

PointOfView - A Tale of Two Cities

This is a project of the San Francisco/Haifa Sister City Committee being jointly undertaken in conjunction with the San Francisco Arts Commission and the Consulate General of Israel to the Pacific Northwest. The tower installation, *PointOfView*, will connect the Sister Cities of San Francisco and Haifa through an interactive cultural collaboration to take place on similar shoreline sites in each city. Each installation will feature an identical tower equipped with a 360 degree camera on top. Through the means of a customized periscope integrated into the tower, visitors to each site will view live feed of the other's world across the oceans. The tower will be located at Pier 27 for a period of six months to a year and may be extended upon Port approval commencing in late July, 2017.

The artist designed sculptural light tower will become the iconic symbol of the cultural collaboration between San Francisco and Haifa. *PointOfView* will transmit real time images using interactive technology to connect our two Sister Cities. The project will make art and technology accessible to local visitors to the sites who will discover and connect with diverse cultures and different points of view. Looking through the tower's periscope, viewers might be struck by the similar characteristics of the terrain, quality of light, topology and context in each of our cities. The largely transparent sculpture will be approximately 24 feet high and ten feet wide at the base and will be fabricated from sheet metal and steel tubing. The tower will feature a 360 degree camera provided by Earthcam who will maintain the camera.

Matthew Passmore from Bay Area based MoreLab was selected to collaborate with Israeli artist Saron Paz who is the creative visionary of the project. The two designers will conduct their virtual collaboration with the objective of achieving a compelling iconic design for the tower installation. It is intended to be viewed and will not be designed for public access.

All funding for the project in San Francisco and Haifa will be provided by the San Francisco/Haifa Sister City Committee with the exception of a small initial allocation of funding from Mayor Lee. The project will be maintained by artist Matt Passmore throughout the duration of the exhibition with funding provided by the Haifa/San Francisco Sister City Committee.



MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY AND COUNTY OF SAN FRANCISCO AND THE CITY OF HAIFA

SAN FRANCISCO-HAIFA SISTER CITY ART AND TECHNOLOGY EXCHANGE

2016-2017

San Francisco-Haifa Sister City History

In 1973, San Francisco and Haifa established a Sister City relationship, which has gained increased momentum in recent years, generating the visit of Haifa Mayor Yona Yahav to San Francisco in 2010, a basketball game between Maccabi Haifa and the Golden State Warriors at the Oracle Arena in 2012, an official delegation visit from San Francisco to Haifa in May 2013, including emergency management personnel, health officials and military staff; and a Mayoral delegation from the City and County of San Francisco in April 2016.

San Francisco and Haifa – two cities joined together by beautiful physical bay settings and strong commitments to celebrating diversity - wish to further enhance their relationship and encourage a greater number of exchanges of mutual benefits.

Cultural Collaboration

Both San Francisco and Haifa agree to a joint Sister City cultural collaboration program between the two cities and their citizens. The focus will be on the intersection of arts, technology and innovation. The project will unite the two cities by highlighting their similarities in geography and diversity. It is envisioned that cultural exchange opportunities celebrating this intersection will continue to grow, beginning with an initial project simultaneously occurring at the port in each city or other suitable location. The installation PointofView will be designed collaboratively by artists in both cities and make art and technology accessible to visitors to the site who will discover and connect with diverse cultures through varying points of view. It is anticipated to launch by December 2016.



General Provisions

The City of Haifa, San Francisco-Haifa Sister City Committee and other appropriate parties will coordinate the cultural collaboration listed in this Memorandum of Understanding. They will work closely with the Mayors of San Francisco and Haifa to accomplish the purposes of the Memorandum.

The details of the cultural collaboration and other exchanges and allocation of costs for each will be mutually discussed and agreed upon by each side in the spirit of mutual benefit and cooperation.

The two cities agree to continue to explore on the basis of equality and mutual benefit, exchanges and cooperative ventures in the fields of economy, trade, investment, science and technology, culture and arts, education, tourism, sports, health, governance and sustainability in order to promote common prosperity and development.

The two cities agree to strengthen contacts and exchanges between municipal governments and our communities and encourage contact, exchanges and cooperation among local officials, and those in the fields of trade and commerce, culture, education, science and technology, tourism and the arts in order to explore and solidify potential friendship projects.

This Memorandum may be revised and supplemented with the consent of the parties.

With the warmest wishes for the future, this Memorandum of Understanding is signed in Haifa, Israel on the date of April 10th, 2016 in the Hebrew and English languages, both texts equally authentic.

The City and County of
San Francisco

EDWIN M. LEE
Mayor of San Francisco

The City of Haifa

YONA YAHAV
Mayor of Haifa

PointOfView

Connecting Dots

Tower Design and Renderings 3.0

April 27, 2017

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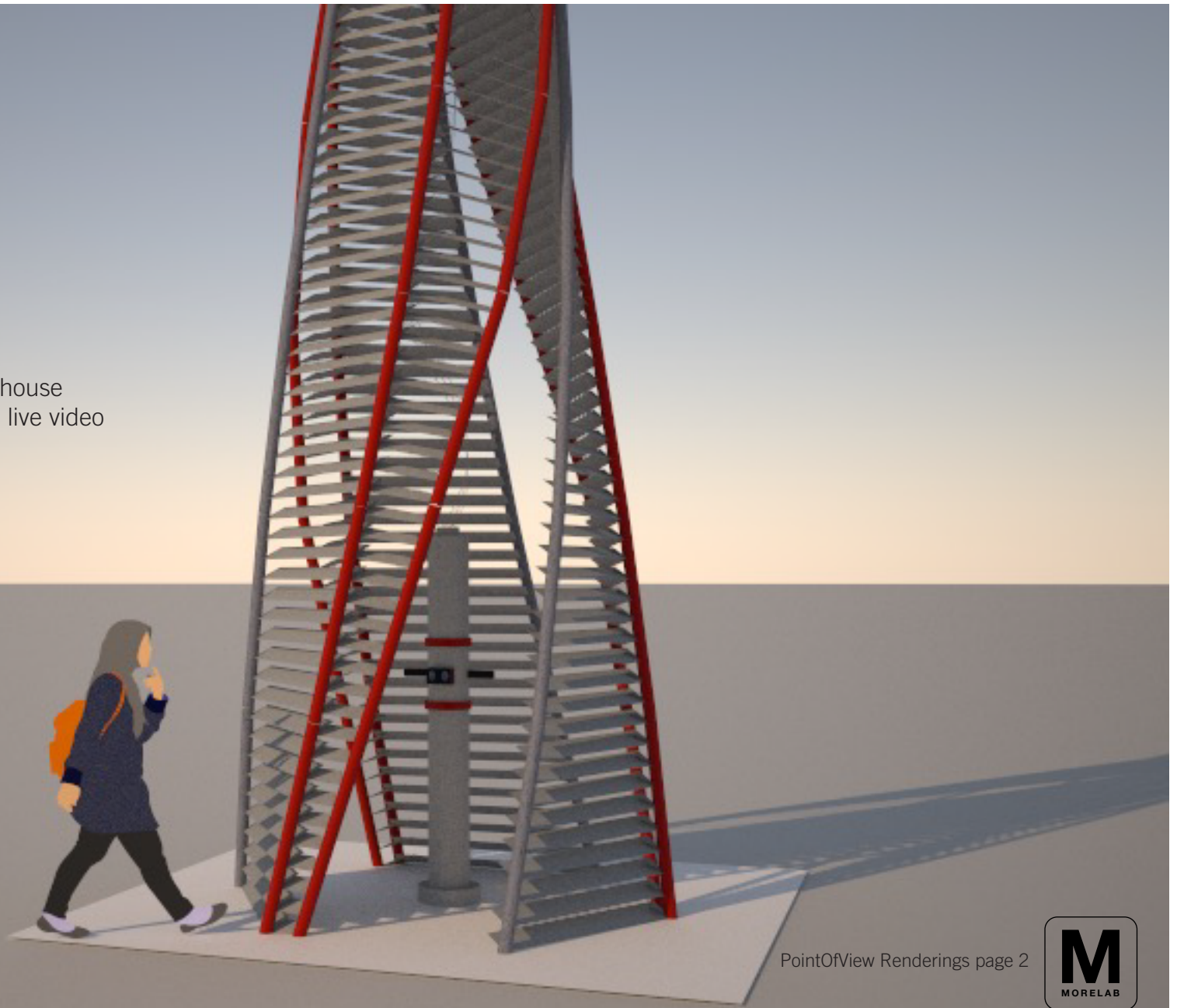


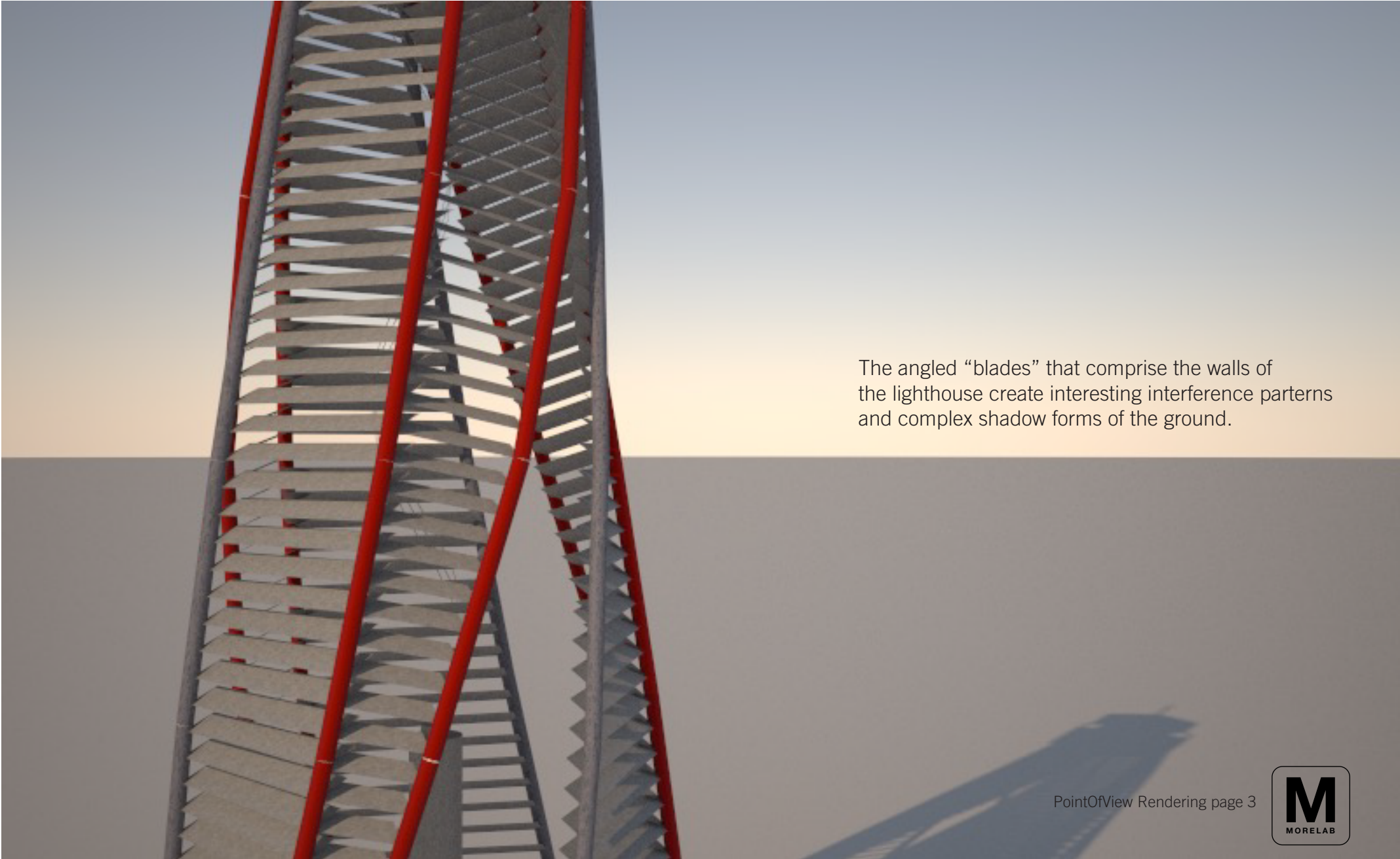
Point of View

Point of View comprises two identical, stylized lighthouses, one in San Francisco and one in Haifa, Israel.

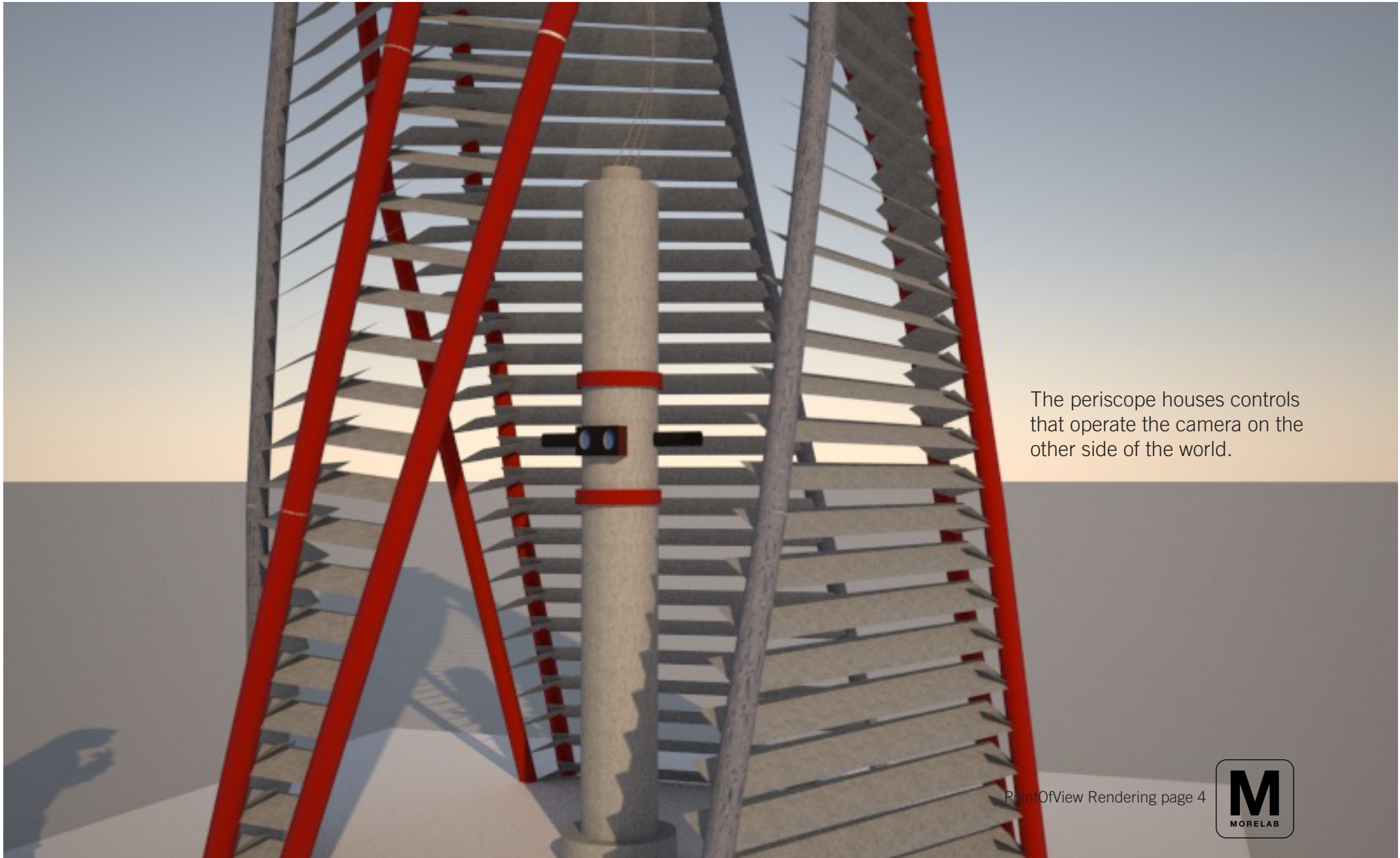
The lighthouses are connected through “periscope” viewfinders, which connect people in both cities through live-streaming 4K High Definition video.

Visitors can enter the base of the lighthouse and look through the periscope to see live video streaming from a distant land.





The angled “blades” that comprise the walls of the lighthouse create interesting interference patterns and complex shadow forms of the ground.



The periscope houses controls that operate the camera on the other side of the world.



