

YERBA BUENA GARDENS
CONSERVANCY

09 April 2024.

Selection Committee
Art Commission.
San Francisco, California.

Re: **Approval of submitted artwork for Murals at Yerba Buena Gardens**

This submittal of two murals by local artists to complete the mural project on the barren walls of the side facing 4th Street, between Howard and Folsom Streets, has gone through the rigors of a formal RFP, and then selected by a panel of seven diverse members of the community from the initial eleven submissions.

The submissions by Andre Sibayan and Francesca Villa Mateo (ChiChai) are the two that rose to the top. Their work is not only of cultural significance to the SOMA Filipinas Cultural District, but it also offers The Conservancy which oversees the Gardens on the City's behalf the ability to connect with the community and offer continuity through art.

The Conservancy is excited too that funding is secured to complete this project and we look forward to your kind and quick approval of the two submissions to complete the work we started in 2022, by 31 May 2024. We also have the prior production and installation contractor who installed the existing two murals in 2023, on stand-by to complete this work.

Thank you in advance for your time on this approval process. If there are additional questions, please let us know.

Regards,



Seve Ghose
Executive Director

Mural Design Approval Application
San Francisco Arts Commission
April 9, 2024

Project: New 4th Street Mural at Yerba Buena Gardens

Artists: Andre Sibayan

Applicant: Yerba Buena Gardens Conservancy

Contact: Angelo Ferreras, Capital Program Manager

aferreras@ybgardens.org

415-741-7211

Included in Application Packet:

- Letter of Consent from San Francisco Real Estate Division
- Completed Mural Design Approval Information Form (Andre Sibayan)
 - Andre Sibayan Resume and examples of previous work.
 - Proposal document
 - Color images of Mural designs
 - Image of the location
 - Site plan and address of the location with dimension
- Three (3) letters of community support
 - Yerba Buena Community Benefit District (YBCBD)
 - SOMA Pilipinas
 - Filipino-American Development Foundation
- Signed Artist Waiver of Proprietary Rights for Artworks
 - Andre Sibayan

YERBA BUENA GARDENS
CONSERVANCY

23 February 2024.

Andrico Penick
Director of Real Estate
City/County of San Francisco
California.

Re: **Seeking Consent on Mural Project at Yerba Buena Gardens**

Thank you as always for your continued support of the Conservancy in its capacity as the steward and advocate for the Yerba Buena Gardens on behalf of the City/County.

We have been awarded a mural project, fully funded by City/County of San Francisco Public Works at \$100,000.

Project: The Conservancy is embarking on a facility improvement project, up to three murals, and definitely two, to be added to the concrete walls on the side facing 4th Street.

Scope and Funding: The Conservancy is availing \$100,000 being offered by City/County of San Francisco Public Works toward the mural project.

This will allow the Conservancy to complete the wall mural project, adding to the two existing murals, and beautifying the area in need of enhancement.

We will work closely with the Arts Commission to go through the typical approval process, with the clear goal of getting this accomplished by no later than 30 June 2024 to be fully paid for by Public Works and its Contractor. There will also be a RFQ for artists to submit their work in consideration for the project.

The funds must be paid out prior to 30 June 2024.

Timelines: After this approval from City/County Real Estate, the goal is to complete the project by 30 June 2024, if not sooner.

Contractor: This project will be staff led, working closely with the Arts Commission, Public Works, and the community in accomplishing this beautification project.

Approved: _____

Signature, Andrico Penick

Date: 2/26/24

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.**

dre@sibayandesign.com

Millbrae, Ca 94030

CAREER OBJECTIVE

Hi! My name is Dre. I'm an Art Director, illustrator, & creative entrepreneur based out of the San Francisco Bay Area. I'm a dynamic professional with expertise in developing creative concepts, managing art direction, and leading creative teams. I have a proven track record of leading projects to successful completion, and the ability to deliver creative solutions that align with the client's goals. My objective is to help brands and organizations stand out in a crowded marketplace.

EXPERIENCE

CREATIVE DIRECTOR, San Francisco, Ca

Kultivate Labs, July 2017-Present

- Provided creative leadership for this FILIPINX non-profit based in the cultural district of SoMA Pilipinas, San Francisco, spearheading the design, development, and execution of creative projects.
- Created detailed briefs for designers and cross functional partners outlining project requirements and expectations.
- Created style guides and standards documents that ensured consistency across multiple platforms.
- Created custom illustrations and other graphic elements.

SENIOR ART DIRECTOR, San Francisco, Ca

PLINTH AGENCY, November 2015-December 2021

- Provided art direction and project management for various clients whose projects ranged from branding, crowdfunding, digital marketing, website renovation, and illustration
- Maintained consistency in branding across multiple channels ensuring a unified message was delivered to the target audience.
- Developed creative concepts and strategies for marketing campaigns to increase brand awareness.
- Managed own accounts and projects, worked within budget, and scheduling requirements.

SR. DESIGNER / MANAGER OF TODDLER GRAPHICS, San Francisco, Ca

OLD NAVY, January 2008-August 2013

- Developed seasonal art direction for all Toddler boy/girl graphics, working closely and communicatively in tandem with merchandising and production counterparts and ensuring the best product possible
- Managed in-house design team, helped source and delegate the growing graphic workload to outside freelance designers
- Developed creative concepts and designs for multiple campaigns, utilizing Adobe Creative Suite.
- Collaborated with cross-functional teams to ensure design accuracy in print and digital media.

ART DIRECTOR, San Francisco, Ca

ELECTRIC FRIENDS, September 2005-December 2007

- Collaborated with clients to develop design concepts that reflected their brand identity.
- Researched industry trends and customer preferences to inform design decisions.
- Maintained consistency in branding across multiple channels ensuring a unified message was delivered to the target audience.

ART DIRECTION / IDENTITY DESIGN / ILLUSTRATION

FREELANCE CLIENTS, January 2007-June 2023

- SAN FRANCISCO SYMPHONY - Illustration
- CENTER FOR ASIAN AMERICAN MEDIA - Illustration
- CENTER FOR ASIAN AMERICAN MEDIA - CAAM Fest 2021 Film Festival Branding & Design
- PENGUIN / RANDOMHOUSE - Book Illustration
- KINDRED VENTURES - Brand Identity, Design
- ADIDAS - Graphic Design, Illustration
- ATHLETA - Apparel Graphic Design
- WALMART - Apparel Graphic Design
- FAB KIDS - Apparel Graphic Design
- TARGET - Apparel Graphic Design
- DISNEY - Apparel Graphic Design

EDUCATION

BACHELOR OF ARTS (B.A.) IN ILLUSTRATION, San Francisco

Academy Of Art University, June 2000

PAST ART EXPERIENCE

SF State University, Filipino Student Union Mural, Aug 2001

Adidas Sponsored Artist 2003-2004, Adidas "You Got Sole" exhibition, *Float* - New York, NY

Adidas x Beams "You Got Sole" - group show, Beams store & gallery, Tokyo Japan, Dec 2004

111 Minna Gallery - group show "Dunny Show" , May 2005

Lower Hater Gallery - group show "Birds Of A Feather" , Oct 2005, San Francisco, Ca

Guerrero Gallery - group show "House Is On Fire" , Jan 2009, San Francisco, Ca

Kapwa Gardens - June 2021, public mural design, San Francisco, Ca

UNDSCVRD COURT - Aug 2021, public mural design, San Francisco, Ca

SF City College Downtown Campus Mural, Dec 2023

SKILLS

Creative Team Collaboration

Creative Team Leadership

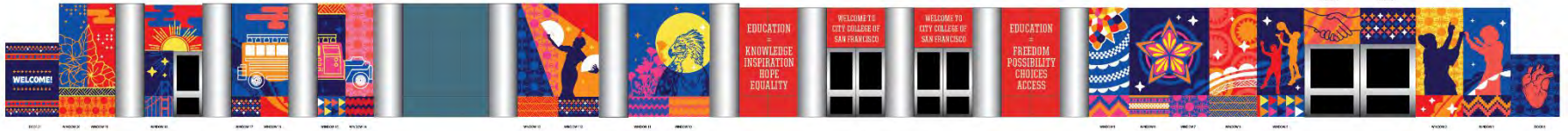
Art Direction

SF CITY COLLEGE MURAL(4th st & Mission st)



4th St

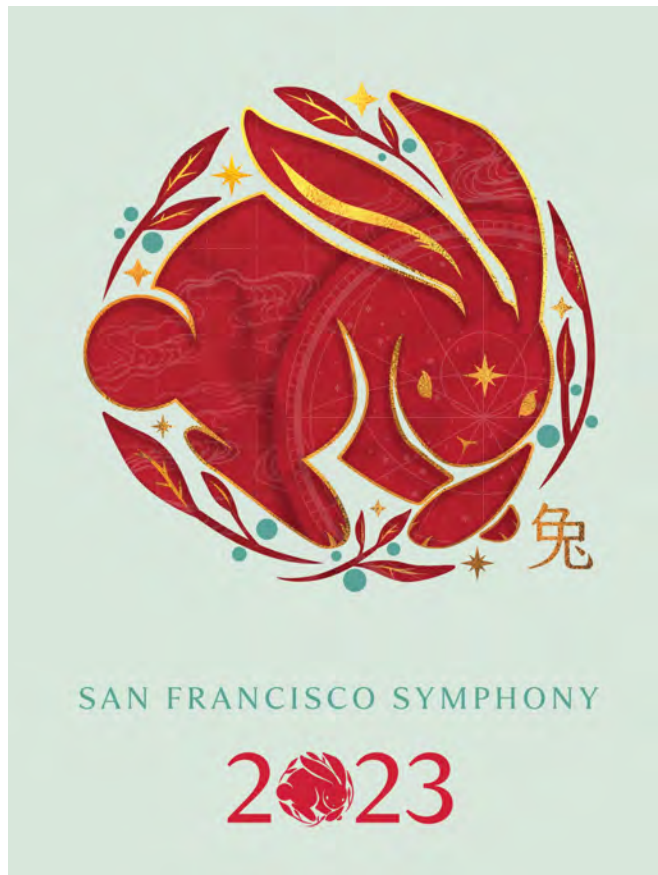
Mission St



88



possibilities



UNDSCVRD COURT





OPTION 1- Daydreamin'



Remembering a time before clients, contracts, social media and deadlines, this piece is my ode to both my inner child (and my actual child!) Being a dad to an creative son, reminds me of the joy of making art for the sake of making art, which can be easily be lost when you're a creative professional for as long as I've been. "Daydreamin'" is visual poem that I hope enhances and amplifies the facade of the Children's Discovery Museum, inspiring patrons who are lucky enough to visit.

The dreamy abstract illustrations of animated characters, animals and doodles are a visual depiction of the state of flow as a young artist. As a kid, my imagination was fueled by Capt' Crunch Berry cereal, 80s action & sci-fi movies, Saturday morning cartoons & comic books. I would imagine myself a storyteller of far away lands with epic adventures. My adolescent mind would run wild, and my daydreams were brought to life on paper through colored pencils, markers and my most beloved deluxe box of Crayola Crayons (with the built in sharpener of course!) The scale of images were meant to be as enormous as my childhood imagination, boldly colored to be easily understood whether your 10 feet or 100 yards away.

Born in San Francisco and going to The Academy Of Art University, this city really raised me as an artist. The text on the stairwell steps read "IT WAS ALL A DREAM", referring to this grand dream that someday I'd be able to share my work on a grand scale with the city that made me who I am as an artist today. Having a son who's also into art inspires me to never lose that inner child and not take my art too seriously. There's always room for art that is just fun to make and that makes me, and hopefully you, smile.



FRONT OF STAIRS

IT WAS
IT WAS
ALL A
DREAM
DREAM

STAIRWELL SIDE PANELS



LERROY
KING
CAROUSEL

TRUCK RAMP

Concrete Wall

Address: 221 4th Street, San Francisco CA 94103
Dimension: Approximately 60' long and 10' high

Riser of the
stairs only

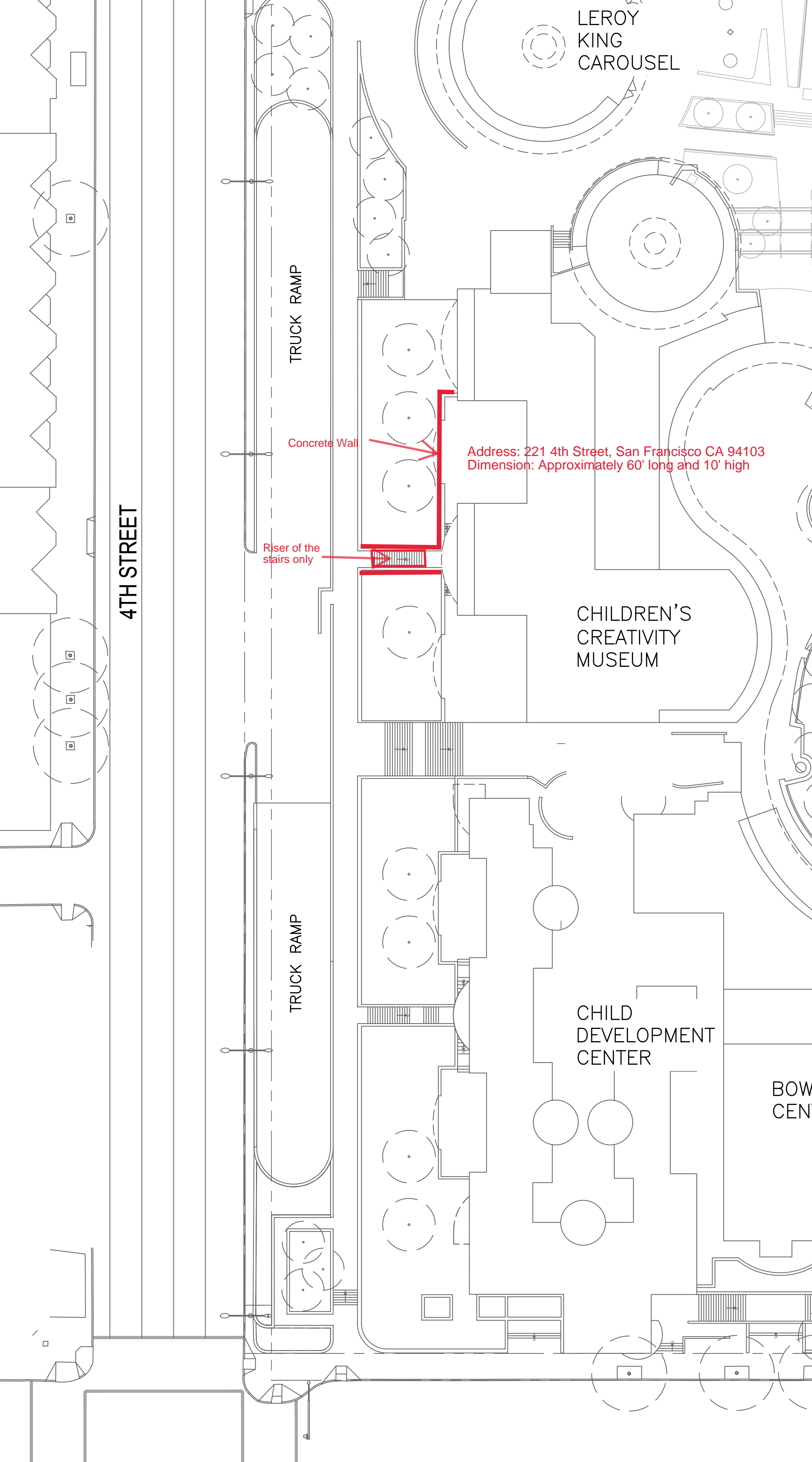
CHILDREN'S
CREATIVITY
MUSEUM

TRUCK RAMP

CHILD
DEVELOPMENT
CENTER

BOW
CEN

4TH STREET





March 15, 2024

San Francisco Arts Commission
401 Van Ness Ave #325
San Francisco, CA 94102

To the San Francisco Arts Commission Visual Arts Committee,

On behalf of the Yerba Buena Community Benefit District (YBCBD), I enthusiastically express full support for the installation of temporary mural art on the 4th Street retainer walls of the Yerba Buena Gardens. The Yerba Buena Gardens Conservancy is a capable and committed community partner; we are grateful to have many opportunities to work together in supporting the Yerba Buena neighborhood.

In summer of 2023, the Yerba Buena Gardens Conservancy expertly led a similar project, uplifting two local artists with the installation of large-scale murals and a complementary staircase beautification. The art has truly transformed the space, inviting people to stop, linger, admire, and have pride in our neighborhood.

Building a sense of pride and beauty is critical as the Yerba Buena neighborhood is still recovering from a downturn in foot traffic in the aftermath of the COVID-19 pandemic. The 4th Street corridor from Market to Harrison streets is one of our most important pedestrian pathways. It connects Union Square to the Moscone Convention Center. It connects residents and visitors to the Yerba Buena neighborhood via multiple transit lines, including BART, Muni, and the new Yerba Buena/Moscone subway station. And, it is an entrance to children and family area of the Yerba Buena Gardens, which includes the Children's Creativity Museum, the Yerba Buena Ice Skating & Bowling Center, the South of Market Child Care, and multiple playgrounds.

Transforming the remaining blank, concrete retainer walls with mural art will have invaluable impact on the 4th Street corridor and our neighborhood at large.

Thank you very much for supporting our partner, the Yerba Buena Gardens Conservancy, in this work and the work that you do across our City.

Sincerely,

A handwritten signature in black ink that reads "Scott Rowitz". The signature is written in a cursive, flowing style.

Scott Rowitz
Executive Director
Yerba Buena Community Benefit District



22 March 2024

Visual Arts Committee
San Francisco Arts Commission
Van Ness Avenue, San Francisco, CA 94103.

Dear Committee Members,

SOMA Pilipinas is excited to support the 4th Street mural project being led by the Yerba Buena Gardens Conservancy.

The murals will be integral part of an initiative to make Yerba Buena Gardens more accessible from the newly opened SFMTA Moscone/Yerba Buena transit station. The currently blank and uninviting walls present enormous canvases and opportunity for welcome gateways. The murals, created by regional artists, will create a sense of welcome that is missing from the perimeter of the park, and enhance the elevated experience now available through the two existing murals.

Yerba Buena Gardens is the heart of SOMA Pilipinas, the Filipino Cultural Heritage District with many senior and family affordable housing in the area. It is also a public park which serves convention center attendees, tourists, and Bay Area residents. The Gardens hosts several major museums (SFMOMA, YBCA, Contemporary Jewish Museum, MOAD, Children's Creativity Museum), retail, and expansive public open space with garden areas, plazas, public art, ice arena and bowling center, historic carousel, and a playground.

We are excited to support and participate in the panel of community and arts leaders who will select the artists/designers for the project.

The site for the murals has high visibility to residents, business visitors and tourists to San Francisco. The 4th Street corridor sees heavy pedestrian, bicycle, and car traffic. The location is adjacent to Moscone Center, the second-largest convention center in California and within 150 yards of four of the six largest hotels in San Francisco.

Sincerely,

A handwritten signature in black ink that reads 'Raquel R.' in a cursive script.

Raquel Redondiez
SOMA Pilipinas Director
Filipino American Development Foundation



FILIPINO-AMERICAN DEVELOPMENT FOUNDATION
1010 Mission Street, Suite B
San Francisco, CA 94103
Phone: (415) 348-8042
Fax: (415) 974.0349
Website: FADF-SF.org

March 15, 2023

I am writing on behalf of the Filipino American Development Foundation to express my full support for the Yerba Buena Garden Conservancy mural project on the remaining bare walls facing 4th Street. This project has secured \$100,000 from the City/County of San Francisco Public Works for completion.

The Filipino American Development Foundation values the role of public art in enriching our cultural landscape and promoting community solidarity. We firmly believe that the finalization of this mural will significantly enhance the vibrancy of the Yerba Buena Gardens area. It will serve as a poignant representation of our community's rich cultural heritage and provide an inspiring focal point for both Filipino residents and visitors to the area. Investing in such endeavors is in direct alignment with our mission of fostering cultural understanding and social cohesion. Once again, we endorse the community's efforts to secure additional funding for its completion and are committed to supporting this initiative in any way we can.

Thank you for considering our enthusiastic support for this initiative. Should you require further information or assistance, please do not hesitate to contact me directly.

Sincerely,

Date: 3/15/2024

Gayle Romasanta
Executive Director

Board of Directors

Carolyn Sideco
President

Kapatid Consulting Group

Jerel Baldomero
Vice President
SFUSD

Edgar Estonina
Treasurer
Armanino Foods

Bernice B. Sy
Secretary

MC Canlas
Episcopal Community
Services

Gina DeGuzman
PG&E

Bernadette B. Sy
CFO
FADF

Gayle Romasanta
Executive Director
FADF

Waiver of Proprietary Rights

for Artwork Placed Upon CITY PROPERTY under VARA and CAPA

Artist has designed a work of visual art, described as follows:

DESCRIPTION: [type, mural, medium]:

Mural printed directly onto outdoor quality vinyl wrap and sticked into the concrete wall

TITLE, DATE: Daydreamin' - 4/8/24

DIMENSIONS: Approx. 60' wide and 10' tall

ADDRESS/LOCATION: 221 4th Street San Francisco CA 94103

("the Work"). In consideration of the City's approval to place the Work on City property, the Artist agrees to waive and does hereby waive voluntarily all rights to attribution and integrity with respect to the Work 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"), and/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 ("Moral Rights Laws"), with respect to the Work, its display, removal from display, exhibition, installation, conservation, storage, study, alteration and any other activities conducted by the City, its officers, employees, agents, contractors, licensees, successors or assigns. If the Work is incorporated into a building such that the Work cannot be removed from the building without physical defacement, mutilation, alternation, distortion, destruction, or other modification (collectively, "Modification") of the Work, Artist waives any and all such claims under any Moral Rights Laws arising out of or against any current or future owners of the site, and its agents, officers and employees, for Modification of the Work.

The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the Work, in whole or in part, in City's sole discretion.

The City has no obligation to pursue claims against third parties for modifications or damage to the Work done without the City's authorization. However, the City may pursue claims against third parties for modifications or damage or to restore the Work if the work has been modified without the City's authorization. If the City pursues such a claim, it shall notify the Artist, and Artist shall cooperate with the City's efforts to prosecute such claims.

If the City modifies the Work without the Artist's consent in a manner that is prejudicial to Artist's reputation, Artist retains the right to disclaim authorship of the Work in accordance with 17 U.S.C. § 106A (a) (2).

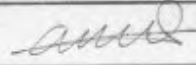
Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Arts Commission, 401 Van Ness Avenue, Suite 325, San Francisco, CA 94102 AND to the City Agency with jurisdiction over the property.

CITY AGENCY

Agency: Real Estate Division Authorized Agent: Andrico Pennick
Address: 25 Van Ness Unit 400
San Francisco CA 94102
Email: andrico.penick@sfgov.org
Phone: 415-554-9860
SIGNATURE: Please see approved letter of consent
DATE: / /

ARTIST

ARTIST understands the effect of this waiver and hereby acknowledges that ARTIST is surrendering the rights described herein with respect to the Work.

Artist: Andre Sibayan
Address: 422 LINCOLN CIRCLE, #7
MILLBRNE, CA 94030
Email: dre@sibayandesign.com
Phone: 917-637-6368
SIGNATURE: 
DATE: 04/08/24

SAN FRANCISCO ARTS COMMISSION

Authorized Agent: Craig Corpora
Address: San Francisco Arts Commission
401 Van Ness Avenue, Suite 325
San Francisco, CA 94102
Email: craig.corpora@sfgov.org
Phone: 415-252-2249
SIGNATURE: _____
DATE: / /

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>