



**San Francisco
Arts Commission**

Edwin M. Lee
Mayor

Tom DeCaigny
Director of
Cultural Affairs

Programs
Civic Art Collection
Civic Design Review
Community Arts & Education
Cultural Equity Grants
Public Art
SFAC Galleries
Street Artist Licensing

25 Van Ness Avenue, Ste 345
San Francisco, CA 94102
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sfartscommission.org
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City and County of
San Francisco

TEMPORARY PUBLIC ART PROPOSAL INFORMATION FORM

Lead Artist Clare Rojas

Mailing Address 1447 York St

City San Francisco State CA Zip 94110

Phone # 415 846-4997 Fax # () _____

Email peggy/honeywell@yahoo.com

Project Coordinator Darryl Smith

Mailing Address Luggage Store 1007 Market

City Sf. State CA Zip 94103

Phone # 415 255.5971 Fax # () cell - 415 724.4444

Email darryl@luggagestoregallery.org

Sponsoring Organization 509 Cultural Center

Contact Person: Same

Street Address Same

City _____ State _____ Zip _____

Phone # _____ Fax # () _____

E-mail _____

Funding Source(s) Creative Work Fund Haas Family Fund and SFAC funds

Proposed Site of Temporary Public Art Project (Address/Cross Streets) -
982-88 Market St at Taylor Washfield Bldg. east facing wall

Title of Temporary Public Art Project untitled to be determined

Approximate Dimensions of Artwork 20 x 60 ft.

Duration of Project (Install and Deinstall Dates): Jan 14 - Jan 2015

Supervisor's District where proposed art project will be installed # Jane Kim District 6

District numbers can be found at
<http://gispubweb.sfgov.org/website/nuviewer/monsmmap.asp>

Attach your proposal to the completed Temporary Public Art Proposal Information Form. Please include the following:

- Letter of approval from property owner
- Description of the relationship of the artwork to the neighborhood and surrounding architecture or property.
- Color depiction of the proposed project.
- Image of proposed site.
- List of proposed materials.
- A budget, including the funding source for the project.
- Timeline, including dates of installation and removal.
- Resumes of all artists involved.
- Three letters of community support.

Relationship of the Mural Project to the surrounding neighborhood

Clare Rojas' creation, development and installation of a large-scale public mural on the 5-story Warfield Building will enrich the urban context of the Mid-Market Arts District and simultaneously engage the neighborhood's stakeholders in a nuanced public dialogue about the District's future. This temporary mural will remain on the Warfield building for one year and will be visible to thousands of downtown San Francisco motorists, mass transit riders, pedestrians and residents every day. Rojas will create the mural in collaboration with the 509 Cultural Center.

The project is timely because the effort to transform the economically depressed section of Market Street between 5th and 9th Streets into an Arts District is gaining momentum. The mural will contribute to the citywide initiative to transform this community into a culturally vibrant destination for residents, tourists and visitors of all colors, ages, genders, sexual orientations and income brackets.

The mural will provide an artistic context and a focal point for public discussion about the District's future and will engage residents who have been – and will continue to be – directly impacted by the development of downtown's remaining low-income neighborhoods. The mural will have the double effect of calling attention to the proposed Mid-Market Arts District and visually heralding its arrival.

Timeline

The artist is prepared to start painting the mural in January 2014. We anticipate the mural's completion will require three months because a number of variable factors will impact the project: spring weather is unpredictable; the availability of the equipment needed to paint a large-scale mural; other commitments the artist already has in place. In any event, the mural will be completed by June, when an opening reception will be organized either in the lobby of the Warfield or at the Luggage Store Gallery. The 509 Cultural Center will be responsible for maintaining the mural in a graffiti-free condition until its de-installation.

Materials

Primer sealer: 15 to 20 gallons
Exterior latex flat: 25 to 30 gallons
125 foot lift
Rollers and extension poles
Latex gloves



WARFIELD

AN AMERICAN PROJECT

DWIGHT YOAKAM

THE WILD FEATHERS

DIVINE

FASHION

SPEED LIMIT
10

**MEMORANDUM OF UNDERSTANDING
CLARE ROJAS AND THE 509 CULTURAL CENTER
PROJECT TITLE: TO BE DETERMINED**

1. The 509 Cultural Center will be responsible for complying with all City codes, ordinances and security permits (if necessary) in order to complete the project.
2. The mural will be up for a minimum of one year; the 509 Cultural Center will oversee and monitor the mural for a one-year duration.
3. Should the mural require maintenance, the 509 Cultural Center and Rojas will work out a solution together.
4. Both parties have discussed and approved the mural's design, which will be submitted to the 509 Cultural Center by December 2013. The Center's curatorial staff and Rojas will approve the design together.
5. Rojas has reviewed and approved the budget. Any revisions to the budget must be agreed upon by December 6, 2013.
6. Rojas has identified two assistants to help her with painting the mural.
7. The 509 Cultural Center will identify one volunteer, preferably a neighborhood resident, who will assist with indirect or project needs. Rojas will meet this person by December 15, 2013.
8. The 509 Cultural Center will manage the budget attached with this MOU and will process all invoices submitted by Rojas for reimbursement within one week.
9. Rojas will purchase all paint and materials included in the agreed upon project budget.
10. The 509 Cultural Center will be responsible for paying Rojas' assistants at the end of the project, according to the approved budget,
11. The 509 Cultural Center will arrange for and pay all costs related to securing and setting up lifts and scaffolding.
12. The 509 Cultural Center will be responsible for all promotion and publicity regarding the project, including e-mails, website listings, blogs, press releases, artist interviews etc.
13. Rojas will provide the 509 Cultural Center a mailing list for press releases and e-mails.
14. The 509 Cultural Center will, with input from Rojas, design, print and distribute announcements about the project,
15. Purchases for materials may be made two weeks prior to the start of the project.
16. The 509 Cultural Center and Rojas will decide upon a title for this project by January 2013.
17. The 509 Cultural Center will organize a community dialogue involving the artist, neighborhood residents, business owners, and elected and appointed City officials.
18. The 509 Cultural Center will also be responsible for a reception for the artist and for an artist talk featuring Rojas.
19. Both parties will credit The Creative Work Fund in any interviews or promotional materials.

- 20 The 509 Cultural Center will be responsible for final documentation of the project and, as agreed upon with Rojas, will contract with Photographer Jay Jones for this purpose.
- 21 Videotaping during the project will be approved by Rojas.
- 22 Any issues that come up regarding the project will be communicated by either telephone, text and /or emailed to laurie@luggagestoregallery.org and copied to Darryl@luggagestoregallery.org, preferably within one day after receipt.
- 23 Bathroom accessibility at the Warfield will be worked out by 509 Cultural Center prior to the start of the project.
- 24 The 509 Cultural Center carries \$2 million in insurance, which covers this project from the date it begins to the date it is completed. This insurance will also cover Rojas' assistants.
- 25 Rojas agrees to operate the lift and has indicated she does not need an assistant for this purpose.
- 26 509 Cultural Center agrees to pay Rojas 50% of her artist fee upon receipt of a check from CWF; the balance due will be paid to Rojas within one week of the project's completion. The 509 Cultural Center will pay assistants upon completion of the project.
- 27 509 Cultural Center will host an artist talk with Rojas.

CLARE E. ROJAS
Curriculum vitae

b. 1976, Columbus, OH
Lives and works in San Francisco, CA

SOLO EXHIBITIONS

2012

Spaces In Between, Kavi Gupta Gallery,
Chicago, IL

Pith, Prism, Los Angeles, CA

2010

We They, We They, IKON Gallery,
Birmingham, UK

Through the Woods, Pinnacle Gallery,
Savannah College of Art And Design,
Savannah, GA

We They, We They, Museum of Craft and
Folk Art, San Francisco, CA

2009

Believe Me, Kavi Gupta Gallery, Chicago, IL

2008

Barry McGee & Clare Rojas, Riverside Art

SELECTED GROUP EXHIBITIONS

2012

10 Revolutions Around the Sun, Headlands
Art Center, Sausalito, CA

2010

Orde di segnatori, Antonio Colombo Arte
Contemporanea, Milan

Paper!Awesome, Baer Ridgway Exhibitions,
San Francisco, CA

2TheWall, New Image Art Gallery, West
Hollywood, CA

2009

*Constellations: Paintings from the MCA
Collection*, Museum of Contemporary Art
Chicago (MCA), Chicago, IL

Instruments, SolwayJones, Los Angeles, CA

American Realities, New Image Art Gallery,
West Hollywood, CA

Museum, CA

2007

Forget Me Not, Museum Het Domein, The
Netherlands

Sympathetic Magic, Laboratorio 987, in the
Museo de Arte Contemporáneo de Castilla y
León, Spain

Kitty Buck, Lizabeth Oliveiria Gallery, Los
Angeles, CA

P.S. Hurray!, Gallery Paule Anglim, San
Francisco, CA

Sympathetic Magic, Stuart Shave/Modern Art,
London, England

Clare Rojas: Hope Springs Eternal, The Rose
Art Museum, Brandeis University, Waltham,
MA

2008

Prospect.1 New Orleans, Prospect New
Orleans, New Orleans, LA

Anniversary Exhibition, Galleri Nicolai
Wallner, Copenhagen

The Wizard of Oz, CCA Wattis Institute for
Contemporary Arts, San Francisco, CA

Journey to the End of the Night, Green On
Red Gallery, Dublin

Eureka!, ICA, San Jose Institute of
Contemporary Art, San Jose, CA

Harry Smith Anthology Remixed, Centre for
Contemporary Arts (CCA), Glasgow
(Scotland)

Untitled(Waves), Primo Marella Gallery
Beijing, Beijing

The Big Sad: Barry McGee & Clare Rojas,
Riverside Art Museum, Riverside, CA

*Size Matters: XS, Recent Small-Scale
Painting*, Knoxville Museum of Art (KMA),
Knoxville, TN

CLARE E. ROJAS

Curriculum vitae

AWARDS & RESIDENCIES

- 2005-2007 - Eureka Fellowship Award
- 2003 - Louis Comfort Tiffany Foundation Grant
- 2003 - Tournesol Award and 1 year residency, Headlands Center for the Arts, Sausalito, CA
- 2003 - Project Space Residency, Headlands Center for the Arts, Sausalito, CA

BIBLIOGRAPHY

- "Clare Rojas: Pith," Andrew Berardini, Art Review, November 29, 2012
- "Clare E. Rojas: Spaces in Between," Art+Auction, December, 2012
- "Inside the Artists' Studio: Clare Rojas, The Bard," Lauren Goodman, 7X7SF, November 20, 2012
- "14 Must See Painting Shows," Steven Zevitas, Huffington Post, October 16, 2012
- "Clare Rojas: Kavi Gupta Gallery," Robin Dluzen, Visual Art Source, October 2, 2012
- "Artist Spotlight: Clare Rojas," Dolan Geiman, Daily Dolan Geiman, September 24, 2012
- "Clare Rojas explores abstract 'Spaces in Between,' through her paintings, and through her musical persona, Peggy Honeywell," Joe DeCeault, WBEZ, September 19, 2012
- "Interview with Clare Rojas," Chris Lux, 2012
- "Clare Rojas," Cherie Louis Turner, Art Ltd., March 2012
- "Pidgy", written and illustrated by Clare E. Rojas, IKON and Museum of Craft and Folk Art, 2010
- "Clare E. Rojas, Believe Me," Karsten Lund, Flavorpill, July 14, 2009
- "Clare E. Rojas," Lori Waxman, ArtForum, October 2009
- "Clare E. Rojas," Ruth Lopez, Artnews, October 2009
- "Clare E. Rojas," Susuan Snodgrass, Art in America, October 2009
- Clare Rojas Hope Springs Eternal, exhibition catalog, Rose Museum of Art, Waltham, MA, 2007
- "Blue Deer and Red Fox", written and illustrated by Clare E. Rojas, Museum Het Domein, 2007
- "Female Fairy Tales," Margaret Hawkins, Chicago Sun-Times, November 4, 2005
- SubUrban: Clare Rojas, exhibition catalogue, Dana Slef, Knoxville Museum of Art, TN 2005
- Art Part II: Dazzle Dogs, exhibition catalogue, Lizabeth Oliveria Gallery, Los Angeles, 2005
- Table Turner, exhibition catalogue, Deitch Projects, New York, 2004
- "Call Them Dazzle Dogs", Art Nelson, L.A. Weekly, March 18-24, 2005, pg. 34
- "Art in Review: Clare Rojas at Deitch Projects", Roberta Smith, The New York Times, December 10, 2004
- "Arts and Craft: Clarity", Eric Nakamura, Giant Robot Magazine, Issue 32, The Beholders, 2004, pp. 32-35
- "One From the Heart: Welcome to the World of Clare E. Rojas", Kimberly Chun, SF Bay Guardian, Sept. 17, 2003, pg.56
- Outerspace Hillbilly, catalogue with Leif Goldberg, Barry McGee, Clare Rojas and Andrew Jeffrey Wright, Luggage Store Gallery, 2003
- Review of "Maybelle Crick", Contemporary Magazine, Laura Richard Janku, December 2002 pg.79
- "Widely Unknown", Mass Appeal Magazine, Brendan Fowler, Issue 14, pgs. 30-31
- "Widely Unknown", review, The New York Times, Roberta Smith, December 14, 2001

EDUCATION

2002

M.F.A. School of the Art Institute of Chicago, Chicago, IL

1998

B.F.A., Printmaking, Rhode Island School of Design, Providence, RI

The Warfield Theatre. LLC
982 Market Street
San Francisco, CA 94102

October 13, 2013

Invest in Neighborhoods
Enhance and Activate the Public Realm Program Area
Office of Economic & Workforce Development
1 Dr. Carlton B. Goodlett Place, Room 448
San Francisco, CA 94102-4689

Dear Application Review Committee:

As an owner of The Warfield Theatre and an advocate for the enlivenment of San Francisco's mid-Market neighborhood through the arts, I am pleased to write this letter of support for 509 Cultural Center's Warfield East Wall Mural Project to commission artist Clare Rojas to create, develop and install a temporary mural on the Warfield Theatre.

Since 2003, I have worked to revitalize the mid-Market neighborhood. Even though my economic revitalization work predated the City of San Francisco's formal efforts to address this neighborhood, I am a new comer compared to the long standing deep community commitment that 509 Cultural Center has proven since launching its visual arts programs 26 years ago.

Both Co-Founders/Directors/Curators, Darryl Smith and Laurie Lazer, are well-known and well-respected in the community and I trust the community input process outlined in their proposal will be inclusive and thorough. Additionally, I trust their selection of artist Clare Rojas; Clare's imagery of everyday women and men, nature and animals to inspire harmony and balance will be a welcome addition to our neighborhood.

In conclusion, I fully support the efforts of 509 Cultural Center in seeking funding to create a large public mural that will employ public art to stimulate a multi-layered dialogue about the future of the mid-Market neighborhood.

Sincerely,

David Addington
Owner
The Warfield Theatre, LLC
ShowDogs
Machine Coffee

October 11, 2013

OSGEMEOS
51 MacDougal Street, Suite #233
New York, NY 10012

Enhance and Activate the Public Realm Program Area
Invest in Neighborhoods
Office of Economic & Workforce Development
1 Dr. Carlton B. Goodlett Place, Room 448
San Francisco, CA 94102-4689

Dear Application Review Committee:

We are writing this letter in support of the Luggage Store Gallery's (aka 509 Cultural Center's) Warfield East Wall Mural Project to commission artist Clare Rojas to create, develop and install a temporary mural on the Warfield Theatre.

In 2003, Co-Founders/Directors/Curators Darryl Smith and Laurie Lazer invited us to San Francisco for our first North American solo exhibition at the Luggage Store Gallery. Since then, we have created murals in Berlin, Lisbon, New York, Moscow, Athens, Krakow, for the Tate Modern in London, the Wynword Walls in Miami and Cultural Nova in the Netherlands.

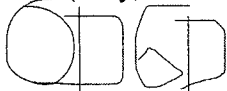
Last month, Darryl and Laurie invited us back to the Luggage Store to create two immense public murals – similar to the one proposed in this application. As always, the Luggage Store was crucial to the realization of this process and the public event unveiling the mural atop the Luggage Store Gallery was a huge success!

As internationally renowned visual artists specializing in creating large-scale murals and installations, we understand the place of public art in inspiring change and fostering a sense of pride in a community. The Luggage Store Gallery's commissioning of Clare Rojas for the Warfield East Wall Mural Project is a prime example of this.

We have known Clare for many years and believe that she is the best artist to lead this project forward as her visual aesthetic will flourish in a large-scale setting such as the exterior of the Warfield Theatre. Clare's inclusive process will solicit feedback from the community and offer an opportunity for neighborhood residents to become involved with her artistic process – ultimately, giving them a sense of pride in what they and Clare will create together.

In conclusion, we urge you to support this application that will create a meaningful and heartening large-scale mural in the heart of San Francisco's Mid-Market neighborhood.

Sincerely,

A stylized, handwritten signature consisting of three main elements: a circle on the left, a vertical line in the middle, and a shape resembling a stylized 'G' or 'P' on the right.

OSGEMEOS
(aka Otavio and Gustavo Pandolfo)

October 13, 2013

Elvin Padilla
The Mid-Market Arts Advisory Group
83 McAllister Street, Suite 502
San Francisco, California 94102

Enhance and Activate the Public Realm Program Area
Invest in Neighborhoods
Office of Economic & Workforce Development
1 Dr. Carlton B. Goodlett Place, Room 448
San Francisco, CA 94102-4689

Dear Application Review Committee:

As a long-time champion of the Tenderloin and Mid-Market neighborhoods and as a member of the Mid-Market Arts Advisory Group, I am thrilled to write this letter of support for 509 Cultural Center's application for capital improvements to the Walker Building (1007 & 1009 Market Street) that will improve the building's fire and life safety features including seismic structural retrofitting.

509 Cultural Center has a long-standing commitment to enhancing the lives of Tenderloin and Mid-Market residents' lives with outstanding artistic programs that authentically reflect the diversity of the neighborhoods. The organization has always authentically utilized the arts to engage the entire community while simultaneously lifting up the voices of diverse emerging artists.

Even during the Quake of '89 when the Luggage Store Annex (509 Ellis Street) was closed because of earthquake damage, Co-Founders/Directors/Curators Darryl Smith and Laurie Lazer found an alternative venue (the Luggage Store Gallery) to ensure they could continue to offer high-quality arts programs for diverse low-income artists. The activities outlined in their proposal will enhance their ability to serve these artists through the future by offering them a safe and stable venue to continue to create fantastic art.

In conclusion, I urge you to support 509 Cultural Center's application. Funding this application will only strengthen their deep commitment to this neighborhood, its residents and their ability to utilize the arts to create a more interconnected community.

Sincerely,



Elvin Padilla



1011 MARKET STREET, 2ND FLOOR, SAN FRANCISCO, CA 94103

October 11, 2013

Invest in Neighborhoods
Enhance and Activate the Public Realm Program Area
Office of Economic & Workforce Development
1 Dr. Carlton B. Goodlett Place, Room 448
San Francisco, CA 94102-4689

Dear Application Review Committee:

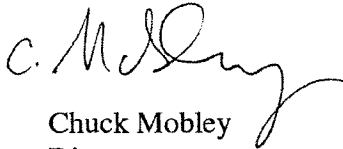
As the director of SF Camerawork, a nonprofit arts organization located next to The Luggage Store Gallery and as an 11 year resident of the Tenderloin, I am pleased to submit this letter of support for the Warfield East Wall Mural Project to commission artist Clare Rojas to create, develop and install a temporary mural on the Warfield Theatre.

Throughout my 13 year tenure at SF Camerawork, I have seen the deep commitment that The Luggage Store and its leadership have to the vibrant and diverse group of emerging visual artists living and working in Mid-Market as well as the Mid-Market and Tenderloin residents. The development of the mural proposed in their application will brighten the neighborhood and provide both a figurative and literal guardian to watch over the residents of Mid-Market as the area continues to develop.

Visual artist Clare Rojas' natural talent has been nurtured for years by the leadership of the Luggage Store Gallery, launching her into the international museums and galleries circuit. As lead artist, Rojas knows the everyday struggles that Mid-Market and Tenderloin residents face but also brings the prestige that comes with being an internationally exhibiting visual artist.

I lend my strongest support to the funding of this application. The work in which The Luggage Store and Clare Rojas are engaged is of the highest caliber and reflects only positively on the city of San Francisco. We are extraordinarily lucky to have them!

Kindest regards,

A handwritten signature in black ink, appearing to read 'C. Mobley', written in a cursive style.

Chuck Mobley
Director