

# 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.**

Nico Berry  
98 Newton Street  
San Francisco, CA 94112  
718.938.2906  
nico@nicoberry.com

## PUBLIC ART COMMISSIONS

- 2024, “Listen”, 9’x60’ painted mural, San Mateo, CA, private commission
- 2024, “La Ofrenda”, 12’x10’ painted mural, San Francisco, CA, commissioned by the San Francisco Arts Commission StreetSmARTs program
- 2023, “Back To The Tracks”, 12’x100’ painted mural, Minneapolis, MN, commissioned by the LynLake Street Art Series
- 2022, “Looking Up”, 8’x20’ painted mural, San Francisco, CA, commissioned by the San Francisco Arts Commission StreetSmARTs program
- 2021, “Harold’s Parakeets”, 10’x30’ painted mural, Chicago, IL, commissioned by the South East Chicago Commission
- 2020, “Black Lives Matter Street Mural”, 17’x15’, The M of a BLM mural on the street in front of Palo Alto City Hall, Palo Alto, CA, commissioned by the City of Palo Alto Public Art Program
- 2019, “Ashland/Cherryland Community Identifier Murals”, 5’x234’ painted murals on both side of a freeway overpass (2300 sq. feet total), Ashland, CA, commissioned by the Alameda County Arts Commission

## PROFESSIONAL EXPERIENCE

Commercial Muralist San Francisco, CA, 2015 – Present.

Some projects include:

- Indoor and outdoor murals for offices and stores/restaurants including Pattern Energy, Smitten Ice Cream, Creative Live, Barworks, Epic gyms, Martorana Winery, and many others.
- Live-painting and leading workshops at corporate events.
- Hand-painting realistic and graphic artwork on 1200 sq. feet of an exhibition structure for Jeep and the Winter X-Games 2014, 2015, and 2016.

Art director Brooklyn, NY / San Francisco, CA, 1996 – Present.

Some projects include:

- Creating custom signature artwork for collectible art toys, skateboards, laptops, phones, and art vehicle wraps for companies like Kid Robot, Infectious, and Think Skateboards.
- Branding and marketing creative direction, including identity collateral, fleet vehicle wraps, and street mural advertising events for clients from a wide array of industries from streetwear and lifestyle brands to summer camps.
- Clients include Thrasher Skateboard Magazine, Jeep, Mountain Dew, Kid Robot Toys, Warsteiner Beer, Burton Snowboards, Timberland boots, Roadrunner Records, DLX Skateboard Distribution, Tree Frog Treks, and Fermi National Accelerator Laboratory.
- Works in a broad range of mediums and industries, including large-scale murals, vinyl wraps, magazines, corporate identity, fashion, music packaging, web design, skateboarding paraphernalia, and digital illustration.
- Manages subcontractors and production facilities.
- Skilled at guiding projects from the initial design stages through to final execution.

## EDUCATION

Undergraduate studies, Art history, Macalester College, St. Paul, MN, 9.1992 - 6.1994.



**Title**

Looking Up

**Location**

San Francisco, CA

**Approximate Size**

8'x20'

**Year Completed**

2022

**Commissioned By**

San Francisco Arts Commission StreetSmARTS program

This mural is on the outside of the Lower Polk TAY Navigation Center for unhoused people ages 18-25.

Looking Up by Nico Berry 2022  
www.nicoberry.com  
@nicoberryofcal



**Title**

Harold's Parakeets

**Location**

Chicago, IL

**Approximate Size**

10'x30'

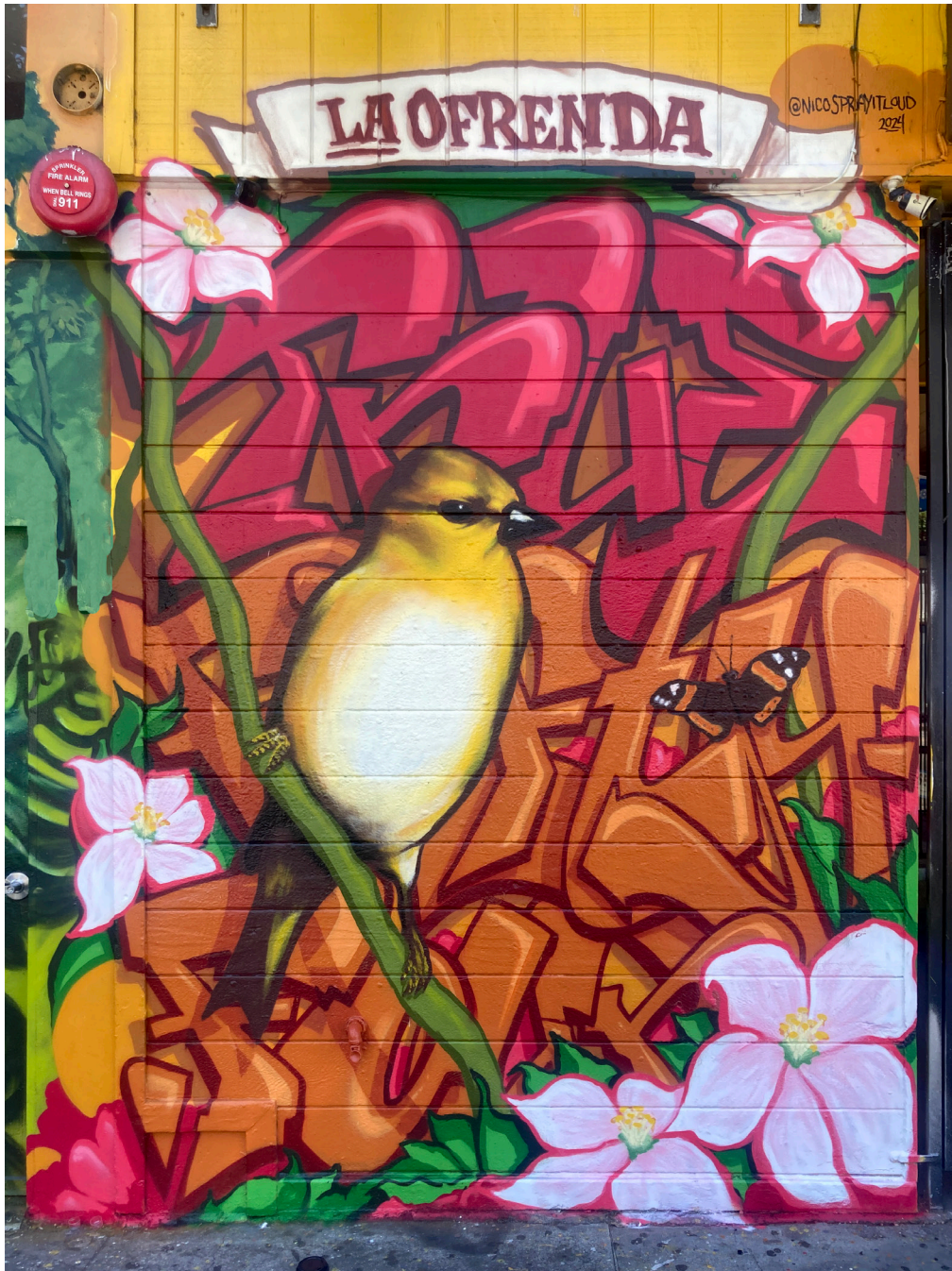
**Year Completed**

2021

**Commissioned By**

South East Chicago Commission

This mural features a realistic portrait of Harold Washington, Chicago's first Black mayor, and a number of the Monk's Parakeets that lived in the park across the street from his apartment and that he considered to be his good luck charms.



**Title**

La Ofrenda

**Location**

San Francisco, CA

**Approximate Size**

12'x10'

**Year Completed**

2024

**Commissioned By**

San Francisco Arts Commission StreetSmARTS program

This mural was painted on the outside of and designed with input from the staff of a free grocery store for people in need in San Francisco's Mission neighborhood. It depicts a goldfinch and a butterfly that were both spotted in the neighborhood during the design/painting process.



**Title**

Ashland and Cherryland

**Location**

Ashland, CA

**Approximate Size**

5'x234' on each side (2300 sq. feet total)

**Year Completed**

2019

**Commissioned By**

Alameda County Arts Commission

This mural serves as a community identifier for two unincorporated communities in Alameda County. The mural is on both sides of the highway 238 overpass above Mission Blvd.



**Title**

I Am Somebody/Soy Alguien

**Location**

North Fair Oaks, CA

**Approximate Size**

20'x60'

**Year Completed**

2017

**Commissioned By**

Artist workgroup for the Unincorporated Community of North Fair Oaks, CA

This mural celebrates the often-overlooked residents of the North Fair Oaks community on the San Francisco Peninsula.





August 2, 2024

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

Dear Members of the San Francisco Arts Commission,

I am writing in support of the proposed mural on Woodside Drive – celebrating arts educators in San Francisco public schools. As California and San Francisco struggle with budget cuts in public education, it is important more than ever to advocate and share the importance of arts education.

The SFUSD Arts Department has a great working relationship with FOSOTA / Friends of Ruth Asawa School of the Arts. Over the past few years, FOSOTA has attended our Arts Collaborative Monthly Meetings and been a sponsor & volunteer for the SFUSD Citywide Arts Festival. FOSOTA's commitment to arts education and community engagement aligns perfectly with our mission, and we are excited to see this mural come to life.

Thank you for considering this design proposal and supporting public arts in San Francisco and in our schools. I believe it will be a valuable addition to the San Francisco community and I look forward to the community painting days.

Sincerely,

A handwritten signature in black ink that reads 'Ron Machado'.

Ron Machado  
Director, SFUSD Arts Department

August 2, 2024

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

Dear Members of the San Francisco Arts Commission,

I am writing in enthusiastic support of the proposed mural on Woodside Drive, aimed at transforming a neglected urban corridor into a vibrant celebration of arts education and our dedicated arts educators in San Francisco public schools.

As a professional working artist, born and raised in San Francisco, and as Artistic Director of Gregangelo's Velocity Arts and Entertainment and the Gregangelo Museum in District 7, I have dedicated my life to nurturing the local art scene. Over the past four decades, I have employed hundreds of local and international artists, contributing significantly to San Francisco's cultural landscape. The arts are essential to our urban environment, as public murals have been proven to garner respect and nourish the spirit of all who pass by.

Our current core team includes Annette Ribeiro, one of the art educators featured on the proposed mural. She is currently mentoring several young artists at our studio and creating new works for the Gregangelo Museum. This multigenerational collaboration is crucial for keeping the arts a viable career choice for aspiring young artists.

I have had the honor of serving twice under Supervisor Myrna Melgar's district 7 participatory budget committee and am familiar with the process. This year, District 7 funded several projects, including the restoration of Westwood Park pillars and gates, traffic safety improvements, and the creation of parklets and public spaces. These initiatives are a testament to our community's commitment to enhancing public spaces through art and safety measures.

As a resident of District 7, I frequently pass along Woodside Drive and eagerly anticipate seeing it revitalized with vibrant artwork featuring our city's art educator heroes. This mural will not only benefit District 7 residents but also inspire all who travel through the area, serving as a beacon of the importance of arts education and community pride.

For many years, I have been an active supporter of the Ruth Asawa School of the Arts (FOSOTA), providing internships for students in costuming, creative writing, and musical theater. Additionally, I support their performing arts programs by bringing professional artists to their shows. I believe deeply in the power of arts education to maintain the cultural fabric of San Francisco, especially during times of negative publicity.

Thank you for considering this transformative project and for your continued support of public arts in San Francisco.

Sincerely,

Gregangelo Herrera  
Artistic Director  
(415) 664-0095 >> Office  
(415) 608-0095 >> Cell  
[www.gregangelomuseum.com](http://www.gregangelomuseum.com)  
[www.velocityartssf.com](http://www.velocityartssf.com)

August 3, 2024

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

Dear Members of the San Francisco Arts Commission,

We are writing to express our enthusiastic support for the proposed mural on Woodside Avenue, which aims to revitalize a previously overlooked urban wall into a dynamic tribute to arts education and the dedicated arts educators in our San Francisco public schools.

Having collaborated with Nico Berry on a previous mural project, we are confident in his ability to create a mural that will greatly enhance our community. This project stands to offer substantial benefits to our local area by highlighting the critical role of arts education in fostering creativity, critical thinking, and emotional intelligence among students. These skills are crucial for their growth and future success, both personally and professionally.

Arts educators play a vital role in this development, and this mural will honor their significant contributions. By turning an underutilized space into a vibrant artwork, the mural will not only beautify Woodside Avenue but also serve as a daily reminder of the value of arts education and the impact of our dedicated educators. It will inspire pride in the community and offer an uplifting experience for both residents and visitors.

Thank you for your consideration of this impactful project and for your continued support of public arts in San Francisco. We wholeheartedly endorse the proposed mural and believe it will be a valuable and enriching addition to our community.

Sincerely,

*Jessica Anderson*

*Charles Anderson*

Jessica & Chuck Anderson  
191 Wawona St  
San Francisco, CA 94127



San Francisco  
Health Network

SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

August 26, 2024

Dear Commissioners of the San Francisco Arts Commission,

On behalf of Laguna Honda Hospital and Rehabilitation Center, please accept this letter of support for the proposed mural titled “The Dreamers of Dreams” by artist Nico Berry, in collaboration with Friends of Ruth Asawa School of the Arts (FOSOTA).

This opportunity is made possible by the support of District 7 Participatory Budget funding. This new mural along the retaining wall on Woodside Avenue (approximately 100 feet by 7 feet) will transform the corridor wall into a vibrant community mural championing arts education and honoring arts educators in San Francisco public schools.

Laguna Honda Hospital is the largest publicly-run skilled nursing facility in the country, with roots going back to the California Gold Rush. For over 150 years, Laguna Honda has provided excellent care to some of San Francisco residents most in need.

The arts are an important part of Laguna Honda—and this is on full display throughout our campus with many works provide by the San Francisco Arts Commission. We highly value and appreciate art as a tool for healing and rehabilitation. One of our most inspirational offerings is our Arts with Elders program. We are very fortunate to have many talented artists among our residents.

FOSOTA has close to 40 years of supporting arts education and artists. Their mission of the transformative power of art is in perfect alignment with Laguna Honda’s mission of providing a welcoming, therapeutic and healing environment that promotes the individual’s health and wellbeing.

On behalf of Laguna Honda Hospital, we wholeheartedly support this proposal for a new mural along Woodside Avenue through the SFAC Special Grant application process.

We look forward to the painting days and engaging our resident artists!

Sincerely,

Diltar Sidhu, LNHA, MBA  
Interim Nursing Home Administrator and CEO  
Laguna Honda Hospital and Rehabilitation Center

## 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]:

Mural on existing retaining wall. Paint / Color

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TITLE, DATE: The Dreamers Of Dreams --10/2024

DIMENSIONS: 50' x 12' approx.

ADDRESS/LOCATION: approx. 65-47 Woodside Avenue, San Francisco, CA

("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.**

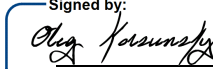
CITY AGENCY

Agency: Department of Public Health Authorized Agent: Oleg Korsunsky

Address: Laguna Honda Hospital  
375 Laguna Honda Blvd, :

Email: oleg.korsunsky@sfdph.org

Phone: 415 759-2335

SIGNATURE: 

DATE: 10 / 01 / 2024

Signed by:  
5C17740DDE08F46A

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: Nico Berry

Address: 98 Newton Street  
San Francisco, CA

Email: nico@nicoberry.com

Phone: (718) 938-2906

SIGNATURE: 

DATE: 10 / 01 / 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>

## **Maintenance Plan**

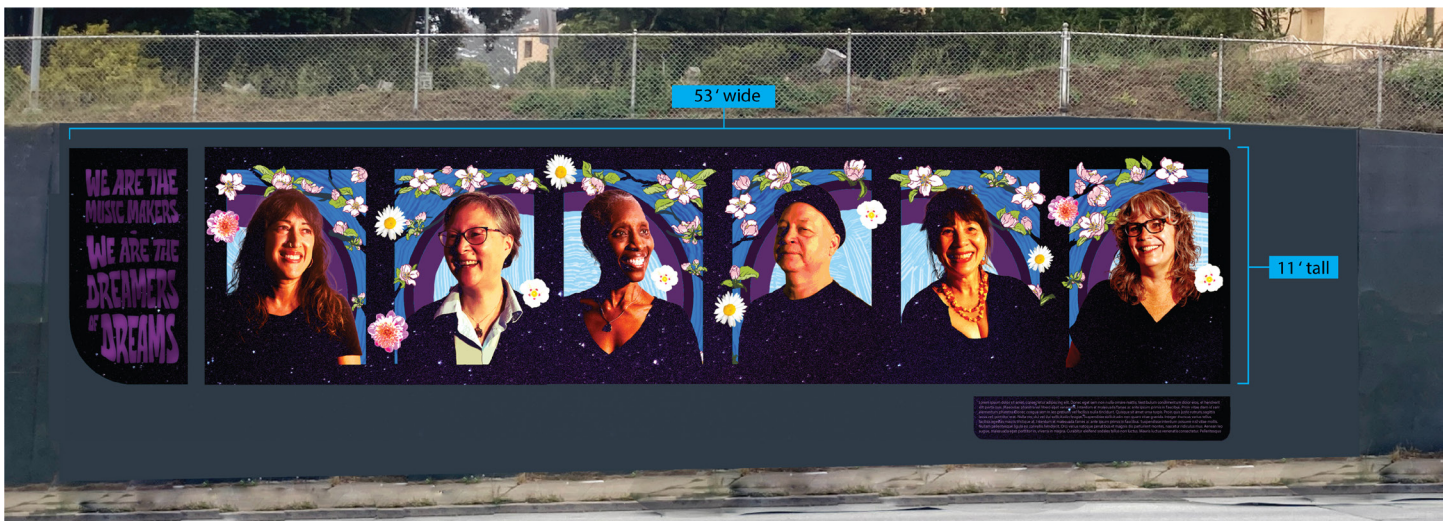
The mural will be coated with a clear acrylic anti-graffiti coating to aid with maintenance. Laguna Honda Hospital will be the caretakers of the mural. If any damage occurs to the mural, at their discretion, Laguna Honda Hospital will notify FOSOTA and the artist for possible maintenance or restoration of the mural.

# The Dreamers of Dreams

By Nico Berry, 2024



## Mural measurements



## Proposed site of mural





## Mural Narrative

### “The Dreamers of Dreams” By Nico Berry

This mural elevates arts education in San Francisco’s public schools and celebrates the outstanding arts educators who have inspired our young people in the classroom and beyond. The imagery include large-scale portraits of SFUSD arts educators from a variety of disciplines who have had a demonstrable impact on the youth of San Francisco. We solicited nominations from the SFUSD community, and these 6 educators were chosen using a criteria designed to highlight a number of different priorities. These priorities included the number of nominations received, the number of students who have been positively impacted by the individual, a representation of a diversity of artistic disciplines, and especially an eye toward arts educators who are -- like the late Ruth Asawa -- women of color or members of other marginalized groups who have substantially contributed to bringing arts education to underserved communities and students in the city. The featured educators are (in order from left to right in the design) Monina Sen Cervone, Andi Wong, Elvia Marta, John Calloway, Annette Ribeiro, and Tara Siegel.

In a nod to Asawa’s love of gardening, the mural includes a variety of flowers reminding us all to “give people their flowers while they’re still alive”. The types of flowers in the mural are a few of the ones found in Laguna Honda Hospital’s garden, as well as apple blossoms which symbolize teachers and teaching.

The portraits and flowers float above a purplish night sky, which alludes to the timeless and awe-inspiring quality of outstanding teaching and the ability to inspire students to think and dream beyond pre-conceived limitations.

On the left side of the design there is lettering that says, “We are the music makers / We are the dreamers of dreams”. These are the first two lines of a poem called “Ode” that was written by the English poet Arthur O’Shaughnessy and first published in 1873. The poem celebrates and champions the role of the artist in society, and those lines in particular have been alluded to many times in recent popular culture.

On the bottom right of the design there is a rectangle with text that will include the names of the six educators pictured, a list of other educators who were nominated but are not pictured, other credits, and a QR code that will take viewers to a website with more information about the project.