

1080 Folsom St,
San Francisco, CA 94103

San Francisco Arts Commission
Community Mural Proposal



moss metamorphosis II

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

August 5, 2023

To Whom It May Concern,

My name is Tony Brett Kelly. I am the owner of the 43-unit Residential Hotel located on the corner of Moss and Folsom.

SOMA's many alleyways present a special opportunity in San Francisco to transform mundane concrete spaces into portals for art, community connections, and urban ecologies. I am proud to support the Parks Alliance's next phase of proposed work in SOMA with the *Moss Metamorphosis Neighborhood* project, which will create more unique places for people and habitats for plants and pollinators. Building on the success of the first phase of *Moss Metamorphosis*, I am excited that we will have an opportunity to continue to help co-create this exciting project in concert with a variety of neighborhood stakeholders.

I wholeheartedly support the mural proposal to bring more art and nature to an area of the city very much in need. These improvements will benefit SOMA for many years to come, and we urge you to support this effort to improve our neighborhood.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tony Brett Kelly', with a stylized flourish at the end.

Tony Brett Kelly
Owner/CEO
1080 Folsom Residences, LLC
650.218.1995
tony@L38group.com



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.**



Amandalynn
www.AlynnPaint.com

Amandalynn is a Muralist, Fine Artist, Conservator, and Art Director based in Northern California. Inspired by the feminine in all things, Amandalynn depicts the subtle beauty of the natural world and humankind, through illustrated line work and decorative patterning. Her works can be found in Galleries and Streets all over the world. She began developing her distinct Street Art style mural work in 2001, painting alongside the graffiti community of San Francisco. Amandalynn is very passionate about her outdoor mural work and still enjoys collaborating with a variety of different artists, as well as creating large solo works. In recent years she has been art directing and curating for large music and art festivals. Amandalynn has always enjoyed curating and assisting other artists in their work, making art direction a natural path for her. Fine Art also plays a key role in Amandalynn's life, as she continues to develop her career as a Gallery artist. She has a Bachelor's Degree of Fine Art from the San Francisco Academy of Art, and has worked alongside several professional conservators within her career. Amandalynn believes that sharing the creative process with others is the key to living an inspired life.

AMANDALYNN

10576 Woodside Dr, Forestville, CA 95436

+1(415)359-5236

Alynnpaint@gmail.com

www.Alynnpaint.com

Artist with 20 years of professional mural work experience, as well as a portfolio of varied accomplishments including fine art exhibitions, large scale interactive art installations, conservation, art direction and curatorial achievements. Possess a strong sense of design and forward-thinking, that is consistently displayed across all art productions. For more information please check my portfolio at www.Alynnpaint.com

EDUCATION

Bachelor's of Fine Arts

Academy of Art University, 2003

San Francisco, CA

PROFESSIONAL EXPERIENCE

ART DIRECTOR – KAABOO llc

Del Mar, CA - Cayman Islands - Dallas, TX

2015 – 2020

- Curate and Facilitate large mural and art installation pieces featuring both domestic and international artists
- Design and produce large scale printed Staging and Signage
- Curate large Contemporary Art Fair featuring galleries, self-represented artists, and invitational artists
- Maintain a consistent connection to an international pool of artists and designers

MURALIST + FINE ARTIST – AMANDA LYNN PAINT and CONSERVATION

1998-Present

- Design and create large outdoor and indoor murals for site specific locations
- Organize production crews to assist professional Artists and Muralists
- Curate and Participate in multi-artist mural festivals around the world
- Participate and create artwork for Commercial Media Campaigns

OUTDOOR SCULPTURE CONSERVATION – TP OBJECTS CONSERVATION

California

2007 – Present

- Conservation and re-coating of over 20 large outdoor objects for museums and private collectors
- Annual maintenance of Bronze, Wood, Metal pieces for museums and private collectors
- Consultation for specialized coatings
- Organize conservation crews for large, multi-level sculptures and installations

FINE ART GALLERY CURATOR – VARIOUS GALLERIES

California

2003 – Present

- Curate and facilitate professional Art Gallery for over 4 years
- Design, create, curate, and participate in large fine art exhibitions
- Organize large events within galleries, including music concerts, speeches and performance art
- Manage staff in relation to install, budget, and artist relations

AMANDALYNN

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www.Alynnpaint.com

MURALS AND INSTALLATIONS

• Mural Projects:

- *Full Circle*, San Francisco, CA, 2020
- *Roger's Garden*, Santa Rosa, CA 2020
- *Home of the Jaguars*, Barbara Jordan Elementary, Austin, TX, 2020
- *The Good Life*, Forestville, CA 2020
- *DMS Broadcasting*, Grand Cayman, Cayman Islands, 2020
- *Canvas Anaheim*, Anaheim, CA, 2020
- *Desert Oasis*, Primm, Nevada, 2019
- *Minna Alley*, San Francisco, CA, 2019
- *Diamonds International*, Grand Cayman, Cayman Islands, 2019
- *Ecclefield's*, Grand Cayman, Cayman Islands, 2019
- *Fortune's*, Grand Cayman, Cayman Islands, 2019
- *Arlington Museum of Art*, Arlington, TX, 2019
- *Sounds of SoCal*, Guitar Center, Los Angeles, 2018
- *1981 Brewery*, Grand Cayman, Cayman Islands, 2018
- *16th Street*, San Francisco, CA, 2018
- *Camana Bay*, Grand Cayman, Cayman Islands, 2018
- *Wonderwalls*, Port Adelaide, Australia, 2017
- *Theo and Co Pizzeria*, Perth, Australia, 2017
- *Powwow Antelope Valley*, Lancaster, CA, 2017
- *Sea Walls*, Encinitas, CA 2017
- *Yerba Buena Center for the Arts*, San Francisco, CA 2017
- *Sacred Alchemy*, San Francisco, CA, 2017
- *Mission Bernal*, San Francisco, CA 2017
- *Sea Walls*, Napier, New Zealand, 2016
- *Distinction Gallery*, Escondido, CA, 2016
- *ISSO*, San Francisco, CA, 2014, 2016
- *PowWow*, Hawaii, 2015
- *Sea Walls*, Cozumel, Mexico, 2015
- *KAABOO Del Mar*, Del Mar, CA 2015-16
- *Live Outside*, San Francisco, CA, 2014
- *Wynwood*, Miami, FL 2011-2015
- *Kep Lodge*, Kep, Cambodia, 2013
- *Scuderia West*, San Francisco, CA, 2013
- *Few and Far*, Los Angeles, CA 2012
- *Few and Far*, Tijuana, Mexico 2012
- *San Francisco Streets continuing mural locations*, 2001-current

• Art Installations:

- *Sacred Alchemy (300' installation)*, Cowboys ATT Stadium, Arlington, TX 2019
- *Sacred Alchemy Shade Structures*, Del Mar, CA 2019
- *Sacred Alchemy (60' installation)*, Del Mar, CA 2017
- *See Life- Entry Way installation*, Known Gallery, Los Angeles, CA 2014

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www.Alynnpaint.com

EXHIBITIONS

• Solo Exhibitions:

- 'Full Circle', *Modern Eden*, San Francisco, CA 2020
- 'Lullaby', 111 Minna Gallery, San Francisco, CA 2019
- 'Sacred Alchemy', *Luna Rienne Gallery*, San Francisco, CA 2017
- 'Seasons of Change', *Distinction Gallery*, Escondido, CA 2016
- 'See Life', *Known Gallery*, Los Angeles, CA 2014
- 'Head over Heels', *Cassel Gallery*, San Francisco, CA 2011
- 'Move A Head', Carmichael Gallery, Los Angeles, CA 2008

• Group Exhibitions:

- *ABV Gallery*, Atlanta, GA 2018 - 2021
- *111 Minna Gallery*, San Francisco, CA 2011 - 2020
- *Modern Eden Gallery*, San Francisco, CA 2015-2020
- *Luna Rienne Gallery*, San Francisco, CA 2012-2020
- *Wonderland Gallery*, San Francisco, CA 2009-2019
- *Known Gallery*, Los Angeles, CA 2012-2015
- *Spoke Art*, San Francisco, CA 2014-2018
- *MOAH*, Lancaster, CA 2017
- *Sea Walls*, Napier, New Zealand, 2016
- *Rocha Art*, San Francisco, CA 2015
- *Cassel Gallery*, San Francisco, CA 2010-2012
- *Stained Glass Studio*, San Francisco, CA 2008-20110
- *The Shooting Gallery*, San Francisco, CA 2007-2011
- *Bedford County Arts Center*, Bedford, PA 2008
- *Scion Dashboard*, San Francisco – Los Angeles, CA 2005-2007
- *Invisible NYC*, New York City, NY 2007
- *Dream Girls*, San Francisco, CA 2005
- *Whitty Remarks*, San Francisco, CA 2003

CONSERVATION PROJECTS

- *Paz Jerusalemme*, by Mark di Suvero, Legion of Honor, San Francisco, CA 2015
- *The Sieve of Erathosthenes*, by Mark di Suvero, Stanford University, CA 2010, 2013
- *Corridor Pin*, by Claes Oldenburg, De Young Museum, San Francisco, CA 2013
- *Ocean Gate*, by Louise Nevelson, De Young Museum, San Francisco, CA 2011
- *Made in China*, Sui Jianguo, SFMoma, San Francisco, CA 2009
- *Untitled*, Liz Larner, UCSF, San Francisco, CA 2009
- *Soft Inverted Q*, by Claes Oldenburg, Stanford University, CA 2008

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ADDITIONAL SKILLS

- Graphic Design
- Production Management
- Licensed Heavy Equipment Operator
- Fashion Design
- Office skills

PROFESSIONAL REFERENCES

- Tracy Power, *Tracy Power Objects Conservation*, www.tracypowerconservation.com , tracybpower@gmail.com
- Olivia Ongpin , *Luna Rienne Gallery*, www.lunarienne.com , olivia@lunarienne.com

Amandalynn Portfolio Samples



Title: 'Paradise'

Location: Grand Cayman, Cayman Islands

Installation Date: May 2018

Artist Intent: The intent of the project was to celebrate the local natural beauty of Grand Cayman and a personal experience I had there with a massive migration of white butterflies.

Reference Contact: Sian Weinzweig, Marketing Director, sianwales@gmail.com

www.Alynnpaint.com

Amandalynn Portfolio Samples



Title: 'The Good Life'

Location: Forestville, CA

Installation Date: July 2020

Artist Intent: The intent of the project was to give a gift back to the beautiful town of Forestville during Shelter in Place. I feel very fortunate to call Forestville home and wanted to share my gratitude to the community through gifting them a piece of art. This piece is located in downtown Forestville at the entrance to a beautiful park and hiking trail.

Amandalynn Portfolio Samples



Title: 'Lullaby'

Location: San Francisco, CA

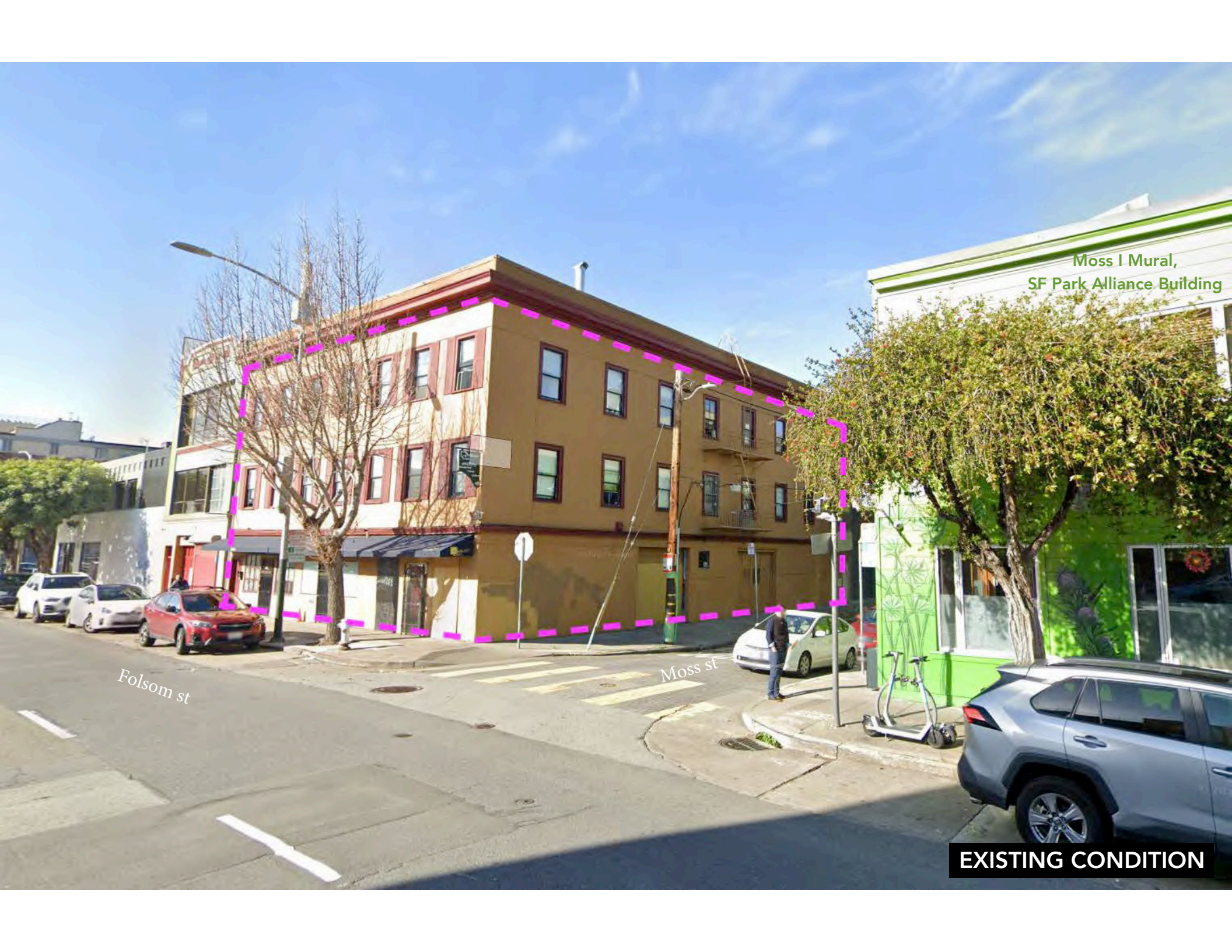
Installation Date: July 2019

Artist Intent: The intent of the project was to create a place of beauty and brightness in an alley that needed a little love. It also accompanied my solo exhibition in the gallery across the street, 111 Minna.

www.Alynnpaint.com



LOCATION OF PROPOSED WALL



Moss I Mural,
SF Park Alliance Building



Folsom st

Moss st

EXISTING CONDITION



PROPOSED MURAL



PROPOSED MURAL

August 1, 2023

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

To whom it may concern,

I am writing this letter in support of the continuation of the Moss Metamorphosis project and the addition of a mural at 1080 Folsom Street. As a resident with a residence on Russ at Folsom and someone whose business, Deli Board, is located next to Moss Street, I have personally observed the various issues related to safety, cleanliness, and undesirable activities in the area. Therefore, I strongly endorse the installation of these murals as a crucial step towards adding beauty and character to our neighborhood.

The Moss Metamorphosis project represents an invaluable effort to engage our community and establish a model for community-led alleyway improvement projects across San Francisco. These murals not only provide an opportunity to enhance the overall quality of our streetscape but also serve as a celebration of our local history, culture, and art. I supported the mural on 1074 Folsom St and 1073 Harrison st, and I believe another mural added to this area would undoubtedly make the space more enjoyable and, hopefully, encourage others to take greater pride in the neighborhood, leading to a cleaner and more vibrant environment for everyone.

I wholeheartedly support the SF Parks Alliance's Moss Metamorphosis mural projects and eagerly look forward to witnessing its realization. We appreciate the efforts to beautify but also create community!

Sincerely,

Adam Mesnick
Deli Board
1058 Folsom Street
San Francisco, CA 94103
Neighbor, resident, and business owner

August 1, 2023

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

Dear Craig,

It is my pleasure to communicate my support for the Moss Metamorphosis phase 2 project mural proposed by Amandalynn (alynnpaint.com) on 1080 Folsom St, which is being submitted to the Visual Arts Committee by the San Francisco Parks Alliance.

The Moss Metamorphosis project is within SOMA West CBD's boundaries, and our office happens to be located next to Moss Street. We are acutely aware of the many issues related to safety, cleanliness, and undesirable activities, and we strongly support the installation of these particular murals as a step to adding beauty and character to the neighborhood. The Moss Metamorphosis project is an effort to engage our community and to create a model for community-led alleyway improvement projects throughout San Francisco. The murals are an opportunity to enhance the people-based quality of the streetscape and to celebrate local history, culture, and art. The mural on 1074 Folsom St and 1073 Harrison St have added a beautiful scene in the neighborhood successfully, and we believe the proposed mural on 1080 Folsom St will continue working its magic.

As Bay Area artists with a proven track record of experience and professionalism, Amandalynn's designs exemplify our goals to enhance and progress the cultural and site-specific identity of the neighborhood. We are thrilled with Amandalynn's professionalism and artistic vision and have no doubt that they will deliver truly unique and high-quality works of art.

Thank you,

Erica Waltemade
SOMA West Community Benefit District
1066 Howard Street
San Francisco, CA 94103
erica@swcbd.org

August 3, 2023

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

To the SF Arts Commission,

As long-term SoMa residents and property owners on Moss Street, my husband and I are honored to write a letter in support for the 1080 Fosom st mural. It will send a strong visual message that we are a community, and shows that we are united in a mission to beautify the street in a way that celebrates our past as we build the future together.

The San Francisco Parks Alliance has led a robust community outreach process for their mural projects. Having been involved in many of the steering meetings I've seen the enthusiasm for the inclusion of art on Moss Street. With the murals along Moss St telling their own stories, you can really feel the journey that this area has gone through.

I urge you to support this effort to beautify Folsom/Moss St into a welcoming space that's fitting for this diverse neighborhood. This mural could be the jump start needed for a full transformation of the space that will ensure a source of pride for the community.

Seana Lyn Quintero
Property owner on Moss Street
51A Moss St, San Francisco CA 94103
seanalyn@gmail.com

Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, <<Amanda Lynn>>, has designed a work of visual art (“the Artwork”) as described below. The Artwork will be located at the address below, with consent from <<Tony BrettKelly>> (hereinafter referred to as the “Property Owner”).

DESCRIPTION: [type, mural, medium]:

Acrylic Mural painted directly onto the building of 1080 Folsom street in San Francisco, CA.

TITLE, DATE: Natural Attraction V, Oct -Nov 2023

DIMENSIONS: 90'Lx64'Wx80'H (approximately)

ADDRESS/LOCATION: 1080 Folsom St, San Francisco, CA 94103

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: <<1080 Folsom St, San Francisco, CA 94103>>.

PROPERTY OWNER

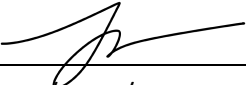
Property Owner: Tony Brett Kelly
(or Authorized Agent): _____
Address: 1080 Folsom st, San Francisco, CA 94103

Email: tony@L38group.com
Phone: 650.218.1995
SIGNATURE: 
DATE: 08 / 06 / 2023

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: Amanda Lynn
Address: 10576 Woodside Dr, Forestville, CA 95436

Email: alynnpaint@gmail.com
Phone: _____
SIGNATURE: 
DATE: 08 / 06 / 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>