

# Mural Design Information Form

LEAD ARTIST

ADDRESS

CITY

STATE

ZIP CODE

EMAIL

PHONE

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PROJECT  
COORDINATOR

ADDRESS

CITY

STATE

ZIP CODE

EMAIL

PHONE

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SPONSORING  
ORGANIZATION

ADDRESS

CITY

STATE

ZIP CODE

EMAIL

PHONE

FUNDING SOURCES

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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

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

DONAJI MURAL  
Vladimir Cuevas - Artist  
Maintenance Plan  
2024

Location of Parklet

3161 24th St, San Francisco, CA 94110

Proposed timeline for elaboration and completion of mural:  
September 15 - September 30th, 2024.

Maintenance plan:

Vladimir Cuevas and the Isai Cuevas, the owner of Donaji Restaurant will provide upkeep and maintenance every six months or as required.

Removal of Graffiti:

Both aforementioned parties commit to keeping the mural free of graffiti.

# DONAJI MURAL

Vladimir Cuevas - Artist

## Objective:

My goal is to create a mural on the parklet located in front of Donaji Restaurant in the Mission District of San Francisco.

My intention with the mural dedicated to the Princess Donaji is to create classes where children from the Mission District community can learn to express themselves through the power of art and learn about the extraordinary beauty and power of the Mexican indigenous communities.

The owners of Donaji Restaurant are an important part of the 24th Street community in the Mission District. Together we will continue to promote the amazing food and history of our Oaxacan heritage. To create beauty is the ultimate gift to all.

## Theme:

Donaji, the Last Zapotecan Princess

A tragic and tender peace offering

Donaji ("Big Soul:") was the daughter of the Zapotecan King Cozijoza in Zaachila, Oaxaca. When the Spaniards arrived in Oaxaca, the Mixtec and Zapotecan people were battling constantly for territorial dominance.

During one of these battles, the Mixtec prince Nucano was wounded and captured by the Zapotecan people. Donaji fell madly in love with the imprisoned prince Nucano. This was the beginning of an enduring love story.

Once Nucano recovered, Princess Donaji helped him return to his people, the Mixtecs. After that Nucano led the battle that vanquished the Zapotecan people and the Mixtec people settled in Monte Alban.

In an effort to achieve a peaceful agreement between the two tribes, one of the conditions was for the Mixtecs to give Donaji to the Zapotecs, as a peace offering. If Donaji was not delivered, her death would be certain.

With great sadness, King Cosijoeza accepted this treaty and delivered his beloved daughter to the Mixtecs. Donaji then went to live in the occupied Monte Alban, as a guarantee for peace. When her people tried to rescue her, she was killed.

Legend has it that after many, many years, one punishing winter, a shepherd found a beautiful lily on the Atoyac river bank. Because it was the off-season for that flower, an excavation took place and they found DONAJI'S body. It is said that her body was intact, as if she had just fallen asleep and the beautiful lily had taken root on her head. Her body was then lovingly buried in Zaachila, her resting place to this day. All of his life, Prince Nucano mourned the death of his adored Princess.

For the people of Oaxaca, DONAJI is a heroine, who was sacrificed for a better life for her people. Now and hopefully forever, the lovely face of Donaji and the beautiful lily are the official emblem of Oaxaca City's municipality.

### Proposed Design (from left to right)

Left

- The face of the Princess Donaji with lilies.

Middle:

- Chimalli, a Mixtec jewel that symbolizes the union of two entities: cultures, two people, etc.
- To the left of the Chimalli we see the Mixtec Warrior, to the right, we see the Zapotec Warrior.

Right side of mural:

- The ruins of Monte Alban.
- Donaji and her Prince Nucano will be in front of Monte Alban.

The background for my mural will be the monumental mountains of Oaxaca.

# Vladimir Cuevas

[artbyvladimircuevas.com](http://artbyvladimircuevas.com)

[artbyvladimir@gmail.com](mailto:artbyvladimir@gmail.com)

415-307-0130

## PROFESSIONAL EXPERIENCE

### Sculpture

*Danzante de la Pluma - Dancer of the Feather*

43 foot fiber glass and metal sculpture. Abstract painting on headdress (13 ft. x 9.5 ft.).

Permanent installation at Cerro del Yavego, Zimatlán de Alvarez, Oaxaca, Mexico.

### Murals

**Tejiendo al Quetzal - Knitting a Quetzal**

**2024**

San Pedro School - San Rafael. California.

33 ft. x 15 ft. Acrylic pigments on wood.

**Yo Soy Lodi - I am Lodi - 2024**

Lodi City, California.

36 ft. x 13 ft. - Acrylic pigments

**Mezcla de Culturas - A Mix of Cultures - 2018**

Arlington, Texas - Private Collection.

14ft. x 9 ft. - Acrylic pigments.

**Road to Mictlán - 2021**

25 ft. x 4 ft. Acrylic on Wood - Private Collection

**My Childhood – Mi Infancia – 2021**

25 ft. x 3 ft. -Acrylic on Wood – Private Collection

**Mis Hijos - My Children**

Mural on wood, paste and acrylic (8 panels)

Commission – Ms. María Haro - Private

Collection San Francisco, California.

**Virgin of Guadalupe and San Juan Diego**  
*Murals - 2005* Our Lady of Guadalupe Parish -  
Cavite, Phillipines

## **Sacred Art**

Paintings by Commission by GBR Foundation Inc.

Mr. Geronimo Berenger de los Reyes, Owner  
104 Rada Street, Legaspi Village, Makati City  
1229, Philippines.

250 pieces currently displayed in his personal  
collection at the GBR museum and in several  
churches throughout the Philippines.

## **Portraits**

Oil on canvas portraits from photographs  
Individual commissions.

## **Selected Exhibitions**

Tartine Bakery - San Francisco - Spring 2024

Ruby's Bakery - Lodi, California - Spring 2024

Marin Open Studios – Sausalito, CA - 2022 - 2024



## **Day of the Dead - /Día de los Muertos**

Bartolini Gallery – San Rafael

## **The Art & the Cure – 2010**

Abstract Exhibit - Cardiology Department  
Gallery St. Lucas Hospital  
San Francisco, California

**Monte Albán Exhibit** – Cardiology Department  
Gallery

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St. Lucas Hospital

San Francisco, California **Guadalupe Mural**  
(Panel) - 2009

Permanent Public Art Exhibit - Leoncio  
Gonzales Federal Building Zimatlan de Alvarez,  
Oaxaca, Mexico

## **La Virgen Dolorosa Mural – 2008**

Special commission Sacred Heart Church  
Zimatlán de Alvarez, Oaxaca, Mexico

**Mictlantecutli - *Day of the Dead Exhibit* - 2005**

Palace of the Legion of Honor - San Francisco,  
California

**Visual Esferic Perspectometry #1 – 2005**

Exhibit Mission Cultural Center for Latino Arts -  
San Francisco, California

**La Muerte de Turquesa - *Day of the Dead***  
*Exhibit – 2005* Back to the Picture Gallery - San  
Francisco, California

**The Prayer Book - GBR Foundation Inc. –**  
Phillippines Special commissions

**Christ, Splendor & Hope Exhibit**

St. Mary's Cathedral  
San Francisco, California

The Resurrection – Oil Painting Last Supper –  
Oil

Painting

Virgen of Guadalupe – Oil Painting

**Perspectometry Visual Esferic #2 *Exhibit – 2001***

Mission Cultural Center for Latino Arts San  
Francisco, California

*From the Stone to the Metal Exhibit - 2001 (El Vuelo  
de la Imaginación Humana)*

Mission Cultural Center for Latino Arts San  
Francisco, California

**Donahí - International Latino American Art  
Exhibit 2001 Mission Cultural Center for Latino  
Arts**

San Francisco, California

**Virgen of Guadalupe  
- 1997**

Dartmouth College – Permanent collection  
Hanover, NH

**Te Regalo un Jaguar – 1995**

Polanco Gallery 393 Hayes Street, San Francisco

**Guelaguetza Mural – 1995**

*Wood & oil*

San Jose Gallery San Francisco, CA

## **Dioses en el Cielo Exhibit**

Fina Estampa Gallery

Van Ness Avenue, San Francisco, California

## **Dioses Prehispánicos Exhibit**

Vallarta Gallery

Mission Street, San Francisco

*Curiosín y sus Ondas, Cultura Oaxaqueña* Curiosín  
and his Adventures, Oaxacan Culture - 1994

Illustration & publication of bilingual childrens'  
book - San Francisco, California

1995 – Present

Continued studies on dynamic anatomy, human  
figure, color, texture and polyangular perspective  
– Antonio Huerta, professor.

2002

Abstract advanced painting classes City College,  
San Francisco, CA

2000

Fresco technique – private classes José Galindo  
San Francisco, CA

Continued studies

Development of pictorial techniques and  
research on line and color of Oaxacan folkloric  
tradition. – Self taught

Studies on general surgery and human anatomy  
Universidad Autónoma – Benito Juarez  
Oaxaca, México



Artist Vladimir Cuevas poses for a portrait next to his statue El Danzante in Zimatlán, Oaxaca. Courtesy: [artbyvladimircuevas.com](http://artbyvladimircuevas.com)



Marjorie  
Padua Gomez, 2023  
1000 W. 10th St.



U.S. 800  
3-1-1



Public Access  
Point of Sale





Vladimir Cuevas 2016.

quantity.



7/10/24

San Francisco Arts Commission  
c/o Ralph Remington, Director of Cultural Affairs  
401 Van Ness Avenue, Suite 325  
San Francisco, CA 94102

Dear Members of the San Francisco Arts Commission,

I am writing on behalf of Calle 24 Latino Cultural District to express our enthusiastic support for the mural project "La Historia de La Princesa Don Aji." This project aims to bring our community a vibrant and culturally significant mural. It aligns perfectly with our mission to preserve, enhance, and advocate for Latino cultural continuity, vitality, and community in San Francisco's touchstone Latino Cultural District and the more excellent Mission neighborhood.

The proposed mural, "La Historia de La Princesa Don Aji," is a beautiful and profound representation of Latino heritage and cultural narratives. Projects like these help keep our rich history alive, allowing it to be shared with future generations in a visually engaging and educational way. Public art, especially murals, plays a crucial role in telling our stories and enhancing our community's aesthetic and cultural fabric.

This mural will add to the Mission District's artistic landscape and serve as a source of inspiration and pride for our residents and visitors. It will celebrate the unique heritage and culture of the Latino community, highlighting our values, struggles, and triumphs. In a time when cultural preservation is more important than ever, "La Historia de La Princesa Don Aji" will stand as a testament to the strength and resilience of our community.

Calle 24 Latino Cultural District fully supports the "La Historia de La Princesa Don Aji" mural project and urges you to approve and support this vital initiative. We are confident that this mural will be a cherished addition to our community, reflecting the rich cultural diversity and history that make the Mission District unique.

Thank you for considering our support for this project. We look forward to seeing "La Historia de La Princesa Don Aji" come to life and contribute to our community's ongoing cultural enrichment.

Sincerely,

*susana rojas*

Susana Rojas  
Executive Director  
Calle24 Latino Cultural District

# Signature Certificate

Reference number: VYN4G-MYWRB-DIMY2-OJNWA

## Signer

**susana rojas**

Email: susana@calle24sf.org

Sent:

Signed:

## Timestamp

10 Jul 2024 23:55:02 UTC

10 Jul 2024 23:55:02 UTC

## Signature



IP address: 52.119.119.110

Location: San Francisco, United States

Document completed by all parties on:

10 Jul 2024 23:55:02 UTC

Page 1 of 1



### Signed with PandaDoc

PandaDoc is a document workflow and certified eSignature solution trusted by 50,000+ companies worldwide.



July 18th, 2024

San Francisco Arts Commission  
Attn: Craig Corpora, Mural Review  
401 Van Ness, Suite 325  
San Francisco, CA 94102

Dear Members of the San Francisco Arts Commission,

On behalf of Mixcoatl Handicrafts & Jewelry, a steadfast advocate and stakeholder for community enrichment and cultural vibrancy in the 24th Street Corridor in the Mission District of San Francisco, we are writing to express our enthusiastic support for the proposed mural project slated for the parklet at Donaji Restaurant at 3161 24th St, San Francisco, CA 94110.

This project, led by the talented Oaxacan muralist Vladimir Cuevas, presents an exciting opportunity to extol local talent while beautifying our shared spaces.

As an organization deeply rooted in this community, we understand the transformative power of public art. Murals serve as more than just decorative elements; they are catalysts for dialogue, drivers of social change, and reflections of our collective and cultural identity. By championing projects like the Donaji Mural, we actively contribute to the rich cultural tapestry of our neighborhood, fostering a sense of civic pride and ownership among residents.

Moreover, we recognize the strategic significance of placing the mural on the parklet. Sadly, parklets in our area have been frequent targets of vandalism. However, we firmly believe that investing in a locally-designed mural, fortified with anti-graffiti coating, offers a proactive solution to safeguarding these communal spaces. Not only will the mural act as a deterrent to vandalism, but it will also inspire stewardship and a renewed sense of civic responsibility among residents.

We commend the San Francisco Arts Commission for their commitment to supporting public art initiatives and fostering a thriving arts ecosystem in our city. Your dedication to nurturing local talent and enhancing the cultural landscape of San Francisco is truly commendable.

In closing, we urge the Commission to wholeheartedly endorse the proposed mural project. By doing so, we take a significant step towards fostering a more vibrant, inclusive, and resilient community for all.

Thank you for your unwavering dedication to the arts and for considering our endorsement.

Warm regards,

A handwritten signature in black ink that reads "Connie Rivera". The signature is written in a cursive style with a large initial "C" and a flourish at the end.

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Ms. Connie Rivera  
Proprietor  
Mixcoatl Handicrafts & Jewelry  
3201 24th Street  
San Francisco, CA, 94110  
(415) 341-4191

July 18th, 2024

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

Dear Members of the San Francisco Arts Commission,

I'm proud to be a Business Manager and enthusiastic stakeholder in the wellbeing of the Mission District in San Francisco. I'm thrilled to share my enthusiastic support for the proposed mural project for the parklet of Donaji Restaurant, located at 3161 24th St, San Francisco, CA 94110.

Having a mural in a parklet in the vibrant 24th Street corridor, especially one created by the excellent Oaxacan Artist, Vladimir Cuevas, is something I can't wait to see. As the Manager of Tartine, I have been able to appreciate Mr. Cuevas' extraordinary work up close, as he has exhibited his work in our Guerrero Street location, much to the delight and admiration of our staff and clientele.

Local artists are the heartbeat of our community. They not only add beauty to our surroundings but also help us connect with our cultural roots. Supporting projects like this mural not only showcases our local talent but also strengthens our neighborhood's bonds.

Moreover, placing the mural in the parklet could address a common issue we face - vandalism. By investing in a locally-designed mural with anti-graffiti protection, we can proactively deter vandalism and encourage pride among residents to protect our public spaces.

I want to thank the San Francisco Arts Commission for considering this proposal. I'm confident that this mural will not only beautify our neighborhood but also reaffirm our commitment to the arts and community safety.

Thank you for your consideration.

Warm regards,



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Rafael García Hernández  
Manager  
Tartine Bakery  
600 Guerrero Street (corner with 18th St.)  
San Francisco, CA 9411

DONAJI RESTAURANT  
3161 24TH STREET  
SAN FRANCISCO CALIFORNIA  
94110  
DONAJISF.COM  
415 5094638  
7/8/2024

San Francisco Arts Commission  
Attn: Craig Corpora, Mural Review  
401 Van Ness, Suite 325  
San Francisco, CA 94102

Dear Members of the San Francisco Arts Commission,

As the owner of Donaji Restaurant at 3161 24th street. I hereby authorize and approve the proposed mural to be painted on the parklet at my business. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Isai Cuevas". The signature is written in a cursive, flowing style.

Isai Cuevas  
Chef Owner  
DONAJI

# Waiver of Proprietary Rights

## for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

Vladimir Cuevas

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]:

My goal is to create a mural on the parklet located in front of Donaji Restaurant in the Mission District in San Francisco.

Medium: Acrylic on Wood - This mural has the following physical characteristics:

High relief mural

Components will be: acrylic pigments, paste, natural cork on wood.

TITLE, DATE: Donaji, the Last Zapotecan Princess  
Dates: I am hoping for Fall 2024.

DIMENSIONS: Measurements: 16 feet long x 5 feet of height.

ADDRESS/LOCATION: Donaji Restaurant  
3161 24th St, 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: <<INSERT ADDRESS FOR NOTICE>>.

PROPERTY OWNER

Property Owner: \_\_\_\_\_ Isai Cuevas \_\_\_\_\_  
(or Authorized Agent): \_\_\_\_\_  
Address: \_\_\_\_\_ DONAJI RESTAURANT \_\_\_\_\_  
3161 24TH STREET \_\_\_\_\_  
SAN FRANCISCO CALIFORNIA \_\_\_\_\_  
94110 \_\_\_\_\_  
Email: \_\_\_\_\_ isai@donajisf.com \_\_\_\_\_  
Phone: \_\_\_\_\_ 415-509-4638 \_\_\_\_\_  
SIGNATURE: \_\_\_\_\_ *Isai Cuevas* \_\_\_\_\_  
DATE: \_\_\_\_\_ 07 / 21 / 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: \_\_\_\_\_ Vladimir Cuevas \_\_\_\_\_  
Address: \_\_\_\_\_ 1515 Sutter Street, # 218 \_\_\_\_\_  
San Francisco, CA 94109 \_\_\_\_\_  
Email: \_\_\_\_\_ artbyvladimir@gmail.com \_\_\_\_\_  
Phone: \_\_\_\_\_ 415-307-0130 \_\_\_\_\_  
SIGNATURE: \_\_\_\_\_ *Vladimir Cuevas* \_\_\_\_\_ Cs \_\_\_\_\_  
DATE: \_\_\_\_\_ 07 / 24 / 2024 \_\_\_\_\_

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>



