

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

MURAL TITLE	Mr S Leather
DIMENSIONS	37' wide, 20' tall
ESTIMATED SCHEDULE (start and completion dates)	June 1 - 14, 2023
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	<p>A hand-painted realistic and surreal mural portraying puppy play in his outdoor playpen, full of balloon flowers and play toys.</p> <p>The mural art portrays a friendly, frisky, playful pup. One of the symbiotic parts of leather community and one of the BDSM, kink role-play scene or fantasy . Also one of the brand of legendary fetish clothing store, Mr. S Leather.</p>
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	Hand-painted acrylic. Graffiti guard applied by artist upon completion of the mural.
3. List individuals and groups involved in the mural design, preparation and implementation.	Serge Gay, Jr.; Mr. S Leather; LEATHER & LGBTQ Cultural District

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

SERGE GAY JR.

SERGEAYJR.COM / SERGEGAYJR@HOTMAIL.COM / @SERGEGAYJR / PAINTER AND CREATIVE DIRECTOR IN SAN FRANCISCO, CA.



EDUCATION

College for Creative Studies Detroit, MI (BFA) May 2006 Major: Illustration
(Honors Student, Top Selection Award)

SKILLS

Traditional Media Painting, Drawing, Printmaking, Silkscreen, Sculpture, and Photography.

Digital Media Adobe: Photoshop, Illustrator Indesign, After Effects and premiere, Microsoft Word, PowerPoint.

EXPERIENCE

Freelance artist | 2007-now

sergeshop.com San Francisco, CA Commission work in editorial, Adverting Illustration, Branding, Logo, Iconography, UI design, storyboard.

Hound houndcontent.com Los Angeles, CA | 2015-2017

Commission artist, Creative and Art Director, Post Production Illustration, Background Art Design for Motion Graphics, Set Design.

Artists and Delicts andla.com Los Angeles, CA | 2011-2015

Commission artist, Creative and Art Director, Post Production Illustration, Background Art Design for Motion Graphics, Set Design.

Sargent House/ RefusedTV sargenthouse.com Los Angeles, CA | 2007-2011

(Grammy nominated) Commission artist, Post Production Illustration, Background Art Design for Motion Graphics, Set Design.

Bear Basics / Rasputin Music bearbasics.com Berkeley, CA | 2008-2010

In-Store Graphic Designer, Illustration, Window front Designs.

RYC Clothing Company Oakland, CA / 2006-2008

In house Clothing Graphic Designer.

The Children Center thechildrenscenter.com Detroit, MI

Art Teacher and Tutor for Inner City kids. | 2002-2005

SOLO EXHIBITIONS

2020 PRINCE 2 QUEENS, VossGallery, San Francisco, CA

2019 P.S. I Love You, VossGallery, San Francisco, CA

2019 VALID, Art-Artack Gallery, San Francisco, CA

2017 Different Rules, Spoke-Art Gallery, San Francisco, CA

2016 Combine, BlackBird Gallery, San Francisco, CA

2014 Gold, Spoke-Art Gallery, San Francisco, CA

2011 Absolute Happiness, Spoke-Art Gallery, San Francisco, CA

2010 Xcstasy, Medicine Agency Gallery, San Francisco, CA

GROUP EXHIBITIONS

2017 David Lynch Tribute Art Show, Spoke-Art Gallery, New York, NY

2016 4th Annual 12X12 Exhibit, Gauntlet Gallery, San Francisco, CA

2015 Beyond Eden, LA Municipal Art Gallery (Spoke-Art), Los Angeles, CA

2015 La Couleur De L'etrangete, Spoke-Art Gallery, San Francisco, CA

2014 Contemporary Contemporary, Gauntlet Gallery, SF, CA

2013 Scorsese, Spoke-Art Gallery, San Francisco, CA

2013 Rediscovery, Gauntlet Gallery, San Francisco, CA

2013 Moleskine #3, Spoke-Art Gallery, San Francisco, CA

2013 Sex, Drugs, Money, & Guns, Gauntlet Gallery, San Francisco, CA

2013 Attention Earth, Strychnin Gallery, Berlin, Germany

2013 Visions and Reflections, Gauntlet Gallery, San Francisco, CA

2012 Picks of the Harvest, Thinkspace Gallery, Culver City, CA

2012 Moleskine #2, Spoke-Art Gallery, San Francisco, CA

2012 ArtPad, Spoke-Art Gallery (The Phoenix Hotel), San Francisco, CA

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2012 Dark Spectrum, Oakland Art Murmur Gallery, Oakland, CA

2012 The Great West Coast Migration, Spoke-Art Gallery, San Francisco, CA

2012 Hope-Beyond, Modern Eden Gallery, San Francisco, CA

2012 Days to Come, 5 Claude Lane Gallery, San Francisco, CA

2012 Stack the Deck, Fourth Wall Project, Boston, MA

2012 A Taste of Things to Come, Spoke-Art Gallery, San Francisco, CA

2012 Where We're Going, We Don't Need Roads, Gauntlet Gallery, SF, CA

2012 Wasted! The Great American Pastime, WWA Gallery, Culver City, CA

2012 Sea No Evil Art Show, Riverside Municipal Auditorium, Riverside, CA

2011 Quentin vs. Coen, Spoke-Art Gallery, San Francisco, CA

2011 Quentin vs. Coen II, Bold Hype Gallery, New York, NY

2011 Distillation Show, The Distillery Gallery, Boston, MA

2011 Wild Country, Space Gallery, San Francisco, CA

2011 Urban Roots, 323East Gallery, Royal Oak, MI

2011 Sink or Swim, Spoke-Art Gallery, San Francisco, CA

2010 Bad Dads, LoPo Gallery (Spoke-Art), San Francisco, CA

2010 Awesome Number One Big Fun Show, Medicine Agency, SF CA.

2010 Pazapa Art Auction Benefit, Braunstein Quay Gallery, SF, CA

2009 2nd Anniversary, Barber Lounge, San Francisco, CA

2008 Good Wood, 3rd Ward, Brooklyn, NY

2008 Suite Jesus, 111 Minna Gallery, San Francisco, CA

2007 Satori, Synergy fine art Gallery, Berkley, MI

2006 Potluck, Pr1mary Space Gallery, Hamtramck MI

2006 ManBox, Pr1mary Space Gallery, Hamtramck MI

MURALS

2022 Maitri: 401 Duboce Ave, San Francisco, CA

2021 All Things Hemp: 3738 Grand Ave, Oakland, CA

2021 Break Free: 989 Post St, San Francisco, CA

2021 Safety First: 2390 Market St, San Francisco, CA

2021 Burma Love - Downtown: 8 Mint Plaza, San Francisco, CA

2020 Flamingo Resort: 777 4th St, Santa Rosa, CA

2020 Moby Dick: 4049 18th St, San Francisco, CA

2019 The Little Chihuahua: 1431 Polk St, San Francisco, CA

2019 Here's How Bar: 1780 Telegraph Ave, Oakland, CA

2019 Love Shack by SPARC: 502 14th St, San Francisco, CA

2019 Japan Crate Headquarters: Los Angeles. Ca

2018 Hotel San Francisco: 653 Commercial St, San Francisco, CA

2018 Khamsa: 1503 15th St, San Francisco, CA

2017 Heritage Restaurant: 708 Clement St, San Francisco, CA

2017 Cafe Claude: 7 Claude Ln, San Francisco, CA

2017 Atelier Emmanuel Salon: 9 Claude Ln, San Francisco, CA

2016 Lush Lounge: 1221 Polk St, San Francisco, CA 94109

2016 Japan Crate Headquarters: (Market) San Francisco, CA

2015 Japan Crate Headquarters: (Richmond) San Francisco, CA

2009 Barber Lounge Salon & Spa: 854 Folsom St San Francisco, CA

Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, Serge Gay, Jr., has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from **Richard Shanks** (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type, mural, medium]:

A mural on the Heron Street side of 385 12th Street, using acrylic paint, depicting balloons, and a person in a puppy costume.

TITLE, DATE: Mr. S Mural

DIMENSIONS: 20' high x 37' wide

ADDRESS/LOCATION: 385 8th Street / Heron Street side of the building

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: Richard Shanks, 2811 Harvest Drive, Mariposa, CA 95338.

PROPERTY OWNER

Property Owner: Richard Shanks

(or Authorized Agent): _____

Address: 2811 Harvest Drive
Mariposa, CA 95338

Email: MANAGER@MR-S-LEATHER.COM

Phone: 415.863.7761

SIGNATURE: *Paul Smith*

DATE: 4/3/23

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: Serge Gay, Jr.

Address: PO BOX 14263 San Francisco, CA 94111

Email: sergegajr@hotmail.com

Phone: 786-351-0355

SIGNATURE: *Serge Gay Jr.*

DATE: 04 / 04 / 2023

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>

Richard Shanks
2811 Harvest Drive
Mariposa, CA 95338

March 23, 2023

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

Dear Craig:

Please accept this letter of approval for the mural project proposed by the LEATHER & LGBTQ Cultural District on the building I own at 385 8th Street. I have seen the sketches of the proposed mural, I approve and support this project.

Best regards,

A handwritten signature in black ink, appearing to read "Richard Shanks", written in a cursive style.

Richard Shanks



April 26th, 2022

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

To the San Francisco Arts Commission:

I am pleased to communicate my support for the Serge Gay Jr. Mural being planned on Heron Street at 8th Street. This mural project is within SOMA West CBD's boundaries. We are proud to support the placekeeping and celebration of the South of Market's past, present, and future as a place for the Leather and LGBTQ community.

From a practical standpoint, SOMA West CBD is acutely aware of the many issues related to safety, cleanliness, and undesirable activities, and we strongly support the installation of murals on alleys in our district, which helps to positively activate these spaces that need it.

We're grateful to the SF Leather & LGBTQ Cultural District and Mr. S for bringing Serge Gay Jr.'s artwork into our neighborhood - he is one of the most talented local artists working today.

A handwritten signature in dark ink, appearing to read "Erica Waltemade". The signature is fluid and cursive.

Erica Waltemade
SOMA West Community Benefit District
714.653.2917
erica@swcbd.org

SOMA West Community Benefit District
1066 Howard Street San Francisco, CA 94103
415-469-5787
www.swcbd.org

heronarts

7 Heron Street
San Francisco, CA 94103

April 26, 2022

Dear Visual Arts Committee of the SFAC,

I am the director of Heron Arts on Heron Alley in SoMa, San Francisco. I am writing in support of the mural by Serge Gay Jr. on Heron and 8th street. As an arts administrator, a supporter of the arts, and a neighbor of Mr. S, I believe this mural will bring much-needed life and color to Heron Alley. Serge Gay Jr. is a wonderful local artist whose work I have seen and admired around the city. This mural will be a visual homage to the Leather & LGBTQ Cultural District, a district we are very proud to be part of in SoMa.

Please feel free to contact me with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Tova Lobatz". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Tova Lobatz
Director, Heron Arts
760-445-7300



March 20, 2022

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

As owner and operator of OASIS nightclub at 298 11th Street in SOMA, and Executive Director and founder of arts nonprofit Oasis Arts, I write in support of the proposed Mr. S mural on Heron Street at 8th Street.

We have previously collaborated successfully with the LEATHER & LGBTQ Cultural District on a community beautifying and enriching mural in SOMA at OASIS that also celebrated San Francisco's historic LGBTQIA+ community and involved the considerable talents of mural artist Serge Gay Jr., a collaborator and friend. We are thrilled that the LEATHER & LGBTQ Cultural District and Mr. S are focusing their efforts to create this mural and make a positive attraction for the neighborhood.

A handwritten signature in black ink, appearing to read "D'Arcy Drollinger".

D'Arcy Drollinger
Executive Director
Oasis Arts
(415) 404-9273
darcy@oasisartsinc.org
info@oasisartsinc.org
www.oasisartsinc.org

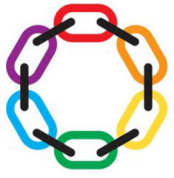
MR S MURAL PROJECT

Spring 2023

Maintenance Plan

The mural will be covered with a graffiti-proof clear coat.

Mr S has a facilities manager who will work in tandem with the SOMA West Community Benefit District in upkeep and maintenance of the mural on all sides of the building.



LEATHER & LGBTQ
Cultural District

Gal Callahan
District Manager
(Pronouns: he, him)

LEATHER & LGBTQ
Cultural District
584 Castro Street
#140
San Francisco,
CA 94114
info@SFLCD.org
415-237-3237



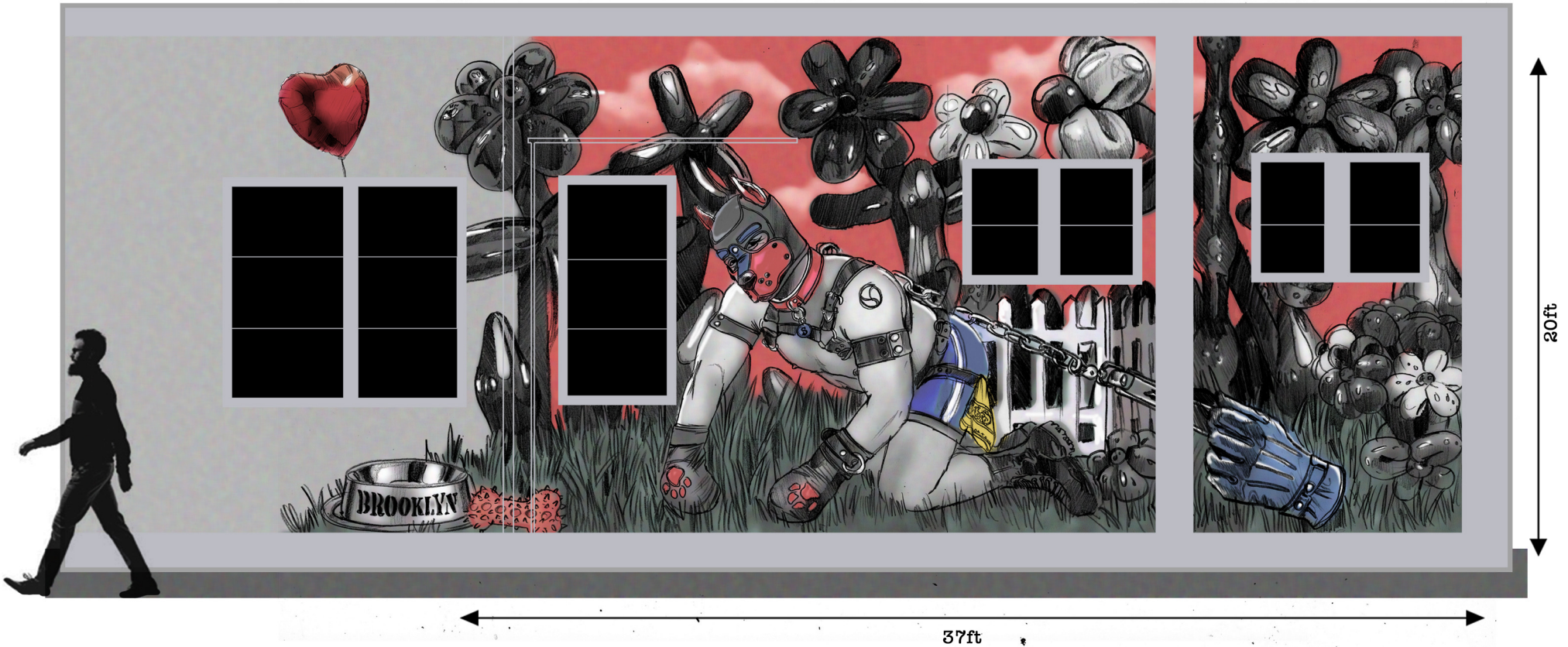
SERGE GAY JR.
PO BOX 14263 San Francisco, CA 94114
Sergegayjr@hotmail.com / SergeShop.com / sergegayjr.com

“Mr. S Leather” Mural
385 8th St, San Francisco, CA

Mr. S Leather has been the
world’s forerunner in
the fetish industry.
Founded in San Francisco in 1979.
(flagship store)



HERON STREET



DESCRIPTION: On Heron St Side / 20 ft High x 37 ft Wide (corner of 8th St and Heron St, San Francisco, CA)

Acrylic, hand painted, realistic, and surreal mural. A puppy play, set in this outdoor playpen, full of balloon flowers and play toys.

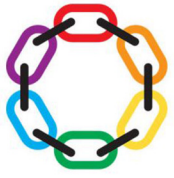
This mural art portraying a friendly, frisky, playful, pup. One of the symbiotic part of leather community and one of the BDSM, kink role-play scene or fantasy. Also one of the brand of legendary fetish clothing store, Mr. S Leather.

MURAL

Heron St

COLOR PALETTE:





LEATHER & LGBTQ
Cultural District

Cal Callahan
District Manager
(Pronouns: he, him)

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584 Castro Street
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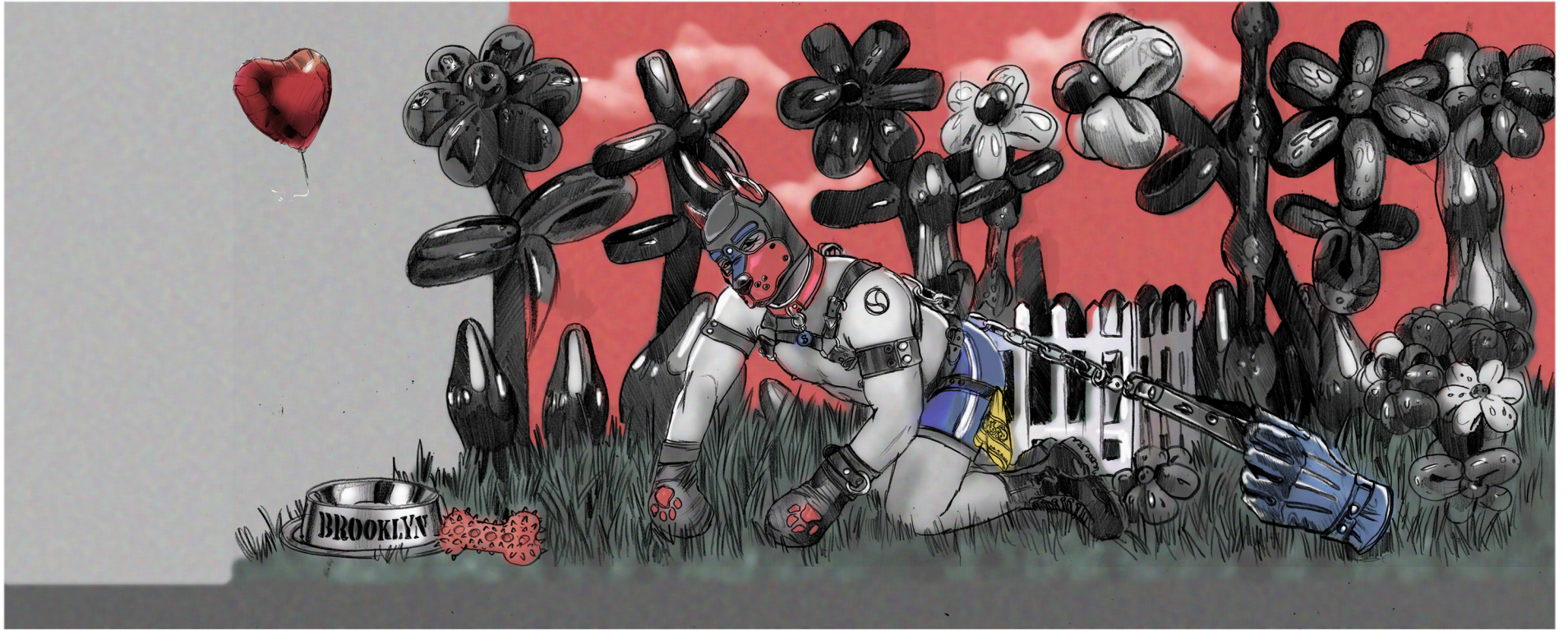
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MR-S-LEATHER

HERON STREET



30ft

37ft

DESCRIPTION: On Heron St Side / 20 ft High x 37 ft Wide (corner of 8th St and Heron St, San Francisco, CA)

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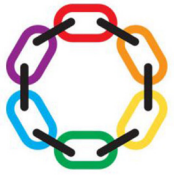
MURAL

Heron St

8TH ST

COLOR PALETTE:





LEATHER & LGBTQ
Cultural District

Cal Callahan
District Manager
(Pronouns: he, him)

LEATHER & LGBTQ
Cultural District
584 Castro Street
#140
San Francisco,
CA 94114
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PO BOX 14263 San Francisco, CA 94114
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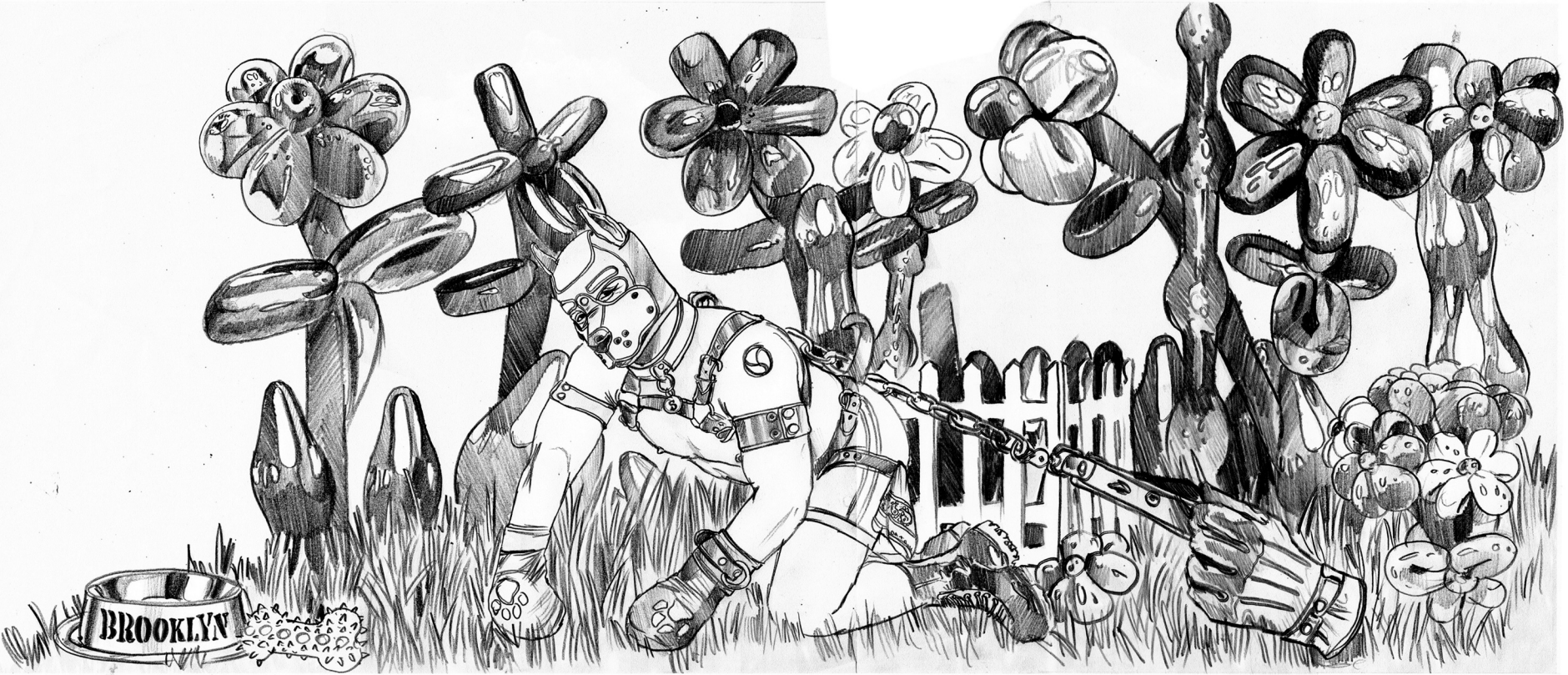
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MR-S-LEATHER

HERON STREET



20ft

37ft

MURAL

8TH ST

Heron St

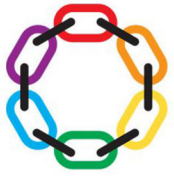
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COLOR PALETTE:





LEATHER & LGBTQ
Cultural District

Gal Callahan
District Manager
(Pronouns: he, him)

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SERGE GAY JR.
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HERON STREET



20ft

37ft

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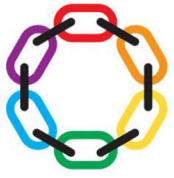
MURAL

Heron St

8TH ST

COLOR PALETTE:





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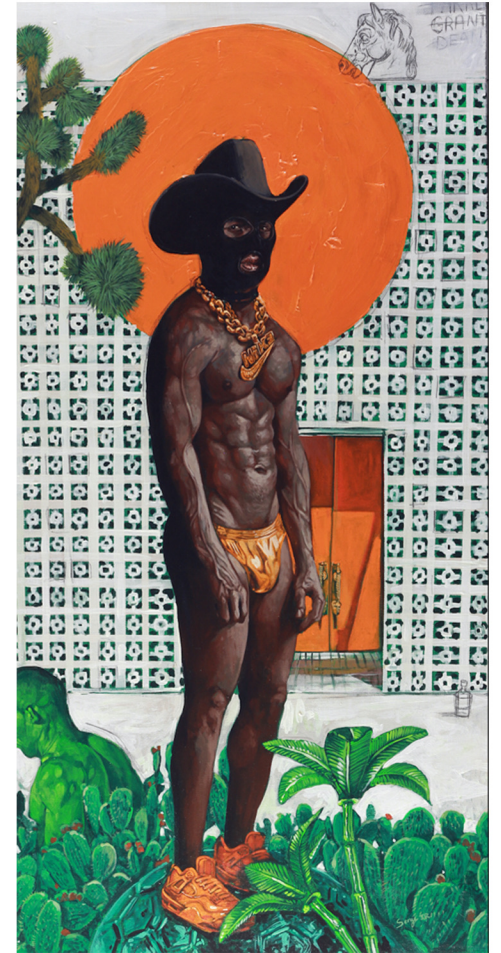
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Past art



DESCRIPTION: On Heron St Side / 20 ft High x 37 ft Wide (corner of 8th St and Heron St, San Francisco, CA)

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MURAL

Heron St

8TH ST

COLOR PALETTE:





HER

BE PART
OF THE
ENERGY
TRANSITION

UNIVERSITY OF
SAN FRANCISCO

HERSON