



Approval Checklist for proposed Public Art Project and Mural Reviews:

- Signed letter or resolution approving the proposed artwork from the property owner or city department with jurisdiction over the proposed site, including any additional requirements.
- Completed Design Information Form (page 2-3 of this document)
- Lead artist's resume/qualifications and examples of previous work.
- Color image of artwork design, including any proposed text and exact dimensions.
- One image of the proposed site; indicate the exact location of the proposed artwork on the proposed location. Please include dimensions and address.
- Three (3) letters of community support for the project, e.g. letters of support from neighborhood associations, neighborhood petitions, individuals and businesses etc.
- Signed Artist Waiver of Proprietary Rights for Artwork (see two options below)
*required for each artist involved in project
 - A. to be Placed on **City Property** (page 6-7 of this document)
OR;
 - B. to be Placed on **Private Property** (page 8-9 of this document)

Digital submissions of the required checklist are preferred via email, in **one combined .pdf document, under 25mb**. Mail to: alyssa.m.torres@sfgov.org

OR you may submit a hard copy by mail or dropped off at the offices of the Arts Commission. Please note, postmark dates will not be considered as the submission date:

San Francisco Arts Commission
Attn: Alyssa M. Torres
410 Van Ness, Suite 325
San Francisco, CA 94102



Artwork/Mural Design Information Form

Lead Artist(s): Carlos Gonzalez

Proposed Site Artwork (Full Address with Cross Streets):

681 Florida and Bryant Streets

District #: 9

*Supervisor’s Districts, where proposed mural will be placed can be found at:
<http://propertymap.sfplanning.org/?name=sffind>

Artwork Title: El Son de la Mision

Artwork Dimensions: 3 panels, 16.9 x 14.3 wide, 16.9 x 15 wide, 16.9 x 14.3 wide

Estimated Schedule: Start: 3/ 1 /22 Completion: 5 / 1/ 22

*Requests for approval should be received 90 days prior to actual implementation of the mural.

Funding Source(s) for mural, please list all:

Mission Economic Development Agency

Project Contact Information

ARTIST(S): Carlos Gonzalez

Artist Full Name: same

Address: 721 Second Avenue, San Bruno, CA 94066

Email: cgonzalezmurals@gmail.com

Phone: 415-571-7114

Project Coordinator (if different than artist):

Full Name: _____

Address: _____

Email: _____

Phone: _____

Sponsoring Organization (if any):

Organization: Precita Eyes Muralists Association, Inc. _____

Contact Name: Susan Cervantes _____

Address: 2981 24th Street, San Francisco, CA 94110 _____

Email: susan@precitaeyes.org _____

Phone: 415-285-2287 _____

Questions 1-4

*Attach a separate document if needed for the following questions:

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

The art depicts colorful Victorians jamming to a salsa beat among the protest signs that signal our community's fighting spirit for Affordable Housing, Civil Rights, and Justice. The design will be a Triptych Mural with each outer section complimenting the centerpiece, reflecting the musical and cultural aspects of the Mission District such as Carnaval SF and Dia De Los Muertos.

2) Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment. Materials include acrylic primer and highly acrylic paint on stucco, transfer will be projected on to the wall, and Sheercoat protective coating at completion.

3) List individuals and groups involved in the mural design, preparation, and implementation. Lead Artists Carlos Gonzalez, Assistant Artist, Pablo Ruiz. Designed by the lead artist who will coordinate all the preparation and implementation.

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

MEDA will monitor the mural during its life at Casa Adelante and will contact the artist at their discretion to discuss any maintenance issues .

**681 FLORIDA HOUSING
ASSOCIATES, L.P.**

December 14, 2021

RE: 681 Florida Wall C Murals Art Letter of Support

Dear SFAC Visual Arts Committee:

As owners of the property at 681 Florida Street, we write to you today in enthusiastic support of the proposed artwork for Wall C, designed by artist Carlos "Kookie" Gonzalez. Kookie's proposal was selected by MEDA and TNDC following a rigorous RFP selection process. As a Mission local with strong ties to the community, he stood out to us as an artist who is committed to representing the culture and history of the neighborhood in his work. Kookie experienced the movements, political activism, art, and music from the 1960s and onward and his rich experiences influenced his art, including the designs for 681 Florida. He has refined his designs through two owner reviews and two rounds of community engagement.

Please contact our project team at 681florida@medasf.org with any questions.

Thank you,

DocuSigned by:


D17082A7495E45A...
Katie Lamont
Senior Director of Housing Development
Tenderloin Neighborhood Development Corporation

DocuSigned by:


02428762BB875467
Karoleen Feng
Director of Community Real Estate
Mission Economic Development Agency

201 EDDY STREET
SAN FRANCISCO, CA
94102

PH: (415) 776-2151
FAX: (415) 776-3952

Carlos “Kookie” Gonzalez

I was born and raised in San Francisco’s Barrio, the Mission District where I attended St. Charles Elementary, Horace Mann Jr High and graduated from Mission High. At 62 years of age, I feel blessed to have experienced the movements, political activism, art and music from the 60’s through the present and throughout life I developed my own style of painting. I don’t have a name for it, but I think it's *Funky*.

My father, Carlos Sr., was the first to note my ability to draw. My parents were hard working immigrants and could not afford to send me to art school. But, throughout elementary school, he required me to have a drawing for him (instead of homework) every day. My daily drawings varied in subject matter from sports figures, nudes, cars and musicians. Upon submitting the drawings to my dad, I was permitted to go out and play. I chose to run the streets with my neighborhood click at Folsom Park. I eventually became the gang’s scribe, where I learned the intricacies of Calo, Plaka, and Cholo writing. I would do Roll Calls in spray paint upon the walls of our territory and embellish with cartoonish characters of cholos, skeletons or the UFW thunderbird. (A “roll call” consists of the name of the gang, followed by the names of the homies present for that particular event). Eventually, I got caught by police throwing up Plakas and was sent to juvenile court. During my probationary period I foolishly vandalized the newly opened Mission Cultural Center. At that time MCC was a cavernous, empty building with beautiful walls to paint on. One of its founders, Carlos Cordova, caught me in the act and gave me an ultimatum. He said that he would not report me to the court, knowing a violation would send me into custody. Instead he made me take art classes at the Mission Cultural Center. Little did I know, this event would be a turning point in my life.

After graduating from Mission highschool I somehow found myself at San Francisco State University as an EOP student, majoring in Ethnic Studies in 1983. As a student, I reconnected with Carlos Cordova who was a tenured Professor of La Raza Studies. He commissioned me to do a small mural for extra credit in a class I was failing. He truly believed in me, and I’m eternally grateful. I supported myself through college by working as a community advocate and organizer with the *Real Alternatives Program (RAP)*. RAP’s main demographic was high risk gang youth in the Mission and we started doing outreach work by doing mural projects in the neighborhood. Simultaneously, I was being mentored by renowned muralists; Ray Patlan, Mike Rios, and Chuy Campusano, who were employed by RAP to lead these mural projects. I assisted them on each project. As a result we completed five murals including the Folsom Park mural in 1981 and the RAP school murals. The purpose of these mural projects was to recruit high risk boys and girls and teach them the value of community service and organizing through art. Many of these youth went on to graduate highschool and attend college. This was also an art education for me where I learned the mechanics of mural painting.

After acquiring my Ethnic Studies degree in 1991, I became a Probation Officer in the place I dreaded as a young man, the Juvenile Court System. I retired to SF State in 1994 to paint the Cesar Chavez Mural on the Associated Students Building. During my tenure as a PO, I was able to lead community murals with probationers and “at risk” youth while connecting them with the community agencies that I benefited from in my youth. Most notably, we painted the Cesar Chavez Mural at 24th & York St (aka: “Y tu, y yo, y Cesar”) in 1995 and the Juvenile Court mural titled “Education is Liberation” in 2014.

After retiring in May 2015, I painted the Chata Gutierrez Mural at 24th & South Van Ness in collaboration with Precita Eyes and Urban Youth Artists. At present, I’m happily retired and living the dream as an artist.



“Keeping the peace in Centro America,”
PLACA MURAL PROJECT, Balmy Alley, 1984



“Y Tu, Y Yo, Y Cesar,” 24th and York Street
San Francisco 1995,



“Island Girl,” Kitava Restaurant Mural
16th and Mission Street SF CA, 2020



“Taqueria Nuevo Mar,” Mural
Ocean Ave, SF CA, 2020



“La Phoenix Vive!” Mural
For Casa Adelante,
1950 Mission St. SF CA 2021

“El Son de la Mission”

The art depicts colorful Victorians jamming to a salsa beat among the protest signs that signal our community’s fighting spirit for Affordable Housing, Civil Rights, and Justice. The design will be a Triptych Mural with each outer section complimenting the centerpiece, reflecting the musical and cultural aspects of the Mission District such as Carnaval SF and Dia De Los Muertos.

PUBLIC ART ON EXTERIOR ENVELOPE

PAINTED ART MURAL TO BE ON STUCCO SURFACE ONLY





“El Son de la Mission”
History of Mission District Political Movements.



“El Corazón de la Misión”
carnival represents multicultural heart of the Mission District



“Block Party in The Mission.”
Dia de los Muertos is a tradition celebrated every year on November 2nd where our ancestors come to visit the living.

December 22, 2021

To whom it may concern,

I am writing this letter of support for Artist, Carlos "Kookie" Gonzalez and highly recommend him for the mural project at 681 Florida St.

I've known Carlos for over 40 years as a community muralist and musician. From his days as a Youth Outreach Organizer on mural projects with high risk youth at The Real Alternatives Program (RAP) and throughout his career as a Juvenile Probation Officer at the Youth Guidance Center, he has always made himself available to art projects in the Mission District. He designed the Carnaval SF poster for 2017.

Based on our experience together, I highly recommend Carlos for this project at 681 Florida St.

Roberto Hernandez
Executive Director
Carnaval SF
(415)987-0577

1/2/22

To whom it may concern,

I'm writing this letter in support of Carlos Gonzalez in his efforts to paint a mural at Casa Adelante/681 Florida St.

I've known Carlos since 1982. We painted several portable murals in the summers of 1982, '83 and '84 with gang youth for the Real Alternative Program, a youth advocacy and outreach program.

I also had the pleasure of co-authoring the Santana Mural aka: "Inspire to Aspire" in 1986/87 with Carlos. Since that time, Carlos has gone forward in his artistic career to paint numerous community, commercial and privately commissioned murals.

Carlos is a very talented and experienced muralist who will do great work for this project. He has my full support.

Mike Rios
Artist
(415)823-7592

12/10/2021

To whom it may concern,

It is with my highest recommendation that I write this letter in behalf of Artist, Carlos Gonzalez. I have known Carlos over twenty years. In 1999 I interned with Mr. Gonzalez, who was a Probation Officer at the time, in the San Francisco Juvenile Probation Department. I was a senior at SF State majoring in Social Work. During my tenure as an intern, I witnessed Carlos' work ethic, professionalism and dedication to the youth and families he served.

After graduation from SFSU, we kept in touch and eventually reconnected in the summers of 2018 and 2019 where I hired him to teach Mural Workshops and History of Murals to K thru 8th graders at St. Matthew's Day School in San Mateo, CA. Carlos' did such an exceptional job, we hired him for a second summer. His commitment to the kids, their parents and the program demonstrate that he is not only a great artist, but a natural educator.

Therefore, it is with great pleasure that I recommend Carlos for the mural project at 681 Florida St.

Andrea Graña
Bridge Peninsula Summer Program Director
(650)834 4171

Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, <<INSERT NAME OF ARTIST>>, has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from <<INSERT NAME OF PROPERTY OWNER>> (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type, mural, medium]:

ACRYLIC MURAL ON STUCCO

TITLE, DATE: "EL SON DE LA MISIÓN" 3/1/22

DIMENSIONS: TRYPIC 15'x15' EACH

ADDRESS/LOCATION: 661 FLORIDA ST, SF, CA 94110

As a condition of the Property Owner's approval and authorization to create the Artwork on the Property, Artist agrees to waive and does hereby waive voluntarily all rights to attribution and integrity with respect to the Artwork 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 (collectively "Moral Rights Laws"), with respect to the Artwork, its display, removal from display, exhibition, installation, conservation, storage, study, alteration and any other activities conducted by the Property Owner or any future owner of the Property. If the Artwork is incorporated into a building such that the Artwork cannot be removed from the building without physical defacement, mutilation, alternation, distortion, destruction, or other modification (collectively, "Modification") of the Artwork, Artist waives any and all such claims under any Moral Rights Laws arising out of or against any current or future owners of the Property, and its agents, officers and employees, for Modification of the Artwork.

The Property Owner, or any future owner of the Property, has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the Artwork, in whole or in part without prior notice to the Artist. However, if the Property Owner, or any future owner of the Property, 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).

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

Artist bears the sole responsibility for providing the San Francisco Arts Commission and Property Owner with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Arts Commission: 401 Van Ness Avenue, Suite 325, San Francisco, CA 94102 and to the Property Owner: <<INSERT ADDRESS FOR NOTICE>>.

PROPERTY OWNER

Property Owner: Katie Lamont, Senior Director of Housing Development
(or Authorized Agent): Tenderloin Neighborhood Development Corporation
Address: 201 Eddy Street, San Francisco, CA 94102

Email: klamont@TNDC.org
Phone: _____

SIGNATURE:

DocuSigned by:
Katie Lamont
D17682A7495E45A...

DATE:

12/17/2021

ARTIST

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

Artist: Carlos Gonzalez
Address: 721 Second Ave
SAN BRUNO, CA 94066
Email: cgonzalezmurals@gmail.com
Phone: (415) 571-7114
SIGNATURE: Carlos Gonzalez
DATE: 11/9/21

For more information regarding VARA and CAPA:

<http://www.sfartscommission.org/our-role-impact/about-commission/policies-guidelines/visual-artists-rights-act>

<http://www.sfartscommission.org/our-role-impact/about-commission/policies-guidelines/california-art-preservation-act>