

PA05.1: Mural Design Information Form

Lead Artist: Reuben Rude

MailingAddress: 66 San Juan Avenue

City: San Francisco State: CA Zip: 94112

Phone #(415) 730-3868 Fax # () _____

Email: mail@reubenrude.com

Project Coordinator: Gia Grant

Mailing Address __c/o Heartfelt 436 Cortland Ave, SF, 94110 _____

City: San Francisco State: CA Zip 94110_

Phone #415.724.1523 Fax # () _____

Email: giagrnt@yahoo.com

Sponsoring Organization: Bernal Library Art Project

Street Address : 436 Cortland Avenue San Francisco, CA 94110

City: San Francisco, CA 94110 State: CA Zip: 94110

Phone # (415) 648-1380 Fax # () _____

E-mail: info@heartfeltsf.com

Funding Source(s)____Private Donations, Community Challenge Grant Program

Proposed Site of Mural (Address/Cross Streets) :Bernal Library - corner of Cortland Ave. and Moultrie St.

Mural Title: Bernal Library Artwork- Moultrie Side

Mural Dimensions: approximately 15' x 30'

Estimated Schedule: (start and completion dates) _Anticipated to begin at the end of March, 2012 and be completed by June, 2012

Supervisor's District where proposed mural will be placed #9

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

1) Proposal (describe proposed design, site, and theme and attach a separate document if needed).

This mural is proposed to be an implementation of the consensus seeking to resolve the controversies surrounding the mural on the walls of the Bernal branch library. More on that consensus can be found at:

<http://bernalibraryartproject.blogspot.com/p/statement-of-consensus.html>

The mural incorporates the ideas of inclusion, social justice, and creativity found in the original mural, as well as a reworking and re-imagining of some images and graphic shapes found in the original mural. The aesthetic treatment of these ideas and images is new, but the themes are timeless. Please see the image at: http://www.reubenrude.com/BLAP/NEW_BLAP_1.jpg to see the new image and the images here: <http://www.precitaeyes.org/bernalheights.html> to see the original mural images.

2) Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.

The wall preparation will be done by the City and County of San Francisco, under the direction of the San Francisco Public Library. The wall will be power washed and all loose paint, dirt and grime will be removed, as well as any mold and mildew. If needed, any cracks will be repaired using a filler, approved for architectural use. The wall will then be primed with a stain blocking primer/sealer, approved for architectural use.

The mural will painted with high end Golden acrylic paints, with careful consideration to use lightfast pigments, and stay away from non-lightfast colors. The paint will be mixed with a medium designed to harden and extend the durability of the paint. the finished mural will be treated with a UV protectant coating, then a high end anti-graffiti coating.

3) List individuals and groups involved in the mural design, preparation, and implementation.

The mural design was a result of two community meeting held at the Bernal Heights Neighborhood Center and attended by over a hundred participants. Artist Reuben Rude helped to facilitate the meetings along with the 9 person Bernal Library Artwork Task force.

The preparation and implementation are being led by San Francisco Public Library building maintenance staff, Reuben Rude (artist), Gia Grant (project manager), and the Bernal Library Art Project taskforce.

Maintenance Plan

The mural will be anti-graffiti coated. The Bernal Business Alliance, which is the Cortland Ave merchants association, has agreed to take a leadership in the care of the mural should it get tagged. Several merchants and property owners will receive training in graffiti removal and store supplies so that any graffiti would be immediately removed. Library staff has also agreed to support these efforts should they be needed. Reuben Rude has agreed to touch up the mural in approximately ten years to enhance the vibrancy and longevity.

SAN FRANCISCO PUBLIC LIBRARY COMMISSION

RESOLUTION NO. 2011-04

RESOLUTION ENDORSING THE PROPOSED BERNAL HEIGHTS BRANCH LIBRARY ART PROJECT AND FORWARDING THE ENDORSEMENT TO THE SAN FRANCISCO ARTS COMMISSION FOR APPROVAL

WHEREAS, The mural on the exterior of the Bernal Heights Branch Library ("Bernal Mural") was originated by former Bernal Heights Librarian Ruth McGinnis, community activist Kate Esposito and a volunteer neighborhood group; and,

WHEREAS, Artist Arch Williams designed three mural sections and the Library Commission and the Arts Commission approved the design and painting commenced in July 1980; and,

WHEREAS, Arch Williams worked with neighborhood youth and volunteer artists to complete the project in 1982; and

WHEREAS, The current Bernal Mural consists of three separate sections on three sides of Bernal Heights Branch Library – the south side on the back of the library, the east side facing Moultrie Street, and the front side on Cortland Street; and

WHEREAS, The Bernal Heights Branch Library interior renovation was completed in 2009 as part of the Branch Library Improvement Program ("BLIP"); and,

WHEREAS, a neighborhood mediation process was initiated by Supervisor David Campos in 2009 and lead by Bernal resident Beth Roy to resolve the controversy surrounding the final resolution of the existing mural; and,

WHEREAS, a group of neighborhood stakeholders, representing all sides of the controversy met for several months to discuss the existing mural and community issues of race, class, gentrification, culture and aesthetics; and

WHEREAS, a successful mediation process lead to consensus around creating new artwork that included the following agreements: (1) to update representation of today's Bernal community, (2) to honor elements of the existing mural that hold special meaning to Bernal residents, and (3) to create new artwork that harmonized with the architectural features of the building; and,

WHEREAS, the Library Commission supports and appreciates the community mediation process and community engagement to resolve the matter regarding the exterior of the Bernal Heights Branch Library; and,

WHEREAS, a nine person committee composed of residents, business owners, and community members selected an artist team – Colette Crutcher, Precita Eyes Muralists, and Reuben Rude to work collaboratively on a design; and,

WHEREAS, the design will be commissioned in two phases with the Cortland and Moultrie Street sides to be completed as early as fall 2011; and

WHEREAS, on August 20, 2009, the Library Commission approved Resolution No. 2009-04 urging the Arts Commission to approve the restoration of the Bernal Mural on the Cortland Street side of the Bernal Heights Branch Library only, and paint over the mural sections on the east and south sides of the library; and

WHEREAS, the Library Commission endorses the Bernal Artwork (see attached) and understands that final approval on designs and locations of all artwork on public structures rests with the Arts Commission, as set forth in Charter Section 5.103; and,

WHEREAS, the Library Commission is not obligated to incur costs associated with ongoing maintenance of the Bernal Art Work;

NOW, THEREFORE, BE IT RESOLVED, that the Library Commission endorses the Bernal Heights Branch Library Artwork Project and forwards its endorsement to the San Francisco Arts Commission for approval.

Approved on: July 21, 2011.

By a vote of: 5-0

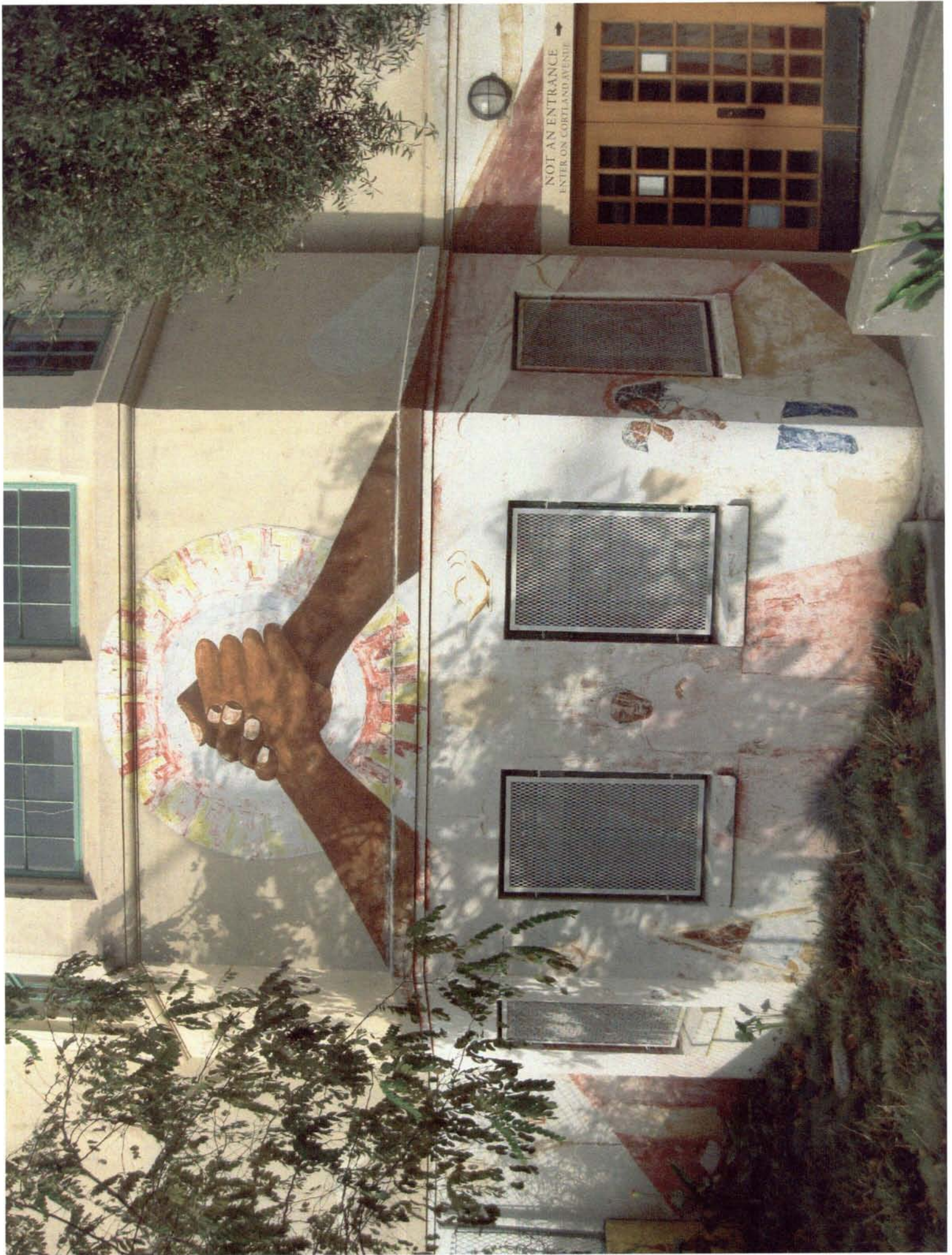
Ayes: Breyer, Gomez, Munson, Nguyen and Ono

A handwritten signature in black ink that reads "Sue Blackman". The signature is written in a cursive, flowing style.

Sue Blackman

Library Commission Secretary

Attachment: Bernal Library Artwork



Reuben Rude has worked as a painter and illustrator in and around San Francisco for over 20 years. He utilizes his expertise in drawing, painting, and digital illustration in both the creative and commercial worlds, having shown in galleries, comic books, and magazines throughout the world.

Selected Exhibitions

2011 Fabric8 Gallery , San Francisco, Ca "Secret Hippies", two-person show
2011 Thinkspace Gallery , Los Angeles, Ca "Place to Place", solo show
2010 D-Structure , San Francisco, CA "Brown Bag", group show - curated
2010 Fabric8 Gallery , San Francisco, Ca "Anniversary show", group show
2009 Fabric8 Gallery , San Francisco, Ca "Grand Opening show", group show
2009 Gallery 1988 LA , Los Angeles, Ca "American", solo show
2008 Gallery1988.San Francisco, San Francisco, CA, 4 person show
2008 Varnish Fine Art , San Francisco, CA "5 Year Anniversary", group show
2008 Grass Hut , Portland, OR "Balls Out", group show
2008 D-Structure , San Francisco, CA "Manifesto", group show
2008 Thinkspace Gallery , Los Angeles, Ca "Fight for Flight", group show
2007 Swarm Gallery , Oakland, CA "The Little Show", group show
2007 Agesong Gallery , San Francisco, CA "Heavy Hitterz", group show
2007 DVA Gallery , Chicago, IL "Picks of the Harvest: Chicago Invasion", group show
2007 Gallery 1988 San Francisco, San Francisco, CA "Paper Pushers", group show
2007 Limited Addicton Gallery, Denver, CO, "planktonrudespoons, 3 person show
2007 Windup Gallery, Mesa, AZ "The Rising", group show
2007 Gallery1988 San Francisco, San Francisco, CA "The Onset", group show
2007 Lineage Gallery, Philadelphia, PA, "Winter Faction", group show
2007 Limited Addicton Gallery, Denver, CO, "Elevation", group show
2006 Mixi-bang, Los Angeles, CA, "Circus Punks: Out of Vogue in LA", group show
2006 Varnish Fine Art, San Francisco, CA, "Life Aquatic", group show
2006 Local35, Portland, OR, "Time Bomb", group show
2006 Gallery 1988, Los Angeles, CA, "We're All Mad Here", group show
2006 ONSIX Gallery, San Francisco, CA, "Labyrinth", group show
2006 Gallery 1988, Los Angeles, CA, "Paper Pushers", group show
2006 Moshi Moshi, Portland, OR, "Descent", father and son show
2006 Gallery 1988, Los Angeles, CA, "The Storybook Series-Winnie the Pooh", group show
2006 The Front Room, Williamsburg, Brooklyn, NY, "Grand Union" group show, curated by Jordin Isip and Rodger Stevens
2005 Lucid Gallery, San Francisco, CA, "Art n Science", benefit auction
2005 Future Prospects Gallery, Cubao, Quezon City, Republic of the Philippines, "Mystery Meat", group show, curated by Jordin Isip,
2005 Toy Room Gallery, Sacramento, CA, "Exquisite Corpse", group show
2005 The Showroom NYC, New York, NY, "Circus Punks Rule NYC", group show
2005 Double Punch, San Francisco, CA, "Board the Train", group show
2005 The Showroom NYC, New York, NY, "Tag the System", group show
2005 Lineage Gallery, Burlington, VT, "Irregular Progressions", two-person show
2005 The Mark Olympia, Olympia, WA, "Slipstream", solo show
2004 Lineage Gallery, Burlington , VT, "Misdirection", group show
2004 Toy Room Gallery, Sacramento, CA, "Reuben Rude, A.J. Epstein" , two-person show
2004 National Product, San Francisco, CA, "Building Characters", solo show
2003 National Product, San Francisco, CA, "Patio Masters", two-person show

Education:

Academy of Art College - 1992
Certificate Degree in Illustration

Professional References:

1) Jason Bucky - Creative Director
2839 23rd Street
San Francisco CA 94110
415-305-3308

I have worked for Jason as a designer and illustrator for over 10 years, he is also a collector of my paintings

2) Olivia Ongpin - Gallerist/owner - Fabric8 Gallery
3318 22nd Street
San Francisco, Ca
94110
415-647-5888

I show my paintings in Fabric8, and have done numerous installations and special projects there.

3)Bill Zindel - art director, designer
429 Clayton Ave.
El Cerrito CA 94530
415-310-1180

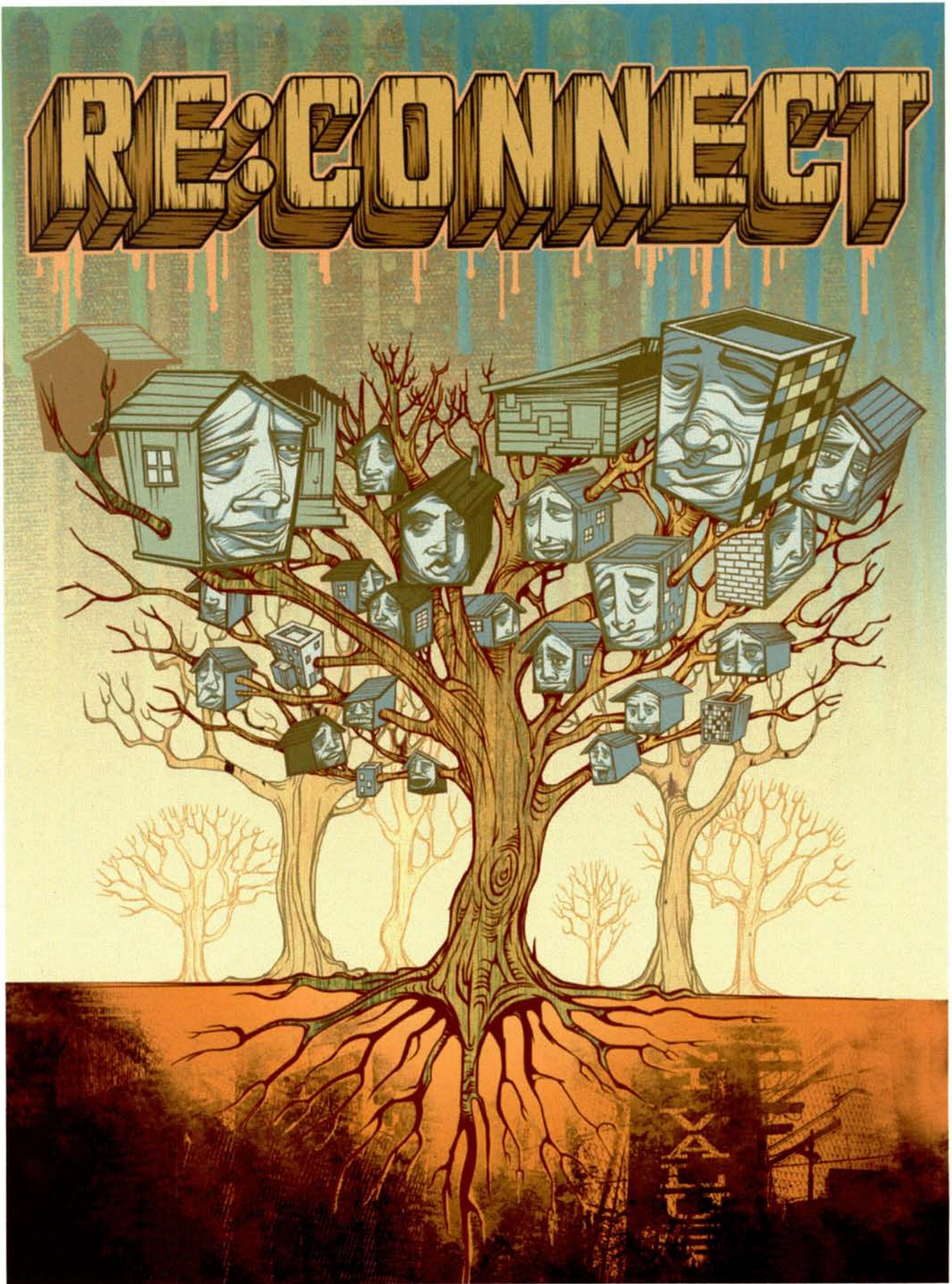
I have worked with Bill as an illustrator and designer, he is also a collector of my paintings.

Website:

www.reubenrude.com
professional illustration resume:
<http://www.reubenrude.com/contact.html>

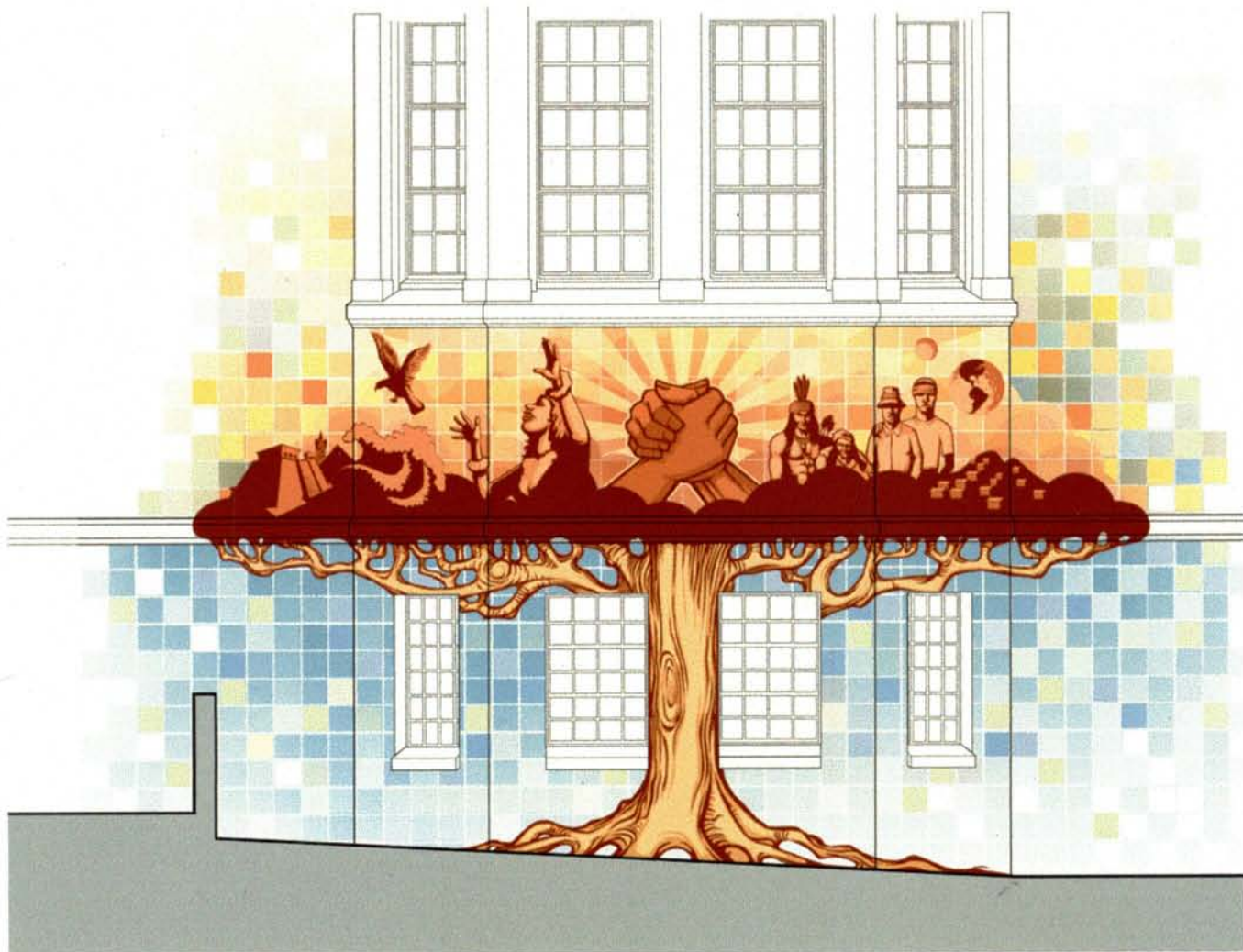


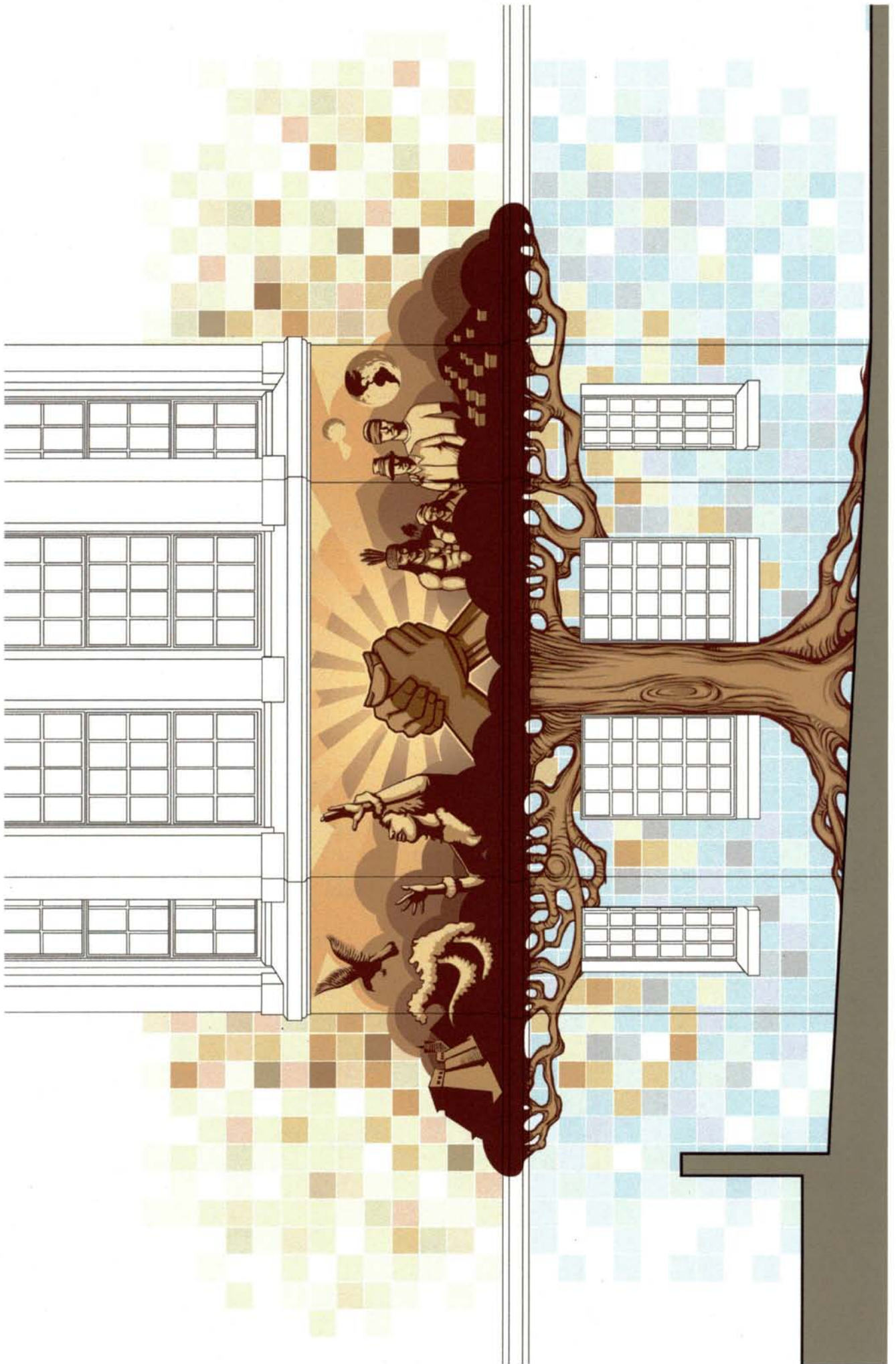


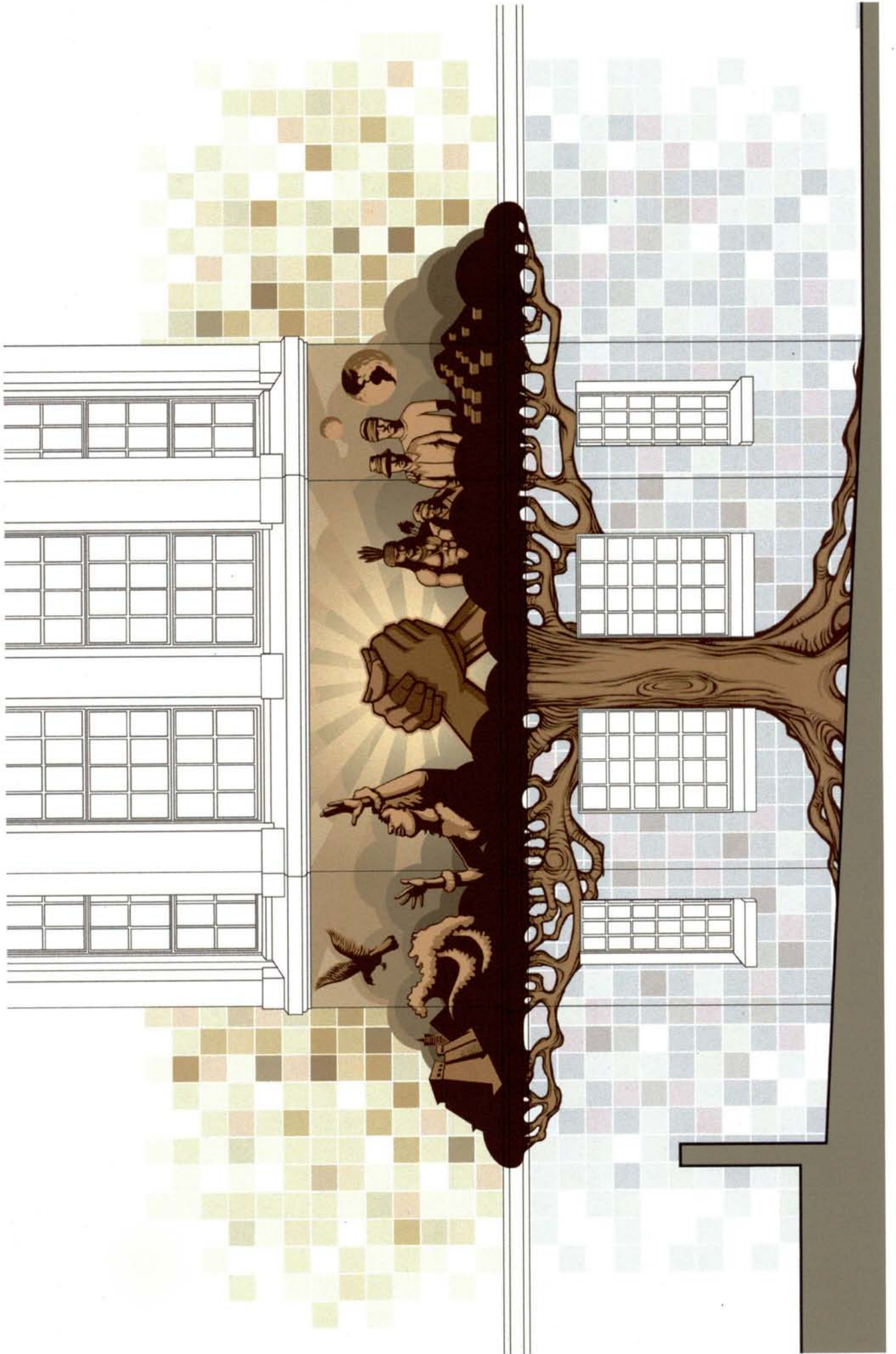


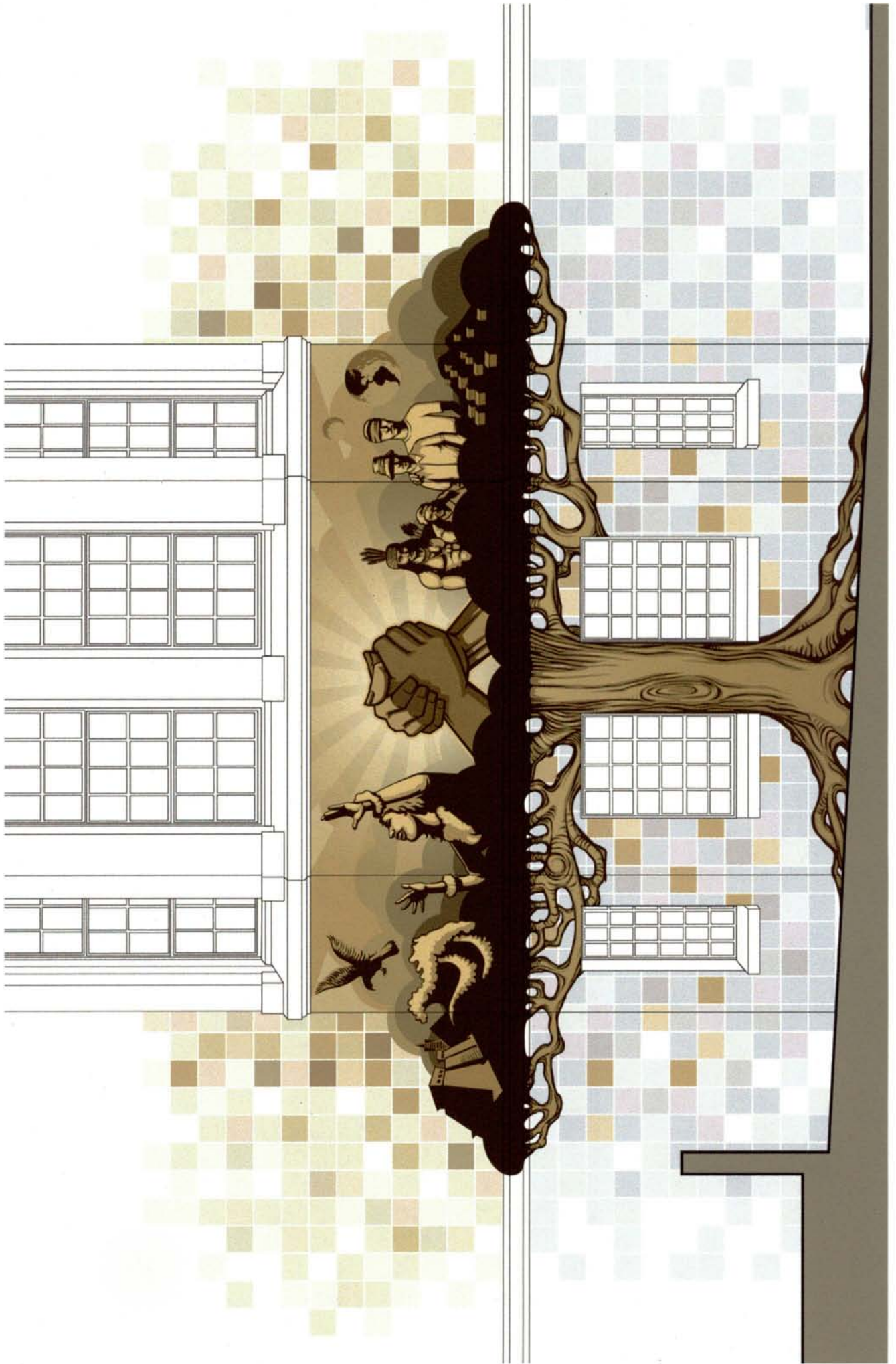


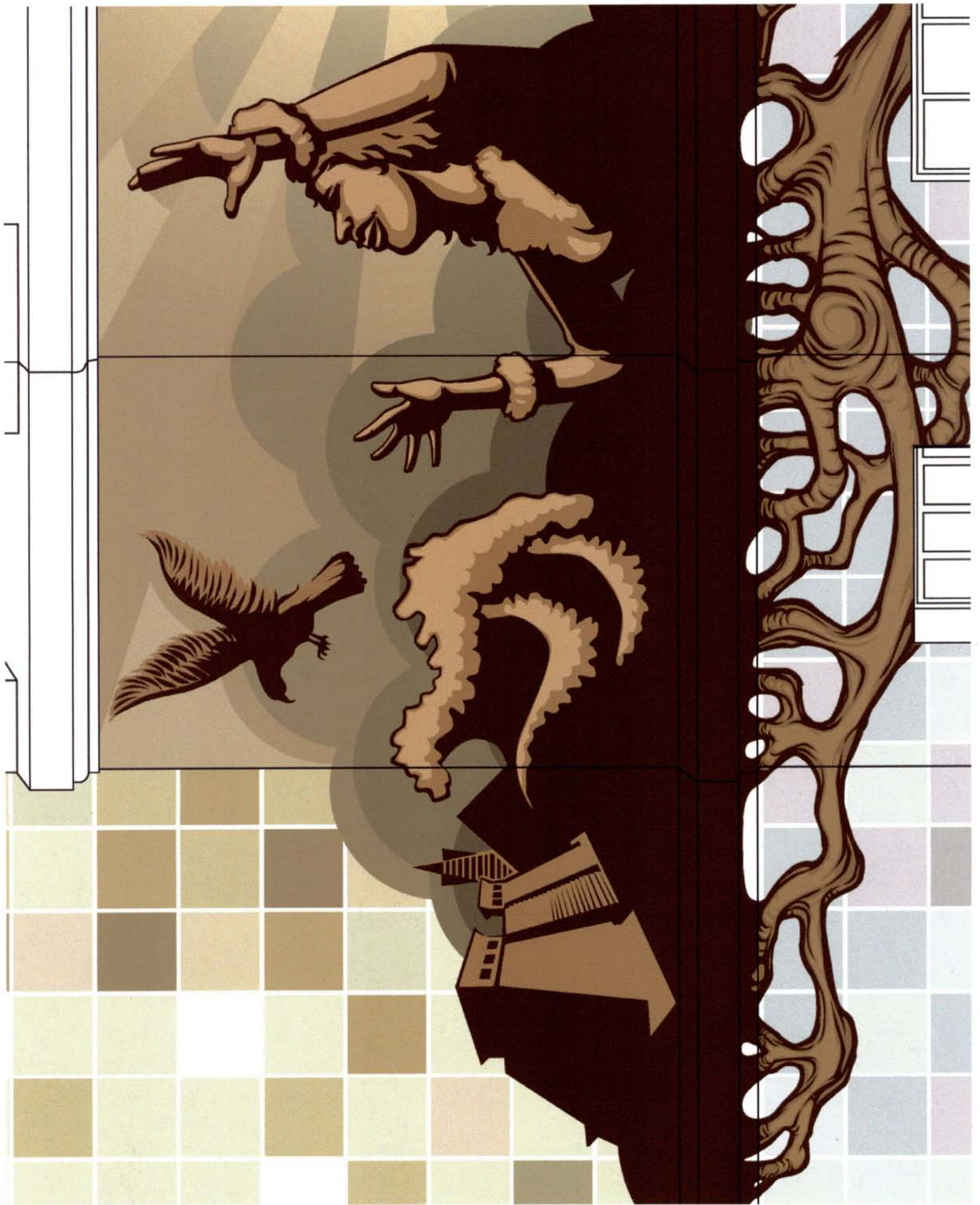
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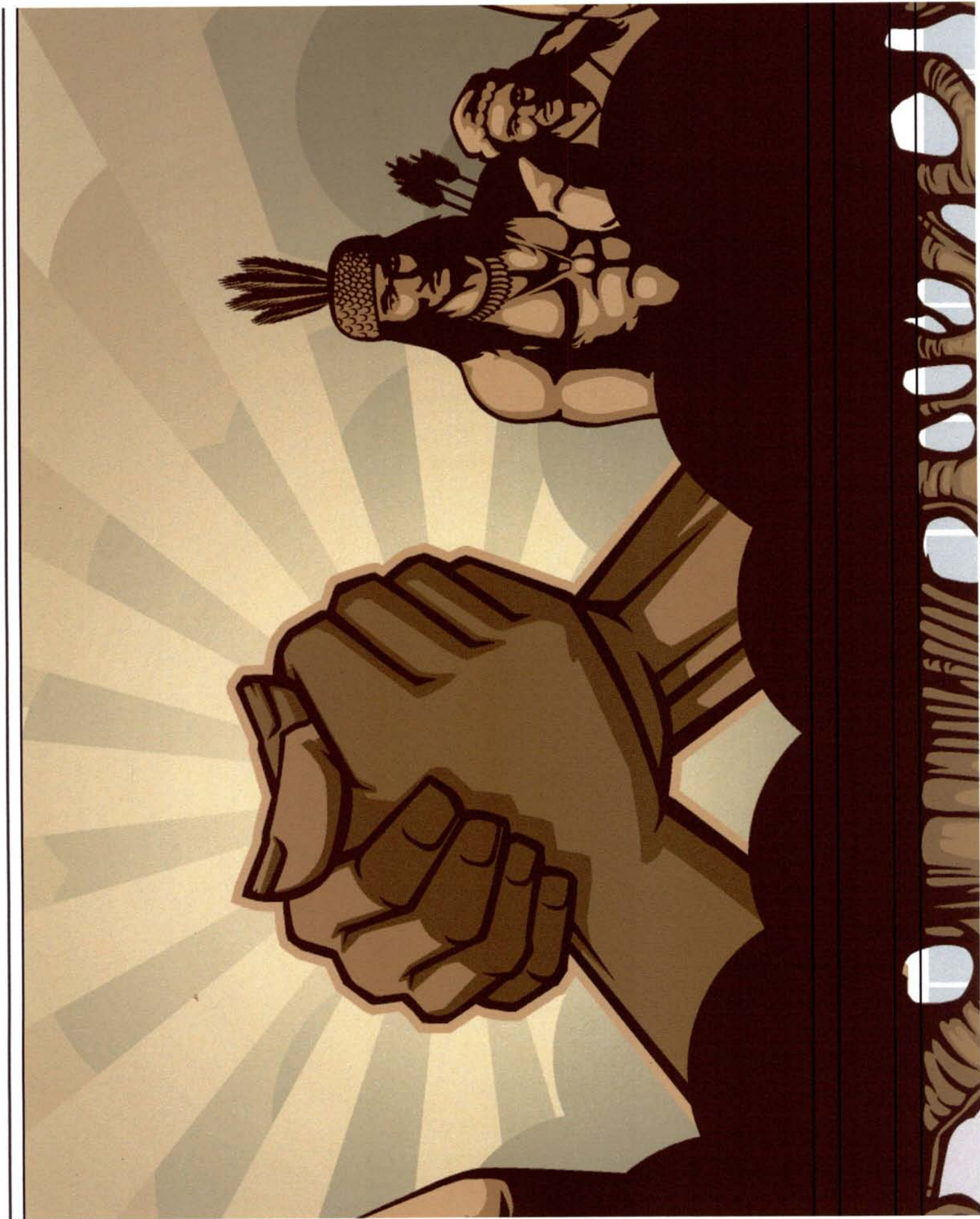


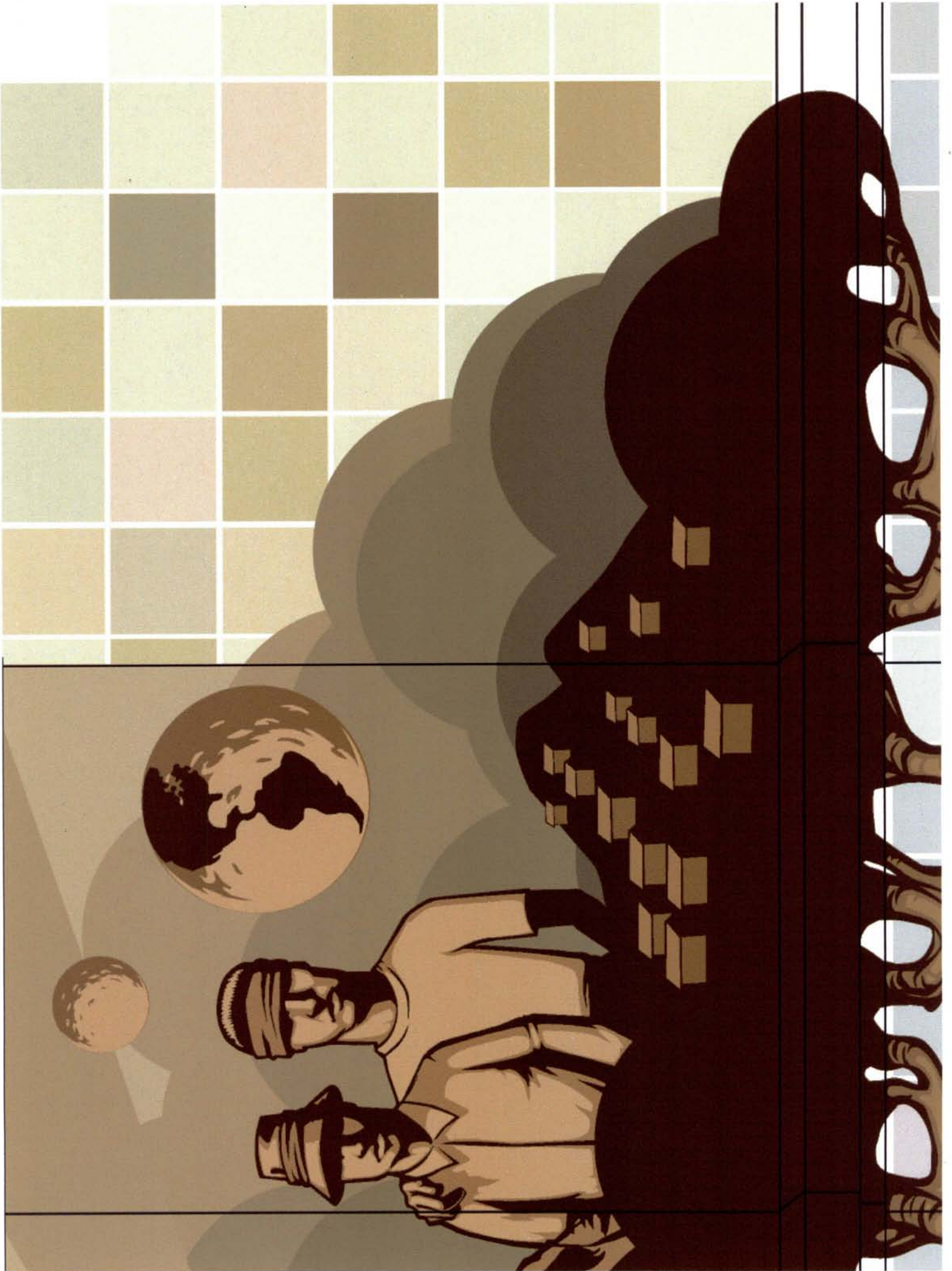












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Waiver of Proprietary Rights for Artwork Placed Upon City Property

Waiver of Proprietary Rights for Artwork Placed Upon City Property Under VARA and CAPA

Artist has designed a work of visual art [describe work]. In consideration of the City's approval of the Artist design of visual art [describe mural, medium, site, including interior location if applicable]

BERNAL LIBRARY ARTWORK - MOUTHE SIDE - PAINTED
entitled UNTITLED

("the Work") for the City artist agrees to waive and does hereby waive voluntarily all rights to attribution and integrity with respect to the Work and any and all claims as may arise under the Visual Artists Rights Act of 1990, 17 U.S.C. §§106A and 113(d) ("VARA"), the California Art Preservation Act (Cal. Civ. Code §§987 and 989) ("CAPA"), or any other local, state, foreign or international law, as currently drafted or as may be hereafter amended, that conveys the same or similar rights ("Moral Rights Laws"), with respect to the Work, its display, removal from display, exhibition, installation, conservation, storage, study, alteration and any other activities conducted by the City, its officers, employees, agents, contractors, licensees, successors or assigns. If the Work is incorporated into a building such that the Work cannot be removed from the building without physical defacement, mutilation, alternation, distortion, destruction, or other modification (collectively, "Modification") of the Work, artist waives any and all such claims under any Moral Rights Laws arising out of or against any current or future owners of the site, and its agents, officers and employees, for Modification of the Work.

The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the Work, in whole or in part, in City's sole discretion.

The City has no obligation to pursue claims against third parties for modifications or damage to the Work done without the City's authorization. However, the City may pursue claims against third parties for modifications or damage or to restore the Work if the work has been modified without the City's authorization. In the event that the City pursues such a claim, it shall notify the Artist, and Artist shall cooperate with the City's efforts to prosecute such claims.

If the City modifies the Artwork without the Artist's consent in a manner that is prejudicial to Artist's reputation, Artist retains the right to disclaim authorship of the Artwork in accordance with 17 U.S.C. § 106A (a) (2).

Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Arts Commission, 25 Van Ness Avenue, Suite 240, San Francisco, CA 94102 and to the City Agency with jurisdiction over the property:

Agency Contact and Marie Daniels
See library Resolution # 2011-04

City Agency SFAC

Address ~~25 Van Ave. Suite 345 SF, CA 94102~~

Phone Number 415-252-2588 Email card.marie.daniels@sf.gov.org

Artist understands the effect of this waiver and hereby acknowledges that Artist is surrendering the rights described herein with respect to the Work.

Artist Name: REUBEN RUBE RDN Date: 1/27/12

Address: 66 SAN JUAN AVE. SAN FRANCISCO, CA 94112

Phone: 415.730.5868 Email MAN@REUBENRUBE.COM

By: ARTS COMMISSION

Name: Carol Marie Daniels

Date: 01/27/2012

Title: Project Mgr. Civic Art Collection

Phone: 415-252-2588