

August 19, 2015

Civic Art Collection Staff Report

To: Honorable Members of the Visual Arts Committee
From: Allison Cummings, Senior Registrar, Civic Art Collection and Public Art Program
Re: Justification for the temporary removal and re-installation of *Roof Mural*, 1974 by Gerald Concha located at San Francisco General Hospital

Background: *Roof Mural*, 1974 by Gerald (Jerry) Concha, a 25 ft. x 10 ft. mosaic mural (accession number 1977.57) located on the roof of the mechanical building in courtyard 3 of San Francisco General Hospital (SFGH). The piece was commissioned along with numerous other works as art enrichment for the new medical center built in the mid-1970s. It joins three other murals on the sides of the mechanical building in a complete suite of artworks.

As discussed in the April 15, 2015 Visual Arts Committee Meeting, the roof of the mechanical building is in need of significant repair. In order to complete these repairs, the mural must be removed from the roof. Staff has developed the project plan for temporarily relocating the Jerry Concha mosaic mural while the roof work is completed.

Cultural Significance: The artist, Jerry Concha, was one of the founders of Galleria de la Raza. While less known than Carlos Loarca, Michael Rios and Manuel Villamor (the other three artists that complete the suite of murals in the mechanical room) he became a notable printmaker, working with Ernesto de Soto. All four artists were significant figures in the Chicano art and mural movement that was taking place in California in the 1970s. The Mission District was a major center of this movement, which may have influenced the selection of these artists for the SFGH commission. The roof mural is culturally significant – particularly in relation to the other three murals on the building – and three of the four artists are still active in the Bay Area (Concha, Rios, and Loarca).

Budget: Our project estimates are in a range format, to allow for contingency. The estimate for removal and re-installation is \$10,900 - \$18,320. This proposal has us storing the mural onsite at SFGH in the garden while roof work is completed. The estimate for conservation treatment once the installation is complete is \$12,500. The appraisal assigns an \$80,000 replacement value and an \$8,000 marketable cash value for the mural.

Staff Recommendation: Given the cultural significance of the roof mural, we believe preservation it is in the City's best interest. The desired solution is to proceed with the temporary removal and then re-installation of the mural versus the alternative option of deaccession and destruction. Interpreting the budget, we believe the project expense of \$30,820 (worst case scenario) is justifiable in order to preserve the asset.