



citizenM San Francisco Union Square

Mural Arts Commission Application



April 16, 2024

San Francisco Arts Commission
Attn: Aleta Lee, Craig Corpora
401 Van Ness Ave. #325
San Francisco, CA 94102

Dear Ms. Lee & Mr. Corpora:

I am writing to confirm that the SFMTA approves of Casey Gray's painting of a mural sponsored by SFU 72 Ellis Street Operations, LLC and citizenM on the western wall of the Ellis O'Farrell Garage, 123 O'Farrell Street, facing the citizenM San Francisco Union Square Hotel, 72 Ellis Street.

Please feel free to contact me with any questions, at David.dunham@sfmta.com or (415) 646-4332.

Sincerely,

David Dunham

David Dunham, CPP
Principal Administrative Analyst
Street Division, Parking & Curb Management

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:

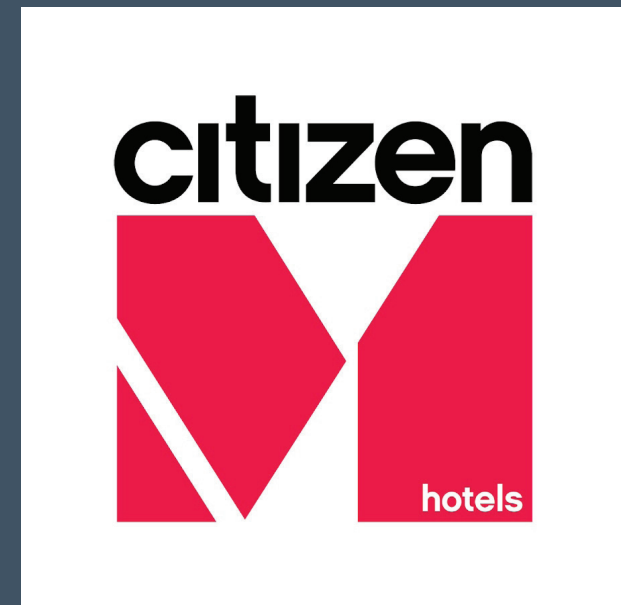
1. Lead artist's resume/qualifications and examples of previous work
2. Three (3) letters of community support
3. Letter or resolution approving proposal from city department **or**;
4. Letter of approval from private property owner along with Property Owner Authorization Form
5. Signed Artist Waiver 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

Casey Gray

Mural Proposal - Final Art

Citizen M - San Francisco

—
October 20th, 2022



What you will see

- Final Art – West Facade
- Final Art – East Facade
- Final Art with Expanded Design
- Expanded Design Explanation

West Facade - Lounge Courtyard



*PLEASE NOTE:
Color may vary significantly from screen-to-screen.
All colors are preliminary and will be further refined
once a final design is selected.*

East Facade - Gym Courtyard



*PLEASE NOTE:
Color may vary significantly from screen-to-screen.
All colors are preliminary and will be further refined
once a final design is selected.*

Design with Extensions



Concept Explanation:

The Final Art can be extended to fit the entirety of the walls, rather than just the pre-decided rectangular area. The extensions in these mock ups expand the area by ten feet on each side, not knowing exactly how much room there is to work with. The idea is that the figure's arms would extend to the ground and be visible from the lobby bar and gym areas while inside as well. None of the clouds or other elements would be cut off either.



Thank you

—
casey@caseygray.com

408.396.9937

www.caseygray.com

[@caseygraysf](https://www.instagram.com/caseygraysf)



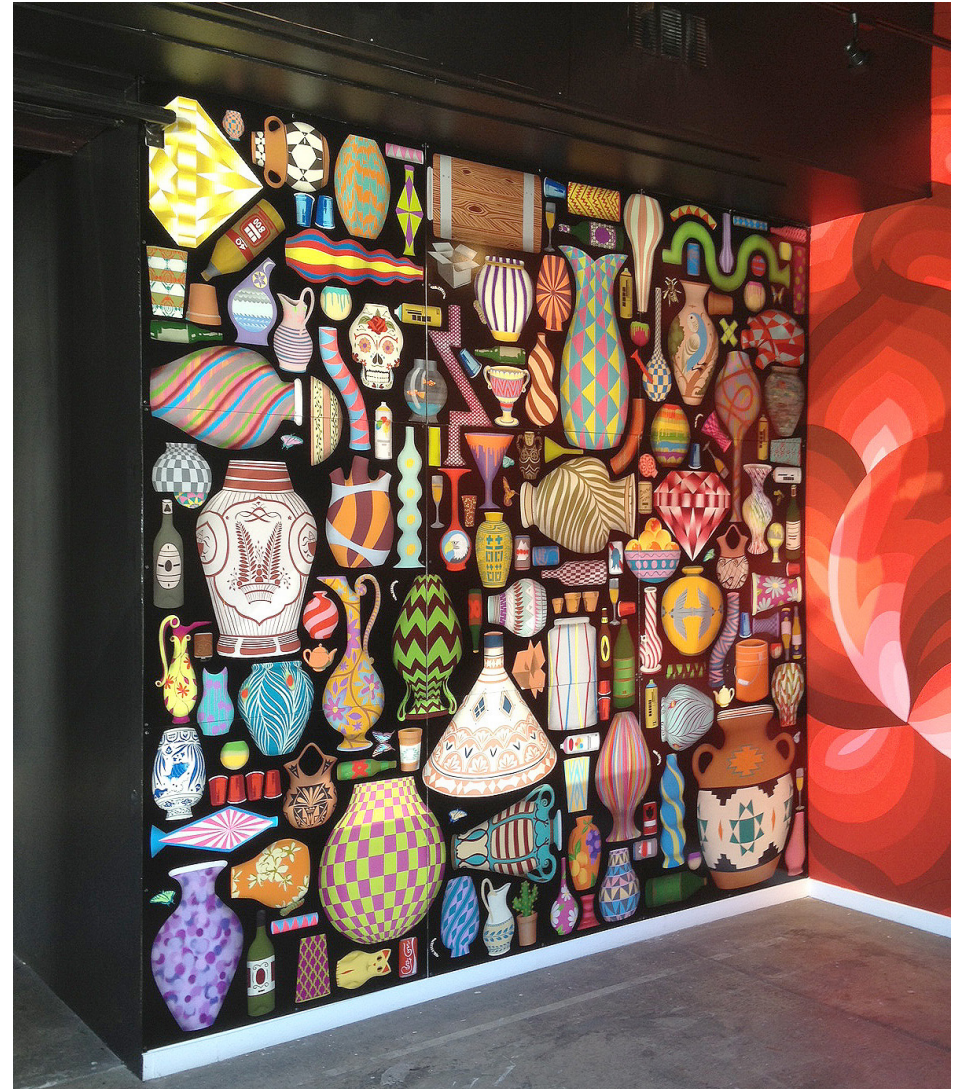
Casey Gray Studios

Mural Selects





Community of Vessels, acrylic on wall, approx 16 x 40 feet, site-specific mural at Facebook HQ, Menlo Park, CA, 2017.



PROJECT ONE Nightclub: 11 x 11 foot painting of 165 vases on 9 equal sized wood panels attached to wall



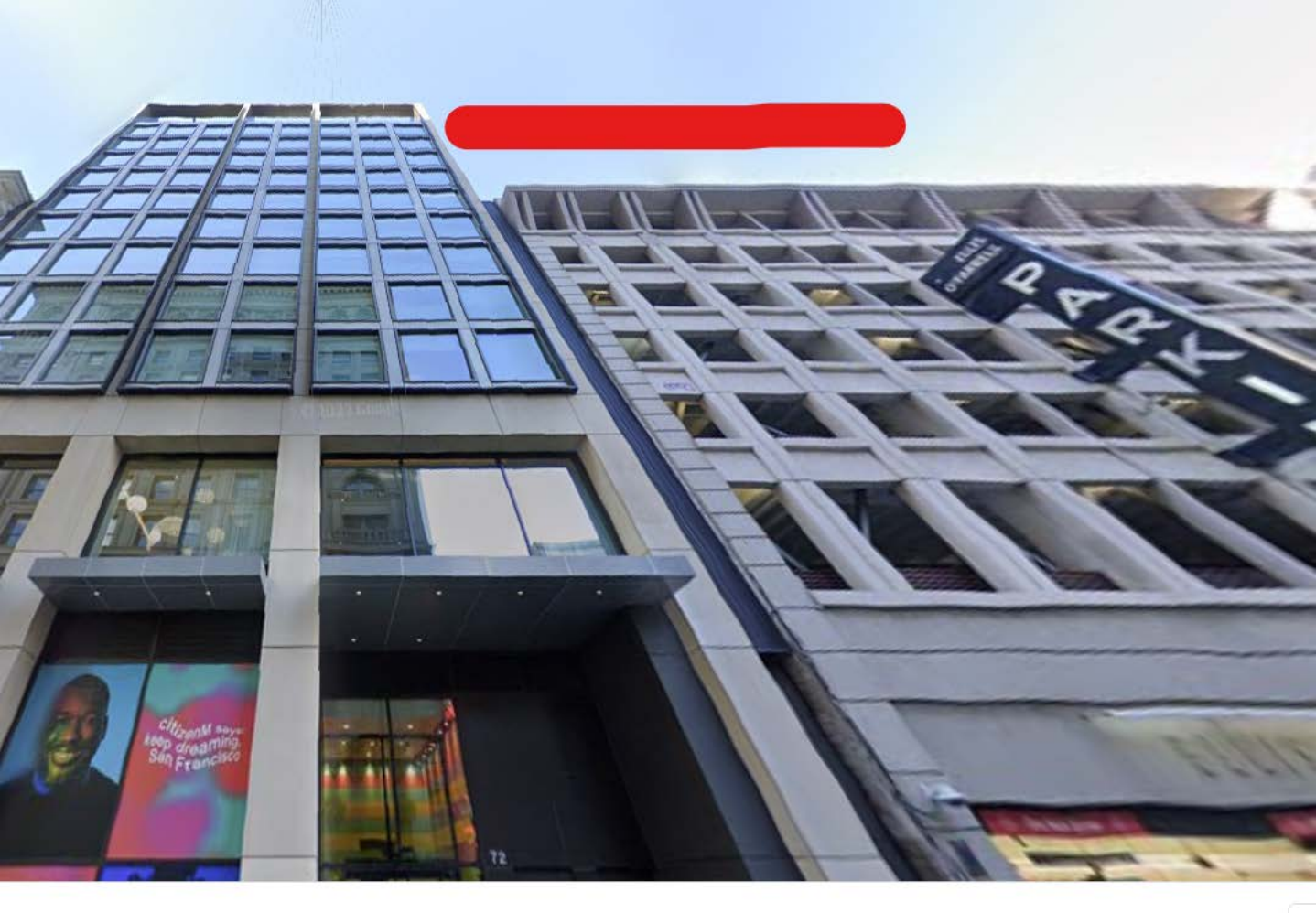
Still Life with Disillusion, acrylic on wall, approx 98 x 255 inches, site-specific mural at Drake OneFifty, Toronto, Ontario, 2019.



Still Life with Disillusion, acrylic on wall, approx 98 x 255 inches, site-specific mural at Drake OneFifty, Toronto, Ontario, 2019.



Hands Free, acrylic on wall, 9 x 13 feet, commissioned by the City of Walnut Creek, Duncan Arcade Project, 2020 (still wet)



72

Casey Gray

B. 1983 Palo Alto, CA - Lives / Works in San Francisco, CA

EDUCATION

2010 Master of Fine Arts, Painting, San Francisco Art Institute, San Francisco, CA

2006 Bachelor of Arts, Painting and Printmaking, San Diego State University, San Diego, CA

SOLO & TWO PERSON EXHIBITIONS

2022 *Wild Animal*, Hashimoto Contemporary, San Francisco, CA

2020 *I Can Taste the Sun*, Hashimoto Contemporary, San Francisco, CA

2019 *Still Blue Skies*, Direktorenhaus Museum for Art, Craft & Design, Berlin, Germany

2017 *Appetite for Life*, Ampersand Gallery, Portland, OR

2017 *Double Knotted*, Hashimoto Contemporary, San Francisco, CA

2016 *Abundant Plains*, Casey Gray + Clark Goolsby, Circuit 12 Contemporary, Dallas, TX

2016 *Paper Trail*, Legion, San Francisco, CA

2015 *Wave Pool*, Park Life Gallery, San Francisco, CA

2014 *Of Land & Sea*, Circuit 12 Contemporary, Dallas, TX

2013 *Tropic*, White Walls Gallery, San Francisco, CA

2012 *Garden Party*, White Walls Gallery, San Francisco, CA

2012 *Garden Party*, Moniker Art Fair, London, England, UK

2011 *Style of Eye*, White Walls Gallery, San Francisco, CA

2010 *ill Romantic*, White Walls Gallery, San Francisco, CA

SELECTED GROUP EXHIBITIONS

2023 *Lush*, curated by Jennifer Rizzo, Hashimoto Contemporary, New York, NY

2023 *Potluck*, curated by Dasha Matsuura, Hashimoto Contemporary, Los Angeles, CA

2023 *Inaugural Minnesota Street Projects Exhibition*, Hashimoto Contemporary, San Francisco, CA

2022 *Poison Garden*, Antler Gallery, Portland, OR

2022 *Wildverse*, Visions West Contemporary, Livingston, MT

2022 *Saltfish*, Curated by SWIM Gallery, New Image Art Gallery, West Hollywood, CA

2022 *Vessel*, Hashimoto Contemporary, Los Angeles, CA

2020 *The de Young Open*, deYoung Museum, San Francisco, CA

2020 Bay Area Emerging Artist Grant Exhibition, Evergold [Projects], San Francisco, CA

2019 *Memory*, Bim Bam Gallery, Paris, France

2019 *On Approval*, Evergold [Projects], San Francisco, CA

2019 *Potluck*, Hashimoto Contemporary, San Francisco, CA

2018 *The House Plant Show*, Swim Gallery, San Francisco, CA

2018 *Art Fair*, The Porch Gallery, Minneapolis, MN

2018 *Sentimental Mood*, First Amendment Gallery, San Francisco, CA

2017 *Californicon*, Direktorenhaus Museum for Art, Craft & Design, Berlin, Germany

2016 *Golden Gate Meets Music City*, Rymer Gallery, Nashville, TN

2016 *Thick As Paper Thin*, Brilliant Champions Gallery, Brooklyn, NY

2015 *Tomorrow*, Hashimoto Contemporary, San Francisco, CA

2015 *Indigo Mind*, Storefront Lab, San Francisco, CA

2015 *Co:Lab*, Athen B. Gallery, Oakland, CA

2015 *Inaugural Group Show*, Left Field Gallery, San Luis Obispo, CA

2014 *MiniMansion*, Guerrero Gallery, San Francisco, CA

2014 *Five Year Anniversary Show*, Ever Gold Gallery, San Francisco, CA

2013 *Wider Than A Postcard*, Breeze Block Gallery, Portland, OR

2013 *Milestone #1*, Circuit 12 Contemporary, Dallas, TX

2012 *Black Foliage*, curated by Matthew Craven, Nudashank, Baltimore, MD

2011 *The Idea Board 3*, Together Gallery, Portland, OR

2011 *Down & Dirty*, Parlor Gallery, Asbury Park, NJ

2011 *The Letter Collector*, Gallery Hijinks, San Francisco, CA

2010 *Say It Don't Spray It*, Parlor Gallery, Asbury Park, NJ
2010 *Western Expansion*, Philip Slein Gallery, St. Louis, MI
2010 *Looking East*, Gallery Yves Laroche, Montreal, Quebec, Canada
2010 *Vernissage*, SFAI MFA Thesis Exhibition, Herbst Pavilion at Fort Mason, San Francisco, CA
2009 *The Stencil Show*, White Walls Gallery, San Francisco, CA
2009 *The Aurora Borealis Art Experience*, San Francisco Art Institute, CA
2008 *To See Feel Fit*, Agitprop Gallery, San Diego, CA

SELECTED PRINT

Chromaticity: How Artists See the World, Away, 2020
New American Paintings, Issue 133, The Open Studios Press, 1/2018
The Art of Spraypaint, Feature, Rockport Publishers, 2017
Gross Magazine, Feature, Issue 1, 2016
Maake Magazine, Issue 2, 3/2016
Strange Plants II, Zioxla, 2015
Juxtapoz Magazine, Event, Issue 164, 9/2014
Juxtapoz Magazine, Feature, Issue 158, 3/2014
New American Paintings, Issue 103, The Open Studios Press, 2/2013
Chinatown Newspaper, Cover and Feature, Volume 4, Issue 1, 5/2012
The San Francisco Chronicle, 96 Hours, Feature, 7/8/2010
San Francisco Art Institute MFA Exhibition Catalog, 5/2010

NOTABLE COLLECTIONS

The deYoung Museum
Stanford University Art Collection
The Microsoft Art Collection
Fidelity Investments Art Collection
Capital One Art Program
The Ellie Mae Art Collection

PUBLIC ART COMMISSIONS

2020 The City of Walnut Creek, Duncan Arcade Mural Project, Commissioned Mural
2018 The City of West Hollywood, Custom Designed Bus Wrap for Cityline Commuter Shuttle

OTHER

2021 Artist in Residence, Google, LLC, Redwood City, CA
2020 / 2021 Artist in Residence, The Internet Archive, San Francisco, CA
2019 Artist in Residence, Chalk Hill Artist Residency, Healdsburg, CA
2017 Artist in Residence, Facebook HQ, Menlo Park, CA
2017 Pow!Wow! San Jose Mural Festival, Featured Artist



To whom this may concern,

I am writing on behalf of the Union Square Alliance to express our support for the proposed mural project at citizenM in Union Square, San Francisco. We firmly believe that this artistic endeavor will bring numerous benefits to both the hotel guests and the community.

Union Square has long been recognized as a vibrant hub for the arts and culture in San Francisco. The addition of a mural at citizenM aligns with the spirit of creativity and artistic expression that defines our neighborhood. By embracing this project, citizenM demonstrates its commitment to fostering a rich cultural environment and contributing to the unique identity of Union Square.

This mural will provide the hotel with an immersive and visually stimulating experience during their stay, enhancing their overall satisfaction and leaving a lasting impression. The mural will not only contribute to the aesthetic appeal of the hotel but also serve as a conversation starter, creating an opportunity for guests to engage with the local art scene and appreciate the talent and creativity of the featured artist. This project will significantly contribute to the beautification of the community. Union Square is known for its distinctive architecture, high-end shopping, and world-class entertainment.



The Union Square Alliance wholeheartedly supports the mural project proposed at citizen. We firmly believe that this initiative will have a transformative effect on hotel guests, beautify the community, support local artists, and contribute to the overall success and reputation of Union Square.

Warmly,

A handwritten signature in black ink, appearing to read "Marisa Rodriguez", with a long horizontal flourish extending to the right.

Marisa Rodriguez
CEO
Union Square Alliance



Kingdom of the Netherlands

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

Re: Letter of Support CitizenM San Francisco

Date: July 27, 2023

Consulate General of the
Netherlands in San Francisco
One Montgomery Street
Suite 3100
San Francisco, CA 94104
United States of America

www.government.nl

Contact

Agnes Koppelman

E SFN-CDP@minbuza.nl

Dear San Francisco Arts Commission,

The Consulate General of the Netherlands in San Francisco enthusiastically supports CitizenM's application to install two murals on the site of their hotel at 72 Ellis Street. The murals will help CitizenM to beautify their surroundings for their guests, which will ultimately help the economic recovery of the Union Square District.

Citizen M is a Dutch hotel brand that takes pride in connecting with their local community through art and design. The murals by local artist Casey Grey are an inspirational example of how creativity can connect (international) guests to the city they are visiting. Citizen M opened their hotel in San Francisco in the fall of 2021, and has managed to build a successful business that supports the local economy, despite the challenges tourism in San Francisco currently faces.

The Consulate General of the Netherlands is situated on the border of the Union Square District and the Financial District, at 120 Kearny Street. We work together with local organizations such as the Union Square Alliance and the Downtown SF Partnership to (re-)activate the area. Our main event is the annual Flower Bulb Day on Union Square, attracting thousands of visitors to pick free flowers.

Through their ambition to connect people from all over the world through the world of art and design, CitizenM has its own ambition to support the recovery of Union Square. We would kindly ask you to issue them the permit for these murals, with the ultimate goal to make Union Square even more attractive for visitors and businesses.

We look forward to a continued positive working relationship between the City of San Francisco, CitizenM and the Netherlands. We appreciate and thank you for your time spent considering this important decision.

Kind regards,

Agnes Koppelman
Deputy Consul General of the Kingdom of the Netherlands in San Francisco

To whom this may concern,

I hope this letter finds you in good health and high spirits. I am writing on behalf of Historic John's Grill to express our support for the proposed mural project at citizenM in Union Square, San Francisco. As a member of the local community and a frequent visitor to this establishment, I am thrilled to learn about the creative initiative and the positive impact it will undoubtedly have on our neighborhood.

The introduction of an art mural is promising to enhance the appeal of our area while also creating a sense of unity and cultural enrichment among residents and visitors. Such initiatives play a crucial role in transforming our surroundings into vibrant, engaging spaces that encourage interaction and creativity.

The commitment to collaborating with local artists not only demonstrates dedication to supporting the arts but also showcases desire to contribute to the culture of our community. Art has the power to create a unique visual experience that resonates with people of all ages and backgrounds.

We are confident that this art mural will not only attract attention but will also inspire dialogue and conversations, serving as an opportunity for further creative endeavors within our neighborhood. The positive impact generated by this installation can contribute significantly to attracting foot traffic to our area, benefiting not only citizenM, but also other neighboring establishments.

We are excited to witness the transformation that the art mural will bring to our community. If there is anything else we can do to help spread the word or contribute to the success of this project, please do not hesitate to reach out.

Regards,

John Konstin
Co-Owner
Historic John's Grill
Tel: (415) 986-0069
Fax: (415) 989-7766
www.johnsgrill.com

HASHIMOTO CONTEMPORARY

August 16, 2023

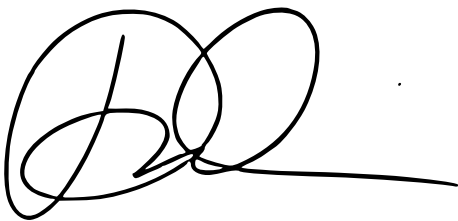
To Whom It May Concern,

It is my pleasure to have the opportunity to write a recommendation for Casey Gray. He has been regularly exhibited with our gallery for the past nine years and is an integral part of our gallery and the larger Bay Area arts community.

I've spent the majority of my 15+ year art career in the Bay Area and am continually impressed by Casey's commitment to his individual practice and his contributions to the larger arts community. Not only is he a thoughtful and talented artist, he is a consummate professional and a joy to work with.

His paintings are astute observations of contemporary culture and would be an asset for public arts in the city. Casey shared some of his renderings of the mural and I am so thrilled to see it realized at scale. I would highly recommend him for the Citizen M mural project.

Please do not hesitate to contact me with further questions. I can be reached at dasha@hashimotocontemporary or 310-730-6164.

A handwritten signature in black ink, consisting of a large, stylized 'D' followed by a horizontal line that extends to the right and then loops back under the 'D'.

Warm Regards,
Dasha Matsuura
Partner & Director, Hashimoto Contemporary

Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, **CASEY GRAY**, has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from **OSIB 72 Ellis Street Properties LLC** (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type, mural, medium]:

Hand painted mural with art work featuring a variety of stylized hands engaging with some of the iconic sights the city is known for.

TITLE, DATE: Sights & Delights - East, 2023

DIMENSIONS: 52' x 47'

ADDRESS/LOCATION: 72 Ellis St San Francisco CA 94102 USA


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.

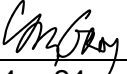
Artist bears the sole responsibility for providing the San Francisco Arts Commission and Property Owner with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Arts Commission: 401 Van Ness Avenue, Suite 325, San Francisco, CA 94102 and to the Property Owner: OSIB 72 Ellis Street Properties LLC, 148 Madison Avenue, 2nd floor, NY 10016 NY / **citizenfloor@citizenm.com**

PROPERTY OWNER

Property Owner: OSIB 72 Ellis Street Properties LLC
(or Authorized Agent): Floor Haverkamp
Address: 148 Madison Avenue 2nd floor, NY 10016 NY
Email: citizenfloor@citizenm.com
Phone: 0031621517941
SIGNATURE: 
DATE: 05 / 10 / 2024

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: CASEY GRAY
Address: 819 Mason Street
San Francisco, CA 94108
Email: casey@caseygray.com
Phone: 408.396.9937
SIGNATURE: 
DATE: 04 / 24 / 24

For more information regarding VARA and CAPA:

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

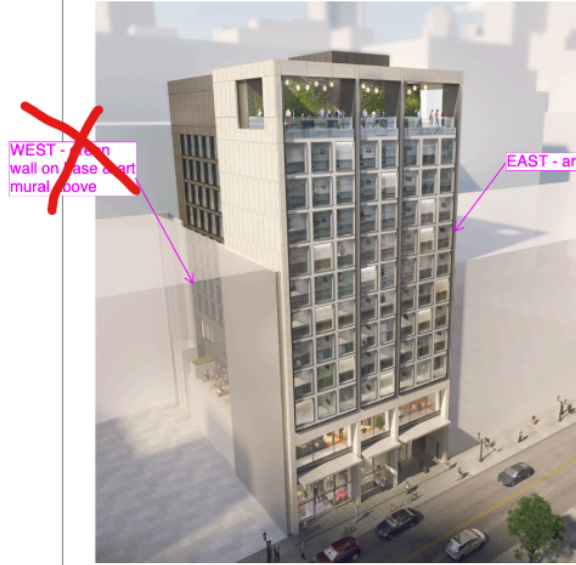
<http://www.sfartscommission.org/our-role-impact/about-commission/policies-guidelines/california-art-preservation-act>

citizenM San Francisco (Ellis Street) Art Mural Request

Means and Methods

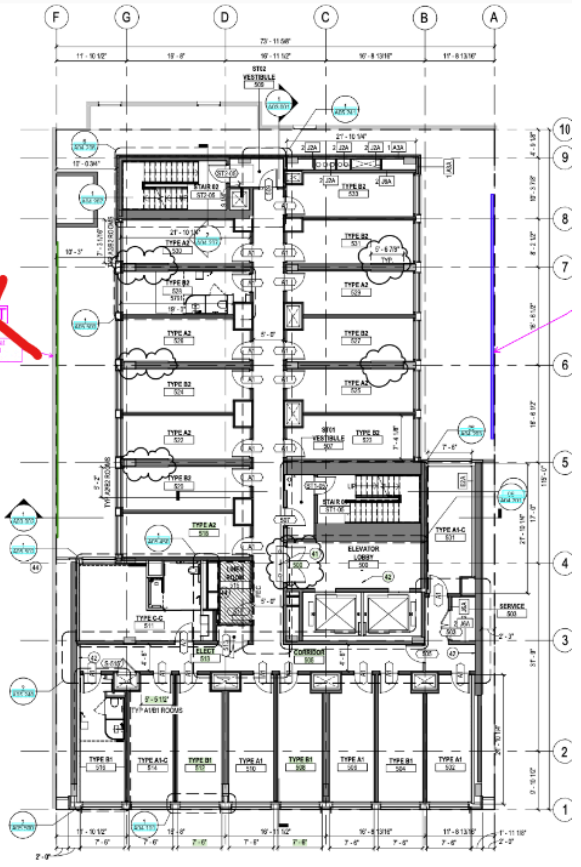
- citizenM has contracted out Aramark as General Contractor
- Aramark will work with local Swing Stage Company, Performance Swing Stage Company
- Performance Swing Stage Company will install a swing stage, a platform stage that is suspended from the top of the building. The platform either ropes or cables connected to stirrups located at each end of it. This will be used to transport workers, their tools and materials at an appropriate height to perform the painting.
 - Method of swing stage install: parapet clamps on (6 of them) off the parking garage with about a foot of clearance needed
 - The platform will be constructed in the terrace area and connected to the cables that are secured to the parapet clamps.
 - Protection After Hours: swing stage will be placed lower towards the ground so no one can access after hours
- Performance Swing Stage will need access to the Laz parking garage roof to set up the swing stage.
- **Access:**
 - Day 1: Performance Swing Stage will need access to the 3 closest parking spots for their truck and equipment. citizenM can cover the cost of any potential revenue loss for this 1 day.
 - Day 14: Performance Swing Stage will need access to the 3 closest parking spots for their truck and equipment. citizenM can cover the cost of any potential revenue loss for this 1 day.
- **Timeframe:** Swing stage will be up for 2 weeks, workers will be painting 7am-7pm, 7 days a week
- **Paint type:** Sherwin Williams A100 for the most parts and small amounts of Montana 94 spray paint for the gradients parts of the design. No primer is required.
- **Maintenance:** Required future maintenance, if any, will be performed in accordance with the terms of the Revocable permit to Enter and Use Property for the Garage

Location



~~WEST~~

THIS AREA TYPE A1, B1, C1, D1, E1, F1, G1, H1, I1, J1, K1, L1, M1, N1, O1, P1, Q1, R1, S1, T1, U1, V1, W1, X1, Y1, Z1



THIS AREA TYPE A1, B1, C1, D1, E1, F1, G1, H1, I1, J1, K1, L1, M1, N1, O1, P1, Q1, R1, S1, T1, U1, V1, W1, X1, Y1, Z1