

FREQUENTLY ASKED QUESTIONS

What is the San Leandro Tech Campus?

The [San Leandro Tech Campus](#) is a 500,000 square-foot, technology-focused office development. The Tech Campus is located next to the Downtown San Leandro BART Station. Construction began on Phase I of the Tech Campus in February 2015 and is expected to conclude in the summer of 2016. Last November, OSIsoft—one of the East Bay's largest private technology companies—executed a 10-year lease for 105,000 sq. ft. in the first building. The Tech Campus is owned by SLTC, LLC, a joint venture between Westlake Urban and RSPK, LLC, an affiliate entity of OSIsoft. Learn more at www.sl-tc.com.

What is *Truth is Beauty*?

Truth is Beauty is a 55-foot steel and LED sculpture by artist Marco Cochrane, which will be located at the [San Leandro Tech Campus](#) immediately adjacent to the Downtown San Leandro BART station. *Truth is Beauty* depicts a woman expressing her power, energy and humanity.

Truth is Beauty is the second installment in a trilogy of sculptures by Marco Cochrane known as The Bliss Project. The Bliss Project includes three monumental sculptures of female figures, including the sculptures *Bliss Dance* (2010), *Truth is Beauty* (2011) and *R-Evolution* (2015). *Truth is Beauty* was first displayed in its final form in 2013 on the playa at Burning Man, a weeklong annual festival in Nevada's Black Rock Desert.

Standing 55 feet tall and weighing 13,000 pounds, *Truth is Beauty* was constructed using:

- 55,000 single welds
- 20,000 feet of steel rod and pipe
- 6,500 steel ball connection points
- 2,000 square feet of stainless steel mesh

There are 2,500 individual multicolored LED lights distributed throughout the sculpture, which can be programmed in infinite combinations to create a spectacular light show that enhances and expands the visual experience.

What is the purpose of this public art installation?

It is always difficult to articulate the purpose of art, but we hope that the piece will inspire and ignite conversations about issues like transformation, safety, equality and opportunity. For a community like San Leandro, a city that is reinventing itself as a center of technology and innovation, these conversations will be critical to navigating the changes ahead.

The size, scale and technological complexity of the piece are impressive. However, we believe that the community will resonate with the sculpture because of its beauty, its inspiration and the collaborative process bringing it to San Leandro. It is hoped that viewers will think about physical safety, equality and opportunity for women and men alike.

Who is Marco Cochrane?

Marco Cochrane is an American sculptor based in the San Francisco Bay Area and the creator of *Truth is Beauty*, the second of three sculptures in a trilogy known as The Bliss Project.

Marco was born in 1962 to American artists in Venice, Italy and raised in California. He grew up amid the political and cultural upheaval of the 1960s and '70s, learning respect for openness, balance, and the imperative to make the world a better place. In particular, he witnessed the struggle faced by the women in his life and grew to see the power of feminine energy as critical to the world's balance. As his artistic expression evolved over the years, he realized his life's mission: to create art that challenges the viewer to see past the physical form of the female body, to the human being. He hopes to inspire people to take action to end assault and violence against women thus create a world where everyone can live fully and thrive.

Who is Deja Solis?

Deja Solis is the model for each of the three sculptures in The Bliss Project. A native of Monterey, CA, the artist first discovered Solis in Pacific Grove, CA. Read more about Cochrane's collaboration with Solis for The Bliss Project [here](#).

Who chose this work?

Westlake Urban and RSPK, LLC chose this work as an integral part of the design of the Tech Campus. The piece will be installed in a landscaped plaza and will be highly visible from the Downtown San Leandro BART Station. The location and visibility further strengthen Westlake Urban's commitment to connecting the Tech Campus with public transit.

Who is Westlake Urban?

Westlake Urban is a family-owned real estate development company based in San Mateo, CA. Westlake has been in business in the San Francisco Bay Area for over 40 years and has had a consistent commitment to investing for the long term. Our goal is to connect people, places, ideas and technology to build properties that add vibrancy to communities in the Bay Area and beyond. Learn more at www.westlakeurban.com.

Why are San Leandro and Westlake Urban interested in women's safety?

We hope and believe that this sculpture will be a way to initiate the difficult discussions about the changes that are needed in order for women to feel safe.

What is the expected impact of this installation?

Westlake Urban has a long history of including art in its properties. *Truth is Beauty* is an extraordinary piece that we believe will become an icon for the Tech Campus. We believe that the location of this sculpture near the BART station will enliven this long-vacant site, and will represent a significant shift in perceptions of San Leandro as a place to live, work and invest.

Where will this be located in San Leandro?

Truth is Beauty will be located in the plaza of the San Leandro Tech Campus, adjacent to the Downtown San Leandro BART station.

When will *Truth is Beauty* be installed in San Leandro?

Now in storage, the sculpture is scheduled for installation in San Leandro in mid-2016.

Why will San Leandro be interested in this installation?

San Leandro is undergoing a significant transformation from an industrial past to a technology-focused future. *Truth is Beauty* represents that future.

How will this be installed?

A crane will unload the pieces from flatbed trucks, placing them around the site, with workers following a construction plan to install the sculpture and base. The sculpture will be placed on a concrete platform. Installation will take three to five days.

How will the sculpture be maintained?

The piece is actually very low maintenance. Every four months, a technician will come out and do spot repairs as needed (for example, if a bulb burns out and needs replacing). It will be cleaned with water.

Who should I contact with questions about *Truth is Beauty*?

Please direct all press and media inquiries to Ken Stram, ken@2bridgepr.com, 415-652-3610.

MARCO COCHRANE — ARTIST STATEMENT

“As a child I was deeply affected by the abduction and violation of one of my friends. I thought, the man that did that to her must not have considered her a real person. I have been trying to address this problem through my art my entire life. The women I sculpt are safe and present. Look at them. They have chosen their own expression, so you will see the actual woman, the person, her energy and spirit. You will see past that part of her that has been objectified and used to disempower her. With the female body exposed and demystified, it is the emotion, the individual, the energy, the strength, the power, the beauty, the person that remains. It is my intent that these sculptures exude this healing energy and inspire us to take action; to finally say enough is enough.”

— Marco Cochrane

Truth is Beauty is the second in a series of three monumental sculptures by Marco Cochrane of a woman, Deja Solis, expressing her humanity. *Truth is Beauty* was unveiled at Burning Man in 2011.

The series, called The Bliss Project, is intended to demand a change in perspective and be a catalyst for social change—to de-objectify women and inspire both men and women to take action to end violence against women.

In *Truth is Beauty*, the artist captures Deja, who had always been self-conscious of her height, standing on her tiptoes, arms outstretched and head thrown back in a moment of radical self-acceptance and love.

Using a pantograph—a medieval-era enlargement tool—the sculpture was built by hand from clay using classical sculpting techniques starting with a life-size original, enlarged first to an 18’ clay version, and then to her final form.

Truth is Beauty is perhaps the largest female nude in the world, standing 55 feet tall and weighing 13,000 pounds. The work is constructed of 20,000 feet of steel rod tubing, using two layers of geodesic triangles (necessitating 55,000 welds) covered by a skin of 2,000 square feet of stainless steel mesh. She is illuminated by 2,500 individual, multicolored LED lights distributed throughout her body. The sculpture has an interactive lighting feature allowing participants to engage with it and to control lighting through movement. Marco collaborated with Ka-Ping Yee on lighting design.

Marco intends *Truth is Beauty* to be a catalyst for social change:

- Changing human consciousness around the need to end violence against women now and expressing appreciation and respect for feminine energy and power that results when women feel free and safe.
- Creating a magnificent sculpture, as strong as the steel from which she is constructed, yet appearing human, alive and beautiful.
- Generating an environment where people can participate in a community dedicated to ending violence against women.

Visit Marco's website (<http://blissdance.us/#>) for more information about the artist and his work.

Visit Indiegogo (www.indiegogo.com/projects/r-evolution-the-woman-stands) to learn about *R-Evolution*, the final sculpture in The Bliss Project.

DEJA SOLIS — MODEL'S STATEMENT

Deja Solis is the model and inspiration for The Bliss Project, a series of three monumental sculptures by Marco Cochrane of a woman expressing her humanity. These sculptures are intended to demand a change in perspective and be catalysts for social change—to de-objectify women and inspire men and women to take action to end violence against women.

In *Truth is Beauty*, Deja stands on her tiptoes, arms outstretched and head thrown back, in a moment of radical self-acceptance and love.

“Truth is Beauty makes people feel joy, and I feel blessed to have a part in it,” said Deja. *“Marco’s message is impactful, but it takes a while to get it because it’s about conversations we don’t want to have. We believe in what Marco is saying, but it’s not something we want to talk about.”*

*“I hope people will identify with *Truth is Beauty*, discover its message and then serve as a bridge, bringing awareness and connecting to the broader community—so we all come to a closer understanding about how we honor ourselves and our brothers and sisters, and that we’re all part of this family of humanity.”*

“I think it’s important that he’s bringing the energy of this piece to San Leandro.”

Originally from Monterey, CA, Deja now lives in Camptonville, CA with her fiancé and his two children.

A singer and guitarist, Deja is currently involved in three projects: Ultimate Fantastic, the DNA Project (a part of Kanaga System Krush Records) and Radio Devi.