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Alexandra Wright-Gladstone of Ayar Labs is building a faster, more energy-efficient computer chip. The company's alternative to traditional chip technology is a new paradigm in data transmission. **14**

Emeryville

The home of creativity / & innovation



A thriving arts community **12**



Creative technology **15**



A culinary destination **11**



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Emeryville: City of art and innovation



Christine Daniel,
Emeryville
City Manager

Emeryville is a small town with a big city feel, right in the heart of the Bay Area. With the fourth busiest Amtrak station in California, we are a transportation hub that connects east to west. The City’s small organization enables us to respond more nimbly than our larger neighbors, an agility that is appreciated by our business community.

Historically, Emeryville has been a driver in the Bay Area economy. In the 1800’s, meat packing plants continued the traditions of the old Spanish and Mexican ranchos.

By the early 1900’s, Emeryville was a recreational center, with an amusement park, horse racing track, and baseball stadium. During Prohibition, District Attorney Earl Warren called Emeryville “the rottenest city on the Pacific Coast” because of its many speakeasies. By the mid twentieth century, Emeryville was a manufacturing hub, with factories forging steel, making paint, and assembling the machinery that built the Bay Area. By the 1960’s, manufacturing had begun moving out of the area, artists began using vacated buildings for studios, and former industrial sites were transformed into mixed use centers, offices, and R&D labs.

Now Emeryville is known as much for its artistic inspirations as its research labs. Public art graces city thoroughfares and the city embraces its creative businesses, including household names such as Pixar and Peet’s Coffee. The city is fertile ground for a thriving technological sector, with companies like Ayar Labs and Bolt Threads finding sustainable paths for computing and fashion, and where Grifols, Zymergen, and Dynavax advance the life sciences. Business leaders appreciate that Emeryville’s creative environment supports scientific discovery leading to commercial applications. Emeryville is a small city with global impact, where world-changing ideas and products come to life. Come join us!



Cover photo by Spencer Brown; stories by Aaron Welch and Mitchell Kernot; graphic design by Carol Collier



BRAND NEW APARTMENTS
COMING TO EMERYVILLE

Leasing
Begins
2021

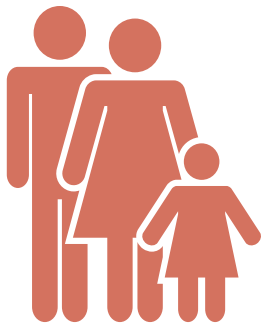
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WORLD
ONE BITE AT A TIME

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Emeryville by the numbers

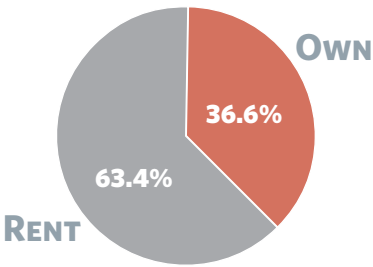


POPULATION:
11,758

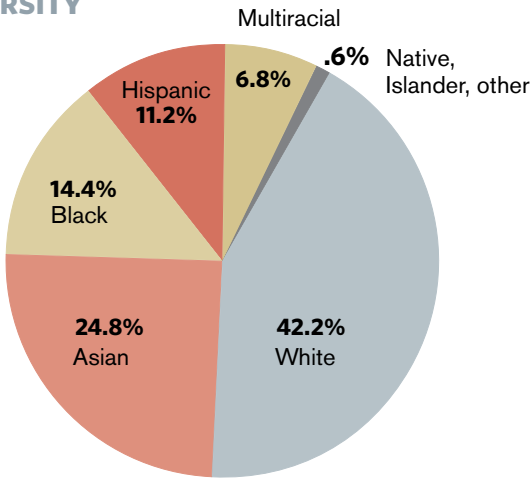
MEDIAN AGE:
35.5



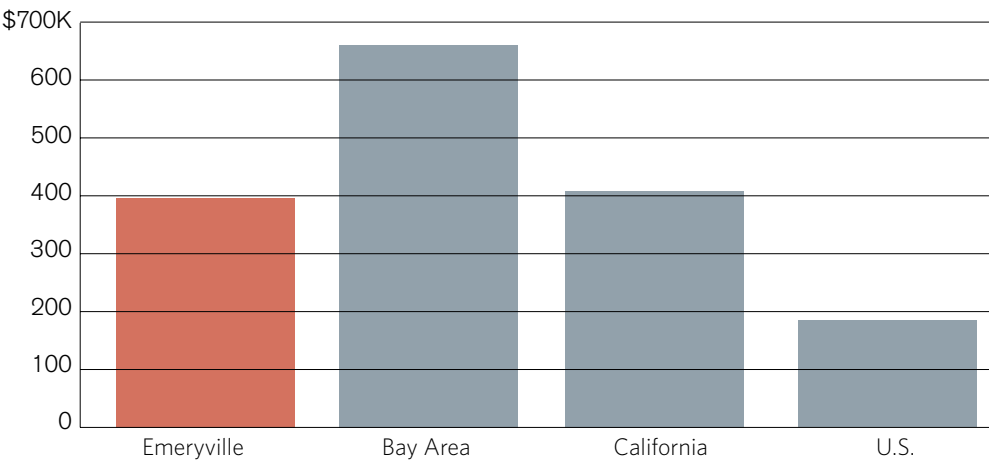
HOUSEHOLDS:
6,263



DIVERSITY

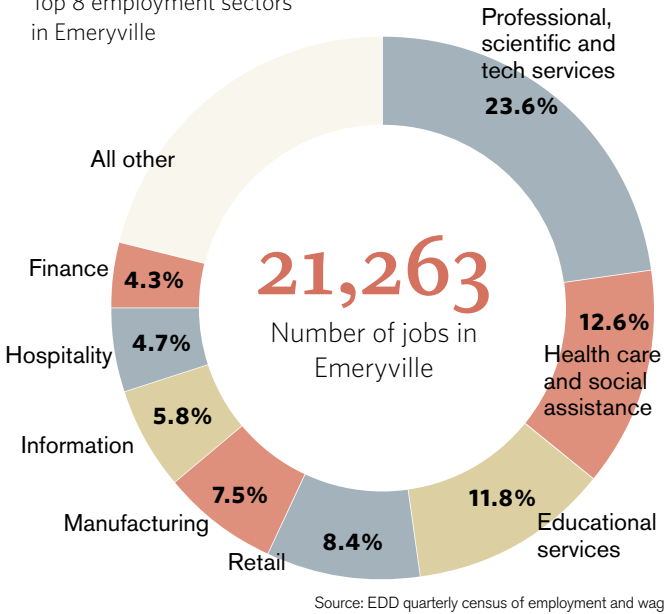


Median property value: **\$396,900**

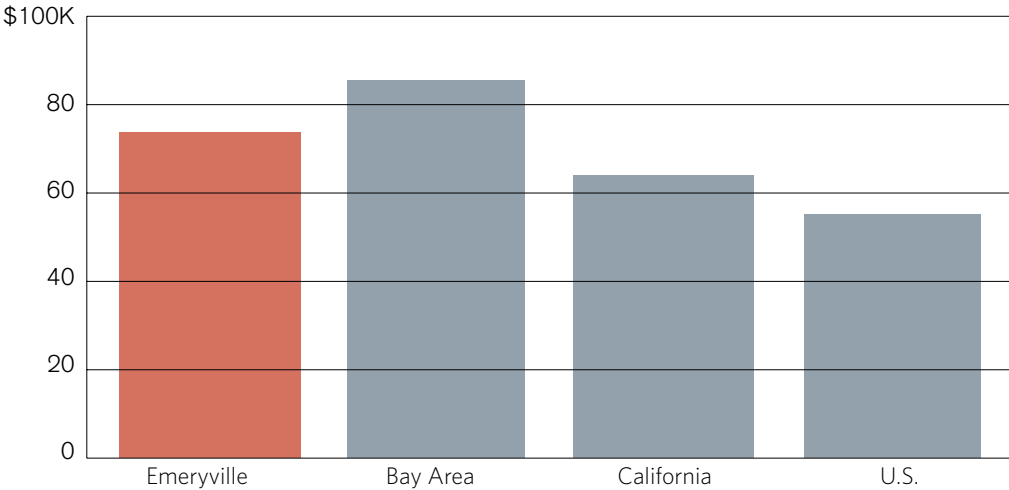


EMPLOYMENT

Top 8 employment sectors in Emeryville



Median household income: **\$74,295**



Source: 2016 US Census unless otherwise noted

Emeryville transportation



Car ownership
Average number per household

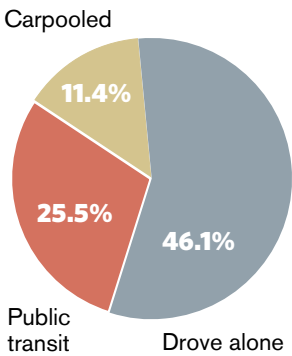
1

Commute time
Average travel time

28.4
minutes

Commuter transportation

Most common method of travel



Public transportation in Emeryville

Emeryville Bike share

Ford GoBike launched early July 2017, bringing 7,000 bikes to the Bay Area. There are nine stations in Emeryville; bikes can be picked up and returned to any station in the system.

The Emery Go-Round

Emery Go-Round is a professionally run transit system that is free to all riders and provides easy access to Amtrak, Bart, and other Bay Area transportation hubs.

BART

The Bay Area Rapid Transit website has scheduling information, fares, and maps. The Emery Go-Round runs from the MacArthur BART Station.

Amtrak

Emeryville hosts the closest Amtrak Station to San Francisco, with connections to local, interregional and national service.

AC Transit

Award-winning bus service that connects 13 cities and adjacent unincorporated areas in surrounding counties; many routes pass through Emeryville.

Source: City of Emeryville

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Emeryville's waterfront in 1914:
Butchertown stockyards looking north.

OAKLAND PUBLIC LIBRARY

How the “Rotten City” became a center of high-tech innovation

From its “odiferous” roots grew a modern community known for creativity and technological innovation

Even though it was incorporated more than a century ago, there scarcely seems to have been a dull moment in Emeryville history. Decades of change and a willingness to innovate have forged a high-tech city on the waterfront uniquely infused with a creative culture.

It may not be the only city in the Bay Area with a checkered past but it's the only one to be declared “the rottenest city on the pacific coast” by Earl Warren, the man who would go on to be Governor of California and the Chief Justice on the U.S. Supreme Court.

Baby steps

When it was incorporated in 1896 Emeryville had a population of just 500. The township was largely made up of industrial plants and the people who worked at or owned them.

The story goes that “the guy who drew the maps drew the lines around the churches because they didn't want anything like that in Emeryville,” says local artist and owner of Jered's Pottery Jered Nelson.

A race track, gambling dens and bordellos served the largely industrial working-class community that Emeryville was in its early years, producing what the City of Emeryville's website called its “odiferous” early reputation.

But once Emeryville became a city all its own, it began developing with the future of its community in mind. As the town's population began to grow it needed more traditional civic services and began to build accordingly. In the early 1900s Emeryville created its library, post office, fire station and elementary school.

Growing industry

The city's transportation opportunities improved as well around this time, following a Bay Area tradition of explosive growth with the help of a growing national transit system. Street cars and railroads dramatically enhanced Emeryville as a site for both freight and passenger travel.

The companies in Emeryville at the time benefited greatly from these systems, and the number of companies in the city would swell in the first part of the 20th Century as well.

The devastating 1906 earthquake in San Francisco and the advent of WWI brought a surge of new companies into Emeryville looking to relocate, which drove both population and economic growth in the years immediately following.

Emeryville responded to the surge with developments of both residential neighborhoods and sports and recreation complexes.

An amusement park, a speedway and a ball-park were all part of Emeryville life in the early 20th century, serving the growing population of workers and industrialists who were all calling Emeryville their home.

Rotten times

While the rest of the Bay Area began taking a dim view of the more illicit businesses in their cities, Emeryville became a hub of gambling and illegal liquor.

It was during prohibition that then Alameda County district attorney Earl Warren dubbed Emeryville “the rottenest city on the Pacific

coast,” accusing the city government and police force of encouraging – or at least not policing – the questionable activities happening throughout the city.

He may not have been wrong. A federal raid of the Emeryville police garage in 1932 revealed a fleet of vehicles transporting more than 560 gallons of alcohol.

Growth and maturity

It would be many years before the city began to settle down, as the growth of the Bay Area brought in new populations with new needs.

After WWII the expansion of the Bay Area freeway system offered new avenues into Emeryville. The city saw a wave of change that removed its street cars in favor of more roads for personal vehicles. Buses became a much more popular form of public transportation, and remain an important part of Bay Area life to this day.

In addition Emeryville made a fateful decision in the 1960s, as it became clear that the rising population and popularity of the city was creating friction with the heavy industry of old Emeryville. In 1966, with the help of city planners Ruth and Krushkov, the newly formed City Planning Department established the 1966 General Plan for Emeryville’s development. An embrace of rapid development and a welcoming attitude towards new industries would push Emeryville towards being the city it is today.

Rapid change, rapid development

Residential expansions and commercial changes have severely reduced what Earl Warren would have called Emeryville’s “rot-

ten” qualities. But Emeryville stands as an example of how embracing change can improve a city for its community. As the rapid development brought on by the 1966 General Plan changed the face of Emeryville life, artists stepped into the spaces left by older industries. Studios and live-work spaces sprang up as artists celebrated the rotten ground of the city, and planted their flag in Emeryville while forming a community that would only grow stronger as the town rushed towards the new millenium.

The city has consistently been changed by new ideas and new concepts. Conflict between city planners and environmental ad-

California Governor Earl Warren meets a young “gold miner” as part of the California centennials, 1948–50. Warren, who during prohibition was Alameda County district attorney, dubbed Emeryville “the rottenest city on the Pacific coast.”



CALIFORNIA CENTENNIALS COMMISSION - CALIFORNIA STATE ARCHIVES

vocates in the 1960s, part of a wave of environmental awareness then beginning to sweep the country, promoted new understanding and made Emeryville’s development greener.

A series of dramatic political conflicts in the 70s and 80s between incumbent “Watergate” policies and newcomers paved the way for the era of stability and transparency that Emeryville currently enjoys.

In the 90s Emeryville’s relationship with innovative companies took off as well. New properties like the Wareham-developed EmeryStation were quickly filled to the brim with biotech companies who found a new home for their ideas and new

space uniquely suitable for their needs. Today, Emeryville plays host to a new wave of innovative companies introducing the ideas that will define the future.

“The history of Emeryville is one of the things that makes us really proud of being a business and an employer in the city,” says Elmo Frazer, campus director at SAE Expression College. “It’s rotten, it’s cutting-edge, it pushes the envelope.”

Earl Warren would probably be amazed at Emeryville’s transformation from rotten city to fertile ground, a transformation earned by maintaining its dedication to moving fast and not being afraid of change.



Wareham Development’s EmeryStation, 2017.

WAREHAM DEVELOPMENT



TUBAY YABUT PHOTOGRAPHY

Wareham Development's 265,000-square-foot EmeryStation West contains laboratory, office and transit space.

Wave of development reshaping Emeryville real estate landscape

Central location and attractive lifestyle have development on the rise

Already one of the Bay Area's leaders in development, Emeryville is further capitalizing on its central location and desirable industrial and commercial districts with a wave of new building. Across the city, new mixed-use developments are popping up, providing new opportunities to live, work and shop.

EmeryStation West is the latest addition to the thriving EmeryStation research and tech campus. The new structure features "seven levels of laboratory/medical/office accommodation above a 2-story transit and parking podium," according to Wareham

Development, the developer behind the project.

Other elements of the project include improvements to transit and rail connections, new public plazas and a stronger linkage with the neighborhood on the other side of the nearby railroad tracks via improvements to a pedestrian bridge.

It is the only laboratory building currently on line in the second-largest research cluster in the Bay Area.

Like other developments in the area, EmeryStation West also benefits from the density of the city. Emeryville is a tightly-packed cluster of businesses, restaurants and cultural in-



RENDERING / LENNAR

The Sherwin-Williams mixed-use project is being developed by Lennar around the former paint factory. The historic warehouse will be preserved and included in the development.

stitutions, in most cases walking distance from each other — something not easy to find in the highly-suburbanized Bay Area.

Case in point: Within walking distance of EmeryStation West is the new Sherwin-Williams mixed-use site, currently being developed by Lenar. The former paint factory, which occupies the space between Horton Street, Union Pacific Railroad and Sherwin Avenue, is currently slated for at least 500 new apartments.

In addition to housing, the Sherwin-Williams development will include office space and retail, all built around the iconic warehouse space to maintain the area's historic feel. Construction could begin as early as next year.

Other multifamily projects, including housing developments by AvalonBay and Holliday Development, are also in various stages of development.

A “gathering place for Emeryville”

With the bulk of the construction complete, the Emeryville Public Market is fast becoming “the gathering place for Emeryville” that developer City Center Realty Partners envisioned when they purchased the Public Market in 2012.

“The goal is to create a place where people can be comfortable and spend time with their friends,” says CCRP president Mark Stefan. To this end, the renovated food hall and plentiful outdoor areas were designed to create a playful atmosphere for the community, Stefan says. Commissioned art pieces and the renovation of nearby Christie Avenue Park expand Emeryville’s new gathering place, offering an artistic place to play in the heart of the Bay Area’s tech sector.

Among the vendors in the reimagined food hall space are Shiba Ramen, Kojia Kitchen (a Kore-

“The goal is to create a place where people can be comfortable and spend time with their friends.”

Mark Stefan,
President, City Center Realty Partners

an-Japanese fusion restaurant) and a bar, Periodic Table. “We wanted them to be unique purveyors and we wanted them to have very good quality food... and we think we’ve done that,” Stefan says.

The Public Market has been under development since 2008, and Stefan says he’s excited to have most of the ground work done. “Most of the construction is complete, there’s ample parking and easy access for people to come and visit,” he says.

The Marketplace Redevelopment Project is one of the largest in Emeryville history, and the first multi-use development in the country to receive Platinum status under LEED’s environmentally-friendly Neighborhood Development pilot program.

In order to achieve this — the highest rating LEED can give a project — developments must score highly in intelligent neighborhood pattern and design, green infrastructure and innovation, and must assist environmental priorities in their specific region, according to LEED’s website.

The Marketplace Redevelopment Project is still ongoing, but Stefan reports that the residential components are proceeding according to plan and the first new residents could move in as early as February. For now, Stefan says, Emeryville residents and visitors can kick back and enjoy the Public Market.

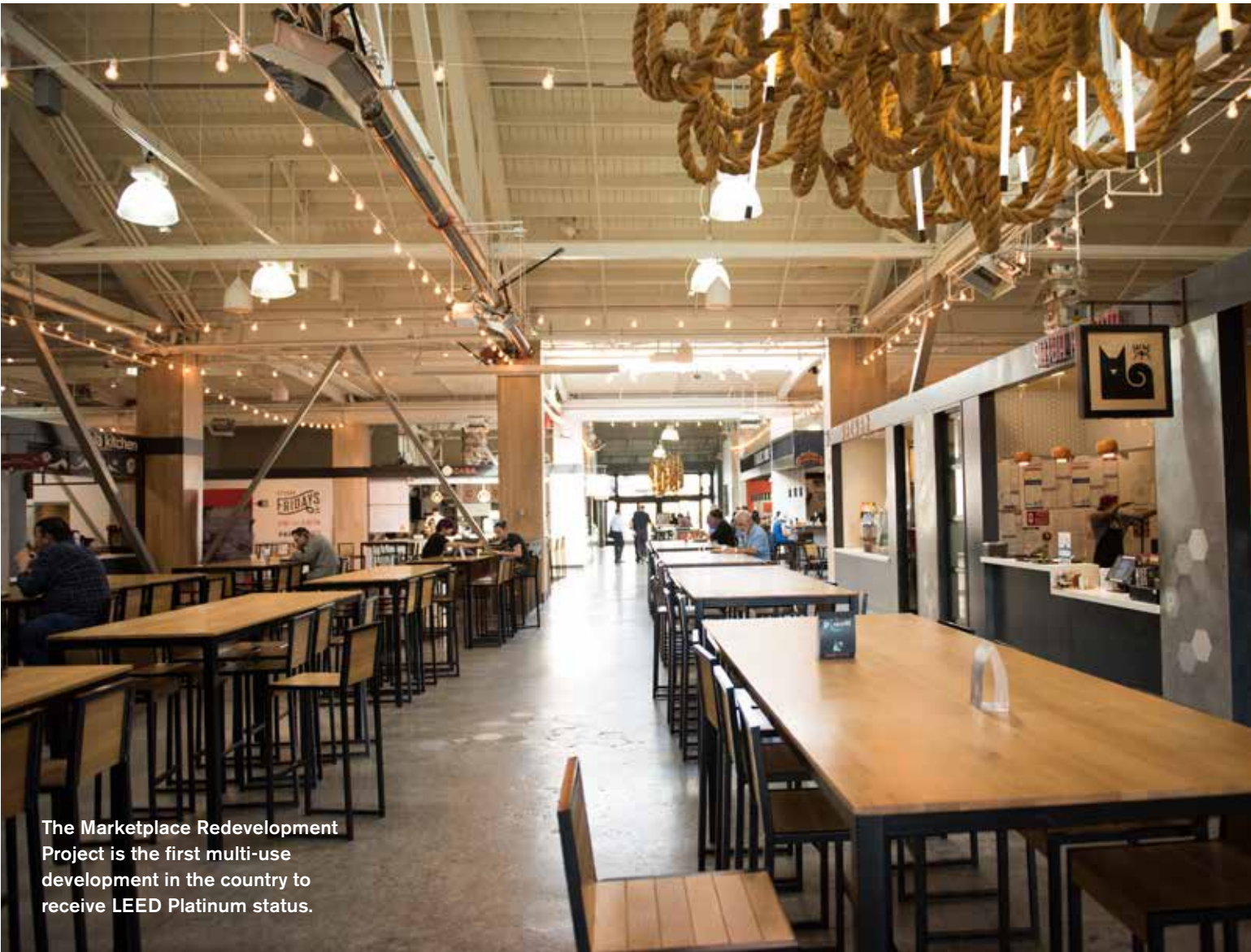


Shiba Ramen

PUBLIC MARKET EATERIES

- C Casa
- Fish Face Poke Bar
- Hot Italian
- Koja Kitchen
- Mayo & Mustard
- Minnie Bell’s Soul Movement
- Mr. Dewie’s Cashew Creamery
- NabiQ
- Oui Oui! Macaron
- Paradita Eatery
- Peet’s Coffee and Tea
- Pig in a Pickle*
- Public Bar by Blush
- Shiba Ramen
- Super Duper Burgers*
- The Periodic Table
- Wazwan Indian Cuisine
- We Sushi

**coming soon*



The Marketplace Redevelopment Project is the first multi-use development in the country to receive LEED Platinum status.

SPENCER BROWN



Emeryville's waterfront.

A not-so-hidden jewel – Take a break from the action at Emeryville's waterfront

Enjoy fresh air, good food, and a relaxed shoreline neighborhood

Emeryville's waterfront is an iconic part of the central Bay Area city. The area features sailing, kiteboarding and other maritime activities, along with a collection of offices that are home to numerous innovative businesses. The confluence makes the Emeryville waterfront an ideal recreational center, as residents, workers and visitors flock to visit the restaurants and explore the activities along the shore.

Trader Vic's

The Tiki-themed Bay Area staple was founded in Oakland in 1934 under the name "Hinky Dink's." The restaurant's popularity soon exploded thanks to founder Viktor ("Vic") Jules Bergeron Jr.'s insight to make a Polynesian-inspired theme its signature decor.

Bergeron Jr. is credited by many as the inventor of the Mai Tai, which he claims to have created in 1944. The acclaimed tropical juice-flavored, rum-based drink has since secured him a place in the International Bartender's Association list of official cocktails and made Trader Vic's a household name in the process.

Today, Trader Vic's boasts 25 locations worldwide, though the flagship Emeryville location, which opened in 1972 after the Oakland outlet shuttered, boasts Trader Vic's global headquarters. It's well-known among locals as a great place to relax when the work day is done.

Mishan Stinson, banquet sales manager for Trader Vic's, says the Tiki restaurant is excited to be a part of Emeryville's diverse and thriving food scene. "It's like a resurgence," she says of the city's rising food culture.

Emeryville Marina

The Emeryville Marina is a perfect introduction to Emeryville's innovative spirit for those arriving by sea. Sailors mooring their boats at the Emeryville Marina are treated to cleaner than usual waters, thanks to a unique cleanup device called a Seabin, which helps fight water pollution. The floating bin filters garbage and debris while it floats along with the tide, helping keep the marina and the bay clean.

Located right on the bay next to McLaughlin Eastshore State Park, the Emeryville Marina has hundreds of boats berthed at any one time. And with all the gorgeous routes for aquatic experiences — both tranquil and exciting — that the San Francisco Bay boasts, it's no wonder that slips are in high demand.

The marina celebrates the start of boating season every spring



PHOTOS / SPENCER BROWN

Trader Vic's Tiki-themed bar is a Bay Area classic.

with a family-friendly event, "Day on the Bay," opening piers to the public so everyone can enjoy the fresh air while they admire the boats in their slips and enjoy food, drinks and activities at Emeryville's beautiful waterfront.

Fish Emeryville

One of the fleets visitors can see during the "Day on the Bay" belongs to Fish Emeryville, a sport fishing company that takes hobbyists in and around the Bay Area. Fish Emeryville has nine chartered vessels that they use to bring individuals and groups out to test their skills.

During the summer, Fish Emeryville makes short trips available to new anglers, offering the chance to learn the skills without waking up quite so early. For an extra challenge, you can sign up for one of Fish Emeryville's many raffles, tournaments, or other special events to liven up your fishing experience.

KGB Kiteboarding

KGB Kiteboarding is another source of watersports excitement in Emeryville, one that gives Bay Area enthusiasts a chance to really prove what they're made of.

The same wind that makes sailing so popular in the Bay Area has grown an eager kiteboarding community along the shore. KGB kiteboarding is the center of that activity, with five levels of lessons available at their Emeryville location to develop that community and teach veterans that there's always more to learn.

Once you've perfected your skills on the San Francisco Bay, you can join the KGB Kiteboarding team on vacations around the world.

Lessons run from April to October each year. Additionally, locals and visitors can rent equipment from the KGB Kiteboarding trailer that can be found at the Emeryville Marina.



With its specialty drinks and innovative menu, Honor Kitchen & Cocktails is one of Emeryville's numerous culinary and retail destinations.

PHOTOS / SPENCER BROWN

Locals and visitors unite for Emeryville's world-class food and entertainment

Emeryville has long been a center of industry, creativity and business innovation, but it's fast becoming known as a retail and culinary destination as well.

"Emeryville is a great breeding ground for small and innovative establishments," says Lara Trupelli, co-owner of Honor Kitchen & Cocktails in Emeryville. "I love that it's the little center-slash-heartbeat of the East Bay."

Honor Bar is one of the spots bringing the Bay Area into the spotlight, and Trupelli says this is because of the "quality-oriented and innovative menu offerings. A lot of our guests work extremely hard all day, many behind desks, and we want to be a place to come to unwind."

It's a sentiment that's shared by other restaurants in the area, and given Emeryville's large working population it's not hard to see why this might be the case.

A similar mood infuses Bay Street, a retail destination that has long drawn attention to Emeryville, on evenings and weekends. It's a mecca for high-profile brands and visitors interested in casual dining, shopping or taking in a movie.

Drawing on its appeal as a lively place to spend one's downtime, Bay Street recently added a block party to its repertoire. The first annual Emeryville Block Party took place in September and drew approximately 1,000-1,500 people to engage with 25 vendors along the street.

Also adding to the revelry are a full range of amenities for business travelers, which give Emeryville a regular supply of out-of-towners.

The city has become host to a variety of quality hotels including Hyatt Place, Hilton Garden Inn, Courtyard by Marriott, Four Points by Sheraton and Hyatt House. As Alexandria LaRoche, director of Sales and Marketing at Four Points by Sheraton, puts it: "We have a lot of big players here."

Guests gather at these lodging places from around the country to visit members of the city's and the wider Bay Area's innovative business communities and arts events. Hotels are capitalizing on this with amenities that support common business activities and gathering spaces. Meeting facilities and business centers are multiplying, both in hotels and in the city in general. They also benefit from the low cost ease of access that Emeryville provides to the entire Bay Area between plentiful public transit and key nearby freeways. More than ever, Emeryville visitors are free to do business from their hotels, then enjoy life around the city once that work is done.

And there's plenty to see and do, Trupelli adds. "Cool businesses, cool people, cool place. Emeryville is cool," she says.



"Emeryville is a great breeding ground for small and innovative establishments."

Lara Trupelli, co-owner of Honor Kitchen & Cocktails

Find friendly watering holes and retail therapy

Arts community draws inspiration from new and old

“Rotten City” tradition creates fertile ground for thriving Emeryville arts scene

Emeryville is one of just 14 cities in California to be designated a cultural district, owing to its diversity and artistic identity. This distinction also manifests in the way businesses and institutions across the city embrace an artistic focus in their work.

The city has always seemed comfortable with its identity as a rebel in the heart of the Bay Area. “Emeryville has always seemed like the independent kid finding its own way,” says local artist and owner of Jered’s Pottery, Jered Nelson.

Spreading artistic tradition with ceramics

Despite the influx of new industries and businesses Jered Nelson is operating the same way he has since opening his first California studio in 2004. Moving from Richmond to Berkeley to Richmond, and then to Emeryville last year, Nelson says “This is my Goldilocks studio, it’s just right”.

“It’s about making sure the craft is solid and using that craft to elevate the message” Nelson says of his growing business. His customers include a diverse and innovative group of designers, collectors, chefs and restaurateurs throughout North America. They use Nelson’s custom dinnerware, tile and sculpture to distinguish their spaces.

Nelson has always taken an artist’s approach to his business. It’s one of the reasons he thinks his products are so popular: “Some of the best stuff happens when I get a chef or designer that comes and says ‘well, I like what you’ve done... and this is our concept’. It seems like when you have that kind of freedom you always put more effort into it because it’s yours.”

Nelson’s approach and his craft have given him the opportunity to work with world-renowned chefs, and he likes being able to do that in Emeryville. “I love E’ville’s nefarious history.”

Freeing artists to do their best work

Nelson isn’t the only one bolstering Emeryville’s artistic reputation. By renovating obsolete industrial warehouses from

the city’s roots, Emeryville’s artists have established new spaces to create and innovate. Right down the street from Jered’s Pottery is the 45th Street Artist Cooperative, an organization directly supporting artists in the city.

The co-op, according to community liaison Sharon Wilchar, is “a national model for artist-owned housing [with] an impressive 45-year history as a self-governed, affordable live-work artists’ housing cooperative.”

Wilchar says the cooperative supports the arts in Emeryville in many ways. “We are also involved in the community serving

Jered Nelson of Jered’s Pottery. His custom dinnerware, tile and sculpture attract collectors ranging from chefs to designers.



on various city appointed committees, neighborhood groups, the Planning Commission, the City Council, our Artist-in-the-Schools program.” And the list goes on, she says.

“Our city genuinely embraces the arts as a partner” says Wilchar.

Supporting artists of new media

In true Emeryville fashion, old-school artists are being joined by those in the tech world to create in modern media.

The SAE (Studio of Audio Engineers) Expression College campus in Emeryville is providing programs and spaces for technological artists to express themselves and find new ways to innovate in the artistic space. The school offers classes in visual design, game design and audio design among other programs.

“If [students] want an advanced, cutting-edge and disruptive experience they should look at the programs we offer,” says campus director Elmo Frazer.

SAE Expression has put a lot of effort into establishing a collaborative environment and fostering the artistic principle that has infused city’s history. “We pride ourselves on the fact that we’re in the most creative area in the world,” Frazer says.

The college is earning acclaim for its approach. Animation Career Review placed SAE Expression’s Animation and Visual Effects program at 19th for the West Coast and in the top 50 for the United States.

Frazer says the program is trying to do something different for its students, and faculty and students are working together to make it even more engaging. “We’ve seen a collaborative environment on campus that’s unique... we’re seeing a really interesting mix of different fields coming together to create.”

Emeryville Art in Public Places Program

Contributions to public art required of developers:

Non-residential buildings costing more than \$300,000 – 1% of construction cost.

Residential projects over 20 units– 0.5% of construction cost.

City municipal developments– 1.5% of building costs.

Developers can choose to install public art on-site or donate the fee to the city’s Art in Public Places fund.



ZACH KOBRINSKY



Above: M. Louise Stanley with her acrylic painting 'Jupiter and Io.' Stanley has a studio at the 45th Street Artists Cooperative.
Below: 'Platter 143' by Max DeMoss, one of the publicly-owned pieces acquired through Emeryville's Art in Public Places program.



An artsy cityscape

The City of Emeryville has also made art an important part of the community experience with its Emeryville Art in Public Places program.

More than 40 publicly-owned art pieces and more than 200 art installations dot the city, exposing visitors to the artistic tradition that Emeryville carries on.

A series of city ordinances and initiatives expand this mission even further. The city has rules for development that require a percentage of costs be spent on public art pieces to better the city.

The annual Celebration of the Arts event is another way that Emeryville displays the talent of its artists.

It's "our city's biggest cultural event of the year," says Wilchar.

Each year the works of more than 100 skilled artists who live or work in Emeryville are displayed for appreciation and purchase, together exhibiting a wide variety of styles and mediums. Well-known artists including Scott Donahue – who sits on the City Council – or local artist Po Shun Leong – whose work is in the White House – demonstrate the caliber of artistic achievement on display in Emeryville. The City supports the event with funding and also purchases at least one piece each year to display in city buildings.

The Purchase Award collection is now 26 strong. 16 pieces are in Emeryville Town Hall, with three more installed as part of the site's construction, one is at the Emeryville police station and six more are at the Emeryville senior center.

Regardless of their connection to the Emeryville art community, those contacted for this supplement said that the city owed something to its "rotten" past.

"I love it, I think it makes [Emeryville] unique," says Frazer. "We don't run away from our history."

Creativity and business find their happy medium

They've been called "the most sophisticated glass-coloring company in the world" by Dale Chihuly, America's leading glass sculptor.

Bullseye Glass is widely hailed as the first company in the world to formulate and manufacture glasses that are factory-tested for fusing compatibility. They are also recognized for their contributions to the arts of kilnforming, flameworking and coldworking methods of glass artistry.

Using glassmaking methods rooted in 17th century techniques, but re-invented using modern technologies, Portland, Oregon-based Bullseye Glass has contributed to the rise of glass as an art form not only with their development of more than 1,000 glass products in a complex color palette, but with their ongoing engagement with the artistic community.

Bullseye's collaborations with a community of artists worldwide have been instrumental in developing many of the fundamental materials and methods at the core of contemporary kiln-glass.

Bryce Gaspard, manager of the Bullseye Glass Resource Center in Emeryville, said "A big strength of Bullseye is its consistent dedication to provide education about kiln-formed glass—and, as much as Bullseye teaches, we are also happy to learn alongside everyone who uses our glass."

In 2012, Bullseye Glass joined the Bay Area with the opening of their Emeryville Resource Center, located near Pixar Animation Studios and Rudy's Can't Fail Café.

Bullseye has found a match in the forward-looking, creatively-inclined Emeryville business community. "Emeryville has such a wide variety of makers using a vast range of materials. We are hoping to help artists and artisans learn more about kiln-glass and to have them consider whether this material can enhance their work" says Gaspard.

The Emeryville Resource Center stocks the full line of Bullseye products and offers a range of introduction to advanced classes, gallery exhibits, artist talks and a residency program.

"We're a valuable resource for anyone coming in and wanting to make something artful while also understanding the process that goes into the work. It's important to Bullseye to empower artists to be able to work with the material. We provide a really supportive environment for people to come and create their works in glass" says Gaspard.

In 2017, Bullseye Glass was part of the partnership responsible for Emeryville becoming one of 14 California Cultural Districts.

Talent and resources of Bullseye Glass find a home in Emeryville arts community



BULLSEYE GLASS CO. / MARY KAY NITCHE

The Bullseye Glass Resource Center stocks Bullseye products and offers classes, exhibits, artist talks and a residency program.



Ayar Labs CEO Alexandra Wright-Gladstone is building a computer chip that works faster and uses less electricity than those available under current technology.

A revolution in the heart of computing from the heart of Emeryville

Emeryville, California may soon be the locus of the next great advancement in computing infrastructure if one startup gets its way.

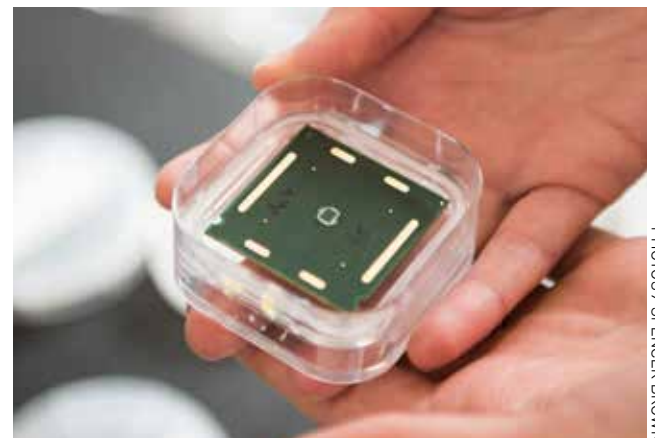
Operating from the heart of the city's dense industrial corridor, Ayar Labs designs computer chips with electronic-photonic integrated circuits. Called "Brilliant," the company's alternative to traditional computer chip technology represents a new paradigm in the area of data transmission.

What's an "electronic-photonic integrated circuit"? As Ayar Labs CEO Alexandra Wright-Gladstone helpfully explains, "We're making computing faster and more efficient by using light to move information between chips."

Wright-Gladstone says energy conservation is an important part of the company's mission. "Using light to move data uses less power than using electricity... our technology is removing a bottleneck that exists when moving data in and out of chips."

This optical solution to information transmission could significantly reduce the amount of energy needed to power data centers, which in the act of fueling the digital economy already guzzle at least 40 percent more electricity than the entire United Kingdom.

Wright-Gladstone got started with the project while looking for an



PHOTOS / SPENCER BROWN

Ayar Labs' chip uses light to move data.

innovative technology that needed help getting out of the lab, bringing her background in clean tech and smart grids with her from her time at MIT as an energy entrepreneurship leader. She soon found a group from UC Berkeley who was working on the project that would become Ayar Labs in 2015.

"We came out here because the Bay Area is a great place to start a company like this," Wright-Gladstone says. She adds that Emeryville also boasts a population of creative companies to develop alongside. "Just walking around, you walk by so many different types of businesses... it's fun to walk around and meet the people behind them" she says.

She says that Emeryville has been a particularly good place for Ayar Labs to grow. "We ended up choosing Emeryville because it's very convenient," she says. "It's easily accessible from lots of parts of the Bay Area."

Wright-Gladstone also says the wealth of warehouse-type spaces with high ceilings are perfect for companies like hers that have a lab component. "It has the right type of space for us."

In their path to commercializing their groundbreaking technology, Ayar Labs looks to be on the right track. "We've taken the initial breakthrough and developed it so that it's got all the basic building blocks ready to go into a working commercial product," Wright-Gladstone says.

The company is currently partnering with companies to construct the first supercomputer built around Ayar Labs' system. "It's very exciting," Wright-Gladstone says.

Pixar's critically-acclaimed Emeryville campus

Ideal setting for legendary animation studio's work

The animation giant responsible for an incredible number of critically-acclaimed films and well-deserved awards, Pixar Animation Studios is a company that needs little introduction. Pixar represents the dual strengths of innovation and creativity that Emeryville's business community is becoming known for.

Known for such crowd favorites as "Toy Story," "The Incredibles" and "Coco," Pixar is a testament to the change that technological innovation and artistic vision can bring to industries the world over.

It also has its global headquarters in Emeryville, occupying a grass-covered campus bordered by Hollis Street and Park Avenue, directly across the street from Emeryville's Town Hall.

Pixar was in San Rafael when it spun off from Lucasfilm, recalls Jim Kennedy, senior vice president of business strategy. But as the young company grew, it needed more space — a lot more — and even a new facility in Point Richmond couldn't support the rapidly-expanding team.

"We were looking for a place with developable land that was centrally located around the Bay and Emeryville fit the bill perfectly," he says.

The studio was flush with success after the release of the original "Toy Story" when they began construction on the original structure in Emeryville, under the guidance of then-owner Steve Jobs.

The Emeryville studio opened in 2000, and expanded again in 2010 after contin-



The atrium in the Steve Jobs Building at Pixar Animation Studios.

"Emeryville ... certainly helps us attract top talent because of its location and what it has to offer."

Jim Kennedy, senior vice president of business strategy, Pixar

ued success and its acquisition by Disney in 2006. The expansion reflects the creative innovation embodied in the company and the city around it, a truly modern campus.

Kennedy is quick to mention the advantages the location gives the animation studio in terms of finding new talent and getting them to work.

"Emeryville and the area around is a great place to live, and because it's centrally located it's easy to get to for people who live in other parts of the Bay," he says. "It certainly helps us attract top talent because of its location and what it has to offer."

Kennedy also says the creative city is a big draw for employees because of the the Emeryville staples right near their campus. Employees are reportedly frequent visitors of Rudy's Can't Fail, the diner-style restaurant part-owned by Green Day bassist Mike Dirnt, and Oaks Corner on San Pablo Avenue.

"We also end up at the Townhouse for a lot of business meetings," Kennedy says of the speakeasy-turned-California-comfort-food favorite.

Ultimately, Kennedy says that his favorite things about Emeryville — aside from Pixar itself, of course — are its convenience and its opportunities for relaxing.

"It's just an easy place to get around... there's a lot that's within walking distance, and the Emery Go Round is great for being able to circumnavigate the place," he says. "But I would say my favorite thing about Emeryville is Friday evening at the end of a long week, sitting at the bar at Trader Vic's and watching the sun go down over the Bay."

Pixar executives (l-r) Tom Porter, Jim Kennedy, Jim Morris and Ed Catmull at the company's studios in Emeryville.

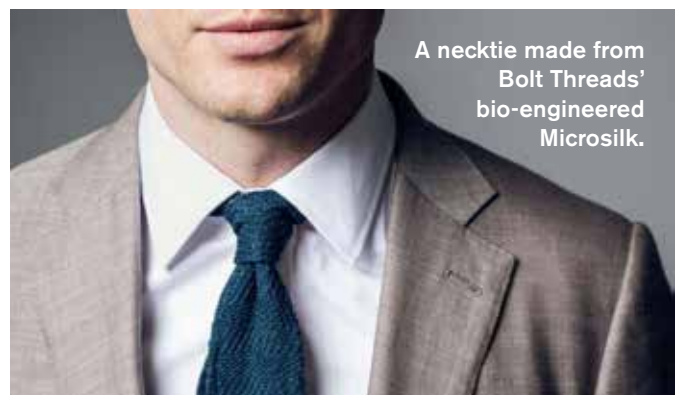




PHOTOS: BOLT THREADS

At Bolt Threads, nature-derived materials become modern products with a focus on sustainability.

Emeryville's creative culture helps foster artistic endeavors and scientific innovation



A necktie made from Bolt Threads' bio-engineered Microsilk.



"There are a number of biotech companies in the area, which means that there's a great talent pool."

Mitchell Heinrich,
Senior Director,
Bolt Threads'
R&D department,
Bolt Projects

Emeryville's creative culture helps foster artistic endeavors and serious innovation, but few companies exemplify that blend the way that Bolt Threads does. "We're taking bio-inspired, nature-derived materials and turning them into sustainable products" says Mitchell Heinrich, senior director of Bolt Threads' R&D department Bolt Projects.

The groundbreaking company has developed bioengineering techniques to turn silk proteins grown in yeast and pressed mycelium cells grown in corn stalks into fascinating new materials.

Specifically Bolt Threads built its early success on bioengineered Microsilk, which the company has sold for a few years now in the form of ties, hats and other clothing items. They even collaborated with famed designer Stella McCartney to create a golden dress utilizing their yeast-grown silk.

More recently Heinrich says Bolt Threads has been working on Mylo, "a new material that we launched recently in a Kickstarter campaign. Similar to leather but made out of the root structure of a mushroom." As of writing 290 backers have pledged \$70,285 to Bolt Threads new products, including a tote and a driver bag.

The company is changing the way that people look

at materials in nature, according to Heinrich, and doing so with a focus on sustainability. Bolt Threads was founded in 2009, and the original team used scientific grants to fund development of the technologies that would allow them to turn their discoveries into materials useful at scale and less harmful to the environment.

Bolt Threads moved to Emeryville a few years ago, and Heinrich says the city has contributed to the company's growth. "There are a number of biotech companies in the area, which means that there's a great talent pool" he says.

Additionally, Heinrich says that the city is helping them to bridge the gap between scientific discovery and creative artistry. "As a part of product development, as we figure out the applications of our materials... it's good to have a diversity of background and experience, and it's good to bring in external people" he says. Emeryville's artists are a source of perspective and collaboration, according to Heinrich.

Bolt Threads is one of the companies bringing together the elements that make Emeryville distinct in the Bay Area. "It's blending these historically separate domains in ...product development and deep science" Heinrich says.

Global healthcare manufacturer bets big on Emeryville

Grifols is a 75-year-old global healthcare company, headquartered in Barcelona, Spain, with a big presence in Emeryville. The company prides itself on being a leader in plasma-derived medicines, transfusion medicine and hospital pharmacy products.

Carsten Schroeder, president and CEO of the company's Commercial Diagnostic division, says that "Grifols has a longstanding history of scientific innovation and a strong commitment to translating this into products that help patients around the world live healthier lives."



Carsten Schroeder
CEO, Grifols

Including their presence in Emeryville, the healthcare giant has nearly 20,000 employees spread across 30 countries. Taking advantage of the strong scientific community in the Bay Area, Grifols employs 500 people at their diagnostic corporate and manufacturing site in Emeryville, where it conducts activities such as research and development, manufacturing and commercial operations.

The company has been a major presence in Emeryville since 2014, supporting the community with donations and volunteering at local organizations such as Habitat for Humanity East Bay/Silicon Valley and the Alameda County Community Food Bank.

Grifols recently announced additional investment in its Emeryville site, having received FDA approval for an \$80 million state-of-the-art manufacturing facility for work on recombinant proteins used to test for Hepatitis C and other infectious diseases. "Grifols continues to invest in Emeryville because of its proximity to world-class educational



Grifols invested \$80 million in the former Chiron campus.

GRIFOLS

institutions, supply of highly skilled employees, and the city's strong legacy of creating an atmosphere of innovation," says Schroeder.

Ramon Biosca, managing director of Grifols Diagnostic Solutions, says that the new facility will allow Grifols to "ensure long-term production of our products with room to expand and bring new technologies and services to our customers."

In the meantime, the company is celebrating a strong year, having received FDA approval for six new products this year to help combat infectious diseases like Zika and West Nile Virus.

One of many Emeryville companies seeking to create global change, Grifols sees their presence in the city as an asset. "We are committed to building upon the strong legacy of innovation in Emeryville," Biosca says.

Emeryville location helps cloud-based cybersecurity company attract top talent

Information Technology is one of the most important features of modern business, as threats to consumer and business data grow in scale and number. Tanium is a private cybersecurity firm combating those threats in Emeryville, and number four on Forbes' "The Cloud 100" list of top private companies in cloud computing for 2018.

Tanium has built its success on a comprehensive platform to assist clients with endpoint security, operations management, asset visibility and cyber hygiene concerns among others. That strategy has been paying off, and the company has seen explosive growth.

The cybersecurity company recently received \$200 million in funding, resulting in a \$6.5 billion valuation. Tanium has also earned No. 55 on Fortune Magazine's 100 Best Medium Workplaces list this year thanks to 93% of Tanium employees saying their workplace is great according to the Great Place to Work survey.



Orion Hindawi
Co-founder, Tanium

The company has been based in Emeryville since 2015, and earlier this year moved into a larger 65,000 square foot space on Powell St.

"When it became time for us to expand our headquarters, Emeryville was a perfect choice as it's been home to us for more than three years," says Fazal Merchant, COO and CFO at Tanium.

Tanium was founded by David and Orion Hindawi in 2007, a father and son team who worked with a small group to construct the Tanium platform with the goal of "empower[ing] the world's largest organizations to manage and protect their mission-critical networks" according to the company's website.

Orion Hindawi was named to Fortune's "40 Under 40" list, and the company has grown to support more than 400 customers, including



Tanium's 65,000 sq.-ft. Emeryville headquarters is at 2100 Powell St.

TANIUM

some of the world's largest and most sophisticated enterprises. Tanium's a global organization, with over 800 employees spread across the planet, but their headquarters are still on the Bay.

At their new location near Emeryville's waterfront, Tanium is in the middle of one of Emeryville's densest business centers. Like the rest of Emeryville, the waterfront is easy to get to and from for commuters whether they're driving or taking public transit.

"We have been able to attract incredible talent, and we're excited to continue building this world-class team," Merchant says.



The City of Emeryville and Wareham Development created the Emery Go-Round shuttle service, which has served business and residents for 20 years.



The EmeryStation campus has 2 million square feet of state-of-the-art research laboratories serving tenants such as the Joint BioEnergy Institute.

Developer partners with city in helping Emeryville thrive

Now in its 41st year, Wareham Development is one of the largest privately-held real estate development and property management companies in the Bay Area.

Since 1977, Wareham has been in the forefront of the transformation of Emeryville into an international hub of headquarters for the research and tech sectors, most of whom reside at its highly successful 2-million square foot EmeryStation campus and its Aquatic Park Center campus in Berkeley.

Located in the center of the brain trust of the University of California at Berkeley, Stanford University and the University of California at San Francisco, Emeryville was a leader in recognizing the potential for biotech when Wareham tenants Cetus and Chiron chose to locate in Emeryville in the first days of biotech. It was one of the first cities to include in its general plan a strategy to attract more biotech by reducing bureaucratic barriers for startups and growing companies.

The Emeryville-Berkeley cluster is now home to one third of the Bay Area's 600 bioscience companies and 820 life science companies and is the second-largest research cluster in the Bay Area. EmeryStation tenants include Bolt Threads, Gritstone Oncology, Amyris Biotechnologies, Bayer, the Joint BioEnergy Institute, Symic Bio, Eureka Pharmaceuticals, Berkeley Lights, Lawrence Berkeley National Laboratory, Zymogen and other trailblazers.

Wareham's most recent investment in Emeryville is EmeryStation West, the newly-constructed 265,000 square foot project incorporating laboratories, offices and transit.

"We have built the project to the highest quality research and office building standards, and are pleased the market recognizes that, and that we are welcoming more research companies to Emeryville," says Geoffrey B. Sears, Wareham Development partner.

Lease transactions have been announced thus far with Profusa Inc. and Catalent Biologics, both new tenants in the Wareham



"We're proud of our long association with the City of Emeryville, and feel deeply privileged to play a role in its success."

Geoff Sears,
Partner, Wareham
Development

SF-BT / TODD JOHNSON

portfolio, as well as Dynavax Inc. and Zogenix Inc., which are both long-time Wareham tenants. All companies chose to grow their organizations in Emeryville.

The transit aspect of the new building is an expansion of the public-private partnership between Wareham and the City of Emeryville, which began when they built the adjacent Amtrak station in 1994, then the first railroad station built in California in more than 60 years. The new East Bay/Transbay transit center will continue to serve Amtrak's Capitol Corridor commuter route from Sacramento to San Jose.

Emeryville and Wareham Development also created the Emery Go-Round shuttle service, which serves business and residents. A model to other cities for over 20 years, the free shuttle is a professionally run transit

system that moves the city's commuters and visitors with exemplary efficiency.

"EmeryStation offers unparalleled opportunities to commute and avoid notorious traffic congestion. An extensive public transit network enables realistic options for our employees who live throughout the entire Bay Area," says Peter Matlock, director of commercialization at the Joint BioEnergy Institute.

Wareham and Emeryville continue to collaborate on various STEM Education initiatives. Wareham is also the largest contributor of public art in Emeryville's Public Art program, and was one of the partners who helped form the city's Cultural District, one of just 14 in the state of California.


"We're proud of our long association with the City of Emeryville, and feel deeply privileged to play a role in its success," says Sears.

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