

Potrero Yard Modernization Public Art Project
Mariposa Stairwell Integrated Glass Artwork
Recommended Artist + Proposal
Visual Arts Committee | September 18, 2024









6 SOUTH ELEVATION ART
 SK-23 Scale: 1/32" = 1'-0"



POTRERO YARD MODERNIZATION PROJECT | MARIPOSA STAIRWELL
ARTIST REVIEW PANEL TWO SUMMARY

MEETING DATE

August 29, 2024

VOTING SELECTION PANELISTS

Chris Jauregui, Vice President, Plenary Americas (shared vote with Yancey Clayton)
Fátima Ramirez, Executive Director, Acción Latina
John Angelico, Public Information Officer, SFMTA (shared vote with Kerstin Magary)
Jolene Yee, Community Representative, Friends of Franklin Square Park
Kerstin Magary, Deputy Program Manager, SFMTA (shared vote with John Angelico)
Mary Chou, Civic Art Collection and Public Art Director, SFAC
Mary Travis-Allen, Community Representative, American Indian Cultural District
Rhiannon Evans MacFadyen, Curator, Artist, Consultant
Trisha Lagaso Goldberg, Independent Curator
Yancey Clayton, Principal/Associate Director, Arcadis IBI Group (shared vote with Chris Jauregui)

PROCESS

Four artist finalists presented their proposals for the Potrero Yard Modernization Mariposa Stairwell Public Art Project. The Artist Review Panel discussed the finalists' proposals and scored each artist on the following criteria (1= low score):

Artistic Merit (1-10)
Relevant Skills and Experience (1-5)
Meets Project and Civic Art Collection Goals (1-10)
Appropriate to Site (1-5)

RESULTS

Josué Rojas	230
Jet Martinez	225
Juan R. Fuentes	201
Christopher Burch	186

Artist Review Panel Two Composition

San Francisco Arts Commission

Mary Chou, Director of Public Art Program and Civic Art Collection

SFMTA Representatives

John Angelico, Public Information Officer, Building Progress Program

*Kerstin Magary, Section Director, CSO Facilities and Real Property Management,
Deputy Building Progress Program Manager*

Design Team Representatives

Yancey Clayton, Principal/Associate Director, Arcadis IBI Group

Chris Jauregui, Vice President, Plenary Americas

Arts Professionals

Rhiannon Evans MacFadyen, Curator, Artist, Consultant

Trisha Lagaso Goldberg, Artist and Independent Curator

Fátima Ramirez, Executive Director, Acción Latina

Community Representatives

Mary Travis-Allen, Potrero Neighborhood Working Group, American Indian Cultural District

Jolene Yee, Potrero Neighborhood Working Group, Friends of Franklin Square Park

Josué Rojas



As an artist, educator and Mission native, Josué Rojas has more than 20 years of experience in fine arts, community arts, arts leadership, and bilingual and ethnic media in the San Francisco Bay Area. Throughout his many endeavors, his work and vision have been characterized by a commitment to San Francisco's cherished values of community arts and media, civic engagement, social justice and empowerment for migrant communities and marginalized communities at large.



Potrero Yard Modernization Project: A Transfer to Tomorrow Artist: Josué Rojas

Transfer to tomorrow is a site-specific tribute to the SF Muni workers, the East Mission Neighborhood — past present and future community and the state of the art transportation, housing and educational activities that will take place at the site. The new muni yard and housing will take shape in the context of the rich cultural & historical space that is San Francisco. In San Francisco, we hold a strong tradition of creative culture-bearing and art making. At the same time we are on the cutting edge of technology, innovation in sustainable green practices and the arts.

Transfer to tomorrow: is a celebration, a tribute and a prayer for a more responsible tomorrow.

This mural invites the viewer to think about the natural world, the city of SF and where —and how— we source our energy and transportation.

Artist Josué Rojas has designed a modern approach to a traditional artform. Embarking from the Salvadoran Folk Tapestry in the La Palma style, the artwork is filled with depictions of wildlife, animals, buses and the natural world. As a native of this neighborhood and a Muni rider throughout all of his youth, the artist specifically highlights the working class employees and ridership of the Muni System. The artist utilizes both realistic and posterized imagery for delivery of bright, fun colors. In addition, abstract patterns and formations are woven into a tapestry of color and flowing rainbow — a symbol of hope. This piece is an expression of joy, sure to both tap into nostalgia and inspire young people to know more about their own cultural and natural roots, including the natural history of San Francisco and the Bay Area.

Transfer to tomorrow is inspired by the history, current and future culture of the environment and transportation innovation. Muni is a vital service, providing equitable access to mobility and is seen as a vital lifeline for the city. An all-electric fleet of buses to be housed at the site represents a new dawn on the horizon for Muni, this neighborhood and the city of San Francisco — it is a tribute to past workers and an honor for future workers and riders of Muni.

The work will be made of hand-made painting, digital artwork that will be digitally printed/ manufactured in glass and installed on the South entryway of the Potrero Modernization Yard. The mural proposal is analog and digital, the final artwork will be a combination of hand-painted with digital components. The final image will be photographed and will be digitally printed on glass.

In preparing for the design of this piece, artist Josué Rojas spoke to neighbors and stakeholders of the project — Jonathan Corder, Executive Director of the association of the Rmaytush Ohlone, Jorge Elias, veteran SF Muni worker and union rep, Chris Cuadrado of Horizons unlimited youth services, Pendarvis Harshaw of KQED 'Rightnowish' and Rodrigo Duran, Executive Director of Carnaval SF — San Francisco's largest outdoor festival.



Sustainable Power:
Hetch Hetchy



A focus on the future
& honoring memory



Rodrigo Ehecatl Durán
Executive Director
Carnaval San Francisco



Jonathan Cordero, PhD
Founder and Executive Director
Association of Ramaytush Ohlone



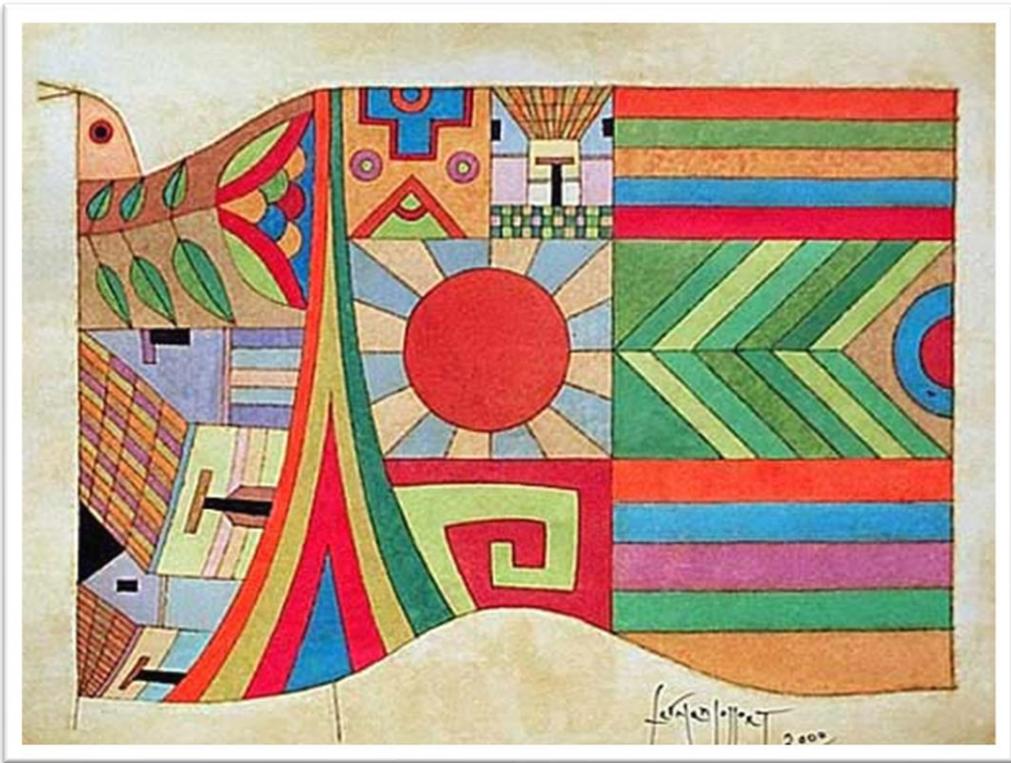
Christian "L7" Cuadrado
Program Coordinator, Prevention/DJ Project
Horizons Unlimited



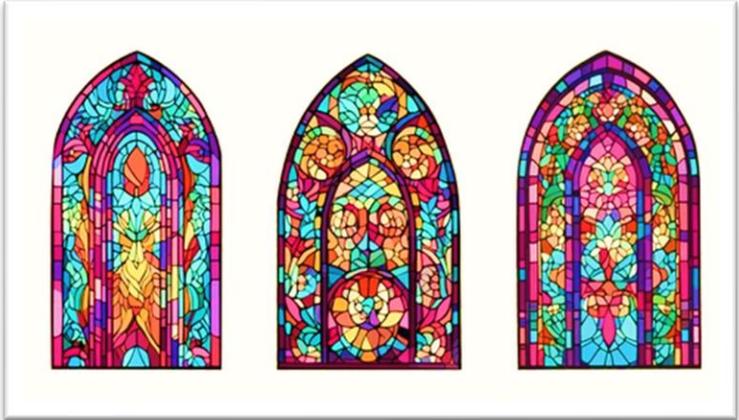
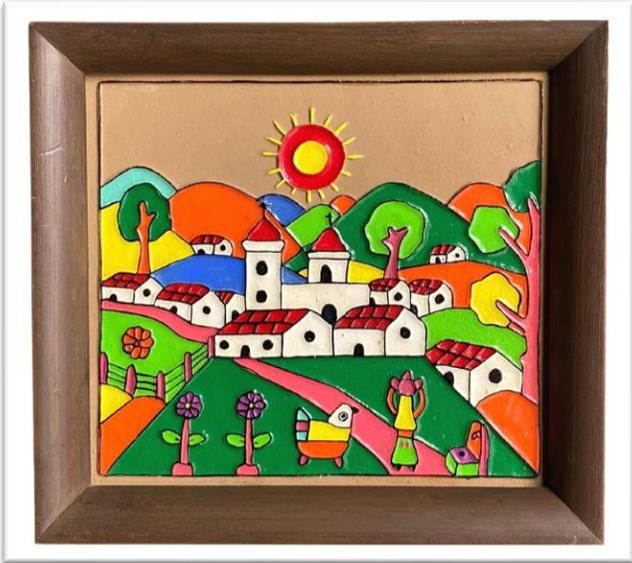
Jorge Elias
Muni Operator, #2007, SFMTA
Vice Chair, Transport Workers Union Local 250A

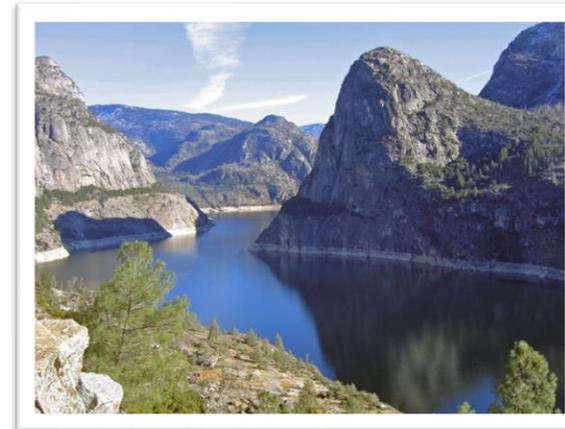


Pendarvis Harshaw
Columnist and Host, Rightnowish
KQED



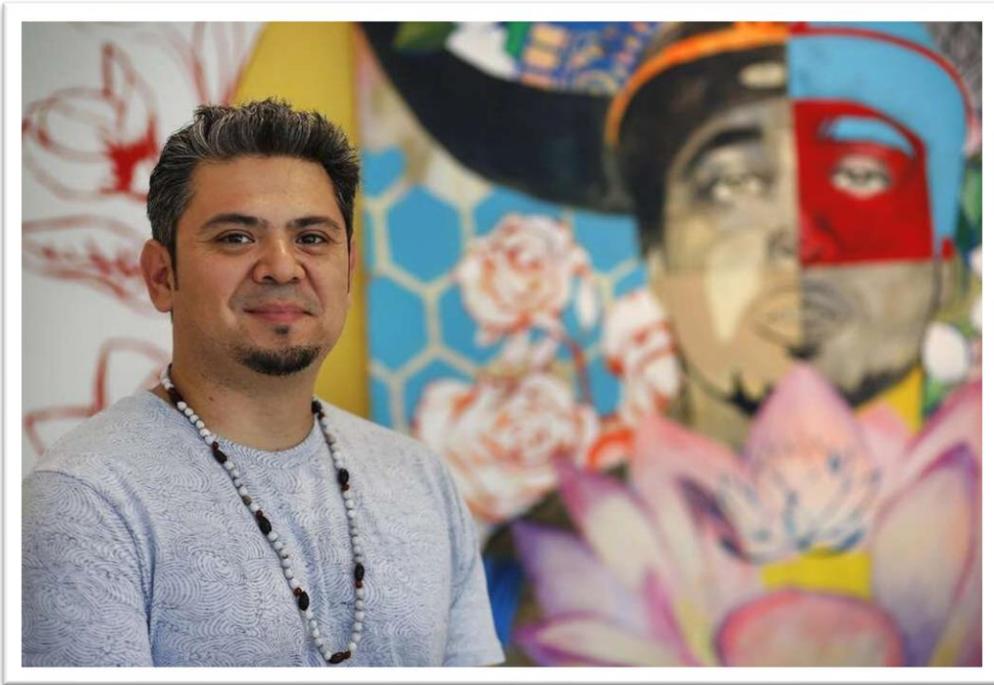
Fernando Llort
Herald of the Dawn







Potrero Yard Modernization Public Art Project
 Mariposa Stairwell Integrated Glass Artwork
 Recommended Artist + Proposal
 Josué Rojas | *A Transfer to Tomorrow*



Potrero Yard
 Modernization
 Project:
**A Transfer to
 Tomorrow**
 Artist: Josué Rojas

Transfer to tomorrow is a site-specific tribute to the SF Muni workers, the East Mission Neighborhood — past present and future community and the state of the art transportation, housing and educational activities that will take place at the site. The new muni yard and housing will take shape in the context of the rich cultural & historical space that is San Francisco. In San Francisco, we hold a strong tradition of creative culture-bearing and art making. At the same time we are on the cutting edge of technology, innovation in sustainable green practices and the arts.

Transfer to tomorrow: is a celebration, a tribute and a prayer for a more responsible tomorrow.
This mural invites the viewer to think about the natural world, the city of SF and where —and how— we source our energy and transportation.

Artist Josué Rojas has designed a modern approach to a traditional artform. Embarking from the Salvadoran Folk Tapestry in the La Palma style, the artwork is filled with depictions of wildlife, animals, buses and the natural world. As a native of this neighborhood and a Muni rider throughout all of his youth, the artist specifically highlights the working class employees and ridership of the Muni System. The artist utilizes both realistic and posterized imagery for delivery of bright, fun colors. In addition, abstract patterns and formations are woven into a tapestry of color and flowing rainbow — a symbol of hope. This piece is an expression of joy, sure to both tap into nostalgia and inspire young people to know more about their own cultural and natural roots, including the natural history of San Francisco and the Bay Area.

Transfer to tomorrow is inspired by the history, current and future culture of the environment and transportation innovation. Muni is a vital service, providing equitable access to mobility and is seen as a vital lifeline for the city. An all-electric fleet of buses to be housed at the site represents a new dawn on the horizon for Muni, this neighborhood and the city of San Francisco — it is a tribute to past workers and an honor for future workers and riders of Muni.

The work will be made of hand-made painting, digital artwork that will be digitally printed/ manufactured in glass and installed on the South entryway of the Potrero Modernization Yard. The mural proposal is analog and digital, the final artwork will be a combination of hand-painted with digital components. The final image will be photographed and will be digitally printed on glass.

In preparing for the design of this piece, artist Josué Rojas spoke to neighbors and stakeholders of the project — Jonathan Corder, Executive Director of the association of the Rmaysush Oklone, Jorge Elias, veteran SF Muni worker and union rep, Chris Cuadrado of Horizons unlimited youth services, Pendarvis Harshaw of KQED 'Righthnowish' and Rodrigo Duran, Executive Director of Carnaval SF — San Francisco's largest outdoor festival.



Sustainable Power:
 Hetch Hetchy



A focus on the future
 & honoring memory