

# **Ruby Throated Hummingbird Mural @ Hummingbird Farm**

## **Artwork/Mural Design Information Form**

**Lead Artist:** Eric Norberg

**Proposed Site Artwork:** Hummingbird Farm  
Crocker-Amazon Park  
1669 Geneva Ave.  
San Francisco, CA 94112

**District #:** District 11, Excelsior District

**Artwork Title:** Ruby Throated Hummingbird SF

**Artwork Dimensions:** 90 Feet X 8 feet high

**Estimated Schedule:** Start: 10/1/18 Completion: 11/15/18

### **Funding Source for Mural:**

\$20,000 grant recipient from the San Francisco Arts Commission.

### **Project Contact Information:**

#### **Artist:**

**Artist Full Name:** Eric Norberg

**Address:** [REDACTED]

**Email:** [REDACTED]

**Phone:** [REDACTED]

#### **Project Coordinator:**

**Full Name:** Juana Teresa Tello

**Address:** [REDACTED]

**Email:** [REDACTED]

**Phone:** [REDACTED]

#### **Sponsoring Organization:**

**Organization:** PODER (People Organizing to Demand Environmental and Economic Rights)

**Contact Name:** Teresa Almaguer

**Address:** 474 Valencia St. #125, SF CA 94103

**Email:** [tere@podersf.org](mailto:tere@podersf.org)

**Phone:** 4154314210

## **Questions:**

### **1. Proposal (Describe proposed design, site, and theme)**

The project will be located at Hummingbird Farm, San Francisco Public Utilities Commission (SFPUC) land at Crocker Amazon Park. To honor the one year anniversary since the farm opening, PODER youth leaders and community members are co-creating a public art project at the site to promote the space as a multicultural, intergenerational safe space to build community, develop skills and learn to reconnect with the land. The mural is aimed at inspiring and engaging local residents, families, schools and organizations at the farm, to be involved in the 10 year development plan for the site. Activities hosted at the farm extend beyond food production, and include skill sharing, community building, cultural events, medicine making and healing ceremonies.

This mural will face Geneva Ave., a popular corridor in the Excelsior District, with the construction of a wall that will span 90 feet long by 8 ft. high depicting images of native Ohlone culture, plants, animals, and elements of community engagement. A team of youth leaders co-developed the concepts and messages depicted in this project, with the goal of reclaiming our community's narrative on our relationship to the land and our ecosystem. The images and significance of this mural shares the Ohlone storytelling and California native history, with traditional ecological knowledge about the fire ecology and management on the principles of land regeneration. Images of an Ohlone clapper and dancers in ceremony are shown, overseeing the local watershed surrounded by their tule homes, abalone shells and patterns. The traditional indigenous ecology is detailed through the California poppy, coyote bush, willow, hummingbird sage, the hawk and the ruby throated hummingbird. Additionally, we illustrate the strength of our traditions through a segment that shows the depth of tree roots in the ecosystem (which can be up to 40 feet deep). Intergenerational pictures of farm workdays will show community members planting and harvesting food, as well as sharing space in ceremony.

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

The SFPUC will construct a wall specifically for this mural. The designers of this wall have already coordinated with the lead artist of this project, with specifications about the scope of this mural. This will be constructed with foresight as to the expansion of the farm that will extend all the way to Geneva, over the course of ten years.

Mural paint days will be organized in coordination with local residents, schools, and organizations for increased community involvement on this project and with the farm as a whole. We hope to cultivate community ownership and oversight at this farm over time for the community not just to paint the mural, but also protect it. Additionally, the lead artist for this project is well respected in the San Francisco Bay Area, and we expect that his reputation and role in this project will prevent graffiti at the site.

Materials:

- prolly novaplex acrylic from Precita Eyes
- latex colors from the paint store
- Montana black series spray paint from lam store

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

- Eric Norberg
- Filipino Community Center (FCC)
- Coleman Advocates-Youth Making a Change (YMAC)
- Communities United for Health and Justice (CUHJ)
- Homies Organizing the Mission (HOMEY)
- Good Samaritan Family Resource Center (Good Sam)
- Instituto Familiar de la Raza (IFR)
- Chinese Progressive Association (CPA)
- 5 Elements Youth Program
- Guadalupe School
- June Jordan School for Equity
- Balboa High School
- SF Community School

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

Hummingbird Farm is growing its programing to have active community participation throughout the week. Our hope is that as community involvement increases, so does the commitment of neighbors and frequent park users to oversee the space and protect the mural and the farm. There is a growing commitment from PODER members and farm partners to cultivate rapid responses for the upkeep of the mural. Lastly, the lead artist and his family are involved in PODER and share the commitment to support this mural and other art projects at this space. We feel confident in our collective ability to maintain the beauty and purpose of this public art project.

**Lead Artist Resume/Qualifications/Examples of Previous Work**

**Eric Norberg, PHOTOGRAPHER**

Eric Norberg is a San Francisco native. He is currently a faculty member at Berkeley High School, working with both the Art Department and the Arts & Humanities Academy.

From 1995 to 2000, Eric studied at San Francisco State University (**EOP Alumni**) where he received a B.A. in Liberal Studies with a minor in Art. In 1996 Eric co-designed and painted the famed Malcolm X mural #2 at SFSU's Cesar Chavez Student Center. While at SFSU he worked as an events sign painter for Associated Students Performing Arts. In 2001, Eric was awarded a Teaching Credential (Single Subject) in Art from SFSU.

Eric has contributed to a variety of collaborative art shows in the Bay Area displayed at prominent Art Centers including Yerba Buena Center of the Arts, Mission Cultural Center for Latino Arts, Intersection for the Arts, ProArts of Oakland, & East Side Arts Alliance. He has led and collaborated with countless community murals throughout the Bay Area and internationally, including in New York, Los Angeles, Jamaica, Puerto Rico, Hawaii, Cuba, Costa Rica, Mexico, & Portugal.

He writes, "I define myself as a writer, visual artist, muralist, educator and documentary photographer. It is my hope that through my images a thoughtful reflection takes place in which there is a greater awareness of people's common struggles that transcends race, class, and religion."

### **Eric Norberg**

#### **Education:**

- 2011** University of California – Berkeley Extension
- 2008** City College of San Francisco
- 2001** Single Subject Teaching Credential ART San Francisco State University
- 2000** Bachelor of Arts in Liberal Studies San Francisco State University
- 1991** San Mateo Community College

#### **Employment:**

- 2001** **Presently** at Berkeley Unified School District: Visual Arts Teacher at Berkeley High School
- 2007** Homies Organizing the Mission to Empower Youth: Lead Mural Artist
- 1995 –2001** Associated Students Inc. – San Francisco State University  
Performing Arts Dept. Events Advertisement, lettering & Image  
Banner creator
- 1992 –2001** San Francisco Unified School District: Para-Professional, K-12  
classroom

**1999** "ESTAR"- Education Science Technology Art Re-creation: The CellSpace, SF

**1996** Youth Guidance Center, San Francisco: Visual Arts and Poetry Workshop

**1992** University of San Francisco, Upward Bound program: Visual Arts teacher

**Commissions:**

**2016** Mercy Housing / BISHoP: Bill Sorro tile mural, 1009 Howard Street

**2007** AcroSports SF: Design & Paint Company Vans

**2001** Christmas in April SF: Design & community paint in at community centers in Bayview/Hunterspoint SF & Glide Memorial Church, Tenderloin SF

**1996** SFSU – Cesar Chavez Student Center: Design & Paint Malcolm X Mural

**1995** Precita Eyes Mural Arts Center: Design & Paint Mural at Bernal Heights Housing  
Precita Eyes Mural Arts Center: Design & Paint Mural at Balboa High School SF

**Awards:**

**1997** "Best Urban Muralist Award", Precita Eyes Mural Arts Center, SF

**1996** Tom Tyrell Diversity Award: SFSU Creative Arts Department / Bohemian Club











**Color image of artwork design, including any proposed text and exact dimensions.**

Dimensions: 90 feet long by 8 ft. high

No Text



**One image of the proposed site; indicate the exact location of the proposed artwork on the proposed location, Please include dimensions and address.**

Address: Hummingbird Farm, 1669 Geneva Ave, SF CA 94112

A wooden fence is being built by the SFPUC, specifically for the mural with the following dimensions: 90 feet long by 8 ft. high.



**Community Well**  
**78 Ocean Ave, SF CA 94112**

a [REDACTED]

9/10/18

Dear Members of the San Francisco Arts Commission,

My name is Alli Cuentos and I am a founder and board member of Community Well. It is with great pleasure that I write a letter of support for PODER (People Organized to Demand Economic and Environmental Rights) and Urban Campesinx for their community mural project at *Hummingbird Farm* in Crocker-Amazon Park located in the Excelsior District.

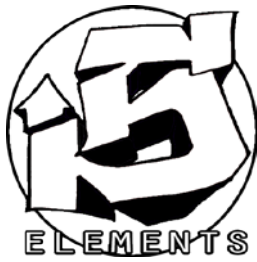
We at Community Well have collaborated with PODER in co-organizing large scale community events and by hosting interactive PODER workshops during the planning phase of the farm. We're so excited about the developments at the farm since its opening, and look forward to the art-based hands-on learning through their mural. The diverse group of holistic practitioners who practice out of Community Well named the interactive workshops with PODER as "our most successful and thought provoking network meetings". As an organization we would be honored to help with outreach and planning for the mural as well as mobilizing our clients and providers to join in during the painting. Hummingbird Farm has proved to be a unique space to engage community members. Getting our hands dirty, side by side with our neighbors, is the most fundamental way to gain deeper understanding of those walking in different shoes and gives our youth and elders way to be true teachers in their neighborhood.

Not only is creative expression a way for individuals, families and organizations to reflect on our relationship to land and home, but it is a way for us to see ourselves and our stories represented in our daily landscape. For children, like mine, growing up and attending public school here in the Excelsior, they are all too aware of the threats to our neighborhood and it's most vulnerable populations. Working on a beautiful art piece will expand their, and their peers', sense of purpose and investment in their home. The mural is also a reminder of their stories, cultures and values - and a way to honor them.

We hope that the San Francisco Arts Commission will support and approve this public art project, and we look forward to a continued long-term partnership with PODER through this mural and other activities at *Hummingbird Farm*.

Sincerely,

**Alli Cuentos**  
**Advisory Board Member, Community Partnerships Coordinator**  
**Community Well**



**August 2018**

Dear Members of the San Francisco Arts Commission,

My name is Juana Teresa Tello, and I'm the co-founder and Program Director of **5 Elements Youth Program**. It is with great pleasure that I write a letter of support for PODER (People Organized to Demand Economic and Environmental Rights) and Urban Campesinx for their community mural project at *Hummingbird Farm* in Crocker-Amazon Park located in the Excelsior District.

As collaborating partner with PODER over the past three years, we're more excited about the developments at their farm. *Hummingbird Farm* is a community space to engage community members, and since its opening last Fall our youth and families have attended ceremonies, work-days and community celebrations. We support this mural because we believe that arts, education, and civic engagement are critical components of youth leadership and development. For these reasons, we look forward to inviting our students to this the art-based, hands-on learning opportunity through their mural.

The goal of the mural at this site is to create public art that promotes our community's history, culture and values, as it could potentially inspire youth and community members to get involved in the farm activities as it expands over time. We hope that the San Francisco Arts Commission will support and approve this public art mural, and we look forward to a continued long-term partnership with PODER through this mural and other activities at *Hummingbird Farm*.

Sincerely,

Juana Teresa Tello  
*5 Elements Youth Program*  
Co-Founder, Program Director



**Homies Organizing the Mission to Empower Youth**

2221 Mission Street, San Francisco, California 94110 T. 415.861.1600 – F. 415.861.3791 –  
www.homey-sf.org – homeysf@gmail.com

**August 2, 2018 San Francisco Arts Commission**

**Dear Members of the San Francisco Arts Commission,**

**My name is Roberto Eligio Alfaro, and I am the Executive Director at Homies Organizing the Mission to Empower Youth (HOMEY). It is with great pleasure that I write a letter of support for PODER (People Organized to Demand Economic and Environmental Rights) and Urban Campesinx for their community mural project at Hummingbird Farm in Crocker-Amazon Park located in the Excelsior District.**

**We at HOMEY have collaborated with PODER through countless cultural and community engagement activities over the past decade. We are excited about the developments at their farm since its opening last Fall, and look forward to the art-based hands-on learning through their mural. We look forward to having the youth we in our program take part in working with PODER on their new engagement activities at Hummingbird Farm. In particular, we are looking forward to the new beautiful mural and working in collaboration with PODER to have HOMEY youth take part in this amazing mural project and other wonderful activities at the farm.**

**The goal of the mural at this site is to create public art that promotes our community's history, culture and values. We feel that this mural will bring more brilliant colors, honoring of cultural traditions, our natural world and honor the first nation peoples of San Francisco the Miwok and Ohlone.**

**We hope that the San Francisco Arts Commission will support and approve this public art project, and we look forward to a continued**

long-term partnership with PODER through this mural and other activities at Hummingbird Farm.

Sincerely,

Roberto Eligio Alfaro, M.A, Executive Director