

Time \approx 30

PROPOSAL FOR
SAN FRANCISCO CALIFORNIA
AT PIER 14

DENISE DE LA RUE

Time \approx 30

Time \approx 30 uses the powerful, universal and borderless language of art as an instrument of change, raising awareness, highlighting and bringing attention towards the unacceptable issue of plastic pollution.

Due to the monumentality of the blue whale skull of 23 feet and made out of recycled plastics extracted from the ocean, the artwork, will bring attention to this issue, as the public will be exposed face to face to the magnitude and consequences of plastic pollution, seeing and experiencing it in their own city environment and at close distance, generating a reflection in our interconnectedness with nature.

By exhibiting the artwork at Pier 14 in the City of San Francisco, leader in sustainability, our hope is that *Time \approx 30* can inspire and engage the community and the world towards a more sustainable way of living making a meaningful impact, to bring about social change that will benefit all life on the planet.

Time \approx 30



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BY 2050 THERE WILL BE MORE PLASTIC THAN FISH IN THE OCEAN. Humanity has approximately 30 years to do something to prevent this catastrophe from happening.

Time \approx 30 is a 7 meters replica of a blue whale skull sculpture made of out of collected and recycled plastic found in the sea.

The skull's symbolic counter-life made out of the same material that is killing life on the sea, emerges rising up from the ground as a mythical totem relic, reminding the viewer of the dreadful effects of plastic in the sea and functioning as a portal between life and death realms.

The fusion of an organic form and an artificial element created in an utopian, sterile and immaculate pearl like patina, reflects how society produces content and how it likes its forms to be presented, functioning as a metaphor to the way we are depleting life on the sea.

By portraying fossilized remains from the past, the eschatology of *Time \approx 30* remains nascent waiting for its impact on society, serving as a transformational medium to change our present.

Today we are at a global tipping point. It is time for direct action now. I believe that, as artists, it is our duty and privilege to highlight fundamental and crucial issues, using the universal and boundless language of art to provoke change and motivate people to turn thinking into doing.

My hope is that *Time \approx 30* will generate waves of epic proportions through its journey across the globe generating consciousness, echoing the waves that the whales leave behind them across their journey in our oceans.

Denise de la Rue

Time \approx 30



Time ≈ 30

EDUCATIONAL AND CULTURAL ACTIVITIES

**ART COLLABORATIONS, COMMUNITY OUTREACH & ENGAGEMENT,
SCHOOL FIELD TRIPS, AND STUDENT ART CONTEST.**

The San Francisco Department of the Environment will host a variety of activities with youth-focused groups to further expand the message, creating and stimulating an active dialogue by promoting social interaction that can lead to look at issues from new angles and uncovering new solutions to develop a more sustainable way of living.

Time \approx 30

ART COLLABORATIONS

Watching Wisdom

For so many centuries the voices of indigenous people, along with their knowledge in sustainable living have been silenced and invisible.

Through this art collaboration we will make their voices and wisdom visible. We will propose different local leaders/elders of several indigenous populations around the world to give us a quote in their original language sharing their ancestral wisdom to honor and protect nature.

Their quote will be recorded, and the artist through several algorithms will transform it into an abstract work of audiovisual art.

The transformation of the immaterial invisibility of human voice and its vocal resonance frequency containing the power of words, will rebirth into a new state of materialization and visibility, while keeping all its information and essence, functioning as a parallelism in how today, this knowledge from the agents of environmental conservation and caretakers of the planet will be seen and heard, realizing our interconnectedness with each other and with the planet.

The process of creation will be portrayed on the documentary and social media. The audiovisual artworks will be depicted as a part of the campaign in different digital platforms.

Number of activities: one artwork per each month will be presented as part of Time \approx 30 worldwide campaign.

Estimated online audience: TBD.

Possible givers of wisdom: indigenous leaders / elders from the five continents.

Beneficiaries: people around the world.

Location: worldwide online audience.

Time ≈ 30

COMMUNITY OUTREACH AND ENGAGEMENT

In collaboration with the San Francisco Department of Environment's Environmental Education program, we will launch City-wide community outreach that inspires deeper community action towards sustainability. Community Outreach and engagement will include workshops, presentations, or events at Pier 14 or in schools or public spaces as relevant.

Number of activities: one monthly workshop, presentation, or event during exhibition.

Estimated in-person audience: 50-100 youth from grades K-12 and school community members.

Estimated online audience: TBD.

Beneficiaries: San Francisco school communities and families.

Time \approx 30

SCHOOL FIELD TRIPS

San Francisco classrooms will travel through the experience of *Time \approx 30* with these immersive field trip visits. By providing examples of art as action and providing them a hands-on learning experience where they create their own art out of reused and up cycled materials, they will leave with a long-lasting memory of how their handprints can be positive for the environment.

Number of activities: 15-20 field trips during the school calendar year (September-June).

Estimated in-person audience: 50-100 youth from grades 3-12 and school community members.

Estimated online audience: school groups from grades K-12 and families.

Beneficiaries: San Francisco school communities and families.

Time ≈ 30

STUDENT ART CONTEST

In partnership with San Francisco Department of Environment, we will launch a student art contest open to students around the theme of amplifying community action. Students can submit visual arts, storytelling, digital art, or performance art. The awardees will be featured as part of the exhibition, signage, or a web-based experience.

Number of activities: one contest

Estimated in-person audience: general public visiting the exhibition (TBD).

Estimated online audience: people around the world.

Beneficiaries: general public visiting the exhibition.

Time ≈ 30

Mexican artist Denise de la Rue is the first Latin American artist exhibited by Gagolian Gallery.

She was the first artist in history to be granted permission by Succession Picasso to use “Guernica” for a contemporary work of art.

In 2014, she presented her video, “A Cry for Peace” at the United Nations headquarters in New York. This was the first time that an art project had been presented during the General Assembly in the history of the United Nations. The music for this art piece was composed by the twice Academy Award winner music composer Gustavo Santaolla.

She is the first artist in history to obtain permission from and collaborate with El Prado Museum to create a massive intervention on the most iconic works of its permanent collection.

For her two most recent series, she has made interventions in the iconic works of internationally renowned museums such as the National Gallery, the Thyssen-Bornemisza Museum, Museum Picasso Barcelona and others. Additionally she collaborated with the Francis Bacon Estate, the Salvador Dalí Estate and Succession Picasso.

As a peace activist she did a citywide intervention of billboards bearing peace statements by writers, philosophers and activists in Mexico City. This was the first time that the city hosted a single artist intervention of over a hundred billboards.

As a women’s rights activist she was a speaker in Women’s Forum 2017 in Mexico City. This presentation was the most extensive in the forum, and it was broadcasted prime time in Bloomberg TV.

For her project: “Goya Metamorphose” she collaborated with the Spanish Ministry of Arts and Culture and El Prado Museum to create a massive intervention in Francisco de Goya paintings.

She is the first artist that has been granted the opportunity to create an immersive intervention at the Chapel of San Antonio de la Florida in Madrid, part of Spanish National Heritage and the location for Goya’s most important frescoes, as well as the resting place for his remains.

This was the first time that the Chapel has hosted an exhibition in its two centuries of history.

In philanthropic causes she has supported His Holiness Pope Francis Scholas Ocurrentes Foundation, Lotus House Women’s Shelter, Houston Ballet, Angel Food Foundation among others.



Strengthening arts, culture,
and creative expression as the
tools to cultivate a better
California for all.

Gavin Newsom, **Governor**
Anne Bown-Crawford, **Executive Director**
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Miss Denise De la Rue
Artist
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Beverly Hills, California
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March, 14, 2022

Dear Denise,

The California Arts Council is delighted with the project proposal "Time ≈ 30"! This initiative is in alignment with this Administration's priority to protect the oceans and the environment and has the support of Governor Gavin Newsom. *Time ≈ 30* uses the powerful and universal language of art as an instrument of change, raising awareness of and highlighting the unacceptable issue of plastic pollution, speaking eloquently about the catastrophe of climate change. We believe that *Time ≈ 30* will make a meaningful impact, to bring about social change that will benefit all life on the planet.

We are all looking forward to the prospect of working together for the public art exhibition in San Francisco.

With warm regards,

Anne Bown-Crawford
Executive Director
California Arts Council

San Francisco Arts Commission

London N. Breed
Mayor

Ralph Remington
Director of Cultural Affairs

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City and County of San Francisco

April 7, 2022

Elaine Forbes
Executive Director, Port of San Francisco
Pier 1, The Embarcadero
San Francisco, CA 94111

Dear Director Forbes,

I am pleased to write this letter of support as Director of Cultural Affairs for Denise de la Rue's proposal to install the temporary sculpture *Time ≈ 30* at Pier 14.

Based upon the skull of a Blue Whale, this 23-foot-tall sculpture will be fabricated entirely from plastic retrieved and recycled from the ocean and will convey an important and timely message about the need to protect the natural environment. The proposal appropriately positions the sculpture in a prominent waterfront location adjacent to the Bay that will captivate passersby, and if approved, will be implemented by the artist Denise de la Rue at no cost to the Port or City.

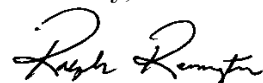
The creative use of recycled plastic is not only innovative and environmentally conscious, but also spreads a message of turning refuse into something beautiful as a means of capturing the public's attention and educating them about this environmental crisis.

Pier 14 has a long history of hosting temporary sculpture displays, and I believe this sculpture will be a compelling and fitting addition to the City's waterfront. The sculpture will also be displayed in other prominent locations around the world, such as the Centre Pompidou Museum in Malaga, Spain and reaffirms San Francisco's position as a world-class art destination.

I support the mission and goals of this project that revolve around environmental action and awareness, community education and engagement, and the placement of a captivating temporary public sculpture that will be accessible to all.

I hope you will agree, and that the proposal will be favorably received and subsequently approved by the Port.

Sincerely,



Ralph Remington
Director of Cultural Affairs



SF Environment

Our home. Our city. Our planet.

A Department of the City and County of San Francisco

London Breed
Mayor

Deborah O. Raphael
Director

Monday, March 7, 2022

Elaine Forbes
SF Port

Dear Elaine,

I am pleased to write this letter of support for the proposed *Time ≈ 30* art installation at Pier 14. This exhibit embodies the way San Francisco is taking a bold stance against plastics polluting our city and our world. The San Francisco Department of the Environment proudly works alongside artists like Denise De La Rue to bring community awareness and action to the global climate crisis. With its focus on connecting the materials we use to our interconnectedness with nature and placement at Pier 14, this exhibit has the power to amplify community action locally.

I truly believe the path forward to provide a more equitable and sustainable future for San Franciscans is to engage the entire community, from frontline workers to our students. This is why our Department plans to provide community outreach and engagement for the exhibit that will ripple throughout San Francisco to amplify lasting environmental change.

As the Department of the Environment creates implements an ambitious climate action plan that stewards the San Francisco Bay Area, we deeply value collaborations with innovators and artists like Denise De La Rue who support our mission. I express my sincere appreciation for *Time ≈ 30* and urge you to consider joining me in support.

Sincerely,

Debbie Raphael
Director

