

1. SIGNED LETTER OF RESOLUTION

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

February 2, 2021

RE: 681 Florida Wall A, B, D 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 Walls A, B, and D, designed by artists Cece Carpio, Miguel "Bounce" Perez, and Josué Rojas. Cece Carpio tells stories of immigration, ancestry, resistance, and resilience using acrylic, ink, aerosol, and art installations. Miguel "Bounce" Perez is an award-winning muralist, graphic designer, and tattoo artist with training background in film and photography. Josué Rojas is a practicing visual creator and educator, who has worked in the Mission Community for 25 years—particularly in creating public art. The team was selected by MEDA and TNDC following a rigorous RFP selection process. This team has created three mural designs for the walls at 681 Florida street and thoughtfully refined their designs over the course of three owner reviews and two rounds of public engagement. This art is an important representation of neighborhood residents, past and present, and we look forward to seeing the designs come to life in the Mission by way of our building's walls.

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

Thank you,

By: 
Katie Lamont

Senior Director of Housing Development
Tenderloin Neighborhood Development Corporation

By: 
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



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

Crossroads of Flight

DIMENSIONS

A) 11'-0 1/2" x 75'-4 1/2" B) 11'-0 1/2" x 81'10 1/2" D) 44'-11' x 58'-5'

ESTIMATED SCHEDULE (start and completion dates)

March 2022- August 2022

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

Crossroads of Flight

The vision for this project is to celebrate the resiliency and vibrancy of the various communities in the Mission District of San Francisco. Conceptual development of the artwork are derived from ideas gathered in the community workshops combined with initial concepts that artists proposed upon application to this project. Some of the main concepts included in these designs include the celebration of history and contemporary storytelling, nativity and immigration, and resiliency through time.

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

Primer, Arcyclic and Paint Enamel varnish with SHEERCOAT, a clear, water based, acrylic copolymer, cross-linked coating that seals pores and cracks in walls. SHEERCOAT is specifically formulated to provide protection against graffiti attacks. SHEERCOAT provides an almost invisible barrier which inhibits the permanent staining caused by graffiti. Spray paints, permanent markers, and other commonly used tools of the graffiti vandal can be_ successfully removed without marring the surface. SHEERCOAT treated surfaces are also protected from the harmful effects of the environment. SHEERCOAT protects against the deterioration commonly associated with Smog, Ultra-Violet Rays,

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

Artists: Josue Rojas, Cece Carpio, Miguel Perez,

Fiscal Sponsor: Precita Eyes

Commissioned by: Mission Economic Development Agency (MEDA: medasf.org) and Tenderloin Neighborhood Development Corporation (TNDC: www.tndc.org)

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

3. LEAD ARTISTS' RESUME

Josué Rojas

Josuerojasart.com

Mobile: (415) 756-7454

Email: Josue.g.rojas@gmail.com

Personal Statement

An experienced production artist, designer and art director, I possess the skills to lead small and moderate sized teams to create work that is an innovative, effective cultural production-- from arts & media to innovative community media and events.

Education

Boston University
Master of Fine Arts • Painting/ Drawing
Graduated 2015 • Cum GPA 3.9

California College of Arts & Crafts
Bachelors of Fine Art • Painting/Drawing
(Emphasis on Illustration)
Graduated 2004 • Cum. GPA 3.07

Skill Summary

Innovative artist, designer and production creative
Artist/illustrator concept and narrative art
Imaginative, original visual communicator
Experienced Leader/ Art Director
Experienced Multimedia Journalist specializing in Broadcast
Experience with Bi-lingual & Ethnic Media
10+ years experience as a Videographer working in multiple formats (including broadcast)
Experienced in multimedia video production/post-production
Excellent written and verbal communication skills
Proficient in graphic design, digital media arts, video editing and Adobe Creative Suite
Proficient in current education technologies; Blackboard and iLearn (SFSU).

Work Experience

An arts professional with experience in leadership and education, I have participated in and lead innovative initiatives for community and youth development in the area of critical creative inquiry.

* Independent Artist/ Arts professional

I am currently a full-time arts professional.

Website:
www.josuerojasart.com @josue.rojas.art

• Executive Director
Accion Latina SF- 2017-2021

I served as ED of Acción Latina, a legacy non-profit in SF's Mission District for 4 years.

Website:
www.accionlatina.org

• Lecturer
San Francisco State University
San Francisco, CA, 2015- 2016

I taught two courses at the College of Ethnic Studies at SFSU (LTNS 222 Latino Art History and LTNS 530 Latinx & media

Website:
www.sfsu.edu

• Multimedia Journalist
New America Media
San Francisco, CA, 2000- 2013

I am a multimedia journalist, and videographer. I have served as a content producer, editor and graphic artist for the New America Media (formerly the Pacific News Service) the nation's largest ethnic news association, for over a decade.

Website:
Newamericamedia.org

• Art Director,
Richmond Pulse Newspaper
New America Media
San Francisco, CA, 2012

I headed the creative vision of a youth-led public health-minded community media publication and mentored young reporters as they learned the craft of journalism.

Website:
richmondpulse.org

• Art Teacher, Mentor,
Larkin Street Youth Services
San Francisco, CA, 2009-2011

I taught a dynamic multidisciplinary creative workshop/open studio at the home (group home) of the (mostly homeless) clients of Larkin Street Youth Services. In addition, I served as a mentor and youth counselor.

Website:
larkinstreetyouth.org

• Lead Art Teacher, Lead Muralist, Mentor,
East Side Arts Alliance
Visual Element Class
East Side Arts Alliance,
Oakland, CA, 2004-2008

For four years, I led, taught and developed creative courses & curriculum to the young people of Oakland's Fruitvale District and across the Bay Area. I taught two weekly after-school art classes (6 hours a week) and in my tenure doubled the student enrollment. Classes presented formal art techniques, color theory, drawing/ painting and aerosol technique

Website:
eastsideartsalliance.com

• Art Director,
YO! Magazine & Multimedia
Pacific News Service / New America Media,
San Francisco, CA, 2000-2007

I developed the "look and feel" of a youth magazine and website. My experience with youth art, graffiti, and street art and formal training combined to create a dynamic monthly youth publication.

Website:
youthoutlook.org

Work Experience... *continued from pg. 1*

<ul style="list-style-type: none">• Teaching Assistant to Professor Hugh O'Donnel Boston University, Fall 2014, Spring 2015 <i>Course: Site Specific Art</i>	I served as an assistant teacher to Prof. Hugh O'Donnell at Boston University's College of Fine Arts. I developed curriculum, gave lectures and (as it is my practice) I lead public/site specific projects in the city of Boston, MA.	Website: http://www.bu.edu/cfa/ http://www.bu.edu/cfa/cfa-joins-with-roxbury-prep-community-to-create-mural/
<ul style="list-style-type: none">• Freelance Cameraman, Spanish Language Television Daily News "Noticiero 14" <i>Univision 14 News</i> San Francisco, CA, 2007-2010	I served as a cameraman and reporter for the Spanish language television nightly news on an on-call basis for three years. I was trained in broadcast news and industry standard video cinematography.	Website: univision14.univision.com/noticias

Projects Abroad *(select)*

International Creative Initiatives, Public Art & Media Work 2004-2012

My work abroad includes public art works, (and their documentation), and media initiatives that have chronicled a political shift or cultural, sociopolitical event. I have created public art that underscores water inequities in Palestine, participated in projects that have extend humanitarian parole to Haitians in the wake of their 2010 earthquake and the youth riots in Paris (2006).

<ul style="list-style-type: none">• Muralist #Waterwrites Gaza, Palestine 2011	Through a 30 day public art & social media campaign with Palestinian artists in Gaza City and surrounding cities, the focus was to bring attention to water shortages suffered there. This also included engaging community in the USA through 'report-backs' and public round-table events.	Video: newamericamedia.org/2012/01/water-writes-in-gaza.php
<ul style="list-style-type: none">• Videographer Haitians Hope for Humanitarian Parole Port Au Prince, Haiti 2010	Shortly after the January 2010 earthquake, I arrived in Haiti with a group of civil rights and immigration lawyers to prepare immigration proceedings & file for humanitarian parole for Haitians who were in dire need of evacuation.	Video: newamericamedia.org/2010/08/haitians-hope-for-humanitarian-parole.php
<ul style="list-style-type: none">• Founder Ceiba Project "Mural Vs. Massacre" Honduras, Central America 2007, 2008	This work was created to commemorate a massacre in San Pedro Sula, Honduras where on the night of Dec. 23, 2004, twenty-eight innocent people were gunned down as they rode a public bus home from Christmas shopping. The events and subsequent traumatic void left after the massacre deeply affected the local community. With the help of community and youth initiatives, artist Estria Miyashiro and I created a mural. The collective imagination of the community was forever changed by the 8 x 60 ft mural, memorializing the fallen and reclaiming the space for the living. It became a memorable statement widely covered in the press. Participating local young people were so marked by the creative catharsis that they've created their own, sustainable and functioning youth mural collective called "Pinceles Del Barrio" (Brushes of the neighborhood).	Video: news.newamericamedia.org/news/view_article.html?article_id=079d8d15cf5a329a556f05f5daf33d00 Pinceles del Barrio: https://www.facebook.com/pages/PINCELES-DEL-BARRIO/197984630272048?sk=timeline

Fine Art Exhibitions, Collaborations, Awards & Residencies

The following list is a selection of work created in the fine art milieu, solo exhibitions, collaborations and awards.

- **IBA Boston - Lá Galería**

- **Emerging Latino Artists 2015**

Boston, MA

May 2015

Website • http://www.ibaboston.org/blog/event/emerging-latino-artists-2015-exhibition-2/?instance_id=12878

- **The Joy of Exile: In Three Acts**

MFA Thesis Exhibition

The body of work, “The Joy of Exile: in three acts” was a continuing stream of exploration of the concept of literal and inner migrations.

This was my MFA Thesis Collection created during my time at Boston University’s College of Fine Arts. In this work, words and images together are utilized in the exploration of “inner migrations”. The work had literary references, featuring poetry, prose, and interplay with installation art.

April 2015

Website

• <http://www.josuerojasart.com/index/#/rojasjoyofexile/>

- **Mourning And Scars: 20 Years After The War**

Mourning and Scars: 20 Years After the War, was a group exhibition held at SF’s SOMARTS art gallery. Works of art in a variety of media, including paintings, video, textile sculpture and large-scale multimedia installations, explore the individual experiences of reconstruction and healing in the context of El Salvador’s postwar period. Thirteen Salvadoran artists drew upon their various experiences and family histories to create poignant works that grapple with the trauma of persecution and exile, and reveal complex personal and bi-national identities.

Group Exhibition/Multimedia Project

SOMArts Gallery

San Francisco, CA,

February 2013

Website:

• somarts.org/mourning/

- **“Incidents of Travel in Chucloandia & Xingatuma”**

Two-Man Exhibition with Artist Pablo Cristi

Galería de la Raza

San Francisco, CA, 2010

- Allaince of Artist Communities:

California New Visions Award & Residency

Residency Villa Montalvo,

Saratoga, CA, 2009

Website:

montalvoarts.org/participants/josue_rojas/

- **“Los Disappeared: Deporting the American Dream”**

Solo Exhibition/Multimedia Project

twentygoto10 Gallery

San Francisco, CA, 2008

Artcile/video:

news.newamericamedia.org/news/view_article.html?article_id=a6bfe3963301ce5d1a46880857a147d1

news.newamericamedia.org/news/view_article.html?article_id=7e5b59317a1fc6cacbf426045fba15e8

Awards

- **Esther B. and Albert S. Kahn Career Entry Award 2015**

- **Howard Gotlieb Research Center Archival Book Purchase Award 2014**

- **AAC Visions from the New California Award 2009**



Cece Carpio

Tel: 415.706.3728 Email: cececarpio@gmail.com Website: www.cececarpio.com

RECENT PUBLIC ART PROJECTS

2022

Native Bloom, commissioned by East Bay Asian Local Development Corporation at Frank G. Mar Community Housing. Oakland, CA

2021

Out Here and There, commissioned by Chabot Space and Science Center, Oakland, CA

Fruitvale Hymn, commissioned by Restore Oakland. Oakland, CA

Tend Your Orchard, commissioned by Yerba Buena Center for the Arts, San Francisco, CA

Look Back Move Forward, commissioned by East Bay Asian Local Development Corporation at Madison Park Apartments. Oakland, CA

2020

You Are Beloved, commissioned by East Side art Alliance in Partnership with House Full of Black Woman. Oakland, CA

Hands, commissioned by East Bay Asian Local Development Corporation at Casa Arabella Multi-Family Housing. Oakland, CA

Nopal y Girasol, commissioned by Paint the Void at Tato Bayview Hunters Point. San Francisco, CA

We Must Love and Support Each Other (as part of the Black Lives Matter street mural), commissioned by Palo Alto Public Art Program. Palo Alto, CA

June Jordan, commissioned by Reem's California at Fruitvale Station. Oakland, CA

Emory, commissioned by Restore Oakland. Oakland, CA

Black Health, commissioned by Restore 49 project of Project Activism. San Francisco, CA

Just Recovery, commissioned by Greenpeace. Oakland, CA

2019

Hive, commissioned by Council District 5. Oakland, CA

Para La Mission, commissioned by Reem's California. San Francisco, CA

Lumads, presented by Liyang Network and Sabokahan. Mindanao, Philippines Green

New Deal, commissioned by Greenpeace USA. San Francisco, CA

Roja de la Llorona, presented by Etlá. Oaxaca, Mexico

2018

Every Face Tells a Story, commissioned by Village Artist Corner and Asian Art Museum. San Francisco, CA

Culture is Medicine, commissioned by The People's Forum. New York, NY

We're Made to Grow, commissioned by Greenlining Institute. Oakland, CA

Cece Carpio

Tel: 415.706.3728 Email: cececarpio@gmail.com Website: www.cececarpio.com

Every Face Tells a Story, commissioned by Asian Art Museum. San Francisco, CA

Adow ne Domaget, in partnership with Aurora Artist Residency program and Space (AAARPS).
Aurorra, Philippines

twLF Solidarity: Legacy of Struggle and Continued Resilience, commissioned by Multicultural
Community Center at University of California, Berkeley. Berkeley, CA

2017

Muses, commissioned by Asian American Women Artist Association. San Francisco, CA

Home, commissioned by Reem's California. Oakland, CA

Newak, presented by Martin Travers. Kathmandu, Nepal

2016

Aniten Mañotao Taño, commissioned by Festival of Pacific Arts at Sagan Kotturan (Chamoru
Chamuro Cultural Center). Ipao Point, Guam

2015

Chapel Road, presented by The Wall Project India. Mumbai, India *Defense Laboral*, presented
by Workers Defense Project. Austin, TX

Loyal to My Soil, West Oakland Youth Center commissioned by the City of Oakland, Oakland, CA

RECENT EXHIBITIONS

2021

The Light that Shines through the Crack, presented by La Pena Cultural Center. Berkeley, CA

2020

Sheroes in Quarantine, organized by Lon-art Creative. London, UK

Self Portrait, presented by Corona Portrait Project. Minneapolis, MN

Kapwa, presented by 1810 Gallery. Sacramento, CA

Come to Your Census: Who Counts in America?, presented by Yerba Buena Center for the Arts.
San Francisco, CA

My Homies Are My Heroes, presented by Nancy Pil at Mission Cultural Center for Latino Arts. San
Francisco, CA

2019

Building the Building, curated by Kevin B. Chen and Rio Yanez, presented by SomArts. San
Francisco, CA

Art Show, presented by Forward Together and E14 Gallery. Oakland, CA

When She Rises, presented by SPARC Art. Venice, Los Angeles, CA

Las Mujeres de Valor, presented by Bird Levy at Puerto Alegre. San Francisco, CA

Brass and Copper, presented by Concept 47. Oakland, CA

Miguel “Bounce” Perez

www.miguelbounceperez.com migeezus@gmail.com 510-604-9323

SELECTED EXHIBITIONS

Connections, First Amendment Gallery, San Francisco, California 2020

My Homies Are My Heroes, Mission Cultural Center, San Francisco California 2020

Trust Your Struggle Retrospective, Amore Eterno, Oakland California 2019

Trust Your Struggle Retrospective, Sol Collective, Sacramento California 2019

Game Recognize Game, SOMArts Cultural Center, San Francisco, California 2017

The Art Street, M5Arts, Sacramento, California 2017

Work, Solo Exhibition, Studio Grand, Oakland California 2016

Feeling Froggy / Feeling Jumpy, Permanent Collection, Straat Museum of Street Art and Graffiti, Netherlands 2016

Visceral Ritual, Go Gallery, Amsterdam, Netherlands 2016

The Art Hotel, The Jade Hotel, Sacramento, California 2016

Kaaboo Del Mar, Del Mar Fair Grounds, Del Mar (San Diego), California 2015

5th Chicana/o Biennial, MACLA, San Jose, California 2015

BAN 7 (Bay Area Now 7), Yerba Buena Center for the Arts, San Francisco, California 2014

Anguish and Enthusiasm, Collaboration with Trust Your Struggle, The Corner House, Manchester, UK 2013

The Fashion World of Jean Paul Gaultier, Collaboration with Rio Yañez & Susie Lundy, de Young Museum, San Francisco, California 2012

LA vs. War, The Vortex, Los Angeles, California 2011

Supernatural, Guest artist for Brett Cook, Guerrero Gallery, San Francisco, California 2010

Dia de los Muertos Exhibition, Mexican Cultural Institute, Los Angeles, California 2009

Of Love & Riots, Collaboration with Trust Your Struggle, 58 Gallery, Jersey City, New Jersey 2009

Off the Wall, Collaboration with Trust Your Struggle, Galería de la Raza, San Francisco, California 2008

PUBLIC ART

The North 12th Street Mural Project

Funded by the City of Sacramento, Sacramento California 2022

Here and There

Collaboration with Cece Carpio, Chabot Space and Science Center, Oakland, California 2021

Magia

Magic Theatre, San Francisco, California 2021

Tend Your Orchard

YBCA (Yerba Buena Center for the Arts), Collaboration with Cece Carpio, San Francisco, California 2021

Silhouettes

All Wall Mural Projects, Jorge Mas Canosa Middle School, Miami Florida 2019

Miguel “Bounce” Perez

www.miguelbounceperez.com migeezus@gmail.com 510-604-9323

The Delaware Mural Project

Collaboration with Brett Cook, Delaware Ohio, 2019

Respect, Excellence, Trust, Knowledge, Collaboration, Innovation

Beyond 12 Office, Oakland California, 2019

Rising Phoenix

At the Crossroads, San Francisco, California 2018

Oakland Dreams

Bay Area Mural Festival, Collaboration with Trust Your Struggle Collective, Jack London Square, Oakland, California 2018

Presencia de América Latina

Originally painted by Jorge González Camarena, recreated in collaboration with Shaun Burner, Cantina Alley, Sacramento California 2016

Calling Our Ancestors 10/10/15

Collaboration with Trust Your Struggle Collective, Commissioned by MuralsDC, Washington DC, October 2015

YBCA (Yerba Buena Center for the Arts)

Collaboration with Erin Yoshi, Amanda Lynn, Joshua Mays & Poesia, YBCA Entrance, San Francisco, California 2015

Black & Gold: Wall Calligraphy

Commissioned by The Container Yard, Los Angeles, California, February 2015

Feng Pray: Wall Calligraphy

Commissioned by Reddit, Reddit Office, San Francisco, California, January 2015

From the Ground Up / Desde Las Raices

Commissioned by True Colors Mural Project Public Art Program, Berkeley City College, Berkeley, California 2014

West Oakland Roots: Loyal to My Soil

Trust Your Struggle & Juana Alicia, Commissioned by The City of Oakland, West Oakland Youth Center, Oakland California 2014

Word to Your Motherland

Collaboration with Nisha K Sembi, Commissioned by the City of North Vancouver & Creativa International, North Vancouver, Canada 2013

El Despertar (The Awakening)

Collaboration with 2hermano & Shaun Burner, Commissioned by Centro Cultural casa Vallarta, Guadalajara, Mexico 2012

Brentwood

Collaboration with Eric Powell & Cece Carpio, Commissioned by the City of Brentwood, Brentwood City Hall, California 2012

Tuloy Po Kayo

Collaboration with Cece Carpio, Bessie Carmichael Middle School, San Francisco, California 2011

Miguel "Bounce" Perez

www.miguelbounceperez.com migeezus@gmail.com 510-604-9323

El Relevo

Collaboration with Trust Your Struggle Collective, Commissioned by La Peña Cultural Center, Berkeley 2010

Border Conflict Cow

Commissioned by Grupo Lala and Guadalajara Cow parade, Guadalajara, Mexico 2006

PUBLICATIONS

Articulator. DBA Arts, Published by Plainspoken Press 2021

Umber "Black & Brown Perspective" (BBP) Zine #2. Umber Publishing 2019

Oakland Tales: Lost Secrets of The Town by Summer Brenner with illustrations by Miguel Perez, Published by Time & Again Press 2014

Richmond Tales: Lost Secrets of the Iron Triangle by Summer Brenner with illustrations by Miguel Perez, Published by Time & Again Press 2009

Mass Appeal Magazine. Freelance Illustrator, Brooklyn, New York 2006

Graffito By Michael Walsh, Published by North Atlantic Books 1996

FILM & THEATRE

ESPN, We Believe Warriors Special Hosted by Stephen Jackson, - Backdrop Mural, 2017

Quest the Movie, Directed by Santiago Rizzo, - Production Designer, 2015

Daylighting, Directed by Rebecca Novick, Shotgun Players at the Ashby - Set Design, 2014

Block By Block, Directed by Sean San Jose, Koret Auditorium at the de Young Museum, November - Digital Projections 2013

AWARDS

Best Tattoo Artist 2018: East Bay Express Readers Poll Best Of People Winner

1st Place Float Design in the Contemporary/World Fusion Category 2016: For the creation and design collaboration with Loco Bloco on behalf of the San Francisco Carnival Grand Parade

Partners in Preservation: Education Award 2016: For Oakland Tales: Lost Secrets of the Town on behalf of Oakland Heritage Alliance

Resolution from the City of Oakland 2014: Honoring and recognizing Summer Brenner and Miguel Perez for the publication, Oakland Tales: Lost Secrets of the Town

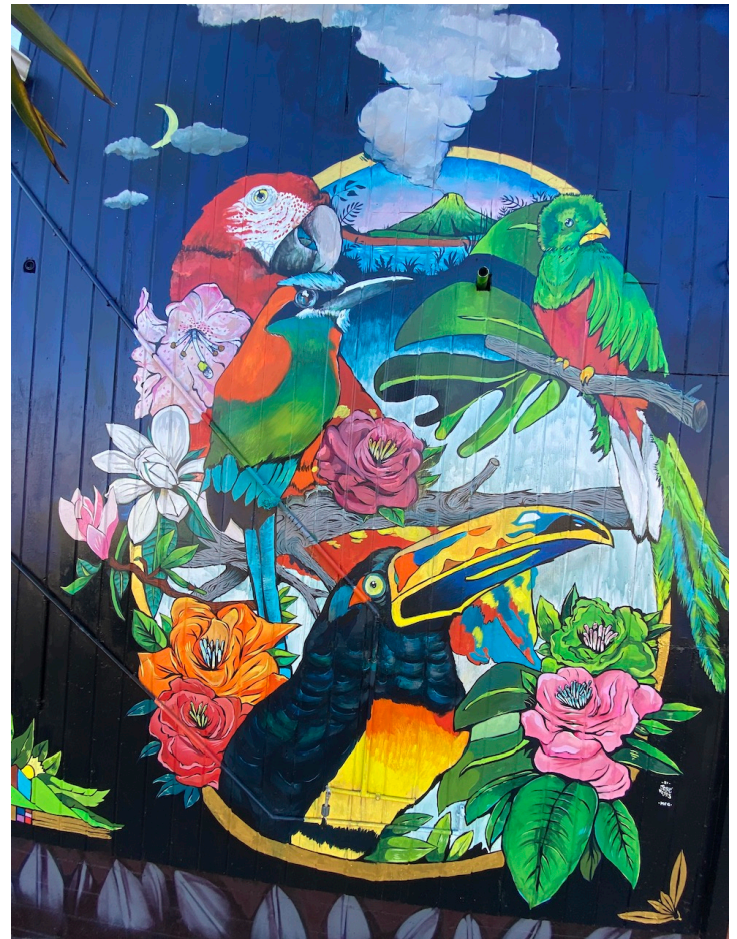
1st Place Champion in the Estria Invitational Graffiti Battle 2008: Held at the Life is Living Festival in partnership with Youth Speaks

1st Place Champion in the Estria Invitational Graffiti Battle 2007: Held at the Living Word Festival in partnership with East Side Arts Alliance

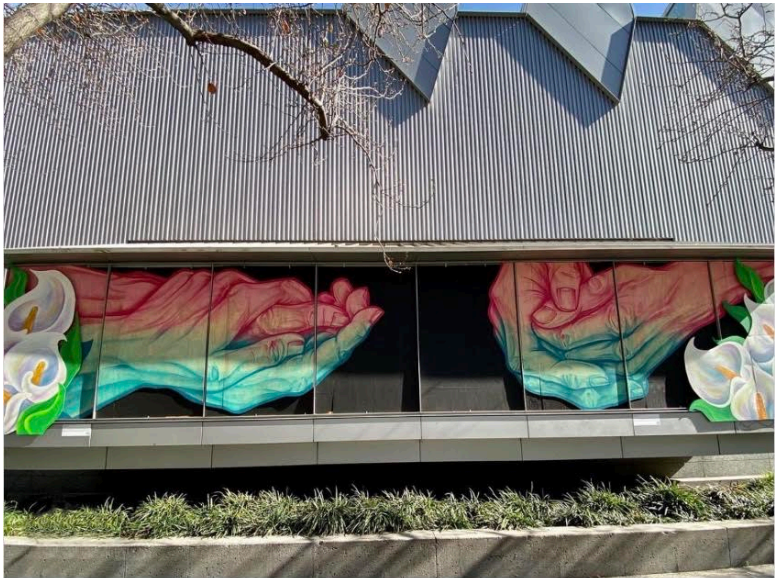
EDUCATION

BFA Communication Design with secondary focuses on Photography and Print Making
Pratt Institute, Brooklyn NY - May 2005

3- Josue Rojas Work Samples



3- Cece Carpio Work Samples



3- Miguel Bounce Perez Work Samples



4. MURAL DESIGN: NARRATIVE AND IMAGES

NARRATIVE: Integrated Art Installation at 681 Florida Affordable Housing Development Project

Crossroads of Flight

The vision for this project is to celebrate the resiliency and vibrancy of the various communities in the Mission District of San Francisco. Conceptual development of the artwork are derived from ideas gathered in the community workshops combined with initial concepts that artists proposed upon application to this project. Some of the main concepts included in these designs include the celebration of history and contemporary storytelling, nativity and immigration, and resiliency through time.

Sabia Tree and Cups of Flames

The ancient, powerful and sacred Sabia represent the resiliency of Americas' native population and indigenous resistance. It is a powerful symbol of the foundation, pillar and strength of communities who are here-long standing and continuing to thrive. In the bottom of the tree is a native wildflower, the California Poppy, sometimes referred to as the "Golden Poppy" and "Cups of Flame", names given by early settlers of California that saw vast displays of California Poppy lighting up the coastal hillsides, guiding their ships by the sight. These two native plants were chosen to tell stories of the native beauty, strength, hope and wisdom through time.

Mayahuel /Colibri (Hummingbird)

Aztec codices of *Mayahuel* are depicted through the maguey plant, a succulent desert plant that has served as an important food source for nearly all the northern and central Mexican tribes and throughout the southwestern Native American nations.

The importance of maguey strongly emphasized within the Latin American visual culture carried in the Mission District. Mayahuel's story of transformation or revitalization of disorder into order also speaks of the resilience of the immigrant populations in the Mission district, amidst the tension of gentrification that have been ongoingly experienced in this neighborhood for years. The blooming flower and the sweet sap of the maguey plant, the *aguamiel*, attracts hummingbirds that symbolizes the power and strength of courageous fighters, the people in this neighborhood, who continue to survive and thrive beyond the limit of their circumstances, showing dignity and pride of their culture, history and contributions. It is also to show the flight of hope and consistent pursuance of exploration and discovery. Birds of the Americas deliver beauty, color and cultural pride and significance for the local migrant and native communities.

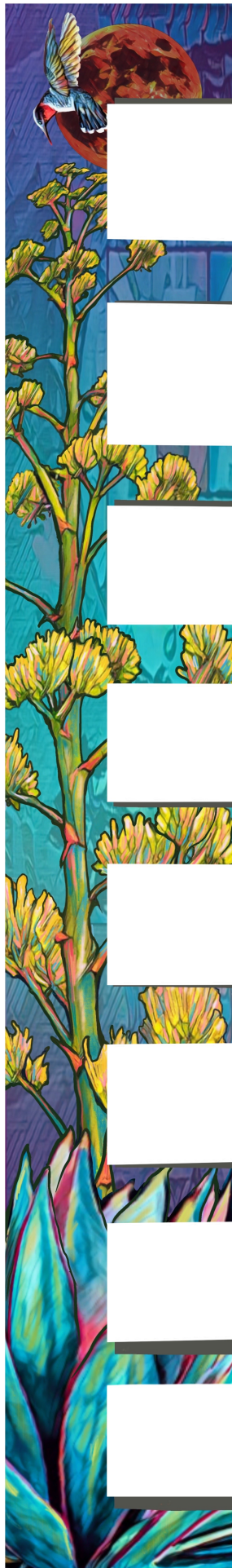
Mission Tiles and Housing

The Mission tiles are depicted on the floor of Wall D, a symbol that has been popularized and use by the residents taking pride of their neighborhood. Depictions of housing that are on top of the tiles represents the ongoing fight against displacement and gentrification in the community and a proclamation that in spite of this struggle, the people of the Mission are here to stay.

Resiliency Through Time

Resiliency through time is highlighted in the work as "scenes" or wall panels are designed to take place at different moments in the day. Wall A has a twilight and moonrise theme, while Wall B has sunrise, and Wall D is Midday theme. This time transformations are backgrounds used to represent progress and resiliency through endless infinite time.

4. MURAL DESIGNS



Wall A
11'-0 1/2" w x 75'-4 1/2" h



Wall B
11'-0 1/2" w x 81'10 1/2" h

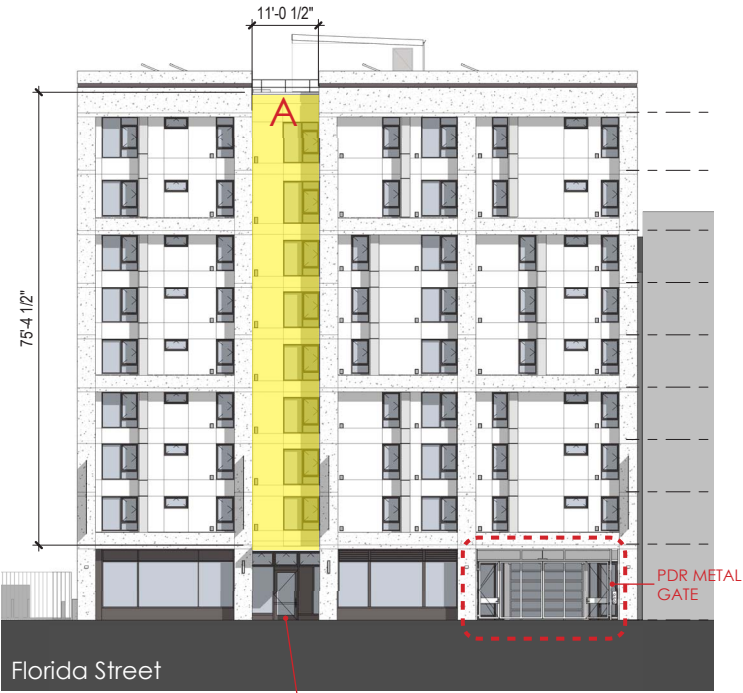


Wall D

44'-11' w x 58'-5' h

5. PROPOSED SITE: 681 Florida, SF, CA 94110

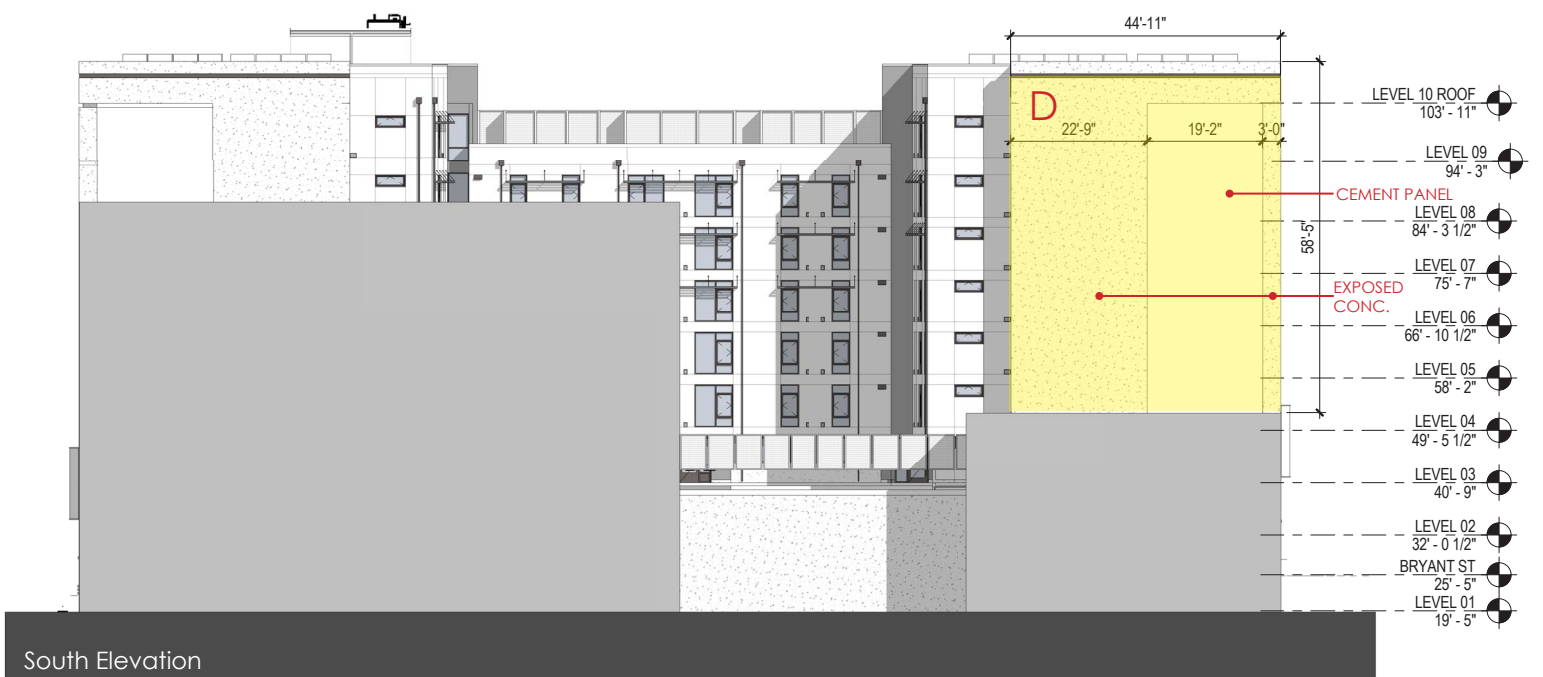
PAINTED ART MURAL TO BE ON STUCCO SURFACE ONLY. DO NOT PAINT OVER WINDOWS



681 FLORIDA / 1% FOR ART / 18 JANUARY 2019



- OPTION 1: PAINTED ART MURAL TO BE ON TWO DIFFERENT SURFACES AS INDICATED BELOW
 - OPTION 2: SCULPTURAL PIECE, CANTILEVER FROM SURFACE OF BLDG. NOT TO EXCEED 10"
 - OPTION 3: LIGHT ART
- Note: Final elevation design and extents of mural to be determined.



681 FLORIDA / 1% FOR ART / 18 JANUARY 2019



6. LETTERS OF SUPPORT



Promoting Social Justice and Cultural Pride
Promoviendo Justicia Social y Orgullo Cultural

February 7, 2022

Josué Rojas, Cece Carpio, and Miguel Perez
Integrated Art Installation - 681 Florida
Affordable Housing Development Project

Dear SFAC Review Committee,

As an organization whose mission it is to promote cultural arts, community media, and civic engagement as a way of building healthy and empowered Latino communities, Acción Latina is excited to support the integrated art installation designed by local and legendary artists Josué Rojas, Cece Carpio and Miguel Perez.

The cultural anchor of resiliency for this artistic project is vital for the future tenants that will occupy the affordable housing units developed by MEDA. The artists' plan to elevate familiar motifs such as the *sabia tree*, *maguey*, *colibri*, tiles, and vibrant birds of the Americas offer powerful symbols of homecoming among the diverse migrant Latinx communities living within the Mission District.

We support the beautiful vision of this dynamic artistic trio that will encourage generations of residents and community members to see themselves reflected in the art on the walls, documenting Latinx resiliency through time.

Sincerely,

Fátima Ramírez
Executive Director
Acción Latina



February 06, 2022

SF Arts Commission
Review Committee
Creative Space Facilities Grants
25 Van Ness Ave Suite 345
San Francisco, Ca 94102

Re: 681 Florida Mural

Dear Review Committee,

This letter is in support of the mural design from Cece Carpio, Miguel Perez and Josue Rojas. This design meets with Calle 24 cultural values of its Mission and Vision of preservation, identity, its struggles and its future. The team has met with many stakeholders with-in the community and we feel this project will reflect the Mission community well. Let us know if you have any questions or concerns.

Sincerely,

A handwritten signature in blue ink, appearing to read "Erick Arguello", is written over the typed name.

Erick Arguello
Founder, President
Calle 24 Latino Cultural District
erick@calle24sf.org

3250 24th St. San Francisco, Ca 94110



February 1, 2022

Dear San Francisco Arts Commission:

I am writing this letter with great honor, appreciation and support for the three artists involved, Josue Rojas, Cece Carpio and Miguel Perez, in the new mural to take place at 681 Florida St., a mixed housing apartment building here in San Francisco. I have known of these artists and their work in the Bay Area and internationally. Their process of creation and execution has always been community driven and centered in the very lives of the communities that live in the location to where they paint.

As a long-time resident and organizer with the community here in the Mission District of San Francisco, I am very excited to know that these artists will be painting images that represents our stories and perspective.

Please feel to contact me for any inquiries about my support to this project.

Sincerely,

Nancy Hernandez
Manager of the Casa De Apoyo Excelsior Resource HUB
Latino Task Force
<https://www.ltfrespuestalatina.com/housing>

7. SIGNED ARTISTS WAIVER OF PROPRIETARY RIGHTS OF ARTWORKS

UUCU3YII E11VE10PE ID. 3F96ZD4Z-73U0-4A4A-A3E3-U003U40E0431

Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, Miguel Perez, has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from **TNDC and MEDA** (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type, mural, medium]:

Murals on three elevations (Wall "A", Wall "B", and Wall "D" at 681 Florida; paint.

TITLE, DATE: Walls A, B, and D, February 3, 2022

DIMENSIONS: A) 11'-0 1/2" x 75'-4 1/2" B) 11'-0 1/2" x 81'-10 1/2" D) 44'-11" x 58'-5"

ADDRESS/LOCATION: 681 Florida Street, San Francisco, 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: 201 Eddy Street, San Francisco, CA 94102

PROPERTY OWNER

Property Owner:	Katie Lamont, Senior Director of Housing Development	Karoleen Feng, Director of Community Real Estate
(or Authorized Agent):	Tenderloin Neighborhood Development Corporation	Mission Economic Development Agency
Address:	201 Eddy Street San Francisco, CA 94102	2301 Mission Street STE 301 San Francisco CA 94110
Email:	klamont@tndc.org	Kfeng@medasf.org
Phone:		
SIGNATURE:		
DATE:	2/3/2022	02/04/2022

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:	Josué Rojas
Address:	260 Wheeler AVE SF CA. 94134
Email:	Josue.g.rojas@gmail.com
Phone:	(415) 756-7454
SIGNATURE:	
DATE:	2 / 2 / 2022

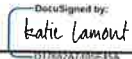
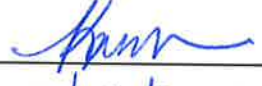
For more information regarding VARA and CAPA:

<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>


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PROPERTY OWNER

Property Owner:	Katie Lamont, Senior Director of Housing Development	Karoleen Feng, Director of Community Real Estate
(or Authorized Agent):	Tenderloin Neighborhood Development Corporation	Mission Economic Development Agency
Address:	201 Eddy Street San Francisco, CA 94102	2301 Mission Street STE 301 San Francisco CA 94110
Email:	kklamont@tndc.org	Kfeng@medasf.org
Phone:		
SIGNATURE:		
DATE:	2/3/2022	02/04/2022

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:	Cece Carpio
Address:	2141 E 19th Street, Oakland, CA 94606
Email:	cececarpio@gmail.com
Phone:	415-706-3728
SIGNATURE:	
DATE:	2 / 3 / 2022

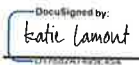

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<http://www.sfartscommission.org/our-role-impact/about-commission/policies-guidelines/california-art-preservation-act>

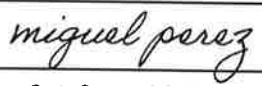
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PROPERTY OWNER

Property Owner:	Katie Lamont, Senior Director of Housing Development	Karoleen Feng, Director of Community Real Estate
(or Authorized Agent):	Tenderloin Neighborhood Development Corporation	Mission Economic Development Agency
Address:	201 Eddy Street San Francisco, CA 94102	2301 Mission Street STE 301 San Francisco CA 94110
Email:	klamont@tndc.org	Kfeng@medasf.org
Phone:		
SIGNATURE:		
DATE:	2/3/2022	02/04/2022

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:	Miguel Perez
Address:	967 37th Street Oakland, CA 94608
Email:	migeezus@gmail.com
Phone:	510-604-9323
SIGNATURE:	
DATE:	2 / 3 / 2022

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>