

# 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

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.**

# CAMERON "CAMER1" MOBERG

ARTIST, CURATOR,  
EDUCATOR, NATURE  
ENTHUSIAST

## Cameron Moberg

243 Arleta Avenue  
San Francisco, CA 94134  
(415) 505-5720

holla@camer1.com  
[www.camer1.com](http://www.camer1.com)  
[instagram.com/@camer1](https://www.instagram.com/@camer1)



## SPECIALTIES

Murals • Curating • Mural Festivals & Live Events • Experiential Workshops • Team Building • Community Engagement • Project Management • Creative Directing • Live Painting

## ABOUT

Bringing hope and happiness through brightly colored images of nature has long been my artistic focus. My art can be found throughout The City (San Francisco), speckled throughout the country, as well as outside of the country in places like Switzerland, Australia, Guatemala, and China. It's easy to see that nature is my greatest inspiration. Though I've grown as an artist over the last twenty years, my graffiti roots can still be detected in my murals. My favorite murals are the ones that combine nature, realism, and bright colors with precise graphics and fluid, organic shapes; a nod to my graffiti background.

Residing in San Francisco with my wife and two teenage sons, I'm a full time artist who paints large scale murals. I'm a curator of art and a teacher of graffiti art and street art. I am deeply passionate about sharing art--not just sharing *my* art, but sharing skills, educating on graffiti and street art history, and/ or offering tips and tricks to fellow artists and art enthusiasts. I love collaborating with others: artists, non-artists, municipalities, or businesses, to carry out unique visions for homes, offices, neighborhoods, cities. I'm grateful for all the opportunities that come my way and as a result, I will always go above and beyond what is expected!

## NOTABLE PROJECTS

### VISITACION VALLEY GREENWAY MURAL

Mural | San Francisco, CA | June 2023

Designed and painted a large mural depicting Anna's Hummingbird, and hyperlocal plants and flowers.

### MERCY HOUSING

Mural | San Francisco, CA | May 2023

Designed and painted a mural celebrating basketball and our favorite basketball team, the Warriors, for the families and children who reside in the transitional housing.

### BOCANOVA PAN AMERICAN COCINA

Mural | Downtown Oakland, CA | Feb 2023

- Designed and painted several murals throughout the restaurant
- Images include a Guatemalan woman donning golden wings, a technicolor macaw, and precise graphic patterns.

### CREATIVE IDEAS CAFE

Mural | San Francisco, CA | November 2022

Designed and painted a mural covering the entire exterior of the two-story cafe. The



restaurant is unmissable with its vivid green foliage and giant tropical flowers.

### TAMPA FOUNDATION FOR FLAVAFEST

Mural | Tampa, FL | October 2022

- Designed and painted a large scale graphic mural as a tribute to the downtown area.
- The mural can't be missed with its vivid graphics and its ability to capture that Florida vibe.

### WHITE COUNTY UNITED WAY

Mural | Monon, IN | September 2022

- Designed and painted a larger than life train right in the middle of Monon, Indiana, a town made up of just under 2,000 residents.
- The aptly titled mural, *Full Steam Ahead*, captured the idea of moving the small town, with a rich history of trains and railroads, forward.

### THE MARINE MAMMAL CENTER

Murals | Sausalito, CA | May 2022

- Designed and painted two (2) murals for the rehabilitation center.
- One mural captures a curious face of the water-loving, brown-eyed, furry patient named *Patronus*. The other mural, an underwater kelp forest, which captures the magnificent height of the giant kelp.

### ELEMENT THREE (E3)

Murals | Carmel, IN | March 2022

- Designed and painted an abstract free flowing mural meant to celebrate the company's past, present and future.

### RETRO BIOSCIENCES

Murals | Redwood City, CA | January 2022

- Sought out to colorize and enliven the warehouse-like offices of bioscience company *Retro Biosciences*.

### YAHOO

Murals | San Jose, CA | October 2021

- Designed and painted a continuous mural covering three (3) walls in the large headquarter's stairwell
- Design was a nod to California, with images of poppies, scrub jays, succulents, avocados.

### a16z

Murals | San Francisco, CA | April 2021

- Designed and painted a series of panels (7) covering the office stairwell.
- Designed to evoke motion while highlighting San Francisco landmarks. Each panel was ~16ft x 7ft.

### CITY OF FREMONT, HUMAN SERVICES DEPARTMENT

Murals | Fremont, CA | April 2021

- A waiting room mural for the Youth Family Services department. The vivid bird mural lives on the uniquely curved wall.

### SHEPHERD AND SIMS RESTAURANT

Murals | Los Gatos, CA | March 2021

- Designed and painted a series of fun loving murals depicting a curious cat, fluttery birds and butterflies, complete with a goodbye message in a scripty font

### EARL PARK AMERICAN LEGION

Mural | Earl Park, IN | October 2020

- Designed and painted a large scale mural inspired by the generational community

↵  
MURALS  
↴

- The mural can be characterized by florals and photo realism, complete with a tractor and fiddle, celebrating the town's farming community and love for bluegrass.

### IGA GROCERY

Mural | Remington, IN | June 2020

- Painted a photorealistic mural on the outside of the grocery store. The mural features that unmistakable Indiana sunset.

### HOMELESS NAVIGATION CENTER

Murals | Fremont, CA | June 2020

- I was selected to paint three (3) panels. The murals were meant to bring peace and joy to the residents in transition.

### PANAMA CITY CENTER FOR THE ARTS

Murals | Panama City, FL | May 2020

- Hired at the start of the pandemic by the Bay Arts Alliance to paint a butterfly wrap on the stark white building. The architectural elements of the building were enhanced by the vivid mural.

### SILICON VALLEY COMMUNITY FOUNDATION

Mural | San Mateo, CA | March 2020

- The organization was looking to brighten and enliven the waiting room with a lively mural inspiring all who view it to *Be the Change*.

### SLEDGEHAMMER STUDIOS

Murals | Foster City, CA | June 2019 and February 2020

- Hired and collaborated with three other artists to create a gritty graffiti mural in the reception area in June
- Returned on my own in February to paint a bubble gum font in the studio's kitchen

### MARSHALLS DEPARTMENT STORE

Murals | San Jose, CA | November 2019

- Curated by San Jose Walls, painted three 25-foot walls in four days on the side of the Marshalls store

### URBAN LIFE MENTORS COMMUNITY CENTER

Mural | OAKLAND, CA | June 2019

This community organization brings hope to their neighborhood, so it was fitting to paint the word HOPE on the side of their building.

### PROXY

Mural | San Francisco, CA | May 2019

- Created a futuristic mural inspired by Lichtenstein

### PHILIP HAYDEN FOUNDATION

Murals | Beijing, China | April 2019

- Last minute commission on a trip to the orphanage in Beijing with my son. After discovering what I did for a living, Tim Baker, founder of the orphanage pulled his resources so we could find and purchase paint.
- The colorful mural boldly inspires viewers to *Be the Change*, painted in both English and Chinese.

### 836M ART STUDIO

Mural | San Francisco, CA | June 2018

- Invited to paint the gallery as part of a revolving door of artists. The murals are temporary with a new artist invited every few months.





### CORTEZ RESTAURANT

Mural | Washington D.C. | March 2018

- Commissioned to paint a couple of murals at the brand new Mexican restaurant.
- One mural being an abstract image of a female and the other, a butterfly selfie op.

### INSPIRATION STUDIOS

Mural | Redwood City, CA | January 2018

- Invited to paint the dance studio on a large wall opposite the mirror. I used both spray paint and brush to create the abstract background and the logo on top.

### CORNERSTONE CHURCH SF

Murals | San Francisco, CA | October 2017

- I was commissioned to cover the entirety of the church's facade. I channeled my inner Michaelangelo and painted the hands of God over a geometric background.

### FUNKY FURNITURE CUSTOM FURNITURE

Murals | Oakland, CA | August 2017

- The furniture shop found a new home in Oakland. And wanted to let the community know they were there by commissioning me to paint some colorful murals. The patchwork and butterfly designs wrap the corner building.

### ASPIRE PUBLIC SCHOOLS

Murals | Oakland, CA | July 2017

- Commissioned to paint the stark white walls of the new school. The budget was a factor, so I created a budget friendly design with a big impact.

### CESAR CHAVEZ MIDDLE SCHOOL

Mural | Hayward, CA | March 2017

- Painted a kid-friendly mural meant to inspire the students to *Be the Change*, just like the school's namesake, Cesar Chavez.

### CITY OF HAYWARD

Mural | Hayward, CA | January 2017

- Painted a 90 foot long sound wall along Tennyson Road at Beatron Way. I was immersed and fully embraced by the community here! The mural was meant to cover the unappealing soundwall and celebrate Hayward's five sister cities.

### STARBUCKS- BAYVIEW/ HUNTERS POINT

Mural | San Francisco, CA | August 2016

- Brush painted three (3) murals. Painted animals that represented regions of coffee served at Starbucks

### EMBERS VENUE

Mural | Rensselaer, IN | June 2016

- Commissioned to paint the very first in the town of 5,000. The mural depicted a massive bird in flight

### WIX

Murals | San Francisco, CA | December 2015

- Created a comic inspired mural using faces of the CFOs
- Created a line drawing mural depicting a classic San Francisco victorian
- Finished with font and an inspirational quote



### LIVE ART THURSDAYS at CITY CENTER BISHOP RANCH, 2021

Curated Live Art events | San Ramon, CA | July 2021-August 2021

- Hired artists for a once-a-month live art event
- Constructed six freestanding canvases each event

- Coordinated 15 artists
- Organized a culminating art show

### ARTSFEST, 2020 – present

#### Curated Mural Festival | Great Falls, MT | August 2020 – present

- Created an art district with 21 artists, 24 murals installed
- Painted 6 murals myself
- Assisted with fundraising to pay artists, provided food and lodging
- Coordinated a collaborative mural with 8 artists
- Hosted graffiti & street art workshop with locals

### REN-ART WALK, 2019 – present

#### Curated Mural Festival | Rensselaer, IN | July 2019 – present

- Created an art district with nearly 40 artists, installed over 45 murals
- Painted 7 murals myself
- Fundraised to pay artists, provided food and lodging
- Coordinated a collaborative mural with 15 artists
- Hosted graffiti & street art workshop with locals

### WABASH WALLS, 2018 & 2019

#### Curated Mural Festival | Lafayette, IN | August 2018-2019

- Curated 24 artists, who installed nearly 40 murals over two Summers
- Painted 6 murals myself, including a 200-ft wall in four days
- Hosted graffiti & street art workshop with locals

### SPRAYVIEW

#### Curated Mural Festival | San Francisco, CA | December 2017

- Curated 21 murals with artists from around the world
- Provided 3 artist development classes for local youth
- Painted 3 murals myself

### LINKEDin

#### Canvas Installation | Sunnyvale, CA | April 2019

- Designed an interpretation of LinkedIn's economic graph on an 18" x 52" canvas which was digitally enlarged and installed into the ceiling of the LinkedIn office.

### DWIGHT CLARK'S "THE CATCH" OF SAN FRANCISCO 49ERS

#### Canvas | San Francisco, CA | April 2017

- Was dubbed to paint a large canvas of the infamous *Catch* by Dwight Clark on behalf of 49's and New Development in Candlestick

### YAHOO

#### Graffiti Workshop | San Jose, CA | November 2022

- Constructed a freestanding two-sided paintable structure. Created a collaborative graffiti experience for 500 employees yielding two large movable murals for the brand new Santa Clara campus

### GOOGLE, FACEBOOK, GENENTECH, SALESFORCE, ALTER ECO, ETC...

#### Team Building Workshops | San Francisco, CA | Ongoing

- Provide interactive team building workshops from my studio in the Bayview and offsite at the offices, educating on the evolution of graffiti and street art

↑  
CANVAS HIGHLIGHTS  
↓

↑  
WORKSHOP HIGHLIGHTS  
↓

↑  
MISCELLANEOUS  
HIGHLIGHTS  
↓

### NEW YORK TIMES BEST SELLER FRANCINE RIVERS

#### Book Cover | Spring 2018

- Consulted on character and my mural was selected for the book cover of *The Masterpiece* by New York Times Best Selling author, Francine Rivers

### HAMILTON CAST & HAMILTON FAMILY SERVICES CHARITY

#### Live Painting | San Francisco, CA | June 2017

- Live painting while cast of Hamilton performed at a fundraiser for the Hamilton Family Services Charity

## AWARDS | ACCOLADES

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### HAZARDOUS MATERIAL AWARENESS RECOGNITION

#### Department of the Environment | November 2016

Awarded for painting a 22x100ft mural meant to raise awareness for illegal oil dumping in the Bayview District in San Francisco. Mural depicted the negative impact of dumping in the bay.

### STREET ART THROWDOWN REALITY TV SHOW

#### Aired on the Oxygen Network | February-March 2015

The WINNER of the competitive reality TV show, taking home the grand prize! The street art themed reality show which aired for one season only, created challenges unique to the graffiti and street art world, sending one artist home every week. By the skin of my teeth, I made it to the end! The show can be viewed on Amazon Prime.

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Example of Previous Work



Example of Previous Work



## Community Support Letter



*Illustrations by Hope Reynolds (@thirst.and.thrive)*

Mission Blue Coffee and Gifts  
144 Leland Ave  
San Francisco, CA 94134

March 29, 2024

To Cameron Moberg and 1 Brush Initiative,

We are writing to express our support for the proposed mural project on 2400 Bayshore Avenue, San Francisco. As neighbors and small business owners, we are dedicated to enhancing the quality of life in our community and promoting initiatives that celebrate our cultural heritage and diversity.

The proposed mural aligns with our community values. We believe that public art plays a vital role in fostering community pride, beautifying our neighborhoods, and creating opportunities for positive social interaction.

This mural project represents an exciting opportunity to showcase the talent and creativity of a local artists from our neighborhood while revitalizing our urban landscape. We applaud the efforts of everyone involved in collaborating on this initiative.

As representatives of the Mission Blue Coffee and Gifts, we are proud to offer our full support for the mural project and pledge to assist in any way we can to ensure its success. We are confident that this mural will serve as a source of inspiration and pride for residents and visitors alike, and we look forward to seeing the positive impact it will have on our neighborhood.

Thank you for considering our letter of support.

Sincerely,

Ken and Kellie McCord

Mission Blue Group

Community Support Letter



Leland Merchant Circle  
99 Leland Ave  
San Francisco, CA 94134

March 29th, 2024

To Cameron Moberg and 1 Brush Initiative,

We are thrilled to offer our support for the proposed mural project on 2400 Bayshore Avenue, San Francisco. As champions of community enrichment and cultural vibrancy, Leland Merchant Circle wholeheartedly endorses this initiative to bring art to our neighborhood's streets.

The proposed mural promises to breathe new life into our urban landscape, transforming blank walls into vibrant expressions of creativity and storytelling. We believe that public art has the power to unite, inspire, and uplift, fostering a sense of belonging and pride among residents and visitors alike.

As stewards of our community, we are committed to collaborating with the artist and property owner to ensure the success of this project.

Thank you for considering our letter of support. We are excited about the positive impact this mural will have on our community and look forward to seeing the project come to fruition.

Warm regards,

Ken McCord

Leland Merchant Circle, Interim Corridor Lead

415 425 0964

Community Support Letter



**Visitacion Valley Connections**  
PO Box 34003  
San Francisco, CA 94134  
VisitacionValleyConnections@gmail.com

Dear Cameron Moberg and 1 Brush Initiative,

We are thrilled to offer our support for the proposed mural project on 2400 Bayshore Avenue, San Francisco. As champions of community enrichment and cultural vibrancy, VVC wholeheartedly endorses this initiative to bring art to our neighborhood's streets.

The proposed mural promises to breathe new life into our urban landscape, transforming blank walls into vibrant expressions of creativity and storytelling. We believe that public art has the power to unite, inspire, and uplift, fostering a sense of belonging and pride among residents and visitors alike.

As stewards of our community, we are committed to collaborating with the artist and property owner to ensure the success of this project.

Thank you for considering our letter of support. We are excited about the positive impact this mural will have on our community and look forward to seeing the project come to fruition.

Warm regards,

A handwritten signature in black ink, appearing to read "Rebecca Miller", with a long, sweeping tail that extends to the right.

Rebecca Miller

CC Russel Morine

## Landlord Approval Letter

Landlord info:

Ramsi Zeidan

2400 - 2420 Bayshore Ave San Francisco Ca 94134

Artist info:

Cameron Moberg, DBA Camer1 and/or Talking Walls LLC

243 Arleta Ave. San Francisco CA 94134

Dear Cameron Moberg, Camer1 and Talking Walls LLC,

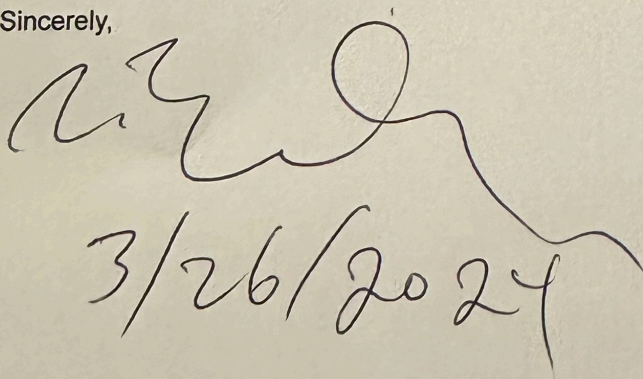
I am writing to officially grant approval for the creation of a mural on the exterior wall of 2400 - 2420 Bayshore. We are pleased to support your artistic vision and believe that this mural will enhance the aesthetic appeal of our property and contribute positively to the community.

After reviewing your proposed mural design and considering its alignment with our values and goals for the building, we are confident in your ability to execute this project in a professional and responsible manner. We appreciate your commitment to creating artwork that reflects the spirit and character of our neighborhood.

We trust that you will uphold and conduct yourself with professionalism and integrity throughout the duration of the project.

Thank you for your interest in beautifying our building with your artwork. We look forward to seeing the mural come to life and to the positive impact it will have on our community.

Sincerely,



3/26/2024

# Waiver of Proprietary Rights

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

The artist, <<INSERT NAME OF ARTIST>>, has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from <<INSERT NAME OF PROPERTY OWNER>> (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type, mural, medium]:

Mural. Materials used: acrylics, and spray paint.

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TITLE, DATE: " Be The Change " May 30th, 2024

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DIMENSIONS: 16' x 10'

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ADDRESS/LOCATION: 2400 Bayshore Blvd, San Francisco, CA 94134

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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.

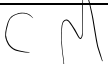
Artist bears the sole responsibility for providing the San Francisco Arts Commission and Property Owner with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Arts Commission: 401 Van Ness Avenue, Suite 325, San Francisco, CA 94102 and to the Property Owner: <<INSERT ADDRESS FOR NOTICE>>.

PROPERTY OWNER

Property Owner: Ramsi Zeidan  
(or Authorized Agent): \_\_\_\_\_  
Address: 2400 Bayshore Blvd, San Francisco, CA 94134  
\_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: 650-676-5020  
SIGNATURE:   
DATE: 03. / 30. / 2024

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: Cameron Moberg  
Address: 243 Arleta Ave, San Francisco, CA 94134  
\_\_\_\_\_  
Email: holla@camer1.com  
Phone: 415-505-5720  
SIGNATURE:   
DATE: 03. / 30. / 2024

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>



## Project Location and Photo

2400 Bayshore Blvd, San Francisco, CA

Size: approximately 16' x 100'



2400 Bayshore Blvd

## Artist Concept and Statement



I spent a lot of my life working and loving in community on 6th street. I ran a community center for youth down there. We were their living room as many of them lived in the small SROs surrounding the neighborhood. We were open every day after school until 9. We offered art classes, dance, cooking, tutoring and more. I saw beauty come from so much pain. I read a quote one day that scientists believe that caterpillars might experience pain in the chrysalis as their bodies dissolve. But it's in that pain that they are made new. I began sharing that with the youth. I would encourage them to use their pain to bring beauty.

Later in life I read the quote by Maya Angelou:

"We delight in the beauty of the butterfly but rarely admit the changes it has gone through to achieve that beauty."

So I paint the wings to focus on the newness. I paint them covering the entire wall to represent all the people over the years we saw bring new life from pain and how they affect others positively now. In essence the narrative is overcoming hardship and affecting others to do the same.

Cameron Moberg

## Maintenance Plan

Our maintenance plan for the mural project integrates proactive measures and artist commitment to uphold the integrity and longevity of the artwork. Firstly, we will apply a durable anti-graffiti coating upon completion of the mural. This protective layer will shield the artwork from vandalism and ensure easy removal of any graffiti or tagging attempts, preserving the mural's aesthetic appeal.

Additionally, as part of our commitment to the community and the art form, the artists involved in creating the mural will pledge their ongoing support for maintenance. This includes periodic inspections to identify any signs of wear, weathering, or damage. Should any issues arise, the artists will promptly address them.

Furthermore, we will engage with the local community to foster a sense of ownership and pride in the mural. Community members will be encouraged to report any instances of vandalism or damage promptly, facilitating swift action and ensuring the mural remains a cherished part of the neighborhood.

In summary, our maintenance plan combines proactive measures, such as the application of an anti-graffiti coating, with the ongoing commitment of the artists involved to ensure the long-term preservation and beauty of the mural. By engaging both artists and the community, we aim to create a sustainable framework for the maintenance of this valuable public art installation.