

## TEMPORARY PUBLIC ART PROPOSAL INFORMATION FORM

**Lead Artist:** Brian Singer

Mailing Address: 1061 Florida Street

City: San Francisco

State: CA

Zip: 94110

Phone #: (415) 310 8402

Fax #: n/a

Email: [someguy@1000journals.com](mailto:someguy@1000journals.com)

**Project Coordinator:** Julia Neff

Mailing Address: 2513 Van Ness Avenue

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State: CA

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Email: [julia@wearedemonstrate.com](mailto:julia@wearedemonstrate.com)

**Sponsoring Organization:** Goldman Environmental Prize

**Contact Person:** Ilan Kayatsky

**Street Address:** 160 Pacific Avenue

City: San Francisco

State: CA

Zip: 94111

Phone #: [\(415\) 249-5800](tel:(415)249-5800)

Fax #: N/A

Email: [ilan@goldmanprize.org](mailto:ilan@goldmanprize.org)

**Funding Source:** Privately funded by Goldman Environmental Prize

**Proposed Site of Temporary Public Art Project (Address/Cross Streets):**

PROXY SF | Octavia Street & Hayes Street, San Francisco

**Title of Temporary Public Art Project:** GROW

**Approximate Dimensions of Artwork:** 60''w x 60''h x 60''d

**Duration of Project (Install and Deinstall Dates):**

- **Set-Up:** Thursday, April 18th (1 Day)
- **Duration Of Installation:** Friday, April 19th Through Tuesday, May 7th (19 Days)
- **Break Down:** Wednesday, May 8th (1 Day)

**Supervisor's District where the proposed art project will be installed:** District #5 - Dean Preston

**Attach your proposal to the completed Temporary Public Art Proposal Information Form. Please include the following:**

- 1) **Letter of approval from the City agency having jurisdiction of over the site, or the property owner if project is funded by City funds.**

Incomplete proposals will not be reviewed by the Arts Commission.

- a) Letters of approval from the landlord and SF Real Estate who is the City agency having jurisdiction over PROXY can be found in the following folder: [City Agency Letters](#)
- 2) **Three letters of community support.**
  - a) Letters of community support can be found in the following folder: [GROW - Letters of Community Support](#)
- 3) **Brief narrative description of the proposed project. Please address the intent of the artwork and how it relates to the site.**

- a) In nature, growth unfolds as a biological process that human intervention can profoundly influence. In the installation, GROW, growth portrays the intricate relationship between our expansively built environment and nature. It emphasizes the importance of collaboration between nature and human intervention to repair past damage. Ultimately, GROW beckons viewers to engage by visualizing this relationship and inviting thoughtful contemplation on the consequences of unbridled urban expansion, climate concerns, and the ever-evolving interplay between humanity and the natural world.

The formation of our built infrastructure plays a substantial role in the visual narrative of the installation with scaffolding structures that mirror a grid of buildings. The structures encase and interact with trees. Moss letters forming the word 'grow' are applied to the scaffolding to symbolize greenery reclaiming the manufactured environment. The word 'grow' also calls for individuals to support nature and is a subtle yet empowering sign for individuals to overcome obstacles to protecting nature. Nature finds a way, and so must we. One can observe the word 'grow' in multidimensional ways by walking around the structure or viewing it from the plaza or street

- 4) **Scale drawing or model of the proposed project.**
  - a) Scale drawings are included within the following folder. [GROW Scale Drawings](#)
- 5) **Image(s) of proposed site.**
  - a) Images of PROXY, our proposed site for the installation, can be found in the following folder. [Site Location - PROXY Images](#)
- 6) **List of proposed materials.**
  - a) **Objects:** We plan to use stackable scaffolding frames that are structurally sound with a load capacity of up to 3,500lbs as the support base behind each wall.
  - b) **Artwork:** 4 Letters on scaffolding; "G", "R", "O", "W"; one letter per side. Letters will be made out of wood paneling and faux moss and will be adhered to the scaffolding.
  - c) **Substrate 1:** Wood Panel
  - d) **Substrate 2:** Faux Moss sheet adhered to substrate 1
  - e) **Hardware:** Custom install hardware and tap con screws to fasten the installation into the asphalt. Any and all screws will be flush to the ground
  - f) **Trees:** Eight (8) trees approved for planting in San Francisco will be donated by Friends of the Urban Forest. Trees will be 10-12 ft tall, and 40 lbs in weight.
  - g) **Tree Stability:** 55 gallon metal industrial barrels filled with 40lbs of gravel to add weight to the base of the barrels, and house the trees (40lbs) in their 18x24 inch pots. Barrels will also be secured to scaffolding which will be secured to the asphalt pavement. This will

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ensure that the trees are stable for the duration of the installation, and make them capable of withstanding any wind or rain.

**7) Budget, including funding source for the project.**

- a) GROW is privately funded by the non-profit organization the Goldman Environmental Prize and our total budget for the project is \$50,000.00. This budget is inclusive of the following expenses:
  - i) Creative Production & Fabrication
  - ii) Installation & Deinstallation
  - iii) Location Fees (PROXY SF)
  - iv) Security Guard
  - v) General Maintenance
  - vi) Sourcing & Purchasing Trees
  - vii) Insurance

**8) Timeline, including dates of the installation and deinstallation.**

- **Set-Up:** Thursday, April 18th (1 Day)
- **Duration Of Installation:** Friday, April 19th Through Tuesday, May 7th (19 Days)
- **Break Down:** Wednesday, May 8th (1 Day)

**9) Maintenance plan for duration of display.**

- a) **Installation/DeInstallation:** The install of the art installation at PROXY will be managed by Local Language Art Studio and occur on Thursday, April 18th. The art installation will also be taken down by the Local Language team on Wednesday, May 8th.
- b) **Tree Watering**
  - i) Trees will need to be watered once per week of the installation and will be watered on the following dates:
    - (1) Thursday, April 25th
    - (2) Thursday May 2nd
- c) **Security:** [Rambo Security](#) will monitor the installation from sundown until sunrise (10 PM - 6 AM) for the duration of the installation (April 18th - May 8)
- d) **General Maintenance**
  - i) As needed, the artwork will be cleaned with a soft microfiber cloth using water - no harsh chemicals to be used as they may damage the artwork.

**10) Structural engineer drawings to ensure safety and stability of proposed installation.**

- a) Structural engineering drawings can be found in the following folder. [Structural Engineering Drawings](#)

**11) Thorough ADA compliance review.**

- a) The art installation will be hosted on PROXY SFs' property and PROXY has no physical access issues as there are no doors or barriers. The installation is outside, on level paved ground (less than ¼" per foot slope) with 24/7 access and nighttime illumination until 10pm.
- b) **Installation Clearance - Roaming Space:** As exhibited in the scale drawing, we have planned to factor in 5 feet (60 inches) of clearance space between and surrounding each letter cage and tree. The minimum clear width for single wheelchair passage must be 32 inches at a point and 36 inches continuously. The space for a wheelchair to make a

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180-degree turn must be a clear space of 60 inches in diameter or a T-shaped 30 inches by 48 inches of turning space. With the 60 inches of clearance space we have planned there will be no accessibility issues for wheelchair or handicap access

- c) The art installation will be adorned with a placard including a short narrative description of the concept, a call to action, and acknowledgments of the partners who helped to bring the installation to life. All copy will be accompanied by a translation in braille for the visually impaired.
- d) **Use Accessible Design Checklist:**
  - i) **Is the site being considered accessible to people using a wheelchair, walker, or stroller?** Yes the location is on public property and is accessible to all using a wheelchair, walker, or stroller.
  - ii) **Can the artwork be experienced through more than one sense?** Yes, the artwork can be experienced through sight, sound, and scent.
  - iii) **Will there be enough light so that individuals with low vision can see as much of the piece as possible?** The installation will be outside and fully visible during the daylight with no obstruction to light. The PROXY property is also fully lit until 10 PM and the installation will be closed during non-business hours.
  - iv) **If the artwork incorporates a tactile component, can it be reached by children or people using wheelchairs? Is the artwork durable enough for repeated handling?** There are no tactile components included within the installation.
  - v) **If the artwork is interactive, can it be used by users of all abilities?** The artwork is not interactive.
  - vi) **Is there an opportunity for secondary interpretation of the artwork in the space it is in?** The installation is open to many interpretations and cannot be viewed in a single lens due to the viewer's interpretation of the artwork's call to action "GROW"
  - vii) **If long pieces of text are an integral part of my artwork, can a short, simple overview be incorporated this is easier for many people to read and comprehend?** Long pieces of text are not an integral part of the art installation but we can be flexible if we need to shorten or simplify the copy that will be included on our placard.
  - viii) **Is written information, or areas of fine detail, placed within the comfortable viewing zone for both standing and seated people (between 48" x 67" above the floor)?** Yes, a placard for the installation will be placed 60" above the floor.
  - ix) **Can people get close to view the artwork, or read explanatory text?** Yes, in fact, we encourage people to get close and walk around inside of the art installation.

## 12) Resumes of all artists involved.

- a) Resumes for artists on the project can be found in the following folder: [Artists Resumes](#)
- b) The production partner on the project is Local Language Art Studio based out of Oakland, California. An overview of their projects and artwork can be found [linked here](#).

## 13) Signed Waiver of Proprietary Rights for Artworks Placed on City Property or Private Property.

- a) Signed waivers can be found in the following folder: [Capa / Vara Forms](#)

Incomplete proposals will not be reviewed by the Arts Commission.

**Art Installation Name:** GROW

**Dates:** Temporary Art Installation - April 19, 2024 - May 8, 2024

**Location:** PROXY SF

### **Project Background**

For 35 years, the Goldman Environmental Prize has celebrated grassroots environmental activists with a Ceremony that takes place each year around Earth Day in San Francisco, where Prize winners from six global regions are announced, awarded a cash prize, and honored through storytelling at the Ceremony.

In 2024, the Goldman Prize team is collaborating with Brian Singer & Laura Hapka to create an art installation that celebrates the power of grassroots activism in protecting the environment and honors the Prize's San Francisco roots. The goal of this project is to raise awareness for the Goldman Prize and strengthen its ties with the San Francisco Bay Area community.

### **About the Goldman Prize**

Mission: The [Goldman Environmental Prize](#) honors the achievements and leadership of grassroots environmental activists from around the world, inspiring all of us to take action to protect our planet.

Each year, the Goldman Environmental Prize recognizes [grassroots environmental heroes](#) from roughly the world's six inhabited continental regions:

- Africa
- Asia
- Europe
- Islands & Island Nations
- North America
- South & Central America

The Prize recognizes individuals for sustained and significant efforts to protect and enhance the natural environment, often at great personal risk. The Goldman Prize views "[grassroots](#)" leaders as those involved in local efforts, where positive change is created through community or citizen participation. Through recognizing these individual leaders, the Prize seeks to inspire other ordinary people to take extraordinary actions to protect the natural world.

### **2024 Campaign Theme: Our Interconnected Home**

Over the past 35 years, the Goldman Prize has celebrated over 200 activists from more than 90 countries—building a global coalition of grassroots leaders who inspire, teach, and support the next generation. Goldman Prize winners are everyday heroes: neighbors, parents, teachers and community organizers. Their stories demonstrate the power of our collective voices to achieve extraordinary change.

Our Interconnected Home has two meanings:

Earth, our natural home. Goldman Prize winners are often inspired by and driven by a deeply personal connection to the landscapes that they call home, protecting ecosystems that are interconnected and interdependent. People are also part of those ecosystems.

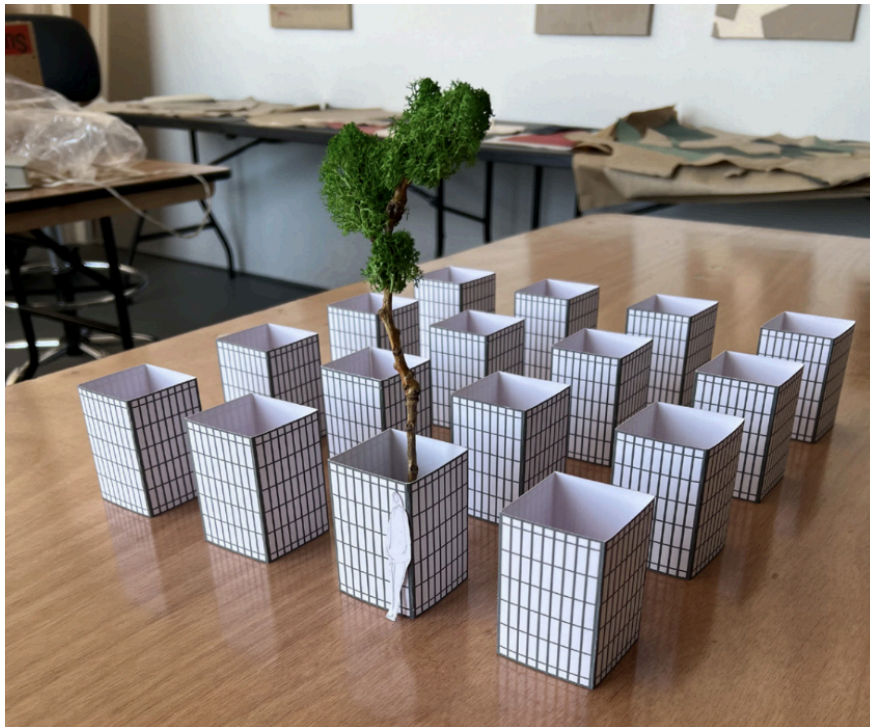
The San Francisco Bay Area is the home of the Goldman Prize. San Francisco has a proud, green legacy of pioneering sustainability, while the Bay Area's unique geography encompasses a wealth of ecologies and diverse communities.

### **Art Installation Concept**

Our built environment puts constraints on the natural world, restricting it. In 'Grow', individuals are challenged by visualizing this relationship. However, nature will find a way to grow and overcome constraints, symbolizing rehabilitation and reclamation.

'Grow' also encourages us to realize our the constraints we place on the natural world, overcome barriers, and develop a growth mindset.

*Note: Formal concept writeup to follow; not for circulation*



*Note: Initial concept mockup*

### **Installation**

In 'Grow,' we juxtaposed scaffolding with tree(s) and moss to draw concern about the state of the environment yet encourage overcoming obstacles. The trees can also be seen as people, inspiring one to break free from our bonds and grow. We want to evoke a disturbed feeling that sends an optimistic, empowering message.

The installation will consist of a grid of 8 trees, with each tree wrapped in letters 'G', 'R', 'O', and 'W' that will be constructed out of living moss. The grid of 8 trees will allow for further reflection and interaction with the artwork because one could walk through and explore the forest.

### **About the Artists**

#### **Brian Singer**

Brian Singer, also known as Someguy, is an artist whose studio practice and large-scale public projects address a variety of social justice issues. With a meticulous rigor and legibility informed by his experience as a designer and visual communicator, Singer's work invites critical engagement through surprising juxtapositions of media and wordplay. Ranging from intimate works on paper to international participatory projects, Singer's practice is unified by the desire to facilitate unexpected moments of human connection.

Public projects include a series of "Home Street Home" sleeping bag installations throughout San Francisco, and an 84-foot mural at Salesforce Transit Center comprised of almost 2,000 individual stencils (each with at least one match) reading, "You Are Not Alone". Singer is best known for his "1000 Journals Project," a participatory global art exchange that has been archived in a book, and feature-length documentary, exhibited at the San Francisco Museum of Modern Art and the Skirball Cultural Center in Los Angeles. Brian has served on the advisory boards for the San Francisco Arts Commission Gallery and AIGA the professional association for design. He currently serves on the SECA Council for SFMoMA, and the board for Southern Exposure.

**Website:** <https://someguy.is/>

#### **Laura Hapka**

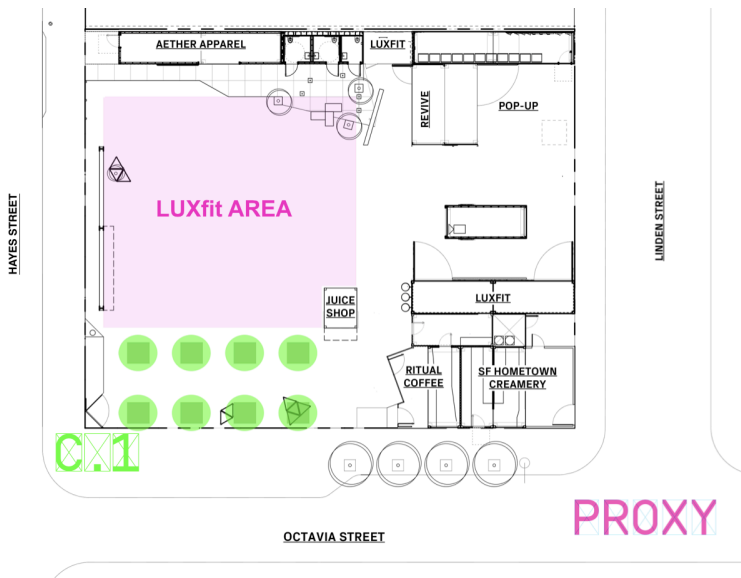
Laura Hapka is a San Francisco-based fine artist with a design and construction project management background. With over 18 years of experience, she has managed projects ranging from landscape architecture, planning, development, infrastructure, retail, and corporate tenant improvements. Notably, she worked as the art/brand design and installation project manager with Studio O+A on Netflix EPIC, a new 13-story office building near Netflix HQ, and on Netflix ICON's lobby remodel, Netflix's HQ building. She has a degree in landscape architecture and environmental design, which she was initially attracted to because of the landscape artists who were leaders in the public art space. Additionally, she has a master's of business administration, which helps with project planning, scheduling, and budgeting.

As an artist without a fine arts education, Laura uses traditional materials in untraditional ways and likes to examine the art-making process in her artwork. She believes in making the complex look simple and encourages exploration and discovery from viewers. She is represented by Themes+Project Gallery, located at Minnesota Street Project, and has shown work with George Lawson Gallery and DZINE Gallery.

**Website:** <https://laurahapka.com/>

## Location: PROXY SF

### [Site Visit Photos](#)



### Tree Donation Partner

We are currently in conversation with SF Botanical Gardens, Friends of the Urban Forest, and One Tree Planted

- Via PROXY's relationship with both the Hayes Valley Neighborhood Association and the Tenderloin Community Benefit District, we will be looking to donate/plant the trees following the installation in empty tree wells in Hayes Valley and/or the Tenderloin.

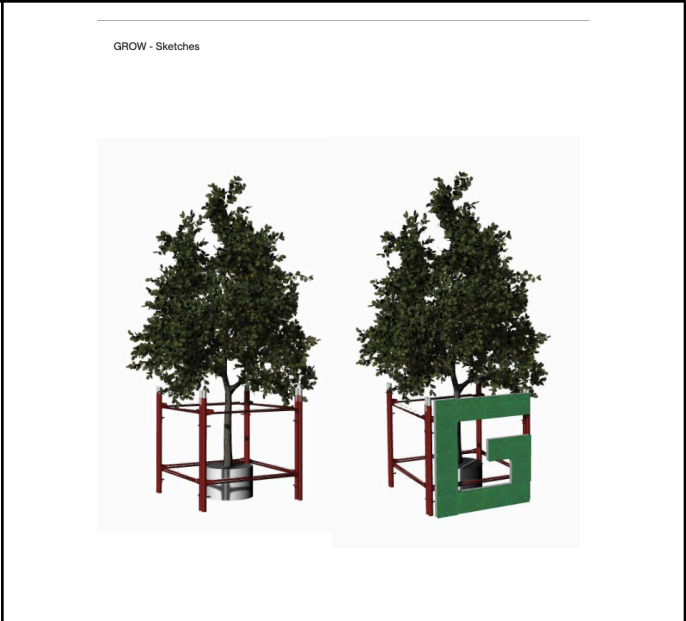
### Key Dates


- **April 19:** Installation Open at PROXY
- **April 22:** Earth Day
  - Art Installation will be submitted to SF Climate Week as an event
- **April 29:** GEP Ceremony
  - If we host an event at PROXY it should take place between 4/30-5/8; 2024 Prize Winners embargoed until 4/29
- **May 8:** Last Day of Installation

### Concept Sketches

*Note: The final installation will be a grid of 8 trees*





**From:** Suess, Jeff (ADM) jeff.suess@sfgov.org   
**Subject:** RE: GROW, a Goldman Prize Art Installation @ PROXY  
**Date:** March 14, 2024 at 4:38 PM  
**To:** Douglas Burnham douglas@envelopead.com  
**Cc:** Artem Matusевич artem@envelopead.com

JS

Douglas,

Thank you for the reminder. The Director approves the activation.

Jeff



Jeff Suess CCIM LEED AP (he/him)  
Transaction Team Manager  
Real Estate Division  
City & County of San Francisco  
25 Van Ness Ave., Suite 400  
San Francisco, CA 94102  
Desk: 415.554.9873  
[Jeff.Suess@sfgov.org](mailto:Jeff.Suess@sfgov.org)

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**From:** Douglas Burnham <douglas@envelopead.com>  
**Sent:** Thursday, March 14, 2024 3:42 PM  
**To:** Suess, Jeff (ADM) <jeff.suess@sfgov.org>  
**Cc:** Artem Matusевич <artem@envelopead.com>  
**Subject:** Re: GROW, a Goldman Prize Art Installation @ PROXY

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hi Jeff -

I'm just checking in on this as the materials for the SF Arts Commission are due at the end of the day today. I think even an affirmative response to this email would suffice.

Appreciate your help on this!

Warm Regards,

- Douglas

**DOUGLAS BURNHAM**  
**FOUNDING PARTNER**

**ENVELOPE**  
[ENVELOPEAD.COM](http://ENVELOPEAD.COM)

On Mar 11, 2024, at 12:23, Douglas Burnham <douglas@envelopead.com>

wrote:

Hi Jeff -

Hope you're well!

We just got word that the Arts Commission would like some indication that SF Real Estate will be OK with this temporary installation by the end of day this Thursday (the 14th). I think this could be a "no objections" email from you — perhaps responding to Artem's March 5th email to you — assuming you get whatever internal approvals you need. A letter could follow or maybe even not be required (we can check).

I'm hoping / thinking that this should be non-controversial (or even a really positive thing), but let me know what you think and what is possible on your end.

Thank you for your consideration!

Warm Regards,

- Douglas

**DOUGLAS BURNHAM**  
**FOUNDING PARTNER**

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**PROXY**

PROXYSF.NET

On Mar 5, 2024, at 9:53 AM, Artem Matusevich

<[artem@envelopead.com](mailto:artem@envelopead.com)> wrote:

Hi Jeff,

I hope all continues to be well with you!

We have an upcoming temporary art installation at PROXY that we're hoping to get approval for. The installation is to coincide with Earth Week and the awards ceremony of the excellent [Goldman Environmental Prize](#). Should we garner approval for this from both SF Real Estate and the SF Arts Commission, this temporary installation would be up from Thur, April 18th - Wed, May 8th and, of course, will be free and open to the public.

The installation will be by the artists Brian Singer and Laura Hapka, and will be made of 8 live trees inside 8 individual planters. The planters will have letters attached to them that spell the word 'GROW'. I am attaching a PDF document that has more detail about the Goldman Environmental Prize as well as the GROW the installation, with photos and a location map. The location for this temporary installation is on Lot K, specifically on the corner of Hayes and Octavia in the Ritual coffee seating area. The outdoor seating will continue to happen in and amongst the installation. As this work is connected with the Goldman Prize, the 8 tees involved will all be repurposed as city street trees, filling vacant tree wells in both Hayes Valley and Tenderloin neighborhoods.

The installation will be installed, fully maintained and secured over the duration of the installation and de-installed by The Goldman Prize team. Further, all insurance requirements that are a part of the lease will be met by The Goldman Prize team.

We hope that this is something SF Real Estate can get behind! If you do, we would need a simple letter of support for the SF Arts Commission, either for their March 20th Visual Arts Committee meeting, or following soon thereafter for their full Arts Commission meeting on April 1st. If you or the Director have any questions on this, please let us know and Douglas could make time to meet with you.

Thanks very much in advance!

<GEP-2024-Art Installation-PROXY.pdf>

**ARTEM MATUSEVICH**  
**PROXY SITE MANAGER +**  
**EVENTS PRODUCER**

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