



Mural Design Information Form

LEAD ARTIST KSENIYA MAKAROVA
ADDRESS 740 ANDERSON STREET
CITY/STATE/ZIP SAN FRANCISCO, CA 94110
EMAIL KSENIYA.MAKAROVA@GMAIL.COM PHONE (650) 504-6125

PROJECT PORTOLA BLOSSOMS, 2019 (MURAL)

COORDINATOR LIA SMITH
ADDRESS 639 BURROWS STREET, SAN FRANCISCO, CA 94134
EMAIL LJSMITH@CCSF.EDU PHONE: (415) 467-6381

SPONSORING ORGANIZATION: PORTOLA NEIGHBORHOOD ASSOCIATION
PROPOSED SITE: 2600 SAN BRUNO AVENUE (CROSS STREET: BURROWS)
DISTRICT: 9
MURAL TITLE: PORTOLA BLOSSOMS, 2019
DIMENSIONS: 20' x 30'

ESTIMATED SCHEDULE: MAY 15 - JUNE 30, 2020, WEATHER PERMITTING

1. "PORTOLA BLOSSOMS" REFERENCES THE GREENHOUSES THIS *FLOWER DISTRICT* IS HISTORICALLY KNOWN FOR. THE ABSTRACT DESIGN DEPICTING THE LANDSCAPE, GREENHOUSES, AND FLOWERS CELEBRATES THE NATURAL BEAUTY AND THE NEIGHBORHOOD'S COMMITMENT TO GREENING THEIR URBAN ENVIRONMENT. THE SITE IS THE SOUTH FACING WALL OF 2600 SAN BRUNO AVENUE.
2. AFTER WASHING, PREPPING, AND PRIMING THE WALL, NOVA COLOR ACRYLIC PAINTS WILL BE USED TO INSTALL THE MURAL. 3 COATS OF ANTI-GRAFFITTI SHEER COAT WILL BE APPLIED ON THE FINISHED MURAL.
3. KSENIYA MAKAROVA

CV Kseniya Makarova

Kseniya Makarova is versatile and creative —her professional focus is a graphic design practice serving socially conscious clients, and a teaching position at CCA. At the same time, she maintains a personal art practice in both solo (painting, printmaking, paper art, street art) and collaborative (installation, experience, theater design) capacities.

EMPLOYMENT

Principal, Kseniya.co / 05.2018-present

Independent design, illustration, and art practice. Creating impactful branding and assorted design and art work for non-profits, civic institutions, and mission-driven companies.

Instructor & Adjunct Professor, CCA / 2014-present

Create curriculum for & instruct Graphic Design Tools (BA Design Program) and Introduction to Graphic Design (Extension Program)

Senior Designer, Vanderbyl Design / 04.2017-04.2018

Focus on book and catalog design, branding, website layout, photoshoot production and art direction for clients in luxury furniture and wine industries. Also served as the in-house designer of Vanderbyl's sister company, Luna Textiles. Created all brand collateral, promotional materials, and social media content.

Creative Team Lead, Pivot Design / 12.2014-04.2017

Led a team of designers and eventually directed the West Coast office of Pivot Design, a Chicago-based branding agency. Focused on identity and branding for clients including non-profits, law, real estate, financial and pharmaceutical companies. Worked on ad campaigns, creative strategy, web content, event design, naming and messaging development. The position was a mix of senior designer and creative director-level responsibilities, with time divided evenly between designing hands-on and directing teams of creatives and outside vendors.

Senior Graphic Designer, Ingalls Design, San Francisco / 5.2010-11.2014

Started as an intern and worked up to senior designer at this small studio specializing in wine and spirits branding and packaging, book, publication, and identity design. Honed technical and aesthetic skills with an emphasis on hand-craft, visual experimentation, and image-making. Involved in every phase of the design process, from concept to production.

EXHIBITIONS, AWARDS, PUBLICATIONS

- "Three", group show, 2019; woven paper pieces
- Raining Chainsaws artist collaborative, various projects, 2016-present; helped design, build and paint assorted cardboard animal floats, costumes, and sculptures for an unsanctioned parade; wrote and designed an imagined bird-watching guide for an immersive performance; designed an "invisible map" revealed only by UV light for a hidden night event; branded a fake scientific organization with logo, uniforms, website, and collateral for performance project; and more!
- "Munifacts" guerilla public art project, 2016 / as noted in SFgate (<https://www.sfgate.com/bayarea/article/prankster-posting-fake-signs-on-Muni-munifacts-10601903.php>), Examiner (<https://www.sfexaminer.com/news/pranksters-post-silly-munifacts-posters-on-buses/>) etc

- “Better than looking at a hole in the ground”, solo street show, 2016
- Awarded Graphis Silver Award and the John Cotton Dana Award (The American Library Association’s highest honor) for the rebrand of the San Mateo County Library system. 2016
- Invited Participant, Adobe Creative Jam New Orleans, 2015
- Designs published in “Canned! Artwork of the Modern American Beer Can”, 2014
- “Take Me Away”, Group show, SFAC City Hall Gallery 2013; photography
- “Home”, Group Show, Incline Gallery, 2013; collage
- “Art from Within Bernal Heights”, Inclusions gallery, 2012; painting

E D U C A T I O N

BFA with Distinction in Graphic Design, California College of the Arts, San Francisco 2010
ELISAVA School of Design, Barcelona, Spain, 6-month design intensive 2009

PREVIOUS WORK SAMPLES



Food Truck
Designed and Illustrated for Mountain View Whisman School District, 2019

CURRENT WORK SAMPLES

Mural Sample

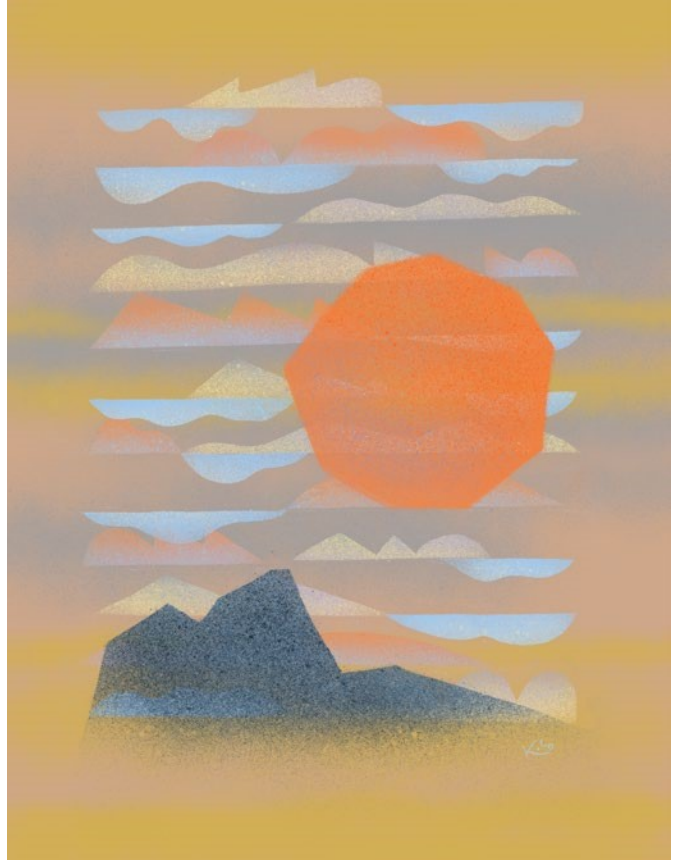
30" x 36", Acrylic on board, 2019

As part of the mural application process, I painted a small portion of the proposed mural.



Commission, "A Man and His Horse"
Gouache on paper, 12" x 19", 2019







Family
Connections
Centers

San Francisco Arts Commission
401 Van Ness Avenue, #325
San Francisco, CA 94102

Dear San Francisco Arts Commission:

I am writing in support of Phase I of the Portola Neighborhood Association (PNA) Multi-Mural Project, which comprises three art murals along San Bruno Avenue between Silver and Bacon streets: the first on the north wall of Golden State Pizza, the second on the roll-up garage door of Golden State Pizza, and the third on the south wall of Hawaiian Barbeque.

These three art murals will help beautify the San Bruno Avenue business corridor, increase neighborhood engagement and pride, and serve as deterrents against graffiti.

The PNA is a fully volunteer organization and its Arts and Beautification Committee is working effectively with business owners and community leaders. The PNA has an excellent track record of bringing projects to completion, including a \$45,000 Community Challenge Grant in 2011 , and has added great beauty in their live garden and mural installations in the Portola for over ten years.

We look forward to the future Multi-Mural phases and hope that the San Francisco Arts Commission will add their support to the PNA's work for this first phase.

Yours,

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Tina Tam
Education Director

Family Connections Centers • Portola (Headquarters)
2565 San Bruno Avenue, San Francisco, CA 94134 • 415.715.6746

Family Connections Center Excelsior
5016 Mission Street, San Francisco, CA 94112 • 415.333.3845
fccenters.org



San Francisco Public Library

Nicole Termini Germain
Branch Manager / Children's Librarian
San Francisco Public Library, Portola Branch
380 Bacon Street, SF, CA 94134
415.355.5713 // nicole.terminigermain@sfppl.org

San Francisco Arts Commission
401 Van Ness Avenue, #325
San Francisco, CA 94102

October 30, 2019

Dear San Francisco Arts Commission:

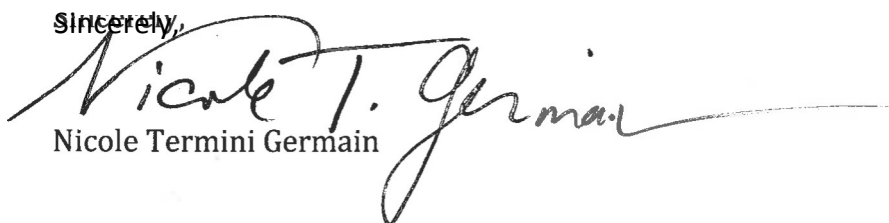
I am writing in support of Phase I of the Portola Neighborhood Association (PNA) MultiMural Project, which comprises three art murals along San Bruno Avenue between Silver and Bacon streets: the first on the north wall of Golden State Pizza, the second on the rollup garage door of Golden State Pizza, and the third on the south wall of Hawaiian Barbeque.

These three art murals will help beautify the San Bruno Avenue business corridor, increase neighborhood engagement and pride, and serve as deterrents against graffiti. Even more significant are the connections Youth may experience as a result of this civic art! Many teachers take their students on neighborhood walks for community studies. As they walk through the Portola, these murals will surely enhance their experience!

The PNA is a fully volunteer organization and its Arts and Beautification Committee is working effectively with business owners and community leaders. The PNA has an excellent track record of bringing projects to completion, including a \$45,000 Community Challenge Grant in 2011, and has added great beauty in their live garden and mural installations in the Portola for over ten years.

We look forward to the future Multi-Mural phases and hope that the San Francisco Arts Commission will add their support to the PNAs work for this first phase. These murals will bring much joy, color, and hope to the Portola!

Sincerely,



Nicole Termini Germain

San Francisco Arts Commission
401 Van Ness Avenue, #325
San Francisco, CA 94102
October 30, 2019

Dear San Francisco Arts Commission:

I am writing in support of Phase I of the Portola Neighborhood Association (PNA) Multi-Mural Project, which comprises three art murals along San Bruno Avenue between Silver and Bacon streets: the first on the north wall of Golden State Pizza, the second on the roll-up garage door of Golden State Pizza, and the third on the south wall of Hawaiian Barbeque.

There are certain challenges to being a merchant of the San Bruno Avenue corridor, crime such as vandalism and graffiti, being one of the main issues. I believe these projects will help beautify the San Bruno Avenue business corridor, increase neighborhood engagement and pride, and serve as deterrents against graffiti.

The PNA has been effective in its support of local business and its public space projects with live gardens and mural installations for over ten years. We hope that you will support their efforts in further beautifying and supporting the neighborhood.

We look forward to the future Multi-Mural phases and hope that the San Francisco Arts Commission will add their support to the PNAs work for this first phase.

Yours,

Rica Sunga-Kwan

Proprietor, Churn Urban Creamery, LLC

A handwritten signature in black ink, appearing to read 'Rica Sunga-Kwan', with a long horizontal flourish extending to the right.

Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, **Kseniya Makarova**, has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from **Sean Mitchell** (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type, mural, medium]: Painted mural on south facing wall of 2600 San Bruno Avenue, California, 94134 (Novacolor acrylic paint)

TITLE, DATE: Portola Blossoms, 2019

DIMENSIONS: 30 ft x 20 ft

ADDRESS/LOCATION: 2600 San Bruno Avenue (south facing wall into parking lot)

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: **601 Burrows Street, San Francisco, CA 94134**

PROPERTY OWNER

Property Owner: Sean Mitchell
Address: 601 Burrows Street, San Francisco, CA 94134
Email: celticglassinc@yahoo.com
Phone: (415) 264-1456

Signature: _____

Date: 11/7/19

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: Kseniya Makarova
Address: 740 Anderson Street San Francisco, CA 94110
Email: kseniya.makarova@gmail.com
Phone: (650) 504-6125

Signature: _____

Date: 11/11/19

Mural Site Agreement

This agreement is made and entered into on 2/24/20, by and between the Portola Neighborhood Association (PNA), a non-profit organization organized under the laws of the State of California, and Sean Mitchell, (hereinafter referred to as "owner") owner of property located at 2600 San Bruno Avenue, in the City of San Francisco, State of California.


1. The owner hereby agrees to allow the Portola Neighborhood Association to have a mural painted on the south wall on the building located at 2600 San Bruno Avenue, San Francisco, CA 94134
2. The mural shall be allowed to remain on the wall for a period of ten (10) years. This agreement may be extended for successive ten (10) year periods upon the written extension between the owner and the Portola Neighborhood Association prior to the end of the initial ten-year period. During the term, or any extension thereof, at such time as property is being offered for sale or lease, or the building on such property is being demolished or expanded where the mural is located, or the mural otherwise interferes with the owners use, occupancy, or control of the property, then at the owner's sole discretion the owner has the right to cancel this agreement upon six (6) months written notice to the Portola Neighborhood Association.
3. The Portola Neighborhood Association agrees that it shall provide for the execution of the mural artwork and will be responsible for any and all associated costs, including payment of fees to the artist and any necessary scaffolding, paint, and equipment necessary for the maintenance and/or removal or restoration of the mural during the term of this agreement or any extension thereof.
4. The owner agrees to provide the Portola Neighborhood Association with reasonable access to the site for such work so as not to interfere with the owner's business operations. The owner agrees that any refurbishment, repairs, maintenance or "touch-up" of the mural shall be undertaken only with the approval and under the supervision of the Portola Neighborhood Association or its designated representative from date of completion plus five years. The mural will be maintained by the Portola Neighborhood Association at its cost.
5. The Portola Neighborhood Association agrees to keep owner's property lien-free in connection with such work or project.
6. Placement of the copyrighted artwork (mural) on the site in no way entitles the owner to use the

artwork for advertising/profit making purposes, or any other publicity, except under conditions in which the artwork has been released by both the Portola Neighborhood Association and the artist.

7. This agreement represents the complete understanding between the parties with respect to the matters set forth herein. No amendment or modification of the agreement shall be valid unless evidenced in writing and executed by the parties thereto. In witness whereof, the Portola Neighborhood Association and the owner have executed this agreement on the date and year first hereinabove set forth.

Portola Neighborhood Association Representative

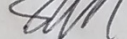
Name and Title: Alexander Holtz, Board Chair

Signature: 

Date: 2.20.2020

Building owner

Name: Sean Mitchell

Signature: 

Date: 2/25/20

Maintenance Plan:

The PNA will provide materials and time at an hourly wage of \$50 per hour, with insurance, for the original artist to remove any graffiti and/or make necessary repairs to the mural due to vandalism, or other unforeseen damage, for a period of five years. If the original artist is unavailable, the PNA will hire an artist to do the graffiti removal and/or make necessary repairs.

Color image of design photoshopped on proposed site: 20' X 30'

