesley Warren & Jessica Warren.



Olivia Wadler aka Livvy, age 15

Junior Spotlight 100 Under 100 Group Art Show. Title: "Feebiea". Feebiea is Olivia rescued her from Grateful Dogs Rescue. Olivia has been coming to the gallery for over 8 years. We have watched her grow into the very talented artist she is today.



Savannah Reynosa, 15

Junior Spotlight: The BlackLight Art Show. Title: "Medicine". Savannah sold this piece in her very first group art show at Studio 23. She also volunteered at the Creative Art Program.



Featured Artist: S. Newman

Alameda Art Rotation: ArtPush works with both artists and business owners to coordinate artist shows. In 2023 over 200 artists were able to show & sell their art in Alameda.



The Future Is Female WS & Exhibit

ArtPush and Girls Inc. of the Island City came together for an art workshop at Studio 23. 15 local artists & volunteers worked hands on with 25 students. The following week, over 100 guests came out to the gallery to view the artwork that both the children and artists had on display.



Artist's on Digifli

ArtPush partnered with Digifli to provides free advertising for select local artists. Digifli has over 200 electronic community bulletin boards in East Bay. In 2023 we created and displayed over 75 local artist screens from all over the East Bay.



PF3000

Fundraiser & Sponsorship

ArtPush fiscally sponsors the Filma Art Collective "The PF3000". The PF3000 is a wall of large pixels that you control with touch. Tap a pixel with your finger to turn it on, tap it again to change the color. Multiple people can join in and work on epic sprites together.



Help support our efforts. Visit our end of the year fundraiser.

If you are not a Facebook user, please visit our website to contribute.



Jessica@ArtPush.org
Executive Director / VP



2309 Encinal Ave.
Alameda, CA 94501



ArtPush.org
Alamedaartists.com
Meetup.com/Alameda-Artist
AlamedaArtFair.com
Studio23gallery.com/Blacklight-art-show

