## "The Conductor's Path" Mural Design, by Allison Tinati aka, "Hueman" Project Description

#### Overview

Beginning in 2016, residents from 77 Van Ness Ave, representatives of Cala (149 Fell St), the Conservatory of Music (50 Oak St), Hayes Valley Neighborhood Association (HVNA), and the Civic Center Community Benefit District (CCCBD) convened to explore ways to improve the 00-block of Hickory St, between Van Ness Ave and Franklin St. This group of community stakeholders, known as the Friends of Hickory Alley (FHA), engaged Build Public and ArtSpan, two local nonprofits, to assist with its efforts.

Drawing on successful Living Alley precedents in the Market and Octavia Area Plan, such as Linden Alley and Ivy Alley, FHA developed a multi-phased improvement plan to transform the physical character and, in turn, perception, of Hickory St from a neglected back-alley to a space cared for and watched over by residents and employees. In 2017, FHA secured a Community Challenge Grant to fund Phase 1 of its plan, consisting of overhead decorative string lighting and an extensive building façade mural.

Together, FHA, ArtSpan, and Build Public propose to install "The Conductor's Path," a single mural by Allison Tinati (aka "Hueman") that spans the rear facades of 131 Fell St, 145 Fell St, 149 Fell St, 155 Fell St, and 159 Fell St.

#### Vision and Artist Selection

From the outset, FHA worked closely with ArtSpan and Build Public to develop a Creative Brief that captured its vision for a mural that reflects the creative and artistic spirit of Hayes Valley and Civic Center.

ArtSpan issued a Call to Artists amongst its network for two and half months, receiving 65 proposals in all. After ArtSpan culled the original pool down, FHA reviewed 10 finalists and ultimately selected Hueman's proposal. FHA felt that it best exemplified what the group set out to achieve — a mural that illustrates the feeling of music that could easily span multiple buildings with east, west, and south-facing facades.

FHA subsequently met with Hueman multiple times to discuss the project and give feedback. This feedback has been incorporated into the final proposal included in this application.

See the SFAC Application Questionnaire for more information about the artist and the artistic concept.

#### **Funding**

The mural will be funded by a Community Challenge Grant, which has been approved conditionally upon approval of artwork by the Visual Art Committee. The mural will be the first step in transforming the perception of the alley into one that is cared for and watched over.

Upon approval of the artwork, FHA will engage with a lighting designer and electrical engineer to design an overhead lighting scheme that complements the mural, in addition to providing enhanced lighting for the alley to improve safety.

#### Maintenance Plan

See the SFAC Application Questionnaire for more information about the long-term maintenance plan.

#### **Technical Specifications & Installation**

The mural will span the south-facing facades of four adjacent buildings (131 Fell St, 145 Fell St, 149 Fell St, 155 Fell St, and 159 Fell St). The mural will also extend onto the east and west-facing facades of 145 Fell St. Collectively, this surface area is 6,330 sf. Detailed measurements for each individual building are included within the application.

See the SFAC Application Questionnaire for more information about the design, preparation, and implementation.

#### Participating Property Owners

The property owners of 131 Fell St, 145 Fell St, 149 Fell St, 155 Fell St, and 159 Fell St have all signed the following agreements, as required by the SF Arts Commission and Community Challenge Grant program:

- SF Arts Commission Waiver of Proprietary Rights for Artwork Placed Upon Private Property under VARA and CAPA
- Community Challenge Grant Appendix F Forms of Owner's Waiver and Authorization and Artist's Rights Waiver of the Arts Grant Agreement

Copies of these signed agreements have been included for reference.

#### Friends of Hickory Alley

The Friends of Hickory Alley (FHA) Steering Committee consists of the following members:

- Bob Anderson 77 Van Ness resident and HVNA Board Member
- Susan McConkey Conservatory of Music, Vice President of Strategic Initiatives & Civic Center CBD Board Member
- Emma Rosenbush Cala Restaurant
- Melinda Techler 77 Van Ness resident

Upon approval of the mural artwork, FHA will initiate the process to become a fiscally sponsored entity under the SF Parks Alliance "Park Partners" program. This will enable the group to function as a more formal, representative entity, capable of initiating future alley improvements beyond the scope of the Living Alleys grant as well as fundraising campaigns.

#### Community Engagement

From the outset, the Hickory Living Alley Project, including the mural, has been driven by a core group of community stakeholders, known collectively as the Friends of Hickory Alley (FHA). FHA reached out to Build Public for assistance in guiding the overall process of preparing a grant application. Build Public has worked closely with FHA to ensure that any improvements are representative of common interests of those who live and work on the block.

To inform project design, FHA and Build Public met with numerous stakeholders to identify shared concerns and potential improvement ideas for Hickory. A series of one-on-one conversations and four public meetings with property owners and businesses on the block quickly made clear the desire to make the alley cleaner, safer and more inviting. The shared enthusiasm for the project was captured in letters of support from 28 stakeholders for the original grant application (all of which have been included in this application for reference).

1) Proposal (Describes proposed design, site, and theme.)

#### "The Conductor's Path" Mural Design, by Allison Tinati aka, "Hueman"

I am proposing a mural design that will span the rear facades of 131 Fell Street through 159 Fell Street in Hickory Alley, including the east and west facades of 145 Fell Street. The design will unify the alley, using one compelling image across multiple building facades. The objective is to create a bold, colorful impact that will draw passers-by from the sidewalks on Franklin & Van Ness with eye-catching artwork that is visible from multiple vantage points. The design relates to the neighborhood's identity as an art and music corridor and will reflect the rich tradition of music and performance art in the neighborhood. The theme celebrates the cultural contributions of the nearby art institutions: SF Jazz, SF Opera, SF Ballet, SF Symphony, New Conservatory Theater Center, Conservatory of Music, Rickshaw Stop, and SFAC Main Gallery.

The concept of this mural plays with the idea of "synesthesia", the ability to see music in shapes and colors, and to feel it through other senses. I myself often wonder what music looks like, and when creating my art, I am interested in sensory mixing of audio, visual, sound, colors and movement. In the studio, I'm an action painter creating gestural abstraction. I paint along to music, and whether it is intentional or not, my body reacts to different points in a song, and my motions are very performative. My arms create dramatic swoops during the crescendo, sharp flicks on the high peaks, and lulls during low points. When I hear the music, it gets carried through my body and arrives onto the canvas. It's at this point of the process where my work is most pure, as I'm going off of raw emotion, color, and sound. I sometimes like to call it a "spray ballet." I let the gestures inform the direction that the piece is going to take. I see a connection between the way that my body moves while painting to the way that a conductor uses different movements to express the beat.

On the tallest building (145 Fell) I will paint a pair of conductor's hands, both on the east and west facades. When seen from either side, the iconic imagery will help to draw viewers into the alley. Ribbons of color mimicking the path of a conductor's baton will sweep across the face of multiple buildings, reaching a high point at the top of the highest building. The pattern is based on movements I've made on a smaller scale in my studio, as well as a simple pattern that a conductor might use in a song.

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

BEHR paint with primer will be used to prime the wall white. A combination of BEHR latex paint and Montana 94 spray paint will be used to execute the mural design. After mural completion, the wall will be coated with Mural Shield, followed by an application of World's Best Graffiti Coating.

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

The Artist Allison Tinati, painting under the moniker 'Hueman', has developed the concept and design. She and assistant Joshua Torneros will be priming the walls. Hueman will then lead a team of 4 assistants (TBD), all of whom have worked with Allison in the past, to execute the mural design, over the span of two weeks maximum. ArtSpan's artist volunteers will help with priming and any basic painting needs.

4.) Maintenance Plan (including parties responsible for maintenance and graffiti abatement)

Following the completion of the painting, the finalized mural will be sealed with a protective coating by the artist, her team, and ArtSpan artist volunteers. Surface-level graffiti abatement will be provided by the Civic Center Community Benefit District (the "CCCBD"). Any permanent damage or defacement of the image that requires the artist's hand for touch-up will be the responsibility of the artist for the period of 10 years per SFAC requirements for murals receiving public funding.



HICKORY ALLEY FINAL RENDERINGS | MARCH 2018

by Hueman|HuemanNature.com

## Hickory Alley Mural - "The Conductor's Path"

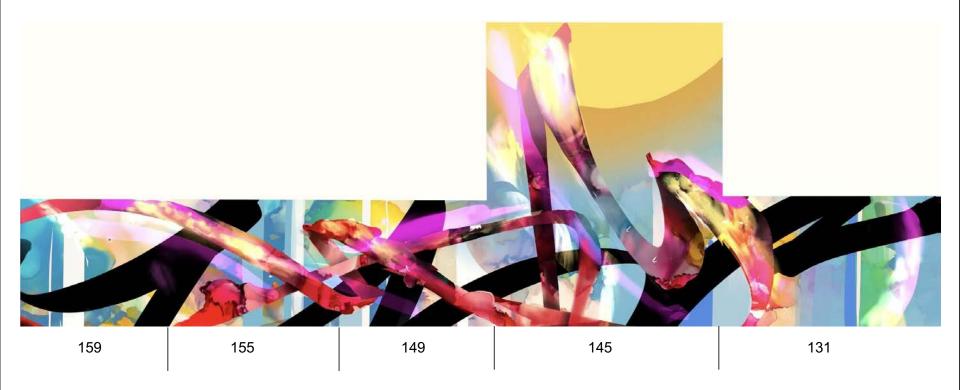
Building/Mural Design Measurements:

```
131 Fell Street: 700 sq ft (20x35) (Vacant)
```

- 145 Fell Street South façade: 2,200 sq ft (55x40) (Residential)
- 145 Fell Street East façade: 875 sq ft (35x25)
- 145 Fell Street West façade: 875 sq ft (35x25)
- 149 Fell Street: 560 sq ft (20x28) (Cala Restaurant)
- 155 Fell Street: 560 sq ft (20x28) (Rickshaw Stop)
- 159 Fell Street: 560 sq ft (20x28) (French American School)

Total square footage: 6,330

### 131 – 159 FELL STREET







East West

## 145 FELL ST

Two hands on the east and west facades





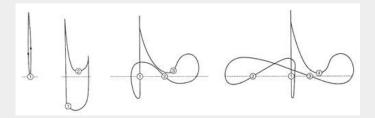
#### MURAL CONCEPT

What does music feel like?

Ioften wonder, what music looks like. When Ipaint in the studio, I'm an action painter creating gestural abstraction. I paint along to music, and whether its intentional or not, my body reacts to different points in a song, and my motions are very performative. My arms create dramatic swoops during the crescendo, sharp flicks on the high peaks, and lulls during low points. When I hear the music, it gets carried through my body and arrives onto the canvas. It's at this point of the process where my work is most pure, as I'm going off of raw emotion, color, and sound. Isometimes like to call it a spray ballet. Ilet the gestures inform the direction that the piece is going to take. I see a connection between the way my body moves while painting, to the way a conductor uses different movements to express the beat.

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## MURAL CONCEPT

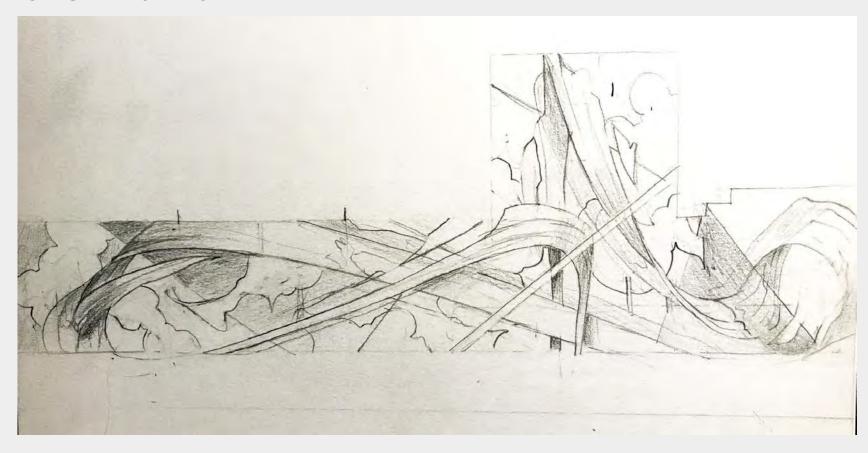


Sweeping gestures similar to the path of a conductor's baton



View a short clip of my "spray ballet": https://www.instagram.com/p/Bbx8gBDFWWL/

## ORIGINAL SKETCH



#### Allison "Hueman" Tinati, visual artist

Oakland, CA

#### **EDUCATION**

University of California, Los Angeles B.F.A. Design | Media Arts (2008)

#### **SOLO EXHIBITIONS**

2017 Hyperlimbo, Merry Karnowsky Gallery, Los Angeles

2015 Just One Moment, Mirus Gallery, San Francisco, CA

2014 Between the Lines, Project Gallery, Hollywood, CA

2013 Ritual, Think Tank Gallery, Los Angeles, CA

2012 Hueman Nature, Design Matters Gallery, Los Angeles CA

2011 Streams of Subconsciousness, Hold Up Art Gallery, Los Angeles CA

2009 Face Value, Cowboys & Angels Salon & Gallery, San Francisco CA

#### SELECTED GROUP EXHIBITIONS

2017

Fioritura, 2-woman show with Tatiana Suarez, Corey Helford Gallery, Los Angeles

2016

XX, Saatchi Gallery, London, UK Friends With Benefits, Merry Karnowsky

Gallery, Los Angeles CA

'Entry Point: Exploring the New

Contemporary Movement', Fullerton Museum

Center, Fullerton, CA

2015

Co-curator - Wander & Wayfare, Rocha Art,

San Francisco, CA

Featured artist at SCOPE Miami Beach,

Interstate Gallery, Detroit, MI

LAX / LHR Thinkspace x Stolenspace

Gallery, London, UK

Emerging Collection, Urban Nation Museum,

Berlin, Germany

Vitality and Verve, Long Beach Museum of

Art, Long Beach CA

Pow! Wow! Hawaii - Honolulu Museum of Art,

Honolulu, HI

Play.Create.Collect - Lancaster Museum &

Public Art Foundation

2014

So Far So Good, Joseph Gross Gallery, New

York, NY

Saints and Sinners, StolenSpace Gallery,

London, UK

Outsiders, CASS Contemporary, Tampa, FL

Art Collector Starter Kit Show, Corey Helford

Gallery, Los Angeles, CA

Laluzapalooza Jury Winners Show, La Luz

De Jesus Gallery, Hollywood, CA

2013

December Group Show, StolenSpace

Gallery, London, UK

Shared Secrets, Ian Ross Gallery, San

Francisco, CA

# "Hueman"

**Allison Tinati** 

**Previous Works** 



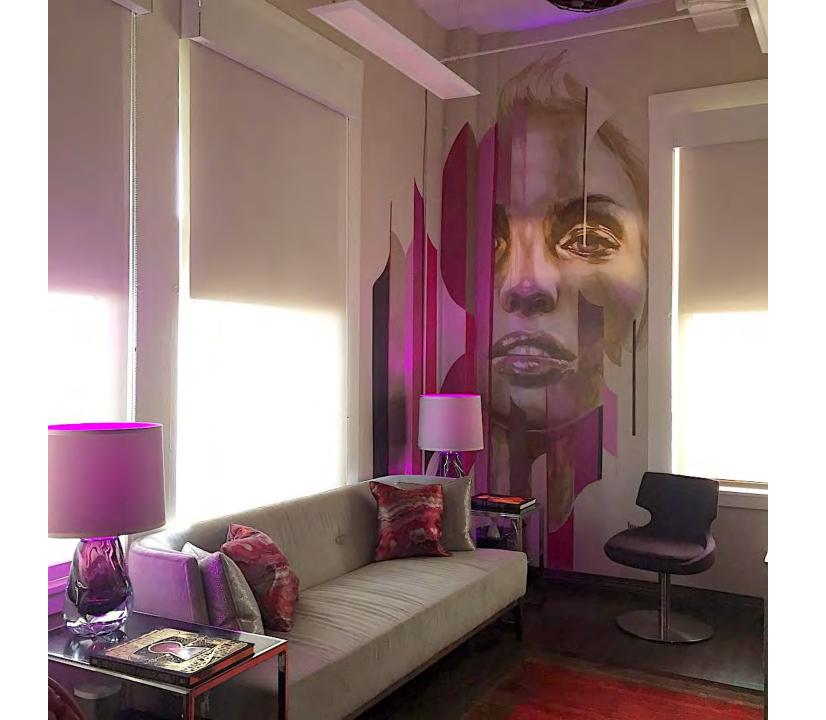


















# Hickory Alley Mural - "The Conductor's Path"

## **Building/Mural Design Measurements:**

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145 Fell Street - East façade: 875 sq ft (35x25)

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**159 Fell Street:** 560 sq ft (20x28) (French American School)

**Total square footage: 6,330** 

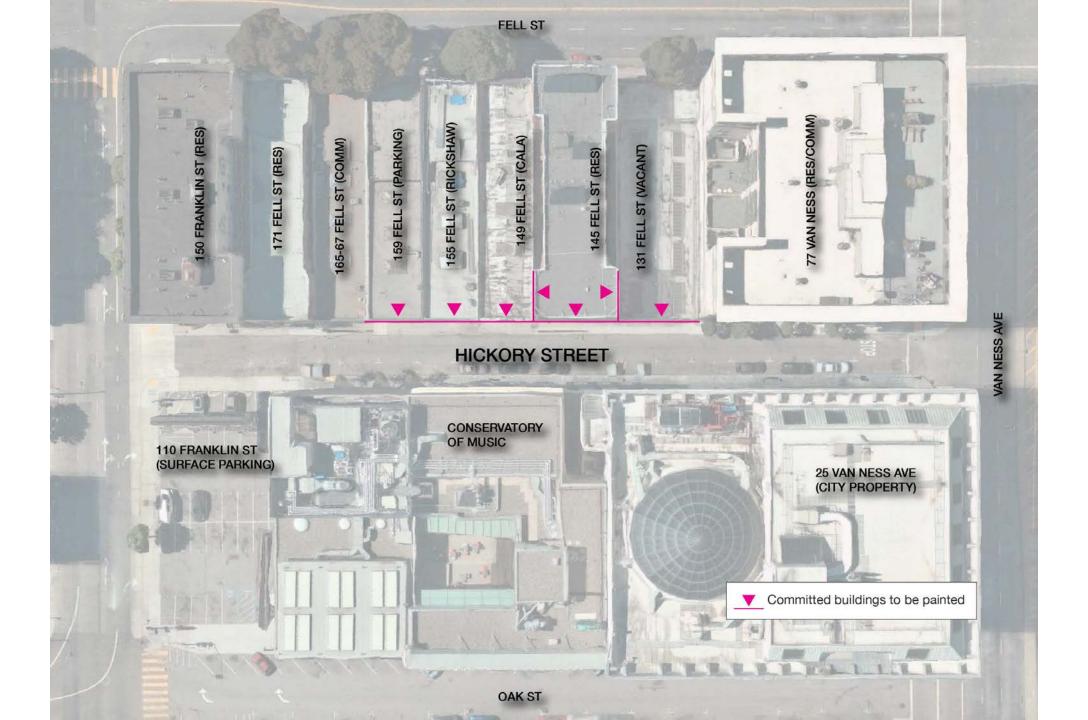














#### Twin Walls Mural Company, Chu, Elaine

#### San Francisco Arts Commission

#### StreetSmARTS Murals Pool



Submitted: Mar 13 2016 9:55PM
Tags: Navigation Center Mural

#### Resume

1. Please copy and paste your resume in the space provided. 25,000 character limit. Formatting such as bold or italicized characters will not be retained.

Elaine Chu

twinwallsmuralcompany.com

#### Education

Maryland Institute College of Art, Baltimore, MD Graduated 2004, Bachelor of Fine Arts in Painting, Minor in Art History

School of the Arts High School, San Francisco, CA Graduated 2000

Work Experience

Twin Walls Mural Company, Co- Founder, Muralist San Francisco, CA August 2013-present

Precita Eyes Mural Arts Organization, Community Muralist, Administrative Assistant San Francisco, CADecember 2009- present

Philadelphia Mural Arts Program, Muralist, Teacher San Francisco, CA Summer 2005- Summer 2006

-Assistant artist on large-scale projects.

-Teacher for after school programs with Big Picture Murals

"150 Years of Compassionate, Dedicated Service to the Community", © 2016 Precita Eyes, Directed and painted in collaboration with Yukako Ezoe and Laguna Honda Hospital. 375 Laguna Honda Blvd, San Francisco CA 94116, 5'x200', Acrylic on Stucco

"La Flor de la Vida", ©2015 Twin Walls Mural Company, Painted in collaboration with Marina- Perez- Wong, 25th Street between Valencia Street and Bartlett Street, 16'x30', Acrylic on Stucco

"Recovery, Wellness and Health", ©2015 Precita Eyes, Directed and painted by Susan Cervantes, Yukako Ezoe, Elaine Chu and assisted by Suaro Cervantes in collaboration with the SFGH Psychiatric Dept staff and patients. (3) 10'x 15', San Francisco General Hospital, SF CA, Acrylic on Stucco

SFPL Pop Up Project, ©2013 Precita Eyes, Painted in collaboration with Yukako Ezoe and SFPL, Faithful Fools



#### Twin Walls Mural Company, Chu, Elaine

Ministry and the Tenderloin Community. 100 Larkin St, SF CA. 3 5'x9' Acrylic Tyvek instant murals and Acrylic on a vinyl pop up canopy structure 10'x10'.

"Koi, La Mision", ©2013 Twin Walls Mural Company, Painted in collaboration with Marina Perez-Wong, 24th Street and Potrero Streets, 16'x50', Acrylic on Stucco

"Celebrating our Richmond- Past and Present", ©2013 Precita Eyes, Directed by Elaine Chu and Yukako Ezoe in collaboration with the Argonne Elementary School, staff, parents, and 88 3rd grade students. 680 18th St, SF CA 25'x53', Acrylic on Stucco.

"Pages of Knowledge", © 2013 Precita Eyes, Directed by Susan Cervantes with Dan Machiarrini, Suaro Cervantes, Marina Perez-Wong, Elaine Chu and Missy Ablin. Bernal Heights Library, SF CA.

"The Past, Present and Future", ©2011 Precita Eyes Muralists, Painted in collaboration with Marina Perez-Wong. Saint Francis Memorial Hospital, 900 Hyde St, San Francisco, CA

"100 Years of Serving Youth", 2010, Chinatown YMCA, San Francisco, CA -Assistant Muralist for lead artist Susan Cervantes and Precita Eyes Muralists

"Celebrando Nuestra Communidad", 2006, 5th and Somerset, Philadelphia, PA

-Assistant Muralist for lead artist Jason Slowik and the Philadelphia Mural Arts Program.

"Urban Horseman Mural", 2005, 322 West Montgomery Ave, Philadelphia, PA

-Assistant Muralist for lead artist Jason Slowik and the Philadelphia Mural Arts Program.

Marina J. Perez-Wong

#### Education:

BFA in Painting and Drawing, California College of Arts and Crafts 2004 Rhode Island School of Design Fellowship 1999

#### Exhibitions:

Left Coast California Political Art, James Gallery, CUNY2014
Treasure Island, Solo show, Treasure Island2013
Two Years Here, Incline Gallery, San Francisco2013
El Tecolote Newspaper Benefit, 111 Minna Gallery, San Francisco2012
Meridian Gallery, Precita Eyes Benefit, San Francisco2012
Wonderland Art Gallery, Precita Eyes Benefit, San Francisco2011
Precita Eyes Benefit, SOMArts Gallery, San Francisco2009
Children with AIDS Benefit, 111 Minna Gallery, San Francisco2009
Flash Gallery, Group exhibition, San Francisco 2007
Philippines, Mexico, and California, Collaboration with Megan Wilson2007
Solo Show, California College of Arts and Crafts, Oakland CA.2004
A New Generation, Mission Cultural Center for Latino Arts, San Francisco 2002
Solo Mujeres, Mission Cultural Center for Latino Arts, San Francisco 2002
California College of Arts and Crafts, Solo Show, San Francisco 2001
Meridian Gallery, San Francisco 2000 and 2001

#### Awards and Honors:

Precita Eyes Community Center Mural Award2004
Precita Eyes Mural Award with Meridian Gallery2001
Meridian Gallery Youth Arts Festival Award2000
Highest Achievement Award, San Francisco School of the Arts2000
Portfolio Merit Book Award, Rhode Island School of Design2000

#### Work Experience:

Groundswell Community Mural Arts ProgramPresent



## Twin Walls Mural Company, Chu, Elaine

Co- Founded Twin Walls Mural Art Company, San Francisco2013 Muralist/ Mural arts Instructor, Precita Eyes Mural Arts Center 2007-2015 Street Artist Instructor, San Francisco Arts Commission 2010-2011 Bee Cave Riding Center Summer Artist Instructor, Austin Texas2008 Artist Assistant, Amy Berk 2004-2007 Volunteer, Mural Painter, Homies and Eric Spie Norberg2007 Artist Assistant, Megan Wilson 2006-2007 Volunteer, Mural Painter, The Oakland Museum 2007 Assistant Painter, Miranda Bergman and Susan Green 2006 Art Instructor, Montalvo Arts Center Mural Instructor/ Painter, Ambrose Community Center Volunteer, Artist Assistant, Annie E. Casey Foundation 2005 2002 Volunteer, Painter, The Friends Association 2001 Intern/ T.A./ Artist Instructor, Meridian Gallery 2000-2001, 2006 Mentor, CCAC Mentorship Program 2000

## Media



#### "La Flor De la Vida"

Medium: Acrylic on Stucco Dimensions: 16'x30'

Year: 2015

Location (if non-applicable write "n/a"): 3473 25th Street, San Francisco CA



#### "Koi La Mission"

Medium: Acrylic on Stucco Dimensions: 16'x50'

Year: 2013

Location (if non-applicable write "n/a"): 24th Street and Potrero Street



#### "Peacemakers"

Medium: Acrylic on Stucco Dimensions: 12'x50'

Year: 2010

Location (if non-applicable write "n/a"): Girard Street between Bacon and Burrows



#### "Celebrating our Richmond District - Past and Present"

Medium: Acrylic on Stucco Dimensions: 25'x50'

Year: 2013

Location (if non-applicable write "n/a"): 680 18th Street, San Francisco CA



#### "Seek the Unknown"

Medium: Acrylic on Panel Dimensions: 6'x16'

Year: 2015

Location (if non-applicable write "n/a"): n/a





## "Heart Song for Japan"

Medium: Acrylic on Wood Dimensions: 6'x15'

Year: 2011

Location (if non-applicable write "n/a"): Fell Street and Scott Street



## "Harlem of the West (detail)"

Medium: Acrylic on Stucco Dimensions: 12'x40'

Year: 2011

Location (if non-applicable write "n/a"): Fell and Scott Street



## "Harlem of the West (detail)"

Medium: Acrylic on Stucco Dimensions: 12'x40'

Year: 2011

Location (if non-applicable write "n/a"): Fell and Scott Streets



# "Harlem of the West (detail)"

Medium: Acrylic on Stucco Dimensions: 12'x40'

Year: 2011

Location (if non-applicable write "n/a"): Fell and Scott Streets



## "The Past, Present and Future (detail)"

Medium: Acrylic on Stucco

Dimensions: 7'x52'

Year: 2011

Location (if non-applicable write "n/a"): Saint Francis Memorial Hospital, 900 Hyde

Stree





"La Flor De la Vida"





"Koi La Mission"





"Celebrating our Richmond District - Past and Present"





"Seek the Unknown"





"Heart Song for Japan"





"Harlem of the West (detail)"





"Harlem of the West (detail)"





"Harlem of the West (detail)"

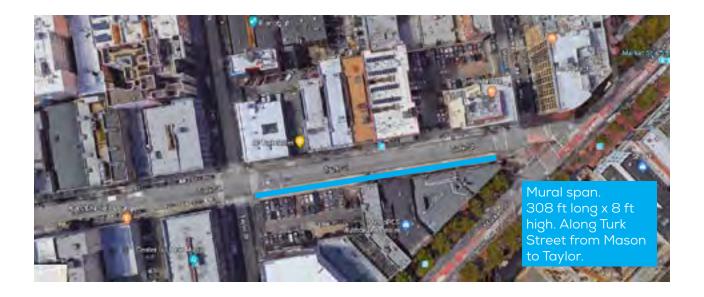




"The Past, Present and Future (detail)"











# **STAFF REPORT**

**DATE:** March 21, 2018

**TO:** Honorable Members of the Visual Arts Committee

**FROM:** Zoe Taleporos, Project Manager

**RE:** Michelle Fleck Contract Increase

Artist Michelle Fleck was approved to create a StreetSmARTS mural at 285 Bartlett Street. The mural location is on the façade of a residential building, and covers two expanses separated by the front entrance. The artist's original agreement only accounted for one half of the mural location. Therefore, I am requesting approval to increase the artist's contract to allow her to be compensated for the full amount of work.

**Motion:** Motion to authorize the Director of Cultural Affairs to increase Michelle Fleck's contract from \$6,720 to \$13,440 (an increase of \$6,720) to produce a StreetSmARTS Mural at 285 Bartlett Street, to cover two sides of the building flanking the entryway instead of one as accounted for in the original agreement.