

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

Matt Evans

27 Benton Ave
San Francisco, CA 94112

415-244-8231
grafikmythos@gmail.com

EXPERIENCE

Apple Computer

Icon Designer (2012-2015)

Provided icons and required artwork for various Mac OS X and iOS projects. Optimized designs needed for various image sizes and screen resolutions.

User Interface Designer, iLife (2003-2012)

Longest-serving team member contributing to all aspects of visual and user experience design for the award-winning iLife application suite (iTunes, iPhoto, iMovie, iDVD, and GarageBand). Provided interaction design support, custom icons, and user interface elements for various iLife components and UI elements, including layouts, templates, and human interface specifications. Lead designer for GarageBand (2004-2013) on both Desktop and iOS.

Visual Interface Designer, Mac OS X Server (1999-2003)

Responsible for all visual design support for Server team. Developed and maintained a visual program to unify the Server product suite and fit within the Aqua aesthetic. Provided icons, custom widgets, and required artwork. Provided interaction design support for various Server components and UI elements, including layouts, templates, and human interface specifications.

Baan Company—Interface Designer (1998-1999)

Developed and refined the user interface for the company's flagship front office application, BaanSales. Provided visual, interaction, and layout support. Developed a unified set of toolbar and desktop icons for a suite of applications.

Aurum Software—Graphic Designer (1998)

Designed and produced all marketing materials for Aurum Software's front office application suite. Included white papers, data sheets, customer profiles, and special program items. Developed several successful signage campaigns for major trade show events. Redesigned the company website to address a series of usability issues and to make it a more accessible and effective marketing tool.

Art & Science W3 Development—Graphic Designer (1997-1998)

Contributed to and led various website design projects.

AFRO-Americ@—Art Director (1995-1997)

Developed a new graphic identity and structure for the Baltimore-based AFRO-Americ@ website. Created and maintained a popular and award-winning children's section. Generated interactive content for monthly updates, including multimedia games, brain teasers, illustrated stories, and special features.

EDUCATION

Maryland Institute, College of Art—Bachelor of Fine Arts, '96

Majored in General Fine Arts with a focus on advanced figure and still life drawing, painting, digital artwork, and photography. Secondary focus was on multimedia and user interface design. Other courses of study included advanced video, art history, multicultural studies, Japanese design, fiber sculpture, and book binding.

North Carolina School of the Arts

Majored in Visual Arts with a focus on drawing, design, sculpture, and photography.

Matt Evans

27 Benton Ave
San Francisco, CA 94112

415-244-8231
grafikmythos@gmail.com

PATENTS GRANTED

John Danty, Jan-Hinnerk Helms, Gerhard Lengeling, Alexander Soren, Matt Evans: *Recording and selecting a region of a media track*. Apple, Inc. April 1, 2014: US 8686273

Stefan Pillhofer, Jan-Hinnerk Helms, Gerhard Lengeling, Alexander Soren, Alexander Harry Little, John Danty, Timothy B. Martin, Matt Evans, Ole Lagemann: *Musical instruction and assessment systems*. Apple Inc. July 22, 2014: US 8785757

Matt Evans, Ole Lagemann, John Danty, Jan-Hinnerk Helms, Gerhard Lengeling, Alexander Soren, Timothy Benjamin Martin, Stefan Pillhofer: *Digital audio processor*. Apple Inc. August 28, 2012: US 8255069

Stefan Pillhofer, Jan-Hinnerk Helms, Gerhard Lengeling, Alexander Soren, Alexander Harry Little, John Danty, Timothy B. Martin, Matt Evans, Ole Lagemann: *Musical instruction and assessment systems*. Apple Inc. December 25, 2012: US 8338684

Matt Evans: *Methods and systems for providing musical interfaces*. Apple Inc. October 27, 2009: US 7608775

Matt Evans, Timothy E. Wasko: *Methods and systems for providing musical interfaces*. Apple Inc. November 18, 2008: US 7453035

PATENTS PENDING

Elizabeth Caroline Furches Cranfill, David Heller, Jeffrey Robbin, Alan C. Cannistraro, William Martin Bachman, Timothy B. Martin, Matt Evans, Joe R. Howard: *Electronic text manipulation and display*. US Patent Application 20130232409, filed March 25, 2013. Patent Pending.

Ralf Weber, Adrian Diaconu, Timothy B. Martin, William M. Bachman, Thomas M. Alsina, Reed E. Martin, Matt Evans: *Concurrently displaying a drop zone editor with a menu editor during the creation of a multimedia device*. US Patent Application 20120166981, filed February 24, 2012. Patent Pending.

Matt Evans, Ole Lagemann, John Danty, Jan-Hinnerk Helms, Gerhard Lengeling, Alexander Soren, Timothy Benjamin Martin, Stefan Pillhofer: *Method and system to process digital audio data*. US Patent Application 20090044122, filed August 6, 2007. Patent Pending.

Matt Evans, Ole Lagemann, John Danty, Jan-Hinnerk Helms, Gerhard Lengeling, Alexander Soren, Timothy Benjamin Martin, Stefan Pillhofer: *Digital audio processor*. US Patent Application 20090043410, filed August 6, 2007. Patent Pending.

John Danty, Jan-Hinnerk Helms, Gerhard Lengeling, Alexander Soren, Matt Evans: *Recording and selecting an audio region*. US Patent Application 20090043589, filed August 6, 2007. Patent Pending.

Joshua Fagans, Timothy B. Martin, Matt Evans: *User configurable quick groups*. US Patent Application 20090037449, filed August 3, 2007. Patent Pending.

John Danty, Matt Evans, Kerstin Heitmann, Jan-Hinnerk Helms, Ole Lagemann, Thorsten Quandt, Alexander Soren, Jeffrey Wesley Taylor: *Syndicated audio authoring*. US Patent Application 20070162839, filed January 9, 2006. Patent Pending.

Ralf Weber, Thomas Matthieu Alsina, Adrian Diaconu, Timothy Martin, Matt Evans: *Automated multimedia authoring*. US Patent Application 20070162857, filed January 6, 2006. Patent Pending.

Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, **Matt Evans**, has designed a work of visual art (“the Artwork”) as described below. The Artwork will be located at the address below, with consent from **Neha Marfatia** (hereinafter referred to as the “Property Owner”).

DESCRIPTION: [type, mural, medium]:

Aerial view of the Bay Area at night, with full moon and stars, transitioning to rolling hills, covered in California poppies, finally revealing a dawn sky.

TITLE, DATE: **The Poppied Rolling Hills of California - 2022**

DIMENSIONS: **473 sq feet**

ADDRESS/LOCATION: **201 College Ave (South retaining wall along property)**


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:

PROPERTY OWNER

Property Owner: **Neha Marfatia**
(or Authorized Agent):
Address: **201 College Ave**
San Francisco, CA 94112
Email: **Nehanitin@yahoo.com**
Phone: **415-321-0600**
SIGNATURE: 
DATE: 11 / 23 / 2022

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: **Matt Evans**
Address: **27 Benton Ave**
San Francisco, CA 94112
Email: **grafikmythos@gmail.com**
Phone: **415-244-8231**
SIGNATURE: 
DATE: 11 / 23 / 2022

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>

November 23, 2022

Re: Mural Proposal for 201 College Ave

To whom it may concern,

I am writing to offer my support for the mural proposed for 201 College Ave. As the homeowner of the property and the wall in question, I have seen the design put forth by Matt Evans and wholeheartedly support the project.

Thank you,

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

Neha Marfatia

201 College Ave
San Francisco, CA 94112
(415) 321-0600

Jun 3, 2023

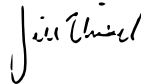
To whom it may concern,

My wife, Jill, and I enthusiastically support the proposed mural "The Poppied Rolling Hills Of California" at 201 College Ave. We have seen the design and think it would be a great addition to our neighborhood. We live just down the street, so we will see it often.

Regards,

A handwritten signature in black ink, appearing to read "Jonathan Wood". The signature is stylized with a large, sweeping horizontal stroke that loops back to the left.

Jonathan Wood

A handwritten signature in black ink, appearing to read "Jill Unikel". The signature is written in a cursive style with a prominent initial "J".

Jill Unikel

350 College Ave
San Francisco, CA 94112
(415) 535-9742

June 13, 2023

To whom it may concern,

My partner and I have lived on College Avenue in St. Mary's Park for over 17 years and we are both big supporters of the proposed mural design at the top of College Avenue. This is a location we walk past often we would be thrilled to see this beautiful, artful addition, "The Poppied Rolling Hills of California" at the entrance to our neighborhood.

Thank you for your consideration,

Handwritten signatures in blue ink. The first signature is 'Penny Mitchell' and the second is 'Julian Mitchell'. Both are written in a cursive, flowing style.

Penny and Julian Mitchell

512 College Avenue

June 19, 2023

To whom it may concern,

As residents of the St. Mary's Park neighborhood, my husband and I enthusiastically endorse the proposed mural, "The Poppied Rolling Hills Of California," at 201 College Ave. This mural is an impeccable blend of artistic excellence and cultural representation, encapsulating the essence of the beautiful California landscape with its depiction of poppied hills. This will enhance community spirit and amplify our appreciation for nature. Please consider greenlighting this valuable addition.

Sincerely,

A handwritten signature in blue ink that reads "Francisco Jacoby-Rivera". The signature is fluid and cursive, with a long horizontal stroke at the end.

Francisco Jacoby-Rivera

111 Genebern Way
San Francisco, CA 94112
(415) 615-2909

A handwritten signature in blue ink that reads "David Juarez". The signature is stylized and cursive, with a prominent loop at the end.

David Juarez

Location: 201 College Avenue, San Francisco

Existing mural (North wall)

There is an existing mural on the North wall, painted in 2020 by Oakland artist Timothy B.

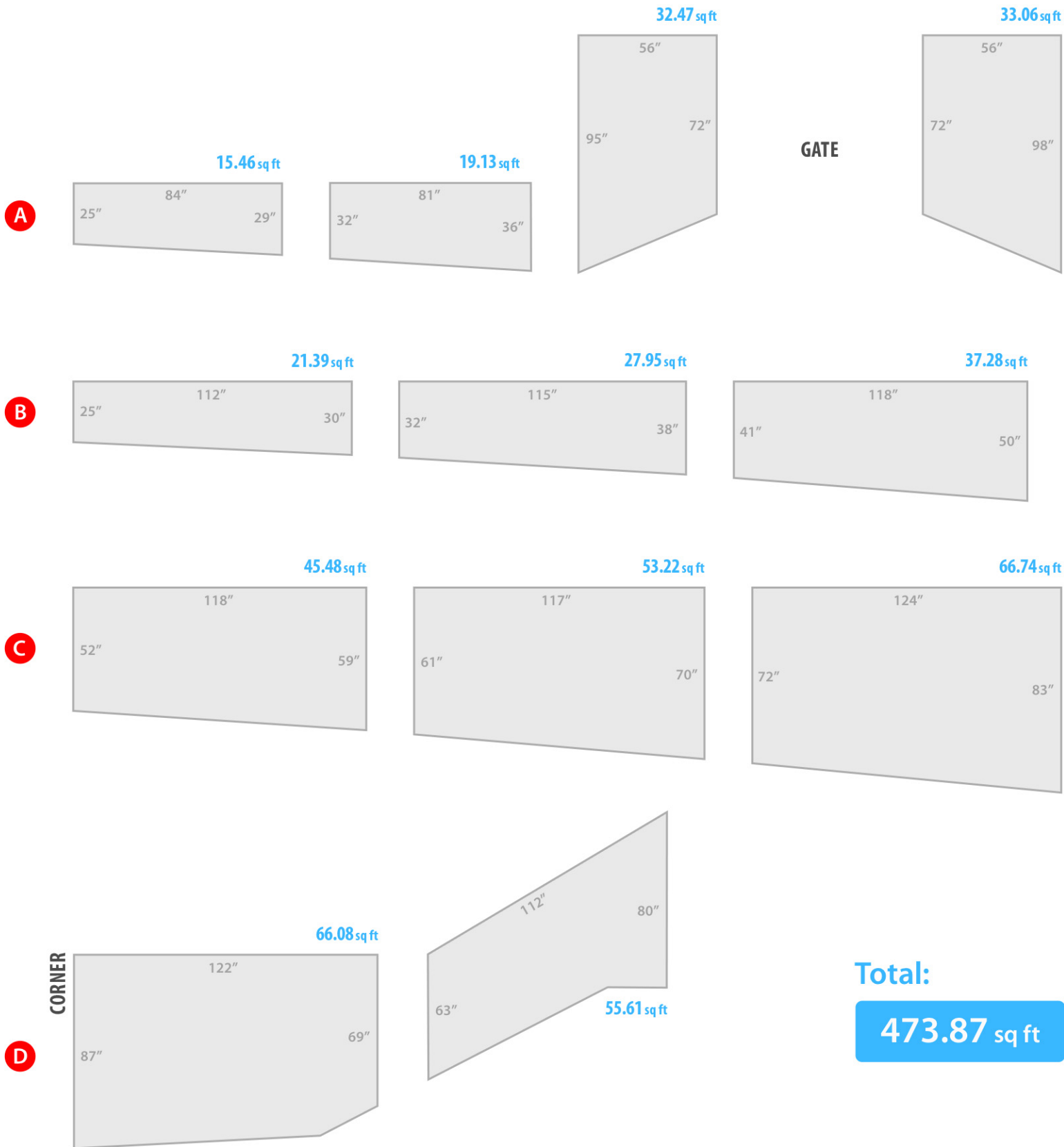
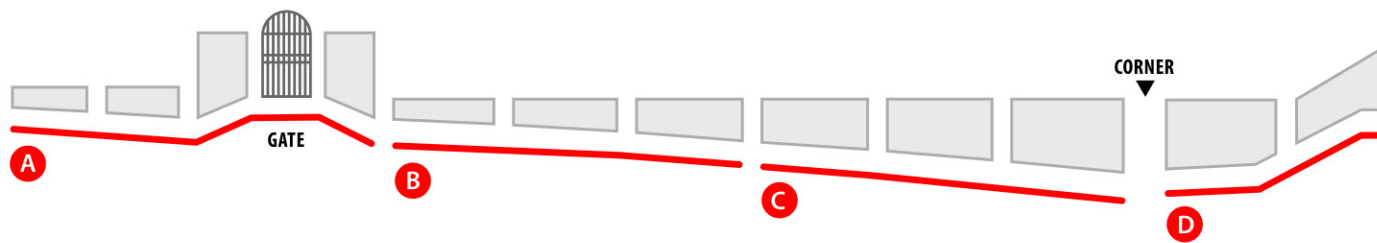


The proposed location spans a small entry gate near the top of the hill and takes a 90-degree turn at the bottom.



Proposed location (South wall)

Dimensions



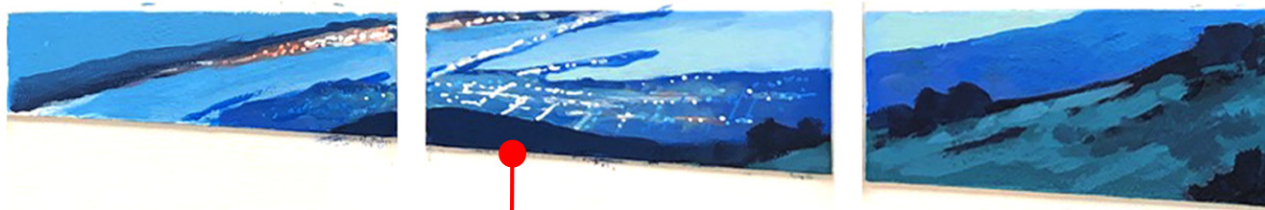
Total:
473.87 sq ft

Design Sketch

1. At the top of the hill the mural starts out with a full moon surrounded by wisps of cloud and stars in the deep night sky.



2. The sky gives way to an aerial view of the Bay and the scattered twinkling of city lights.



3. City lights become undulating hills and patches of vegetation and trees.



4. Down at the other end of the wall, the sequence ends on a moonlit bed of California poppies, their petals tightly closed against the cool air.



5. Around the corner, the poppies are open to the sun as pale morning light spills across more rolling hills.



Itemized Budget

Paint, Brushes	675
Wall Preparation	200
Protective Coat	300
Muralist	14,000 (\$30/sq foot)
Assistant	1000
Grand Total	16,175

Ten Year & Beyond Extended Maintenance Plan

Matt Evans is our resident muralist. He is a core member of St Mary's Park Greening and a neighborhood homeowner whose art studio is located in the ground floor of his home. The fact that he both lives and works a mere two blocks from the mural affords us a unique opportunity for its long-term maintenance and upkeep.

The mural will be coated with an anti-graffiti sealant for easy cleaning. SMP Greening will provide any tools needed for graffiti removal and a convenient location on their website for direct notification of damage or vandalism to the mural.

Extended Upkeep

Matt has committed to be on call, free of charge, to address any vandalism or graffiti within 48 hours of an incident, beyond the traditional 10-year period. In the event of significant damage to the mural surface, Matt has also committed to ongoing repair and upkeep of the painted surfaces using leftovers or acquiring new paint as needed.

Monitoring

Matt regularly drives by 201 College Ave and will keep a close eye on the state of the mural. The homeowner, **Neha Marfatia**, knows Matt personally and will be able to alert him immediately if anything is amiss. The core members of SMP Greening (also residents of the neighborhood) will be trained in the graffiti cleanup procedure and are prepared to keep an eye on the mural whenever they walk or drive past it.

Matt will also perform a formal and thorough inspection annually on the anniversary of the mural's completion.

Public Art

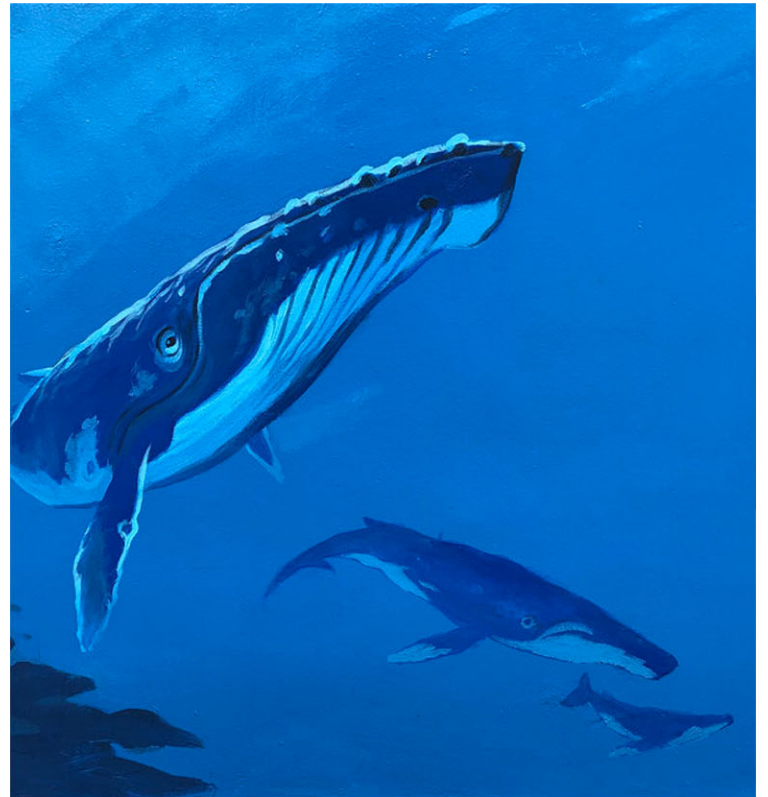
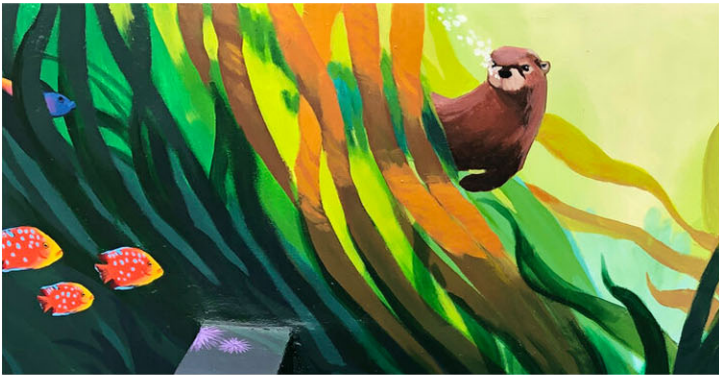
Commissioned by the **Redwood City Parks & Arts Foundation**

Public Library parking lot, Jefferson Ave & Middlefield Rd, Redwood City, CA



Private Residence

Los Altos Hills, CA



Public Art Commissioned by the Redwood City Parks & Arts Foundation

234 Marshall St, Redwood City, CA



Private Residence

Los Altos, CA

