

Mural Design Information Form

LEAD ARTIST

ADDRESS

CITY

STATE

ZIP CODE

EMAIL

PHONE

PROJECT
COORDINATOR

ADDRESS

CITY

STATE

ZIP CODE

EMAIL

PHONE

SPONSORING
ORGANIZATION

ADDRESS

CITY

STATE

ZIP CODE

EMAIL

PHONE

FUNDING SOURCES

PROPOSED SITE
(address, cross
street)

DISTRICT

District numbers can be found at <http://sfgov.org/elections/district-citywide-maps>

MURAL TITLE

DIMENSIONS

ESTIMATED
SCHEDULE (start and
completion dates)

1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).

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

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

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

ART KOCH

www.arthurkoch.com

156 Girard St. SF, CA 94134

arthurkoch@pacbell.net 415.385.4136

Visual Artist/Designer. Mural painting, photography, and video editing. Drone photography/video. Seasoned artist working in education, automotive, & game industries. UI/UX design, concept art, video editing, 2D/3D Digital Art & animation. Skilled collaborator & project lead coordinating with management, engineers, & designers to determine workflow, schedule, budget, & art deliveries. Skills include art direction, branding, motion graphics, interactive prototyping, illustration, storyboards, 3D modeling, texturing, lighting, FX, graphic design, & iconography.

CONTRACT

AK Studio – SF, CA. April 2002 - Present

Owner

- **RCIA's Redwood City Bike Rack Mural Project** – Redwood City, CA. 5/19 – 8/19
Mural Painter – Painted two metal bike stands in the shape of bicycles in enamels
- **Tishman-Speyer mural** for 1 Bush Street – San Francisco, CA. 4/19
Mural Painter – Abstract mural representing warming up and cooling down for their gym
- **North Fair Oaks Community Council** – Redwood City, CA. 3/18 – 2/19
Mural Team Lead – Collaborating, organizing, mentoring & directing North Fair Oaks Public Workgroup. Conducted a community mural design workshop.
- **ArtSpan Mural Project for Sales Force Transit Center** – San Francisco, CA. 8/19
Mural Painter – Executed temporary mural in 3 days with Dynamism as the theme
- **Harbor Bay Isle Homeowners Assoc** - Alameda, CA. 10/17 - Present
Mural Painter - Collaborated with management to design a mural & a map that represents the neighborhood.
- **Gilead Science** - Foster City, CA. 10/16
Facilitator-Facilitated painting mural with over 70 employees for Teambonding Inc.
- **Grocery Outlet** - SF, CA. 8/16- 1/16
Mural Painter-Designed & executed large scale mural for Grocery Outlet illustrating the history & cultural diversity of San Francisco's Portola district.
- **Nguyen Industrial Design** - San Jose, CA. 10/15-1/16
3D Animator -Modeled & Animated 3D prototype concept of firefighting vehicle. Designed website.
- **Arthur Koch Photography**- SF, CA. 4/02 - Present
Photographer – Photographed & videotaped events, weddings, portraits, fashion, & products, using strobes, flash, & natural light. Photo editing & compositing. Currently focusing on drone photography and video.
- **The Foundry** - London, England. 3/15 – 7/15
Product Designer- User interaction models, workflows & UI. Integrating internal & external product design into a cohesive user experience. Distilling information from Design Creative Specialists into engineering tasks.
- **Volkswagen Electronic Research Lab** - Belmont, CA. 2/13 – 10/14
3D UX/UI Industrial Designer- 3D modeling & animation, UX & wire frames, UI & industrial design, storyboards, & motion graphics for the next generation of smart cars. Created Digital Instrument Cluster & UI for the center console.

- **Kabaam** - SF, CA. 7-9/ 12

UI/UX Designer -Redesigned UI for IOS & web for *The Godfather*.

- **SonicJam** - SF, CA. 10/07- Present

Creative Director - Designed FTP online karaoke game, creating wireframes & concept art. Defined style & development path. Prototyped UI/UX. Managed team of artists, & engineers. Coordinated art with engineering & kept management apprised of progress.

- **Red Hill Studios** - San Raphael, CA. 3/06- 9/06

Lead Artist- Concept art, illustration, environments, characters, & UI for online games.

- **Espresso Fitness** - Cupertino, CA. 8/03 – 4/04

Lead 2D/3D Digital Artist -3D modeling & texture mapping environment for game attached to exercise bike.

- **Totally Games** - San Raphael, CA. 3-8/03

Senior UI artist- UI art, backgrounds, & 3D HUD icons.

FULLTIME

Bigpoint Inc – SF, CA. 10/10 – 2/11

UI/UX Artist

- Designed & implemented UI art in Flash & Unity for *Battlestar Gallactica* & *The Mummy Online*.

Expression College for Digital Arts - Emeryville, CA.

7/06-4/09

- Course Director/ Design Basics: Color Theory, Composition, Sculpture, Painting, & Art History

- Lab Instructor for Concept & Imaging using Photoshop, 3D Modeling, Texture & Lighting.

Art Institute of California - SF, CA. 9/04-6/05

- Maya Instructor

Blue Shift - Palo Alto, CA. 5/01-9/02

Lead 2D/3D, Digital Artist/Animator

- 3D modeling, texture mapping, & character setup, environments, UI & FX.
- Concept art, animation, project management, direction & supervision.

Electronic Arts, Inc. - Redwood City, CA. 2/90 – 3/01

CG5/Art Director/Lead 2D/3D Digital Artist

• 3D modeling, animation, FX, texture mapping, illustration, lighting, rendering, compositing, graphic design, asset management, UI design & art direction.

- Interfaced with producers to evaluate project status, define & prioritize tasks.
- Collaborated with engineers developing tool path & implementation.
- Art directed EA*KIDS product line in 1994, established brand & created user interfaces.

EDUCATION

CCSF - SF, CA. 2014

User Experience, HTML CSS, Flash, Advanced Studio Lighting, Portraiture, Business Practices, Typography, Ndesign, & Video Editing,

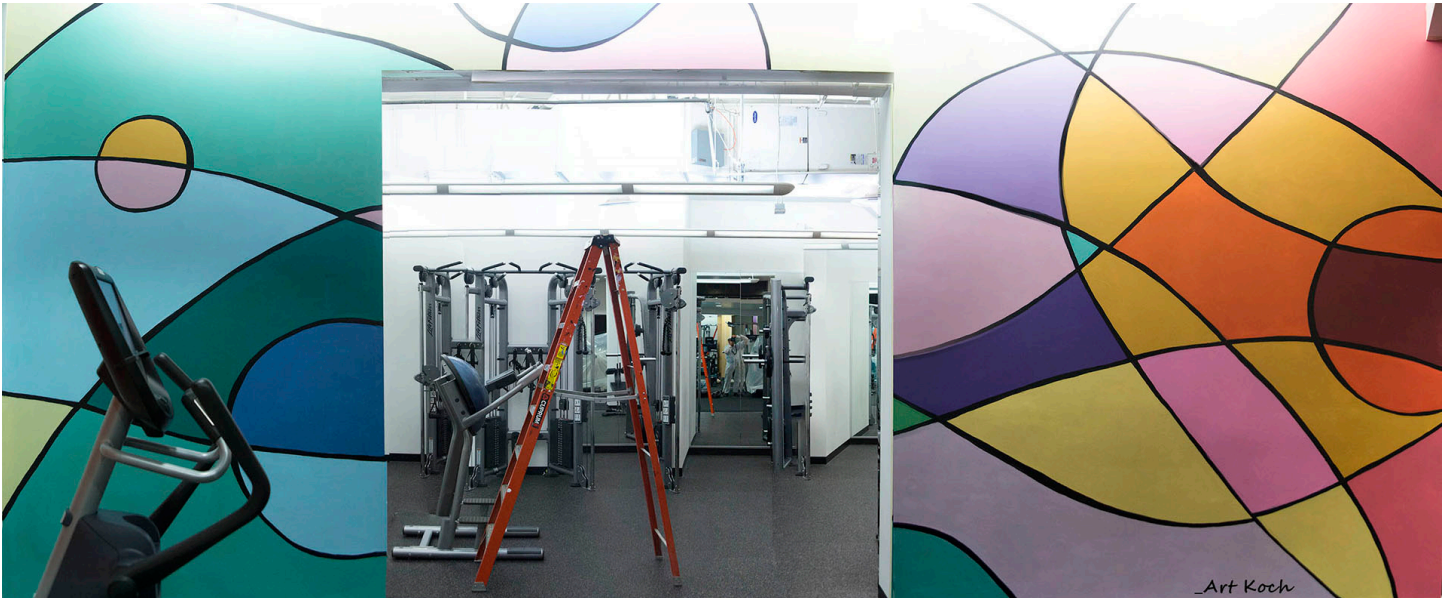
Academy of Art - SF, CA. 1997

Digital Production Studio, Digital Effects for Film & Television.

Columbia College - Columbia, MO. 1983

Bachelor of Fine Arts - cum laud (3.75) - Painting & Photography

Examples of Previous Work: Arthur Koch

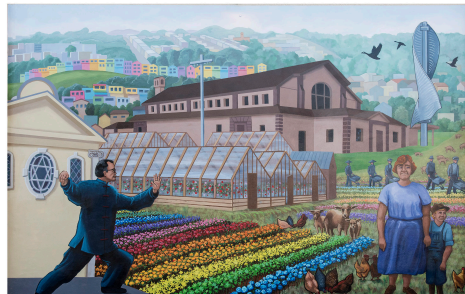


Coming In From the Cold
Mural at One Bush Street

“The Portola Then and Now” for Grocery Outlet

52'x18' painted in Acrylic

-Art Koch 2016



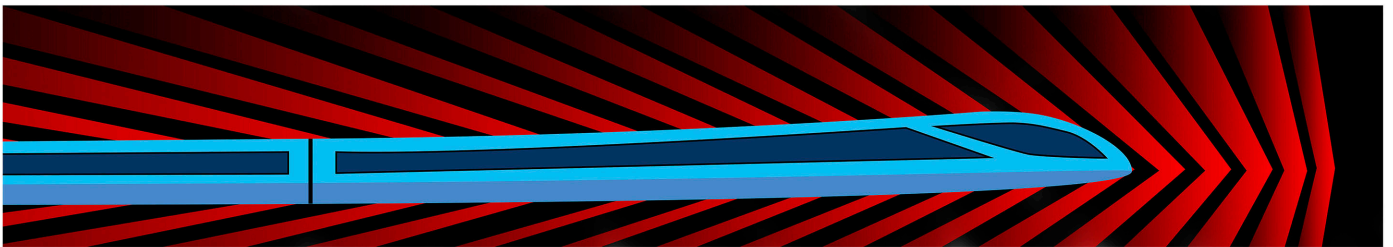
The Portola “Garden District” Then and Now

The mural represents the diverse Portola district of San Francisco as seen through the past and present. The first panel begins with a painted freeway support pillar located on the northeast entrance to the the Portola at San Bruno Ave and Alemany with the native green garter snake in the grass, gardenias, and butterflies. There used to be a street car that served the neighborhood, some trademark businesses from the past including The Avenue Theater, Etalo’s Italian Market, Johnson’s BBQ, and Lido Bakery. The Lido Bakery was recently renovated after serving the Portola for almost a century. In spite of the PNA’s request to preserve the sign for it’s historic value, it ended up lost in the junkyard, so at least it will be remembered in the mural. Jean Harrell, longtime owner of Ruth’s Children’s Shoppe is featured putting on a Martin Luther King Jr school uniform on Alfredo Gomez Jr. Who’s father grew up in the neighborhood as well.

The middle panel begins with one of the first Jewish Synagogues in San Francisco and my Tai teacher the late Hubert Lui practicing his secret Yang style symbolizing the growing Chinese population. One can find various groups of people practicing Tai Chi early in the morning at Palega Playground and McLaren Park. The greenhouses, gardens, chickens, and goats represent, the area’s rich history and the recent declaration as San Francisco’s “Garden District”. Palega Playground in the center is dedicated to Samoan Sululagi M Palega Jr., the “Gentle Giant” an athlete and sportsman dedicated to non-violence and compassion. The fish shaped windmill was recently removed for structural problems so this may be it’s brief place in history. In the distance are the neighborhoods characteristic houses on the hill and McLaren Park. In the foreground are flowers that used to be produced here and later replaced by victory gardens after WW2 which initially supplied the Alemany Farmer’s Market, San Francisco’s first. The rainbow-colored rows of flowers suggest diversity and the flower power movement. They also echo the multi colored houses on the

On the far right panel are Maltese dancers representing their large presence here, (the largest population outside the Mediterranean island). Behind them is the Jerry Garcia Amphitheater that hosts “Jerry Day” on his birthday every year near where he grew up. In the distance is a trademark windmill and the blue water tower that marks the southwest corner of the Portola. The silhouette is of Gaspar de Portola, the Spanish colonial discoverer of the Bay Area on a hill overlooking the Ohlone Indians paddling down Islais Creek which bordered the northern end of the Portola District along Alemany Blvd. The Ohlone lived on the San Francisco Peninsula for thousands of years. Below them on the far right are some kids sitting in front of a truck of the Garibaldi owned University Mound Nursery. The district housed as many as 19 family run nurseries and many of the streets in the Portola are named after eastern Universities. The round red symbol is Chinese for Good luck and gives focus to their growing community. All this is framed by the familiar skyline of

Examples of Previous Work: Arthur Koch



Dynamism Mural for Salesforce Transit Center

-Art Koch 2018

Examples of Previous Work: Arthur Koch

Map for the Harbor Bay Isle Community Mural

-Art Koch 2018



This is the map that accompanies the Harbor Bay Isle Community Mural. It was digital painted and printed, then mounted to the wall. The mural was 19'x 12' painted in acrylics. The purpose of the mural was to feature their signature view of San Francisco from the east bay, building a sense of community. It went through many design revisions by the Board of Directors. Below is the final mural.



Examples of Previous Work: Arthur Koch



RWC Bike Stands

CHURN URBAN CREAMERY
2646 san bruno ave
san francisco, ca 94134
hello@churnsf.com
social @churnsf // website: churnsf.com



09/03/19

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.

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". The signature is stylized and fluid, with a long horizontal stroke extending to the right.



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@sfpl.org

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

Dear San Francisco Arts Commission:

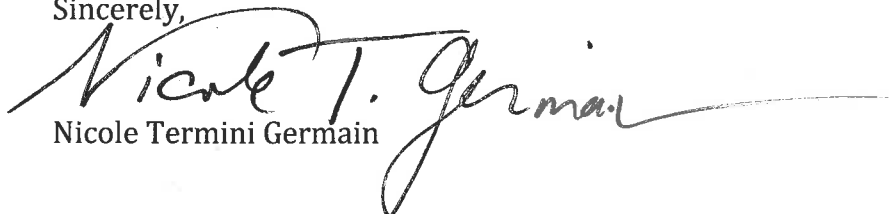
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These three art murals will help beautify the San Bruno Avenue business corridor, increase neighborhood engagement and pride, and serve as deterrents against graffiti. Even more significant are the connections Youth may experience as a result of this 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



**Family
Connections
Centers**

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

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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,

Tina Tam

Education Director

PORTOLA

NEIGHBORHOOD
ASSOCIATION

Letter of Agreement

The purpose of the Portola Neighborhood Association's Mural Project is to connect the community through art in order to promote a healthy, safe & beautiful San Bruno Ave.

By signing this letter, STEVE BIANCHI, FOR ELIZABETH BIANCHI ("Property Owner") warrants that
Name of property owner

he/she is the legal property owner and that he/she gives permission to the Portola Neighborhood Association ("City") to utilize his/her property listed below for a mural painting through the Project.

2414 San Bruno Avenue

Property address

North wall of building facing Silver Ave

Description of wall location (i.e.: North wall of building facing 38th Street)

Arthur Koch ("Artist") has applied to the Portola Neighborhood Association to
Name of artist

participate in the Project. Artist's proposed mural design is attached.

By signing below, Property Owner gives permission to utilize his/her property for this proposed mural.

Property Owner

Steve L. Bianchi
Signature Steve BIANCHI FOR,
ELIZABETH BIANCHI

Name

September 5, 2019

Date

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]:

8'x50' mural painted in Precita Eyes
acrylics of a night scene from the Portola

TITLE, DATE: Portola District Long View

DIMENSIONS: 8'x50'

ADDRESS/LOCATION: 2414 San Bruno Ave SF, CA 94132

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: ELIZABETH BIANCHI
(or Authorized Agent): Steve Bianchi
Address: 199 First Street, Suite 309
Los Altos, CA 94022
Email: Steve C. Stevebianchi
Phone: 650-279-1329
SIGNATURE: Steve L. Bianchi, For ELIZABETH
DATE: 9/05/2019 Bianchi

ARTIST

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

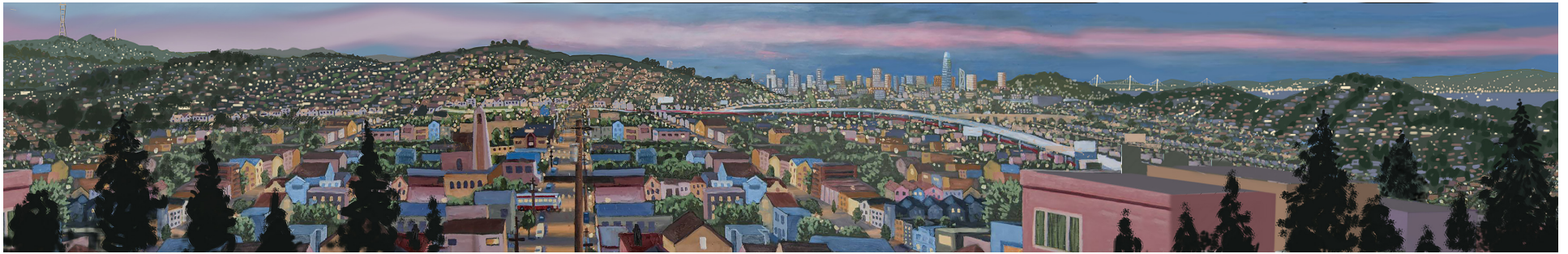
Artist: Arthur Koch
Address: 156 Girard St.
San Francisco, CA 94134
Email: arthur.koch@pacbell.net
Phone: 415-385-4136
SIGNATURE: Arthur Koch
DATE: 8/25/2019

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>

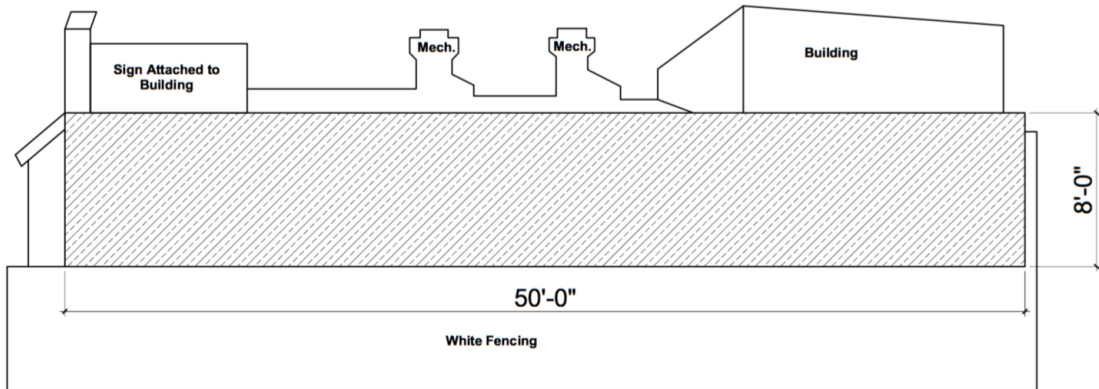
Mural Design:



Portola Longview
Arthur Koch
50' x 8'

Proposed Site:

Golden State Pizza & Grill, 2414 San Bruno Ave



PIZZA JOINT MURAL ELEVATION 1
1/4" = 1'-0"

 MURAL AREA