

**FOR IMMEDIATE RELEASE**

**Contact:** Jean Paul Zapata  
[press@jeanpaulzapata.com](mailto:press@jeanpaulzapata.com)  
818-561-9229  
[Link to photos](#)

## **OAKLAND'S TEMESCAL DISTRICT LAUNCHES OPEN CALL FOR A NEW OUTDOOR ART CONCEPT HONORING BLACK PANTHER PARTY, BUILT AT KASPER'S HOT DOGS**

*[The Black Panther Party in Temescal: Tracing the Roots of a Movement](#) is a series of community conversations and interactive workshops to co-design a new art installation outside the historic Kasper's Hot Dogs in the heart of Temescal District.*

**OAKLAND, CA (September 1, 2022)** - The Telegraph Temescal Business Improvement District (TTBID) is partnering with local creative agency Made in Color (MIC) to invite the community and artists to co-create a new art installation in Oakland's Temescal District, honoring the legacy of the Black Panther Party in Temescal, supported by the Dr. Huey P. Newton Foundation (DHPN).

The "Temescal Roots Project" collaboration will bring together local experts, historians, and legacy community members to discuss the presence and impact of the Black Panther Party in Temescal. Together, they'll explore ways to honor this rich history by producing a new design concept to be built in the plaza outside Kasper's Hot Dogs.

The historical Kasper's Hot Dogs building - scheduled to reopen Fall 2022 after being closed for nearly 20 years - sits on a triangular pedestrian plaza at the intersection of Telegraph, Shattuck, and 45th Street in Temescal.

Through three separate community conversations scheduled for September, October, and November 2022, the project organizers will seek input from local stakeholders and artists for a permanent community art installation that pays tribute to the Black Panther Party and North Oakland's resilient Black community at large.

"This is a very interesting conversation for us to be having at this point in the District and in Oakland. As someone who studied 20th-century American history, I am so excited to be crowdsourcing this chapter of history from people that were there for its making. Kasper's plaza is a historical site in Temescal that has been vacant for

decades, and which now has the potential to be revived as a community gathering place for generations to come.” - Katie Larson, TTBID Executive Director

“As a Bay Area native who has been involved in elevating the history of Oakland, more specifically Temescal, for years, partnering on this project is both a full circle and humbling responsibility. Our agency, Made in Color, will serve as the lead artist, strategist, and creative director. I’m excited for our team to bring the activations to life and, more importantly, the final design concept.

One thing we value at MIC is doing things that feel like a “*hell yes!*” and collaborating with the DHPN and TTBID is definitely a “hell yes” for us!”

- Jena Dominique, MIC Founding Partner

### **Black Panther Party History in Temescal**

While the Black Panther Party’s origin story is firmly planted in Oakland, the Party’s roots in Temescal are lesser known. TTBID is working with The Dr. Huey P. Newton Foundation - which preserves the history, ideals, and legacy of the Black Panther Party and its founder Dr. Huey P. Newton - to uplift this history with the “Temescal Roots Project.”

Temescal is not only where Huey P. Newton was born and raised but where he graduated from high school (Oakland Tech) and would later establish the first Black Panther Party headquarters.

The Black Panther Party, founded in Oakland in the 1960s as an organized self-defense response to protect Black people from police brutality, has had a far-reaching impact seen in many facets of contemporary politics and culture - from coalition politics and movement organizing to the Hollywood big screen with “Judas and The Black Messiah” and Marvel’s “Black Panther.”

The Black Panther Party’s community efforts in Oakland and around the country - ranging from free meals for school kids to access to healthcare for Black people - embody the party’s [10-Point Program](#), a series of principles ranging from decarceration to universal healthcare for Black people that remain as timely today as when they were first created.

Today, the Temescal District attracts people from all over the world to its vibrant neighborhood with innovative small businesses, diverse restaurants, and a buzzing arts and culture scene. The energy and presence of the Black Panther movement still hum within the vibrant murals, the strong Ethiopian and Eritrean communities, and the organizing power of the local community. This is not only about maintaining their legacy but bringing it to life front and center.

### **The history of Kasper's Hot Dogs**

Harry Yaglijian, longtime owner of Kasper's, has had a long list of legendary regulars, ranging from Ron Dellums to Metallica. Also on this list were many of the founding members of the Black Panther Party, including co-founder Dr. Huey P. Newton, who was born just blocks away and was a frequent customer of Kasper's throughout his life.

"It's the only hot dog restaurant in the country that has its own city block," new Kasper's owner Emil Peinert told SFGATE. "You feel the generations that had been there before."

The restaurant is being remodeled and is scheduled to reopen later this year.

### **Radical imagination for Oakland art**

To create a truly inclusive work of public art, the "Temescal Roots Project" will host three separate community conversation sessions in 2022, inviting Oakland residents, multidisciplinary artists, and Black Panther Party alum to input on what can be created.

**Scheduled** for Sept.18, Oct.16, and Nov.20, 2022,

These conversations will consist of a 45-minute panel, a 30-minute breakout session followed by a 30-minute regroup, and a 15-minute wrap-up. Finally, the project will culminate with two collaborative ideation sessions in 2023 to generate the concept and a final visual presentation at the site in Kasper's Plaza.

While this installation will be an homage to Oakland's Black culture, with the Black Panther Party's multiple chapters, there is potential for similar installations in other national and international locations, a prospect that can bring a piece of Oakland's history to the world.

###

**DHPN Boilerplate** - The Mission of the Dr. Huey P. Newton Foundation is to preserve and promulgate the history, ideals, and legacy of the Black Panther Party and its founder Dr. Huey P. Newton. In prior years we have developed, and distributed educational materials, established educational conferences and forums, and maintained and exhibited historical archives.

**Temescal BID** - The BID's mission is to create, promote and nurture an engaging destination for Bay Area residents, workers, and visitors to experience Temescal. We

do so through strengthening our thriving economic base of both longtime and new businesses, celebrating the diverse cultures of the District and its events, and enhancing Temescal Telegraph's physical environment and public safety.

**MIC Boilerplate** - Made in Color (MIC) is a Black women owned, creative agency thriving at the intersection of culture, community, and inclusion. Founded in Oakland in 2020, MIC excels at creative consulting and executing projects through collaboration with multifaceted creatives of color.

The Cosmopolitan Project (TCP) is the division of MIC that specializes in building community and amplifying their stories hyperlocally. Founding partners Jena Pruitt & Selena Davant bring over six years of experience in community organizing, local activism, and storytelling to the tourism, hospitality, and real estate industries.

**Kenneth Rainin Foundation** - The Rainin Foundation believes that visionary artists push the boundaries of creative expression, tell diverse stories, and reflect on contemporary issues relevant to our lives and to the world around us. At this critical juncture for American society, the artist's voice must be elevated to help us transcend divisions and reconnect us with our humanity.

The Rainin Foundation is deeply committed to helping Bay Area artists thrive in today's economy, as well as creating optimal conditions for art to be made. The Temescal Roots Project was a recipient of an Open Spaces Grant. The Open Spaces Program supports nonprofits to partner with artists to create temporary, place-based public art projects that are responsive to issues relevant to communities in San Francisco and Oakland.