

## 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

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



**MURAL PROPOSAL - POWERHOUSE**

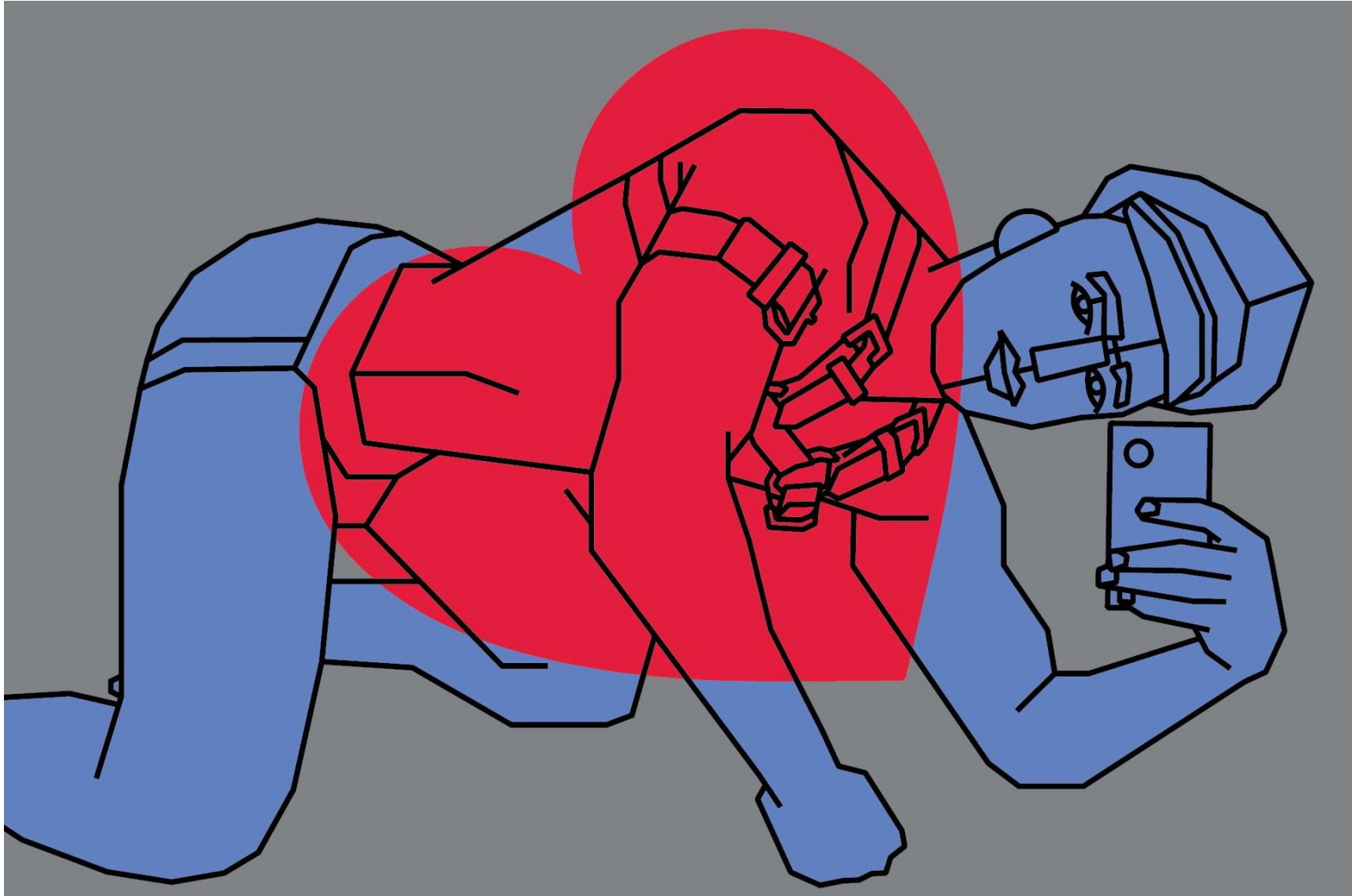
AUG 2023

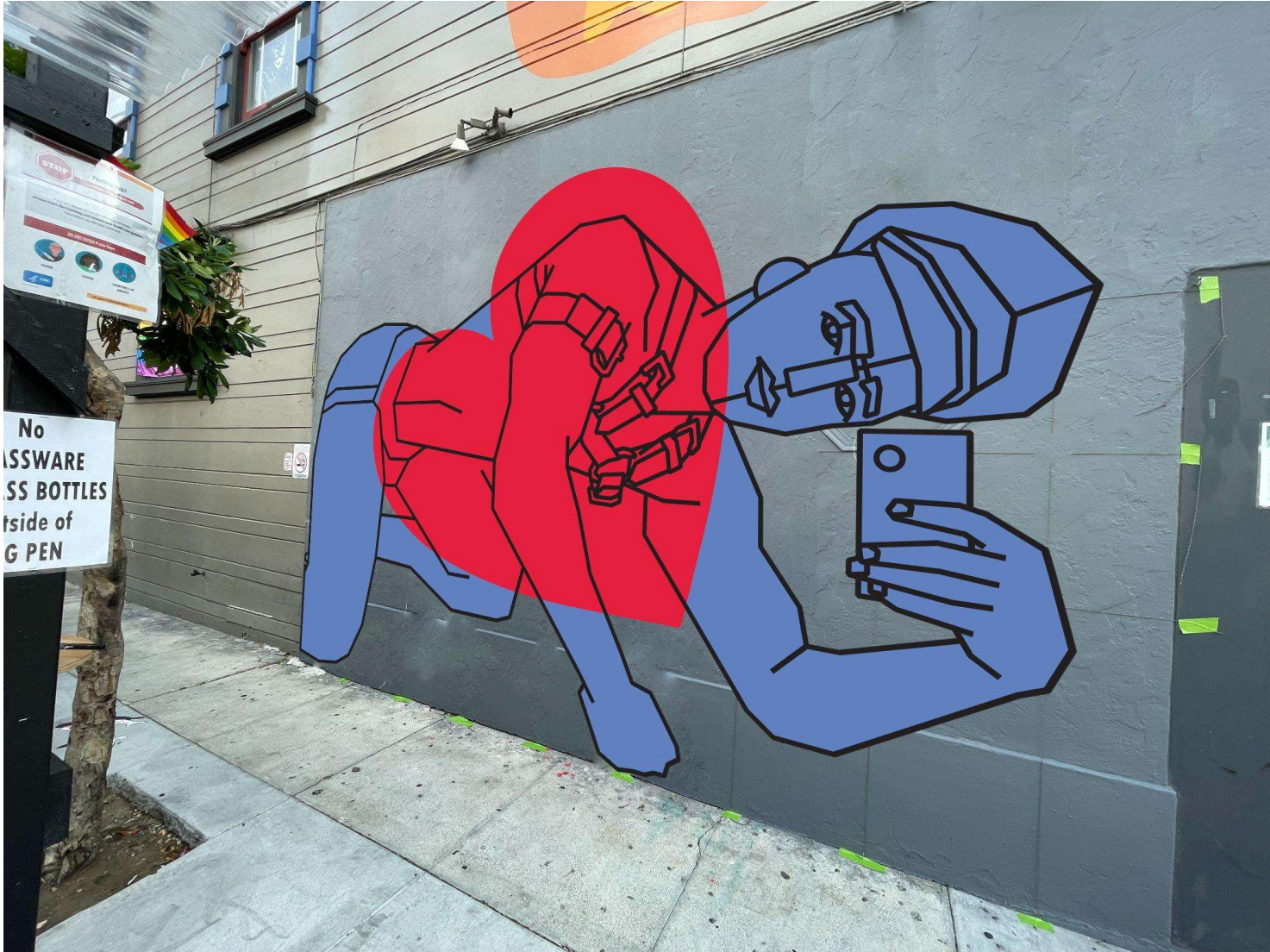
SAN FRANCISCO



I use the selfie as a symbol for empowerment. During these times our phones have been our biggest tool to explore our sexuality. Not only with dating and hook-up apps, but also as a way to create content of ourselves, having the power to share new art forms with whoever we want.

We are not only able to see and appreciate erotic content, but we are also able to create it, own it and in this way we can celebrate the sexuality within our communities as our community evolves and grows.





No  
CASHWARE  
CASH BOTTLES  
outside of  
G PEN

STOP  
[Illegible text]

# SIMÓN MALVAEZ

I'm a Queer Latino Artist. Pronouns: He/His/Him

Simón Malvaez was born in Tijuana, a border city of Mexico and the U.S. He studied graphic design in Mexico City (Universidad Iberoamericana). He currently lives in San Francisco.

Inspired by the places he has lived and The Bauhaus founding philosophies. Simón takes basic materials, familiar shapes, and primary colors, pastels, and metallics to celebrate bodies and personalities that have influenced him. Latino culture and the LGBTQ+ community are bold and vibrant in all of his work's.

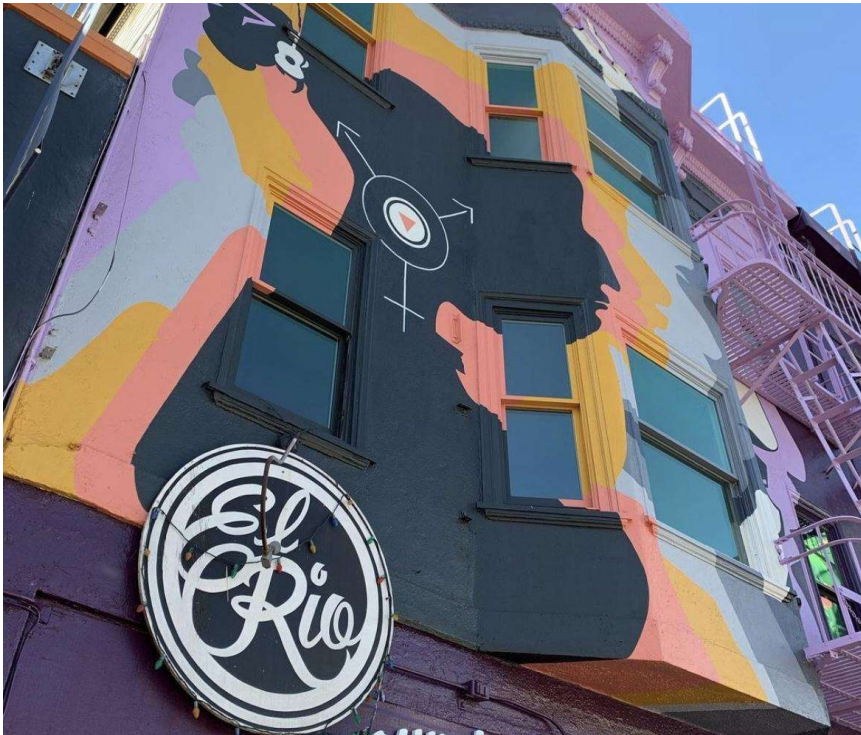
The geometry and composition invites you to disassemble each attribute of the piece and then reinterpret the projected symbols upon the pieces as a whole. It is an invitation to appreciate and deconstruct identity, diversity, representation and inclusion.



**JMC** JUAN MANUEL  
CARMONA



**SIMON  
MALVAEZ**



**MURAL WORK - El Rio 2020**  
3158 Mission St. San Francisco, CA





**JMC** JUAN MANUEL  
CARMONA



**SIMON  
MALVAEZ**



**MURAL WORK - Residential 2021**  
3158 Mission St. San Francisco, CA



**JMC** JUAN MANUEL  
CARMONA

 **SIMON  
MALVAEZ**

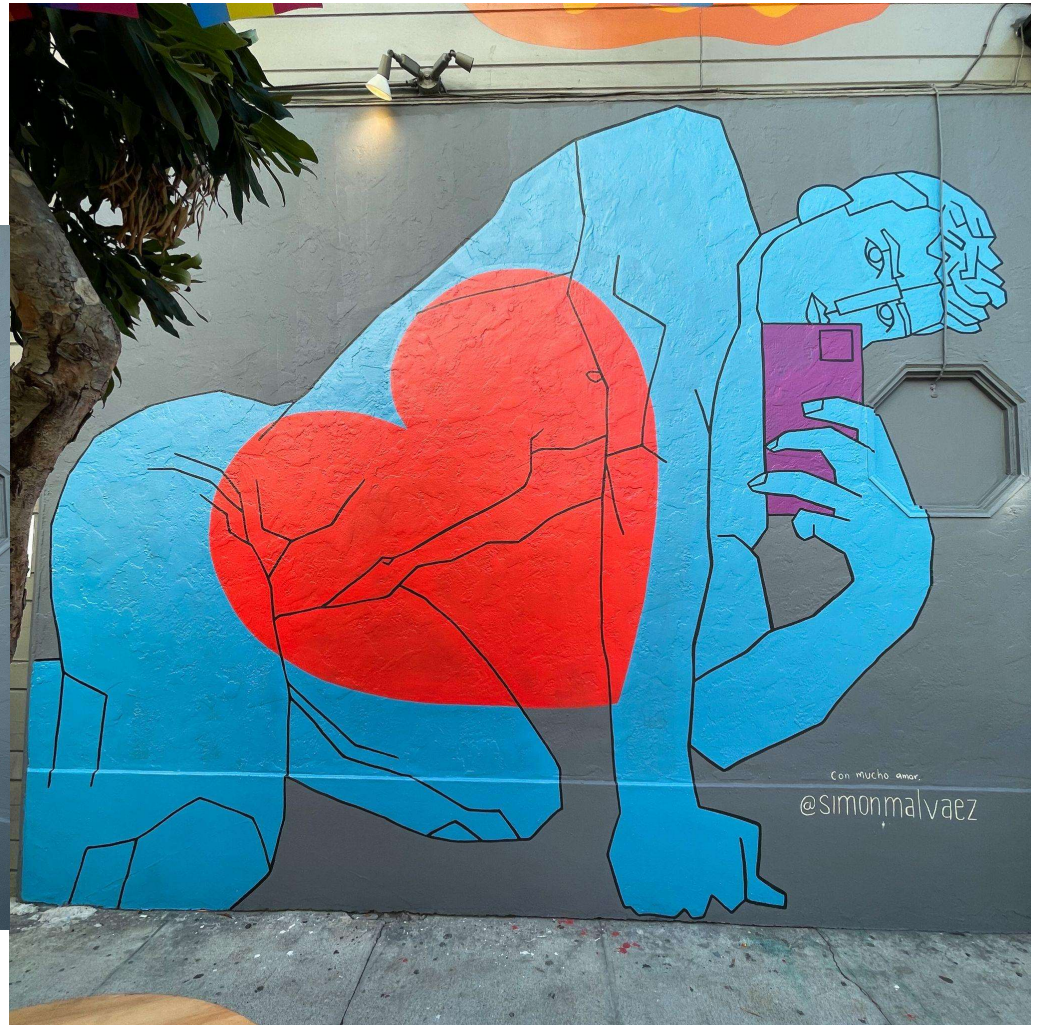
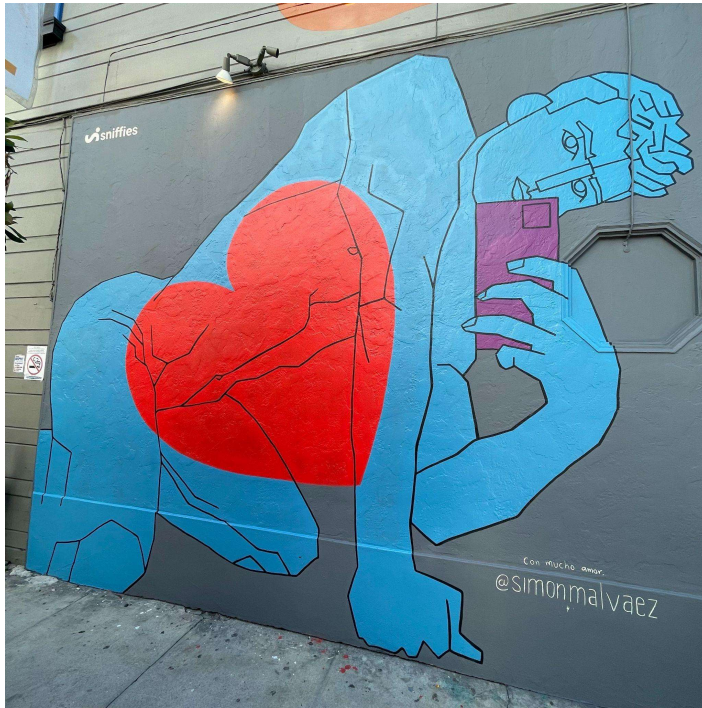


**MURAL WORK - SF LGBT Center 2021**  
1800 Market St. San Francisco, CA





**SIMON  
MALVAEZ**



**MURAL WORK - POWERHOUSE**  
Folsom St and Dore Alley - . San Francisco, CA



**JMC** JUAN MANUEL  
CARMONA



**SIMON  
MALVAEZ**



**MURAL WORK - Residential**  
Harrison St. San Francisco, CA



**JMC** JUAN MANUEL  
CARMONA



**SIMON  
MALVAEZ**



**MURAL WORK** - Private House  
Palm Springs,, CA



**JUAN MANUEL  
CARMONA**



**SIMON  
MALVAEZ**



**MURAL WORK - OASIS 2022**  
298 11th St. San Francisco, CA



Collaboration with Simon Malvaez, Serge Gay Jr, Elliott C Nathan & Christopher Mccutcheon



THANK YOU

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[simonmalvaez@gmail.com](mailto:simonmalvaez@gmail.com)  
[www.simonmalvaez.com](http://www.simonmalvaez.com)

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2555 Phelps st  
SF CA 94124





# Waiver of Proprietary Rights

## for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

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

DESCRIPTION: [type, mural, medium]:

A mural on the side of Powerhouse between Folsom st and Dore, using acrylic paint, depicting a blue man taking a selfie with BDSM gear, and a red heart in the back

TITLE, DATE: “REY” September 2023

DIMENSIONS: Around 10 x 16 feet

ADDRESS/LOCATION: 1347 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: <<INSERT ADDRESS FOR NOTICE>>.

PROPERTY OWNER

Property Owner: Paul Langley RnB corporation  
(or Authorized Agent): \_\_\_\_\_  
Address: 1837 S MESA DR  
PALM SPRINGS, CA 92264  
Email: paul@plco.net  
Phone: (808) 551-5291 (415) 431-9104 WK  
SIGNATURE: Paul Langley  
DATE: 08/22/23

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: Simón Malvaez  
Address: 2555 Phelps St  
SF CA 94124  
Email: simonmalvaez@gmail.com  
Phone: 4153697441  
SIGNATURE: Simón  
DATE: Aug 15 /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>

08/23/2023

To whom this may concern:

Simon Malvaez has my permission to paint a mural on my building at 1347 Folsom St. San Francisco, Ca 94103.

  
Paul Langley

## POWERHOUSE MURAL PROJECT

Fall 2023

### Maintenance Plan

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

Powerhouse has a general manager (currently Scott Richard Peterson) 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.



7 Heron Street  
San Francisco, CA 94103  
heronarts.com

September 1, 2023

To whom it may concern,

I write in support of the LEATHER & LGBTQ Cultural District for the proposed mural installation of the artwork by Simon Malvaez's mural "REY" on Powerhouse. The mural will represent the cultural history of this area of San Francisco, which we are extremely proud to be part of.

Heron Arts has worked with the LEATHER & LGBTQ Cultural District, with the purpose of beautifying and enriching the community in SOMA by bringing art to galleries and to the streets. We endorse projects focusing on celebrating San Francisco's historic LGBTQIA+ community as well as elevating queer visibility in general, especially during this time when queer arts are under attack in our nation and beyond.

Please reach out for any further questions.

Sincerely,  
Tova Lobatz  
Director, Heron Arts  
760-445-7300



September 5, 2023

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 Simon Malvaez mural being planned on the Powerhouse bar's Dore Street side (at Folsom 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 LEATHER & LGBTQ Cultural District and Powerhouse for bringing Simon's artwork into our neighborhood - he is one of the most talented local artists working today.

A handwritten signature in grey ink, appearing to read "Erica Waltemade".

Erica Waltemade  
SOMA West Community Benefit  
District 714.653.2917  
[erica@swcbd.org](mailto:erica@swcbd.org)

SOMA West Community Benefit District  
1066 Howard Street San Francisco, CA 94103  
415-469-5787  
[www.swcbd.org](http://www.swcbd.org)



1286 FOLSOM STREET, SAN FRANCISCO CA 94103 - 415-552-3247

September 5, 2023

Dear San Francisco Arts Commission,

As the Executive Director of Folsom Street, I enthusiastically support the Leather and LGBTQ Cultural District's application for sponsoring Simon Malvaez's mural "REY" on the Powerhouse bar. I have been incredibly impressed with the District's work in placemaking and building community through the arts with events and cultural programs tailored to the needs of the leather community here in SOMA.

The District is best known for supporting events and art that celebrates the living traditions of the queer leather community. They have positioned themselves as a necessary part of community development in the neighborhood and their programming is in line with realizing Folsom Street's mission to strengthen the arts and culture of San Francisco's historic leather community.

The District's sponsorship would mark the fourth mural they have brought to western SOMA, largely employing artists from marginalized communities. With a purposeful focus on arts and culture, the Leather District aims to make visible and celebrate the vibrant creativity and traditions of the queer community.

I encourage you to offer this vital and resilient organization the opportunity to continue their role in placemaking and community building.

Sincerely,

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

Angel Adeyoha  
Executive Director, Folsom Street