

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

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

NATALIE GABRIEL

Nataliegabrielart@gmail.com | Nataliegabriel.com | San Francisco, CA |
[@nattypaints](https://www.instagram.com/nattypaints) | (858)442-0927

EDUCATION

2017 BFA Drawing and Painting - Academy of Art University, San Francisco, CA

SELECTED MURAL PROJECTS

June 2024 - "Channel Islands" Live Mural Painting at X Games Ventura, CA
200 sq ft exterior LIVE mural executed over three day X Games competition.

March 2024 - "For the Love of North Beach" Mural and Billboard Campaign in San Francisco

Two 306 sq ft exterior public murals and ad campaigns were on view from March 16th to April 16th in North Beach, SF.

March 2024 - "La Mediterranee" Parklet Mural on Fillmore San Francisco

290 sq ft exterior public mural inspired by the Mediterranean Sea painted with aerosol paints.

February 2024 - "Bay Views" Landscape mural painted on Charter Boat in Pier 39, San Francisco

75 sq ft interior public mural painted with aerosol and acrylic paint.

December 2023 - "SRK" Portrait Mural at Kinara Fusion in San Francisco

95 sq ft interior public mural painted with latex and acrylic paint of the actor Shah Rukh Khan from the film "Dilwale Dulhania Le Jayenge."

November 2023 - "Google Cloud" Mural in Google Cloud headquarters in Sunnyvale, CA

585 sq ft interior mural painted with latex and acrylic paint depicting clouds and mountains with blended gradients.

November 2023 - "Twelve Apostles" Mural in San Francisco

95 sq ft mural painted with latex and spray paint, inspired by the Twelve Apostles; a collection of limestone rocks along the Great Ocean Road in Victoria, Australia.

November 2023 - "RIP" Portrait Mural at Sam's East, San Francisco

200 sq ft interior public mural painted with spray paint and acrylic in

honor of the late Anthony Bourdain & Mike Elshawa, owner of Sam's World Famous Burgers in North Beach.

July 2023 - "New Life Nursery Mural" San Francisco

450 sq ft interior mural painted with latex and spray paint. Wrapping around a nursery in the Dogpatch, inspired by Bay Area landmarks and topography

July 2023 - "Everything Changes Mural" Daly City, CA

85 sq ft exterior mural painted with spray paint. Inspired by the colors of the sky and the changing colors during sunset and dusk.

April 2023 - "AlynNatty" San Ramon, CA

135 sq ft exterior mural painted with spray paint and acrylic. Design created in collaboration with AmandaLynn.

December 2022 - "Miss Carol Doda" San Francisco

350 sq ft exterior mural at BODEGA SF, painted with aerosol and acrylic, followed by a block party mural event in honor of Carol Doda. [SF Chronicle](#)

October 2022 "Mountain Hug" San Francisco

86 sq ft private interior mural for children painted in nontoxic water and latex-based aerosol paint.

April 2022 SPM Design Google Bay View Campus, Mountain View, CA

Ground and wall murals that span across the entire 1.1 million square foot campus, painted with interior enamel epoxy and latex paint.

February 2022 "Copper Rising" San Francisco

63 sq ft exterior public garage mural painted with aerosol and liquid copper paint.

January 2022 "HolaKids 2" San Francisco

127 sq ft exterior public mural at a Spanish immersion preschool in a public playground painted with aerosol and acrylic.

November 2021 "Mexicali Rose / For the Culture" Oakland, CA

432 sq ft exterior public mural inspired by Oakland culture painted with aerosol paint.

November 2021 "Paradise Energy" Burlingame, CA

140 sq ft interior private mural at the headquarters of a start-up energy company painted with aerosol and acrylic.

September 2021 "WISH" San Francisco

255 sq ft private interior mural at tech company WISH, headquarters in downtown SF painted with aerosol.

July 2021 "HolaKids 1" San Francisco

114 sq ft exterior public mural at a preschool across from an elementary school, with the text "HolaKids" creating a conversation between the two schools, painted with aerosol and acrylic.

May 2021 "Goddess of the Room" San Francisco

125 sq ft interior public mural at ROOH Restaurant, painted with acrylic.

April 2021 "Chocolate Cityscape", San Francisco

164 sq ft interior mural at Trish's Chocolate in Pier 39, painted with aerosol.

April 2021 "Paradise" Collaboration Mural, San Francisco

1200 sq ft exterior group mural coinciding with an all-female group exhibition curated by Amanda Lynn at Voss Gallery, painted with aerosol and acrylic.

November 2020 "One Atmosphere x CAKE" San Francisco

1400 sq ft exterior mural at The Battery SF, for a local non-profit and benefit concert dedicated to Arbor Day, painted in latex house paint.

August 2020 "Annasha", San Francisco

74 sq ft exterior public mural at Hotel Caza in Fisherman's wharf, painted with aerosol and acrylic.

August 2016 "Epiphany Center", San Francisco

750 sq ft exterior private mural in the playground of this rehabilitation and treatment facility for women and their children, painted with acrylic.

SELECTED SOLO & GROUP EXHIBITIONS

June 2024 - "SOMEONE FOR EVERYONE" SFOG Gallery, San Francisco

Solo Exhibition presenting five new portrait paintings on wood panel inspired by iconic artists, musicians, and activists who left their mark on San Francisco.

April 2024 - "NATALIE GABRIEL X SALON NINE" San Francisco

Solo Exhibition and Art Residency presenting a new body of work consisting of twelve paintings at Salon Nine in Maiden Lane for their ongoing artist program.

September 2023 - "Light PQ" Art Show and Fundraiser, San Diego, CA

Group Exhibition at showing an original painting on a skateboard, fundraising at Sixes and Sevens skate shop and art gallery.

June - July 2023 "WINKS" SFOG Gallery, San Francisco

Solo exhibition exhibiting twelve new paintings inspired by celebrating cosmic winks and imperfections.

December 2022 "16x16" Mirus Gallery, San Francisco

Group exhibition displaying three new 16"x16" spray paint and resin paintings on panels.

August 2022 "Interdimensional" The Fish Tank Gallery, San Francisco

Solo Exhibition displaying eight new spray paint and resin paintings.

June 2022 "Wonderland", Helvella Art, Oakland

Group exhibition displaying a new original painting on canvas.

January 2022 "SKATE", Mirus Gallery, San Francisco

Group exhibition displaying two original paintings on skateboards.

April 2021 "Paradise" curated by Amanda Lynn, Voss Gallery, San Francisco

Group exhibition displaying four original paintings on canvas and wood panels.

December 2020 "Discolandia" 111Minna Gallery, San Francisco

Group exhibition curated by WonderlandSF displaying an original painting on vinyl record.

September 2020 "Transform" PaletteSF Gallery, San Francisco

Group mural exhibition 181 square feet ephemeral wall executed with aerosol and acrylic.

June 2019 "El Final De Una Era" WonderlandSF, San Francisco

Group exhibition displaying an original oil painting on canvas.

SELECTED AWARDS & PUBLICATIONS

February 2023 [48Hills](#) "Topless legend Carol Doda shines once more in North Beach"

January 2023 [SF Chronicle](#) "Legendary S.F. stripper Carol Doda immortalized in new North Beach mural"

January 2023 [Hoodline](#) "Artist Natalie Gabriel brings Carol Doda back to North Beach in stunning new mural"

January 2023 [SFist](#) “New Carol Doda Mural Now On Display Outside North Beach Bistro Bodega”

August 2022 [Broke-ass Stuart](#) “Natalie Gabriel’s Aerosol-Pastel Landscapes are like a dream”

November 2021 [GRØSS VOL. 4](#) Outfront Media San Francisco Selected Emerging Artist

May 2017 1st Place Abstract Work, Academy of Art University Spring Show

RELEVANT SKILLS

Scaffold and lift experience | Procreate and Adobe Photoshop mural mock-ups and digital renderings | Designing and painting custom walls with site-specific themes | Client Partnership in the design process | Time Management and meeting due dates | Accountability and Responsibility on job sites | Cleanliness of artwork and worksite with precise detail | Sign painting and lettering skills | Interacting with the community and the public while painting | Curation and event planning | ♦♦



July 18, 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 the Fillmore Merchants Association, a steadfast advocate for community enrichment and cultural vibrancy in Pacific Heights Fillmore District, we are writing to express our enthusiastic support for the proposed mural project slated for the parklet at La Mediterranee, 2210 Fillmore Street, SF CA 94115. This project, led by the esteemed muralist Natalie Gabriel, presents an exciting opportunity to amplify 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 identity. By championing projects like this, we actively contribute to the cultural tapestry of our neighborhood, fostering a sense of 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,

Patti Mangan
Executive Director

Fillmore Merchants Association
2443 Fillmore Street #198, San Francisco, California 94115

D & M Wine And Liquor Co.
2210 Fillmore Street
San Francisco, CA 94115
Wine@dandm.com
415-346-1325
7/18/2024

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 D & M Wine And Liquor Co., a steadfast advocate for community enrichment and cultural vibrancy in Pacific Heights Fillmore District, we are writing to express our enthusiastic support for the proposed mural project slated for the parklet at La Mediterranee, 2210 Fillmore Street, SF CA 94115. This project, led by the esteemed muralist Natalie Gabriel, presents an exciting opportunity to amplify 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 identity. By championing projects like this, we actively contribute to the cultural tapestry of our neighborhood, fostering a sense of pride and ownership among residents.

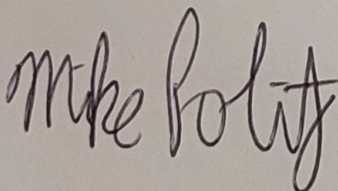
Moreover, we recognize the strategic significance of placing the mural on the parklet. Sadly, parklets in our area have been frequent targets of vandalism. However, we firmly believe that investing in a locally-designed mural, fortified with anti-graffiti coating, offers a proactive solution to safeguarding 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,

Mike Politz 

D & M Wine And Liquor Co.

7/18/24

Hello there,

I'm a proud resident of the Pacific Heights Fillmore District in San Francisco, and I'm excited to share my enthusiastic support for the proposed mural project at La Mediterranee, 2210 Fillmore Street, SF CA 94115. Having a mural in our neighborhood's parklet, especially one created by the talented Natalie Gabriel, is something I can't wait to see.

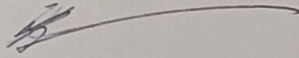
Local artists are the heartbeat of our community. They not only add beauty to our surroundings but also help us connect with our cultural roots. Supporting projects like this mural not only showcases our local talent but also strengthens our neighborhood's bonds.

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 coating, we can proactively deter vandalism and encourage pride among residents to protect our public spaces.

I want to extend my sincere thanks to 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,



Zara Kadkani-Schmitt

Palmer's Tavern
2298 Fillmore Street
San Francisco, CA 94115
palmerssf@gmail.com
415-732-7777
7/18/2024

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 Palmer's Tavern, a steadfast advocate for community enrichment and cultural vibrancy in Pacific Heights Fillmore District, we are writing to express our enthusiastic support for the proposed mural project slated for the parklet at La Mediterranee, 2210 Fillmore Street, SF CA 94115. This project, led by the esteemed muralist Natalie Gabriel, presents an exciting opportunity to amplify 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 identity. By championing projects like this, we actively contribute to the cultural tapestry of our neighborhood, fostering a sense of pride and ownership among residents.

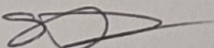
Moreover, we recognize the strategic significance of placing the mural on the parklet. Sadly, parklets in our area have been frequent targets of vandalism. However, we firmly believe that investing in a locally-designed mural, fortified with anti-graffiti coating, offers a proactive solution to safeguarding 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,

SAM FECHLERMAN


Palmer's Tavern

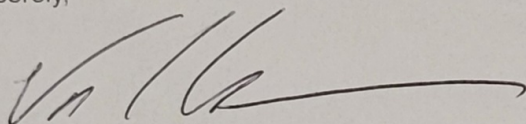
La Mediterranee
2210 Fillmore Street
San Francisco, CA 94115
vanickd@gmail.com
415-305-7322
7/18/2024

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 La Mediterranee at 2210 Fillmore Street, San Francisco, CA 94115, 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, appearing to read 'Vanick', followed by a long horizontal flourish.

Vanick Der Bedrossian

Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, **Natalie Gabriel**, has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from **Pointed Blue, LLC** (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type, mural, medium]: Mural

TITLE, DATE: La Mediterranee, March 2024

DIMENSIONS: 16 feet wide, 4 feet tall

ADDRESS/LOCATION: 2210 Fillmore Street, San Francisco, CA 94115

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: Pointed Blue, LLC, 2648 International Blvd, Suite 115. Oakland, CA 94601

PROPERTY OWNER

Property Owner: Pointed Blue LLC
(or Authorized Agent): Cody Allen, Manager
Address: 2648 International Blvd, Ste 115
oakland, CA 94601
Email: _____
Phone: _____
SIGNATURE: _____
DATE: 07 / 22 / 24

DocuSigned by:
Cody Allen
59C913DFB3B1478...

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: Natalie Gabriel
Address: 866 Green Street, Apt 9, San Francisco, CA 94133
Email: nataliegabrielart@gmail.com
Phone: 858-442-0927
SIGNATURE: _____
Natalie Gabriel
DATE: 07 / 23 / 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>



NATALIE GABRIEL '21







Mexicali Rose



V...ano

25
FILB...

FISHER

DOM

Fin

NATALIE GABRIEL 2024

2210 FILLMORE



5ft

16ft