

Mural Design Information Form

LEAD ARTIST Ross Holzman
ADDRESS [REDACTED]
CITY San Francisco
STATE CA ZIP CODE 94141
EMAIL createpeaceproject@gmail.com PHONE 415 385 4065

PROJECT COORDINATOR Hector Lee, Assistant Principal
ADDRESS 755 Morse St.
CITY San Francisco
STATE CA ZIP CODE 94112
EMAIL [REDACTED] PHONE [REDACTED]

SPONSORING ORGANIZATION Longfellow PTA
ADDRESS 755 Morse St
CITY San Francisco
STATE CA ZIP CODE 94112
EMAIL sfiongfellowpta@googlegroups.com PHONE 415 469 4730
FUNDING SOURCES Community Challenge Grant, PEEF funds

PROPOSED SITE (address, cross street) Longfellow Elementary 755 Morse St SF 94112: the Mural will be installed along the exterior walls of Morse and Lowell Streets.

DISTRICT 11

MURAL TITLE	Longfellow Mural: Our Path to Peace
DIMENSIONS	Morse Street: 150' x 8' Lowell Street 120 x 8' x 13"
ESTIMATED SCHEDULE (start and completion dates)	September 2018 to November 2018
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	The proposal is to have a mosaic mural installed on the exterior walls of Longfellow Elementary along Morse and Lowell Street. The proposed design is one of a meandering path of what we can do to promote peace in among ourselves, in our families, in our schools, in our community and in the larger world. Student ideas and images of activities that promote peace will be part of the artists design.
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	The Mural will be made of tiles and mosaic pieces adhered to the wall by thickset mortar. It will be designed on adhesive mesh which will be attached to walls with wet mortar. While mosaics are usually not tagged by graffiti especially when the community is involved in its creation, a clear protective coat will be applied when the mosaic is completed and dry. For this mural we will be using a variety of materials including : ceramic tile, porcelain tile, glass, mirror, stone and marble
3. List individuals and groups involved in the mural design, preparation and implementation.	Ross Holzman, Artist Hector Lee, Assistant Principal & Project Coordinator Alicia Aleman, Principal Camille Baclay, Longfellow PTA, Fiscal Sponsor Longfellow Teachers and Students Longfellow Families and Volunteers Ella Reyes, President Longfellow PTA Joshua Block, Jason Serafino-Agar, Safe Routes to School at Longfellow Victoria Kopecky, Iris Garcia, Rosanne Rosenberg, Paris Raupach, Longfellow Arts Committee

Attach the following documents to this form:

1. Lead artist's resume/qualifications and examples of previous work
2. Three (3) letters of community support
3. Letter or resolution approving proposal from city department or;
4. Letter of approval from private property owner along with Property Owner Authorization Form
5. Signed Artist Waiver of Property Rights for artwork placed upon city property or;
6. Signed Artist Waiver of Proprietary Rights financed in whole or in part by city funds for artwork placed upon private property
7. Maintenance Plan (including parties responsible for maintenance)
8. Color image of design
9. One image of the proposed site and indicate mural dimensions

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Ross Holzman (Executive Director of www.createpeaceproject.org) will lead the project. Ross is an experienced arts educator with more than 10 years of experience working with tens of thousands of youth. He is duly qualified to lead the execution of the mural as he has created more than 15 large-scale murals in schools across the San Francisco Bay Area, and the world, in the past 5 years.

In the past 3 years, the Artist has led 12 large community mural projects in San Francisco Bay Area schools. More than 3,000 students have participated in these painting projects covering more than 14,000 square feet of wall space. In addition to these mural projects, Ross has led four (4) community mosaic projects, including at the entrance to a new cafe in Oakland, CA, a project at Lovonya DeJean Middle School in Richmond, CA with 250 students, staff and parents, and a school-wide mosaic with more than 500 students at Grattan Elementary School in San Francisco. The Artist's projects include:

2015 - Glen Park Elementary Mural - This was a 10-week, 1,500 sq. ft. mural painting project, involving the entire school of 360+ students and staff members, plus parents.

2015 - Chinese Immersion School Mural Project - A 10-week mural, covering 1,800 sq. ft. of wall space, including more than 450 students and staff in a school-wide collaboration.

2016 - Bret Harte Middle School Hayward - a 650 student school-wide collaboration. Every student painted at least three times on a 2,500 sq. ft. mural over 3 months.

2016/2017 - Create Peace Project was honored to partner with the Malala Fund, and be a recipient of a grant from Global Giving for \$13,500 to complete a project with more than 9,000 students from 150 schools in the United States, Kenya and India. This project was an international exchange of art and messages of peace, done in partnership with Participant Media, The Malala Fund, Students Stand #withMalala, Kenya Girls Guides in Nairobi, Kenya and Victor Tango in Mumbai, India.

2016 and 2017 - Monroe Elementary School Mural Projects - Create Peace Project led two large-scale mural projects, including the entire 550+ student body in painting 1,500 and 1,200 sq. ft. murals during each spring of 2016 and 2017.

2018 Richmond Arts and Culture Commission Grant - Middle School Mosaic Project - Create Peace Project was awarded its second Arts and Culture Commission grant to lead a large-scale mosaic project at Lovonya DeJean Middle School March 2018 with 250 students.

Artist Biography:

Ross Holzman (lead artist) is the founder and executive director of the Create Peace Project. A passionate and prolific artist himself, Ross loves facilitating collaborative arts experiences and empowering positive feelings through the creative process. Ross is a published author, accomplished public speaker, and arts facilitator; having led more than 150 Peace Exchange workshops, 30 Banners for Peace and more than 20 community murals. Ross has personally worked with more than 25,000 children in schools across the U.S., Uganda, India, Nepal and Ghana since 2009.

Jael Lafemina, Lead Consultant and Mosaic Artist: (assistant to the artist) Jael is a master stonemason and mosaic artist with more than 25 years of experience creating beautiful mosaics and doing stone masonry work in homes around the United States. Since 1992 he has been designing and building landscapes, mosaics and stone masonry work on high-end homes. Jael has a Bachelor of Arts from the University of Vermont and currently has clients in Colorado, Utah, Idaho, Oregon, California, Massachusetts and Hawaii.

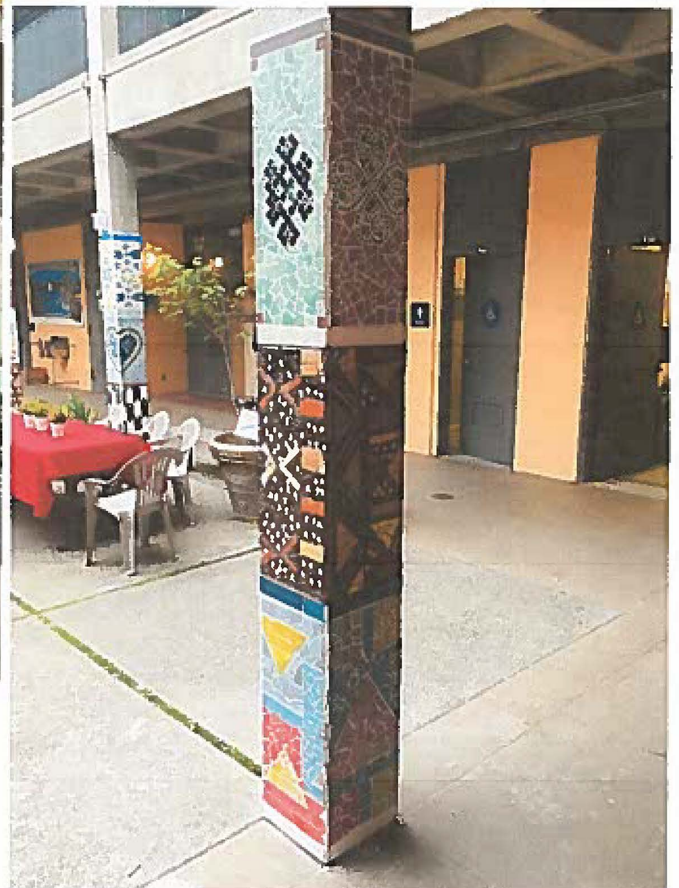
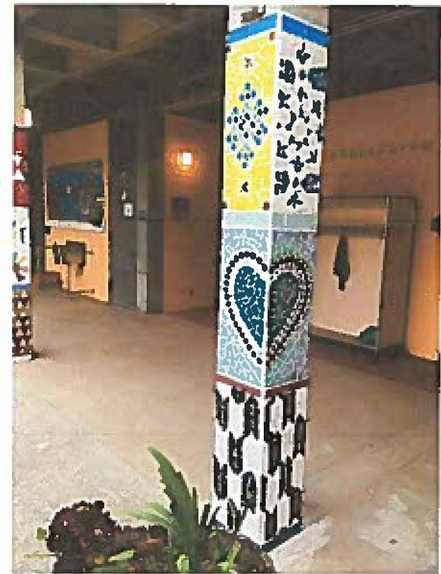
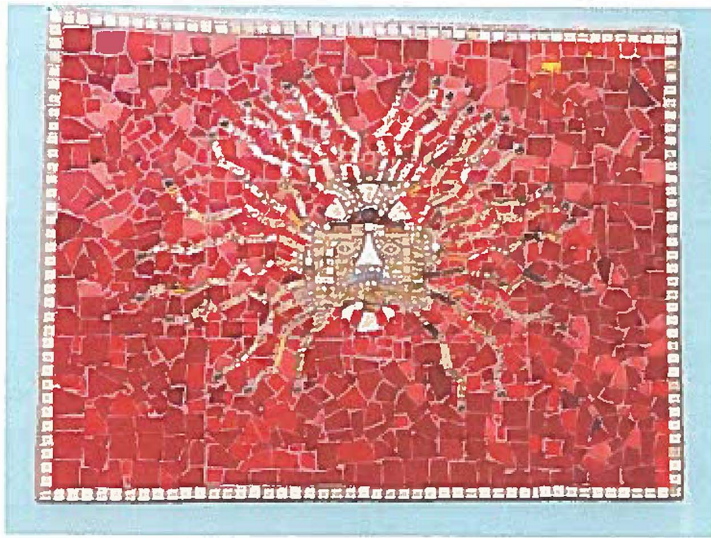
Laurie Marshall, (assistant to the artist) Arts Facilitator, is an international leader in empowering young people to have a positive impact on negative settings. A certified art and social studies teacher with 35 years in mostly underserved communities, she has inspired students through project-based learning and arts integration in the US, Bosnia-Herzegovina, Ghana, Uganda and Brazil.

Izabella Tschig, (assistant to the artist) Arts Facilitator, is passionate about our capacity as humans to use our hearts, bodies and minds to create, to heal and to play. Iza studied art and design at Chelsea College of Art, London College of Communication, and Parsons School of Design, NYC as well as enjoying an enriching personal and professional career in theater, film and music making.

Examples of Previous Work by Ross Holzman:



**Rays of Love, 2018 : Richmond, CA – created with more than 200 community members
Funded by a grant from the Richmond Arts and Culture Commission.**



4 photos show a portion of the school-wide mosaic created with 350 students at Grattan Elementary School, May 2018



**Heart of Richmond
2016**
Community collaboration
with 250 residents
Funded by a grant from the
Richmond Arts and Culture
Commission.



Apple Tree of Life, 2018 Monroe Elementary School, painted with 200+ K-2nd graders.



Heroes Mural, Montera Middle School, Oakland – 250 students participated. 2016

Member, Board of Supervisors
District 11



City and County of San Francisco

AHSHA SAFAÍ

February 5, 2018

Lanita Henriquez
Community Challenge Grant
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 453
San Francisco, CA 94102

Dear Lanita:

I am writing this letter in support of Longfellow Elementary's Community Challenge Grant application to install a mural along the large retaining wall near the schoolyard entry.

Longfellow Elementary serves over 550 students, whose families live in the surrounding Cayuga Terrace and Outer Mission Neighborhoods. As a parent, advocate, and Supervisor for a district where access to public art is limited, I fully support Longfellow Elementary's application. The mural installation will allow the children and their families to become the artists. The design process will involve the PTA, afterschool programs, local neighborhood groups and school families, building community in the process.

Over the years there has been very little public investment in this part of the Outer Mission. The timing of this mural project couldn't be better. The Alice Chalmers playground and clubhouse shares a fence with Longfellow Elementary is being renovated for the first time in *50 years* through the "Let's Play" initiative between San Francisco Recreation and Parks and San Francisco Parks Alliance. Improvements to the public realm play a vital role in sharing and expressing pride in one's own neighborhood because positive change happens at the local level, engaging each person at every age level in a meaningful way, this project will achieve that outcome.

Sincerely,

A handwritten signature in black ink, appearing to read "Ahsha Safai".

Ahsha Safai
District 11 Supervisor



everychild.onevoice.®

Longfellow Elementary School

755 Morse Street, San Francisco CA 94112

February 5, 2018

Community Challenge Grant Program
Division of the City Administrator's Office
City Hall, Room 362
One Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

To the Grant Advisory Council:

This letter is on behalf of Longfellow PTA in support of the Longfellow Art Committee's proposal to the Community Challenge Grant for a grant to help fund the Community Mural Project at Longfellow Elementary School. We strongly support this grant application and the focus on making Longfellow School a better place for students, their families and the neighborhood.

Through this letter, we acknowledge specific roles and responsibilities we will fulfill in this partnership. In the event this proposal is funded, we would expect our role in the Community Mural Project to include:

- Engaging school community members, (students, families, staff and neighbors) throughout the planning and creative process.
- Help coordinate groups

We look forward to working with you to help beautify our school and neighborhood.

Sincerely,

Marti Maes
Secretary
Longfellow PTA

January 26, 2018

To Whom It May Concern:

I wish to express my support for the proposed peace mural project at Longfellow Elementary. As a member of the staff here for more than seven years and a core member of our Union Building Committee, I come to work every day knowing that I am part of a community of loving, caring, committed, hard-working individuals.

Longfellow is a diverse school, comprised of a majority-minority population of Asian, Latino and Filipino students, ranging from newcomer to native born. I think it particularly commendable that though it is not easy, we are still able to form a cohesive community of care-givers, teachers and learners.

The challenge and opportunity to create our own peace mural, I know, will be embraced by the Longfellow family. It will be with great pride that we present to the greater community on our exterior walls an enduring symbol of our school.

Sincerely,

A handwritten signature in black ink that reads "Wayne Chubin". The signature is written in a cursive style with a long horizontal flourish at the end.

Wayne Chubin,
Technology Integration Specialist,
Union Building Committee Representative,
Longfellow Elementary



Longfellow School

755 Morse Street – San Francisco, CA 94112

February 5, 2018

Community Challenge Grant Program
Division of the City Administrator's Office
City Hall, Room 362
One Dr. Carlton B. Goodlet Place
San Francisco, CA 94102

Dear Grant Advisory Council:

This letter is on behalf of Safe Routes to School at Longfellow. I am a parent of a 4th grader at Longfellow and have been the Parent Liaison for this program for the past 4 years as well as on the PTA Executive Board. I am in support of Longfellow's Art Committee's grant proposal to the Community Challenge Grant to help with the school mural at Longfellow School.

I feel this community mural would help the students and the neighborhood feel more connected. Our weekly safe route walks to school could include a mural stop and discussion. The walls that have been designated, at Morse and Lowell Streets, are the 2 drop off and pick up points and would be seen by all Longfellow families as well as pedestrians and commuters in the area.

Sincerely,

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

Joshua Block

January 22, 2018

Dear Community Challenge Grant Staff:

As a nearby resident, parent at Longfellow Elementary School and member of our weekly Safe Routes to School Walking School Bus group I strongly support this grant application for a mosaic mural on Morse St. My 7 year old who attends Longfellow has always noticed the large amount of garbage and litter on our streets. I believe that one of the root causes for this litter is a feeling that our residents have that their neighborhood does not belong to them. During our Walking School Bus group we regularly do garbage cleanups on the way to school and it's amazing to see how empowered and invested the children while picking up garbage. They are very literally improving, beautifying and taking ownership of their neighborhood. I think a mural on the school's Morse St. wall, which is prone to garbage dumping and graffiti would be another, more permanent source of this pride and ownership. Such a mural could be another statement that says, we care about and respect our neighborhood, our learning at our school, and ourselves - so you should too- respect this place! Because of this, I support this project and I hope that there is the capacity to fund it.

Sincerely,



Jason Serafino-Agar



January 27, 2018

Dear Team of Create Peace Project

I am writing to you as a former Longfellow PTA President, Excelsior Collaborative Member, Co-Founder of Excelsior Works but more importantly I started the Waking School Bus with the help of Jason.

The community needs help in beautification and I think a mural will provide not just beauty but also pride. Kids need a joyful experience on their way to school and what better way then a mural to show them how beautiful the world can be if they make it that way.

I am in support of full funding for this project. Thank you in advance!

Jacque Zapata-Chavez
San Francisco Unified School District
Safe Routes to Schools, Program Coordinator/Community Organizer
gograen@sfusd.edu
sfsaferoutes.org



Longfellow Elementary
755 Morse Street
San Francisco, CA 94121
Phone: 469-4730 Fax: 469-4068

August 10, 2018

Ross Holzman
P. O. Box 411253
San Francisco CA 94141

To Ross Holzman:

This is a letter of Consent to allow you, in conjunction with students and volunteers at Longfellow to complete a mural on the exterior walls of Longfellow Elementary along Morse and Lowell Street based on a design approved by the Longfellow Arts Committee.

Sincerely,

A handwritten signature in blue ink, appearing to read "Alicia Aleman", written over a large, stylized blue circular mark.

Alicia Aleman,
Principal



Facilities Department
San Francisco Unified School District
135 Van Ness Avenue
San Francisco, CA 94102

January 25, 2018

To whom it may concern:

The San Francisco Unified School District (the property owner) hereby grants provisional permission to Hector Lee, Assistant Principal of Longfellow ES and Create Peace Project to create a mural for the school. The District is in support of this project to move forward.

Mr. Lee is applying for a Community Challenge Grant for the design and installation of the Mural at Longfellow Elementary. The grant requires the District's permission as a part of the application submission.

The District will review the final design and image of the mural prior to giving the final approval for installation.

Please feel free to contact Elizabeth Lee of my staff at (415) 241-6090 should you have any questions.

Sincerely,

A handwritten signature in cursive script that reads "Yonko Radonov".

Yonko Radonov
Interim Chief Facilities Officer



Site photos and map

The mural would take up the southwest wall along Lowell and Morse Street.



Morse Street looking west



Morse Street looking east



Lowell Street looking north



Lowell Street looking south

This Longfellow Community Mural is a full wall mosaic mural that will be located along the exterior walls of Longfellow elementary along the corner of Morse (150' x 8') and Lowell (120' x 8' x 13").

5-year Maintenance Plan

Mosaics require little to no maintenance, and rarely get tagged. However, **Create Peace Project** will train staff at Longfellow Elementary throughout the project to handle small repairs when a small piece of the mosaic fails. In instances where more significant support is needed, a **Create Peace Project** staff member will be available and will work together with the school to address any issues. SFUSD Building & Grounds staff indicated they will contribute to its maintenance. **Create Peace Project** will take responsibility for maintaining the artwork for a period of 5 years from the mural's completion.

10-year Maintenance Plan

Create Peace Project will maintain the artwork for a period of 10 years from the mural's completion. In addition, **Create Peace Project** will ensure Longfellow staff are equipped to handle small issues, and have a staff person available for more significant repairs.