

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 | To San Francisco With Love |
| DIMENSIONS | 16'H x 24'W |
| ESTIMATED SCHEDULE (start and completion dates) | Painting: June 26 - July 3 2024 Mural Display: July 4 - August 28 2024 (approximately 8 weeks) |
| 1. Proposal (describe proposed design, site and theme. Attach a separate document if needed). | It's undeniable that San Francisco is a unique and beautiful place loved and cherished by so many around the world. When presented with the idea of a poem to San Francisco, artist Maxfield Bala gravitated towards a visual representation of a love letter to the city. One where the poem itself was translated into images representative of the communities, cultures and iconography of the city. Its connection to nature, its countless innovations and its relentless dreamers who built world renown structures like the Golden Gate Bridge. All of these images housed within an unfolding envelope, exploding outward with color, vibrance and energy. |
| 2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment. | The wall will feature a wooden construction canvas, finished with topsheets of professionally finished plywood. The mural will be primed with a high quality exterior primer. The mural itself will be painted using a combination of acrylics and aerosols. The mural will be treated with a UV protective clear coat and topped with a graffiti resistant finish. |
| 3. List individuals and groups involved in the mural design, preparation and implementation. | UCSF Health, Maxfield Bala, Open Influence, Kiosk |

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

*** Please note: all the documents above must be combined into one pdf packet that is under 20mb.**



PROXYdevelopment LLC
2212 Sixth Street Berkeley, CA 94710
info@envelopead.com

v510.644.2400
www.proxySF.net

June 7th, 2024

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

Dear San Francisco Arts Commission,

We are the creators, curators and stewards of PROXY, the community space where "Love Letter to San Francisco", the hand painted mural by the muralist Maxfield Bala is proposed to be on display for 8 weeks between June and August. As members of the San Francisco community, we wish to express our support for the proposal submitted by Elevue and UCSF to develop this art installation at the corner of Octavia St and Hayes St in Hayes Valley.

We think this temporary mural will beautify our space and the surrounding neighborhood! We look forward to hosting "Love Letter to San Francisco" at PROXY, and ask for your full consideration of this project!

Sincerely,

A handwritten signature in blue ink, consisting of a large, circular scribble followed by a horizontal line extending to the right.

Douglas Burnham
Founder and Executive Director
PROXY

Hayes Valley Merchants Council

June 7th, 2024

Dear SF Arts Commission,

As President of the Hayes Valley Merchants Council, I am in full support of the proposed hand painted mural of Love Letter to San Francisco by muralist Maxfield Bala at PROXY located at 432 Octavia Street, San Francisco, CA 94102.

The colorful mural on display between the months of June and August will be a welcome temporary addition to the neighborhood, and will attract tourists and visitors thereby promoting Hayes Valley as a great place to relax and shop.

Sincerely,

Lloyd Silverstein

HAYES VALLEY
NEIGHBORHOOD ASSOCIATION

June 7, 2024

Dear San Francisco Arts Commission,

As the President of the Hayes Valley Neighborhood Association (HVNA), I am in full support of the proposed hand-painted mural of a Love Letter to San Francisco by muralist Maxfield Bala at PROXY, located at 432 Octavia Street, San Francisco, CA 94102. I believe this temporary mural which will be on display between June and August will add beauty and vibrancy to the Hayes Valley neighborhood for the enjoyment of residents and visitors alike.

We are anxious to see its installation.

Sincerely,



David J. Robinson
President
808-829-2508

HAYES VALLEY NEIGHBORHOOD ASSOCIATION
400 Grove Street, Suite # 3
San Francisco, CA 94102

CITY APPROVAL LETTER

Fwd: UCSF Mural at PROXY: Love Letter To San Francisco



Artem Matusevich <artem@envelopead.com>
To: Bryan Elms

[Reply](#) [Reply All](#) [Forward](#) [More](#)

Tue 6/11/2024 9:02 AM

You replied to this message on 6/11/2024 9:58 AM.

----- Forwarded message -----

From: **Suess, Jeff (ADM)** <jeff.suess@sfgov.org>
Date: Tue, Jun 11, 2024 at 8:37 AM
Subject: Re: UCSF Mural at PROXY: Love Letter To San Francisco
To: Douglas Burnham <douglas@envelopead.com>
CC: Artem Matusevich <artem@envelopead.com>

Douglas,
Please accept this email as the City's approval of proposed mural and let us know if we can do anything to support your efforts with the Art Commission.

Sincerely,

Jeff Suess

Get [Outlook for iOS](#)

From: Douglas Burnham <douglas@envelopead.com>
Sent: Monday, June 10, 2024 10:16:31 AM
To: Suess, Jeff (ADM) <jeff.suess@sfgov.org>
Cc: Artem Matusevich <artem@envelopead.com>

ARTIST RESUME



Maxfield Bala Creative LLC. is a multi faceted mural painting and design company proudly based out of the San Francisco, Bay Area. As a creative team we have effectively developed, and executed high level public and commercial mural paintings around the globe. Since our founding in 2015 our lead artist Maxfield Bala has worked with small close knit team to execute Bala's vision for an expansive list of clients, non profits, and public organizations. We believe that murals created with genuine talent, artistic story telling, and a strong work ethic can change the world.

www.maxfieldbala.com

maxfield@maxfieldbala.com

1 (707) 971-0814

Based in the San Francisco, Bay Area



MAXFIELD BALA

Born in California in 1993, Maxfield Bala is a San Francisco Bay Area based artist and designer specializing in large scale mural installations. Bala began pursuing art at an early age working under his parent's design business, co-developing and designing toy concepts for companies including Hasbro and Mattel. The childhood home served a second purpose as an art and design studio for Bala to absorb the creative process and develop artistic invention. Bala's teenage work manifested itself through multidisciplinary artistic mediums including illustration resulting in group and solo exhibits around the world. Bala quickly recognized art's intense power to resurrect neighborhoods, inspire communities, and to reinvent common forms of messaging through the painting of large scale mural projects. Bala's murals are painted with acrylics and aerosols and feature a collage-like style filled with high detail, bold colors and an expansive array of powerful imagery. Bala's murals have been painted around the globe as part of mural festivals, brand collaborations, private commissions, and city initiatives.

FEATURED PUBLIC ART COMMISSIONS

- 2023 September "Agrihood Mural Complex" -Agrihood, Core Builders, and the City of Santa Clara, Ca. Four Murals totaling 2,500 Sq. Ft. Santa Clara, Ca.
- 2023 April "Greetings From McNear" -Petaluma City Schools. 30' x 18'. Petaluma, Ca
- 2023 February "Transform" -Affordable Housing Access Inc. 20' x 5'. Healdsburg, Ca
- 2023 January "Spare the Air" -Bay Area Air Quality Management District and Bay Street. 100' x 15'. Emeryville, Ca.
- 2022 September "Transiting" -Visit Oxnard and The City of Oxnard. Two murals totaling 1,500 Sq. Ft. Oxnard, Ca.
- 2022 June "Penngrove" -County of Sonoma. 25' x 8'. Penngrove, Ca.
- 2021 August "Breaking Through" -We Art Festival and the City of Sand City. 60' x 25'. Sand City, Ca.
- 2021 April "Greetings From Eastvale" -Clark Investment Group and the City of Eastvale. 45' x 18'. Eastvale, Ca
- 2020 May "The Farm" -Sonoma Hills Farm. 35' x 9'. Two Rock, Ca.
- 2019 March "Sonoma" -Clark Investment Group and the County Sonoma. 35' x 13'. Petaluma, Ca.
- 2018 July "SAAF" - SAAF Festival. 10'x10'. Seoul, South Korea.

FEATURED COMMERCIAL ART COMMISSIONS

- 2024 January "Yosemite" -United States Geological Service and Hensel Phelps. 50' x 25'. Palo Alto, Ca.
- 2023 April "Pigeon Forge" -Country Barn. 45' x 8'. Pigeon Forge, TN.
- 2023 March "Cyber Bear" -Tesla Motors. 25' x 15'. Palo Alto, Ca
- 2022 February "Around the World" -Kaiser Permanente . 28' x 8' Redwood City, Ca.
- 2021 July "Ant Man" -Disney+. 10' x 6'. San Francisco, Ca.
- 2021 March "We Need Switzerland" -Visit Switzerland and Consulate General of Switzerland. 25' x 10'.
- 2019 October "See the World" -Intrepid Inc. 10' x 10'. Sonoma, Ca
- 2018 September "Dreams" -Hard Rock Hotels and AIC. 16' x 12'. Riviera Maya, Mexico.
- 2017 May "We're All Just a Kid From Somewhere" -Powerade and Woodward. Four murals totaling 2,000 Sq. Ft. Campaign across the United States.

Complete list of projects available upon request.

SPECIAL QUALIFICATIONS



Award Winning Mural Painting and Development Company



Licensed CSLB C-33 Painting and Decorating contracting license. License #1120177



OSHA Lift Certified Team across boom, scissor, and articulating lifts

ARTIST PREVIOUS WORK

Client:
Bay Area Air Quality
Management District

Location:
Emeryville, CA



Client:
Penngrove Elementary

Location:
Penngrove, CA



Client:
SF Electric Tour Company

Location:
San Francisco, CA



IMAGE OF MURAL DESIGN AND MEASUREMENTS



UCSF MURALS CONCEPT FINAL



Description: It's undeniable that San Francisco is a unique and beautiful place loved and cherished by so many around the world. When presented with the idea of a poem to San Francisco I gravitated towards a visual representation of a love letter to the city. One where the poem itself was translated into images representative of the communities, the cultures, and the iconography of the city. Its connection to nature, its countless innovations, and its relentless dreamers who built world renowned structures like the Golden Gate Bridge. All of these images housed within an unfolding envelope, exploding outwards with color, vibrance and energy. The mural is a subtle reminder to those in the neighborhood of the love found in San Francisco.

PROPOSED MURAL LOCATION

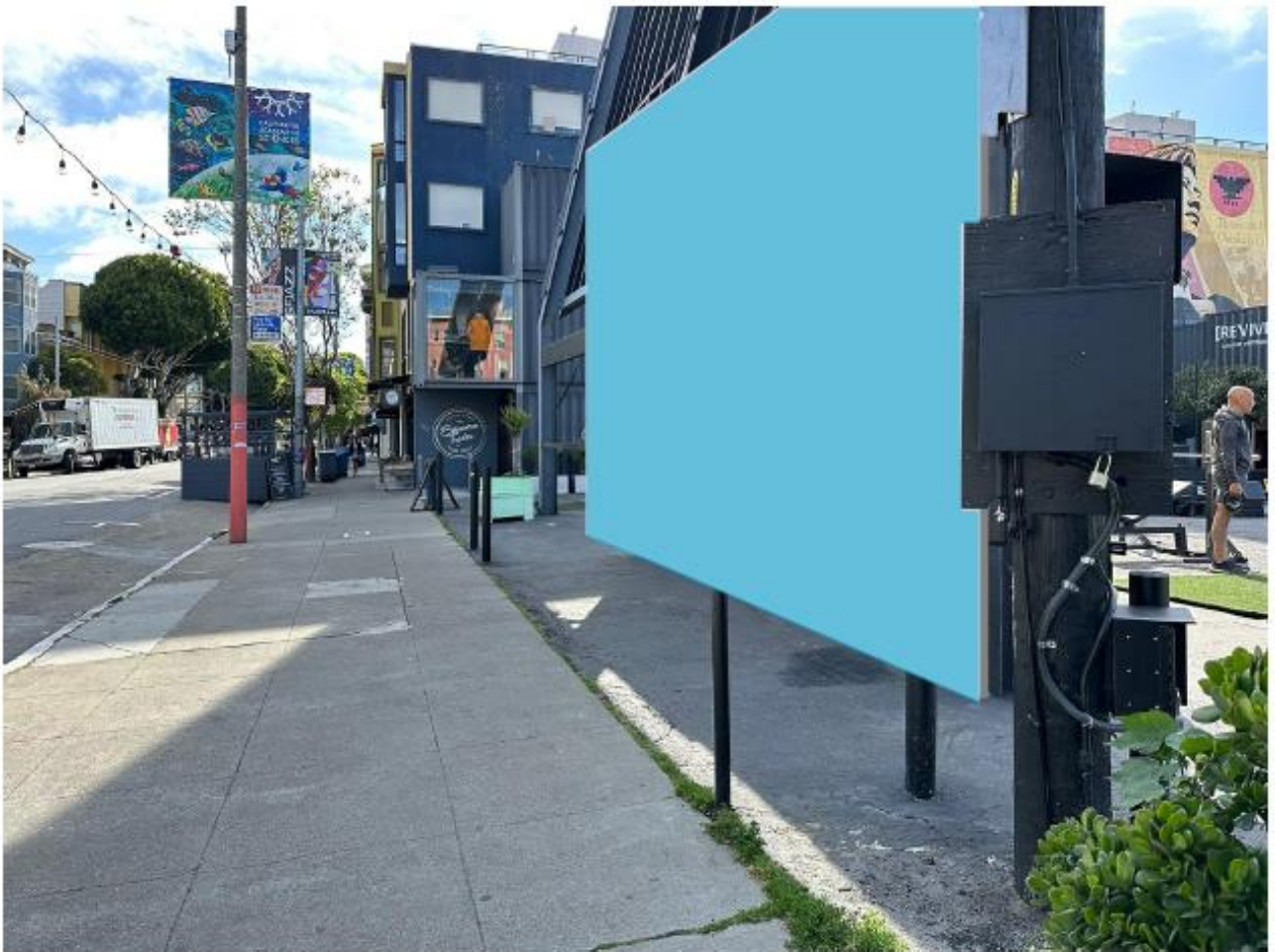
432 Octavia Street San Francisco CA 94102

Hayes Valley

Canvas on existing steel structure

16'H x 24'W

Mural Wall



-Mural Area

Waiver of Proprietary Rights

for Artwork Placed Upon CITY PROPERTY under VARA and CAPA

Artist has designed a work of visual art, described as follows:

DESCRIPTION: [type, mural, medium]:

Hand painted mural using aerosols, and acrylics on wood panels treated with a UV and graffiti resistant clear coat. The murals content represents a love letter to San Francisco.

TITLE, DATE: "To San Francisco, With Love". June 7, 2024

DIMENSIONS: 16'0" H x 24'0" W

ADDRESS/LOCATION: 432 Octavia Street San Francisco CA 94102

("the Work"). In consideration of the City's approval to place the Work on City property, the Artist agrees to waive and does hereby waive voluntarily all rights to attribution and integrity with respect to the Work 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"), and/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 ("Moral Rights Laws"), with respect to the Work, its display, removal from display, exhibition, installation, conservation, storage, study, alteration and any other activities conducted by the City, its officers, employees, agents, contractors, licensees, successors or assigns. If the Work is incorporated into a building such that the Work cannot be removed from the building without physical defacement, mutilation, alternation, distortion, destruction, or other modification (collectively, "Modification") of the Work, Artist waives any and all such claims under any Moral Rights Laws arising out of or against any current or future owners of the site, and its agents, officers and employees, for Modification of the Work.

The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the Work, in whole or in part, in City's sole discretion.

The City has no obligation to pursue claims against third parties for modifications or damage to the Work done without the City's authorization. However, the City may pursue claims against third parties for modifications or damage or to restore the Work if the work has been modified without the City's authorization. If the City pursues such a claim, it shall notify the Artist, and Artist shall cooperate with the City's efforts to prosecute such claims.

If the City modifies the Work without the Artist's consent in a manner that is prejudicial to Artist's reputation, Artist retains the right to disclaim authorship of the Work in accordance with 17 U.S.C. § 106A (a) (2).


Artist bears the sole responsibility for providing the City 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 City Agency with jurisdiction over the property.

CITY AGENCY

Agency: San Francisco Real Estate Division Authorized Agent: Jeff Suess
Address: 25 Van Ness Avenue, Suite 400
San Francisco, CA 94102
Email: Jeff.Suess@sfgov.org
Phone: 415-554-9873
SIGNATURE: 
DATE: 6/11/24

ARTIST

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

Artist: Maxfield Bala
Address: 1316 Saint Francis Drive
Petaluma, Ca 94954 USA
Email: maxfield@maxfieldbala.com
Phone: (707) 971-0814
SIGNATURE: 
DATE: 06/07/2024

SAN FRANCISCO ARTS COMMISSION

Authorized Agent: Craig Corpora
Address: San Francisco Arts Commission
401 Van Ness Avenue, Suite 325
San Francisco, CA 94102

Email: craig.corpora@sfgov.org
Phone: 415-252-2249

SIGNATURE: _____
DATE: / /

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>