



IN RECOGNITION OF PETER NEUFELD

- WHEREAS,** Peter Neufeld, an early pioneer of creatively re-envisioning ordinary objects, spent his teenage years in post-war Japan from 1947 to 1950, where he witnessed almost everything being recycled; and
- WHEREAS,** Peter returned to the United States in 1950 to an ideologically different culture, where everything had to be "brand new;" and
- WHEREAS,** Peter opened "The Store" on Telegraph Avenue in 1964, a unique and inviting context for re-introducing old things back into the culture, during his 35-year residence in Berkeley; and
- WHEREAS,** Peter, a predecessor of the sustainability movement in Berkeley, diverted the ordinary byproducts of consumerism from the landfill by their creative reuse of being incorporated into art; and
- WHEREAS,** Peter continued his industrious life journey for over half a century, generating a plethora of intriguing objects based on reuse, such as wearable art, masks, stained glass, and sculpture; and
- WHEREAS,** Peter Neufeld sparked the imagination of an emerging counterculture, embodied artistic ingenuity, evolved crafts, and pioneered the upcycling movement.

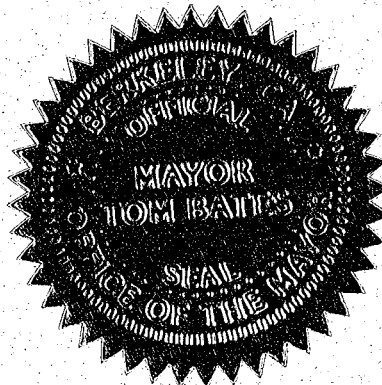
NOW THEREFORE, BE IT RESOLVED that I, Mayor Tom Bates, on behalf of the City of Berkeley recognize

Peter Neufeld

for his innovative contributions to the arts and the sustainability movement in Berkeley and beyond.

Tom Bates

Tom Bates
Mayor



August 31, 2014