

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: Francesca Villa Mateo

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 (Francesca Villa Mateo)
 - Francesca Villa Mateo 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
 - Francesca Villa Mateo

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

MURAL TITLE	Dito Kami
DIMENSIONS	Approximately 120' wide and 10' tall
ESTIMATED SCHEDULE (start and completion dates)	Estimated start - April 25, 2024 Estimated completion - May 31, 2024
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	Mural design is dedicated to Bay Area Filipino women (Pinays) especially those living in San Francisco. It showcases sisterhood and what Pinays have contributed to San Francisco historically and today. (See attached document for more of the proposed design, site and theme).
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	Mural images will be printed directly onto the outdoor quality vinyl wrap with graffiti coating and sticking it directly to the concrete wall additionally heating it up to make sure it sticks properly.
3. List individuals and groups involved in the mural design, preparation and implementation.	Francesca Villa Mateo is the Mural Artist A3 Visual will produce and install the Mural's Vinyl Wrap

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.**



**MULTI-DISCIPLINARY
& EDUCATOR**

Francesca Mateo (she/her)

chichai.empire@gmail.com
chi-chai.co | 650-484-9619

chichai

ARTIST STATEMENT

ChiChai frees her Pinay roots from its history of colonial oppressions through her artwork. Being raised by nourishing yet firm and powerful women, her illustrations depict elements of nature as women spirits.

Whether it be murals, fashion design, or mixed media, ChiChai aims to honor indigenous craftsmanship, the matriarch that has raised her, and Mama Earth.

EDUCATION

- 2014-2016** | **MA INTERNATIONAL STUDIES**
University of San Francisco
- 2009-2013** | **BA GLOBAL STUDIES, JOURNALISM**
San Jose State University

WORK HISTORY

- 2022 - Present**
TEACHING ARTIST
Yerba Buena Center of the Arts, serving Galing Bata and TODCO Group - San Francisco, CA
- 2018 - 2022**
FASHION DESIGN INSTRUCTOR
Youth Art Exchange - San Francisco, CA
- 2019-2021**
PROGRAM ASSISTANT
Root Division - San Francisco, CA

ACCOLADES

- Jul 2021 to Oct 2021**
KAPWA GARDENS MURAL RESIDENCY
Balay Kreative - San Francisco, CA
- Jul 2018 to May 2020**
FILIPINX TEACHING ARTIST FELLOWSHIP
Root Division - San Francisco, CA
- Dec 2016**
MOST ORIGINAL THESIS AWARD
for master's thesis "Challenging Filipino Colonial Mentality with Philippine Art"
University of San Francisco - San Francisco, CA

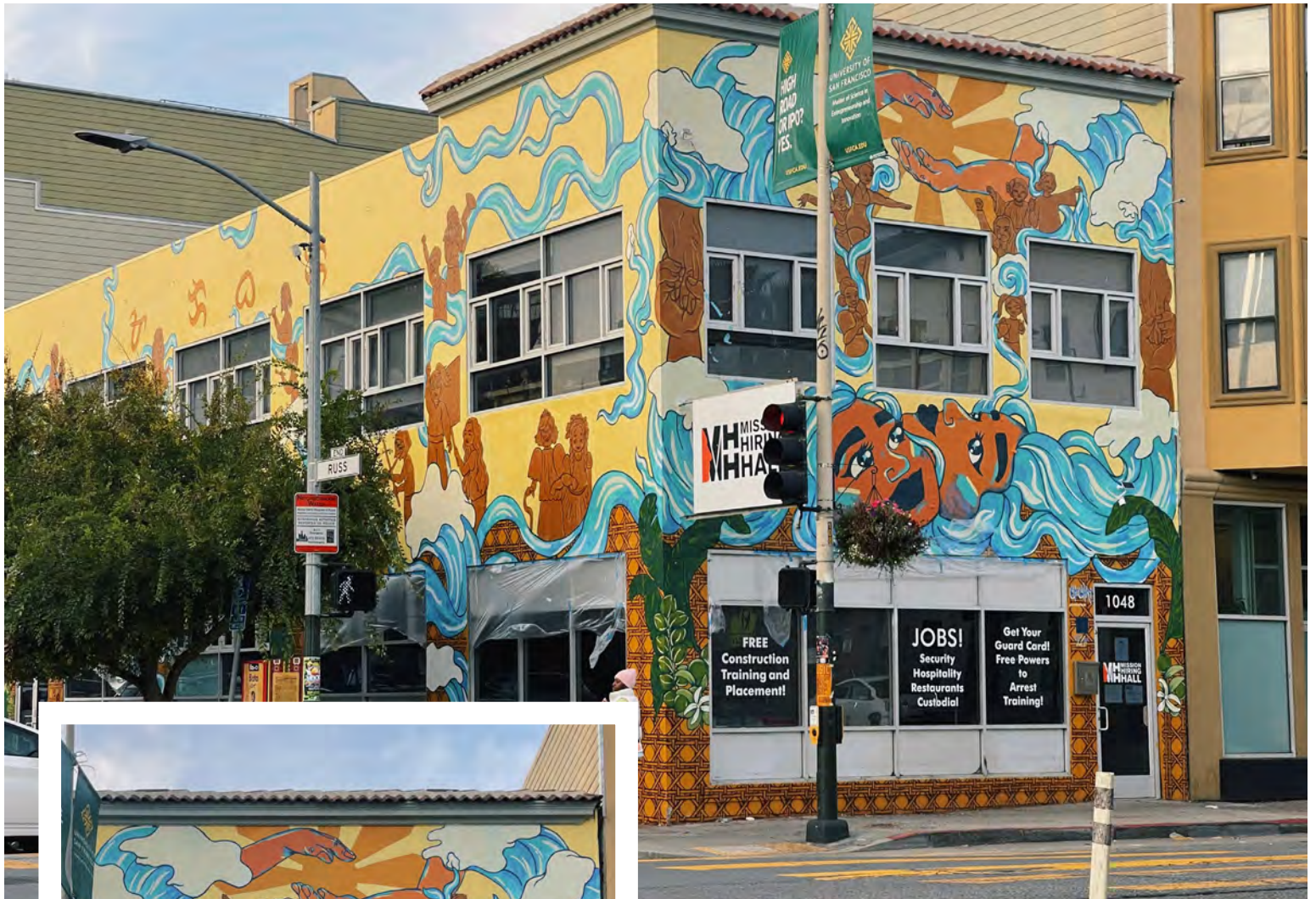
SOLO EXHIBITIONS

- Mar 2023**
REROOT
The Ramp Gallery of SOMArts - San Francisco, CA
- Aug 2022**
MATAPANG AT WALANG HIYA
Four Barrel Coffee - San Francisco, CA

GROUP EXHIBITIONS

- May 2022**
OFF THE CLOCK
Ix|space with 11 WKRSHOP - San Francisco, CA
- Nov 2020**
UNTIL IT SHATTERS
Root Division - San Francisco, CA

PREVIOUS WORK

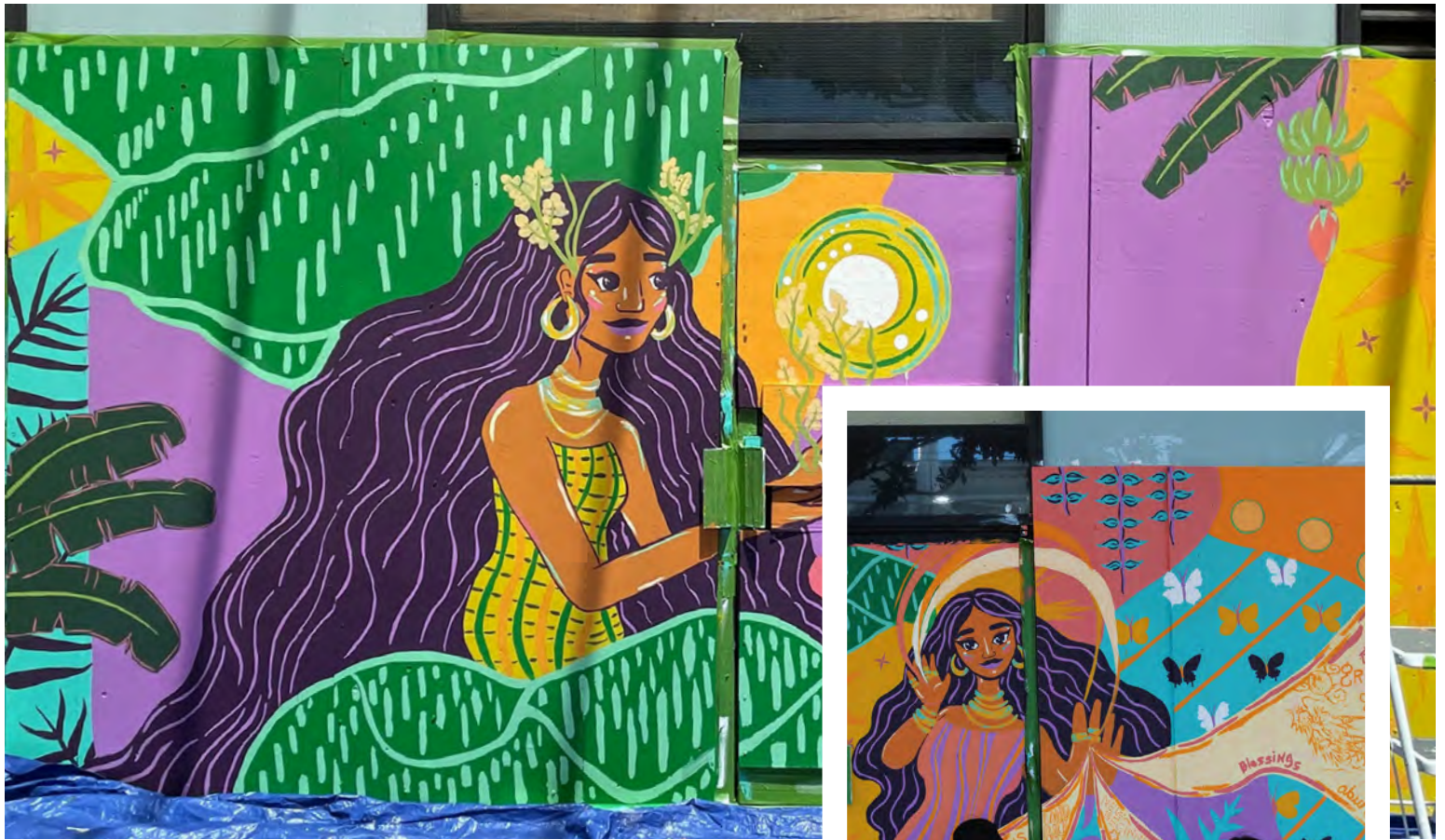


Pagsama Sama (2023)

- 2100 sq ft acrylic latex mural building
- Located at Russ st and Folsom St on Mission Hiring Hall
- Commissioned by SOMA Pilipinas and SOMA West CBD

PAGSASAMA-SAMA (Tagalog for "joining together") celebrates SOMA Pilipinas' legacy of community members coming together. We interweave like the solihya rattan pattern, creating bursts of sun and breathing life into the neighborhood.

Central to the Folsom façade are two diwata formed by waves—the waves of the sea that connect the Philippine islands, waves of the Pacific that connect the SF diaspora to the Philippines, and the waves we make here in SOMA herself.



BAHAY at BUHAY (2022)

- 500 sq ft acrylic latex mural
- Located at Moscone Center Garage, for Yerba Buena Community Benefit District
- Commissioned by Paint the Void and ShineOnSF

“Bahay at Buhay” - meaning “home and life” in Tagalog - features a woven tapestry of Philippine-inspired patterns (from landscapes to fruit and fauna) and space for community members of SoMa Pilipinas to write offerings to the city.

Among these vibrant and abstract images are three precolonial Tagalog goddesses in each section of the mural:

Diyan Masalanta, Hanan, and Lakapati.

Community organizations that were invited to write their offerings included:

Galing Bata, SoMa Child Care Inc, Balay Kreative, Youth Art Exchange, and Pin@ Educational Partnerships.



Care for Mother Earth (2022)

- 600 sq ft acrylic latex mural
- In partnership with Association of Ramaytush Ohlone
- Located at Golden Gate Park by Conservatory of Flowers
- Part of #GoldenMileProject by Paint the Void and Illuminate

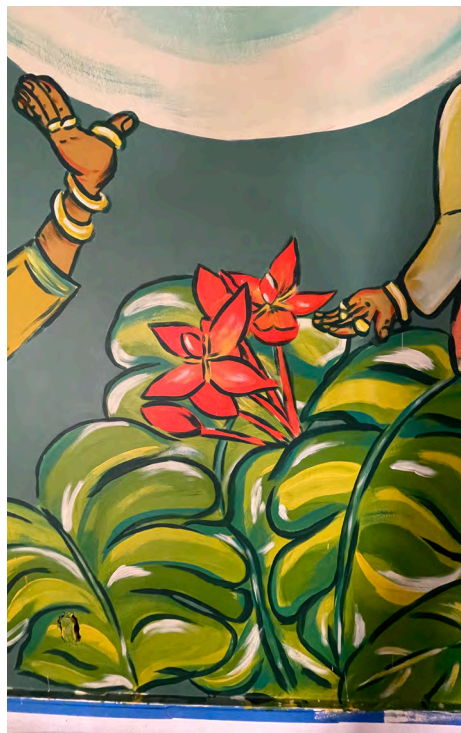
The background is inspired by woven Ohlone baskets. Rising across it are two caring hands transforming into native florals and fauna. To further express the richness of our ecosystem when there's mutual care between us and the earth, there are butterflies flying towards this nature transformation.



Girls Hoop Too (2019)

- 80 sq ft vinyl artwork on glass
- The window display for Stephen Curry's pop-up store in Oakland
- Commissioned by Under Armour

In celebration of Womxn's History Month and the release of his first girls basketball shoe, I created these illustrations for Stephen Curry's pop-up shop in Oakland. The goal of the windows were to show that #girlshooptoo.



Abundance (2024)

- 120 sq ft acrylic latex mural
- For upcoming cafe Gate 6 Garden in Alameda

The moon rises as two dancers intertwine with Davao plants. The plants are layered in a way to convey they're coming towards the viewer. Strands of Philippine rice encircle itself around the moon to honor how the Kadayawan Festival was originally aligned with a full moon in gratitude of a bountiful harvest. These rice grains serve as an offering to the moon for Gate 6 Garden's future abundance.

Subtly in the background are East Bay icons: the Bay Bridge and the Oakland Port. They blend with the background to show that yes -- we are in the Bay-- but Gate 6 Garden is bringing kultura to the forefront.



'Dito Kami

is dedicated to Bay Area Pinays, especially those in San Francisco. It showcases sisterhood and what Pinays have contributed to San Francisco historically and today.

Below the CCM Patio

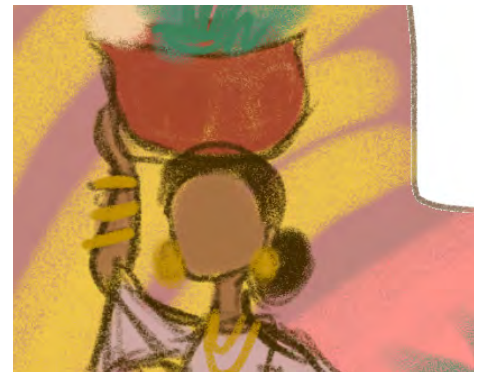
Extended is a fusion of an old MUNI bus and jeepney, (jeeps used as public transportation in the Philippines.) The bus is riding waves to represent the waves Pinays make.

The bus is adorned with different Philippine and Fil-Am trinkets, florals and fauna. The double doors are capiz window shutters, found in

many homes in the Philippines. Atop either end of the bus are two pinays holding palayokan (traditional clay pots).

Found in the windows of the bus are different decor found on jeepneys and at celebrations. There are also nods to late Pinays that had made huge impacts in our communities and beyond: the Little

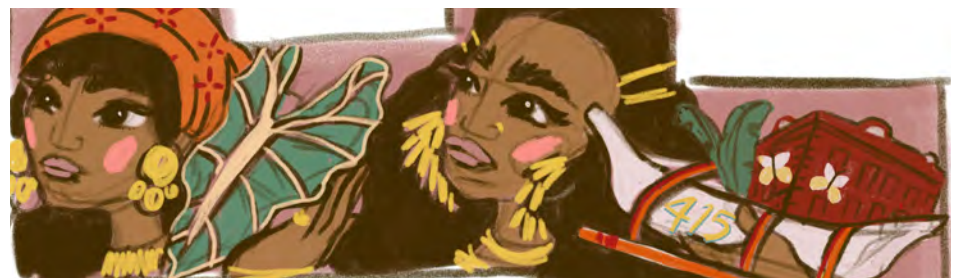
Manila sign with "Isang Bagsak" written to honor SFSU professor and activist Dr. Dawn Mabalon, a bathing suit and Olympic medals for SOMA born-and-raised Victoria Manalo Draves, and abstract line work as a nod to late USF alum and prolific artist Pacita Abad.



Remaining Facades

Close-ups of three pinays each with different symbolism:

- **Strands of rice plants:** to express what pinays create, especially for our communities. Rice is indigenously used as offerings to dieties throughout the Philippines, as gratitude for abundance and/or hopes for a bountiful harvest.
- **The Kris plant:** To represent our drive and fight, especially here in San Francisco. The kris plant was named after the precolonial Keris sword.



- **A bangka (boat):** that represents the Fil-Am history and the ancestors we carry with us to acknowledge the legacies that paved the way for us. Included in the boat are native butterflies and the International Hotel.



'Dito Kami

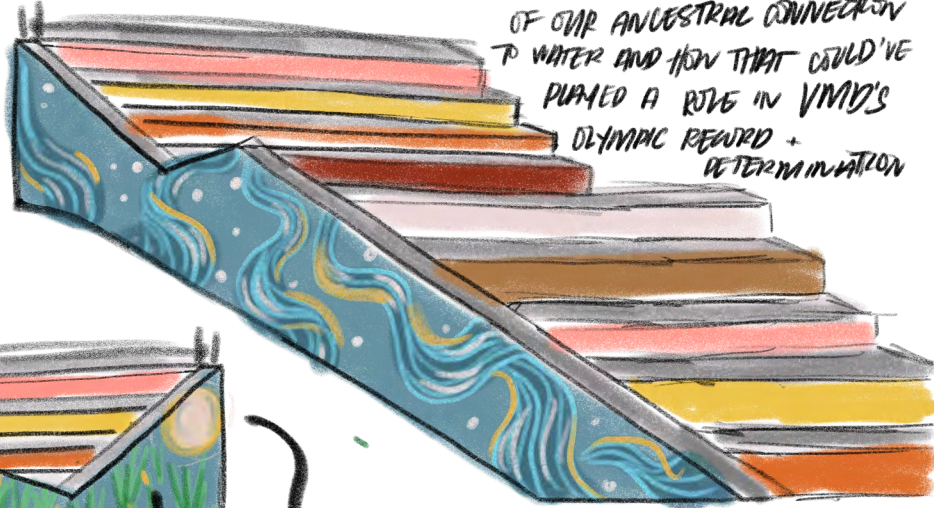
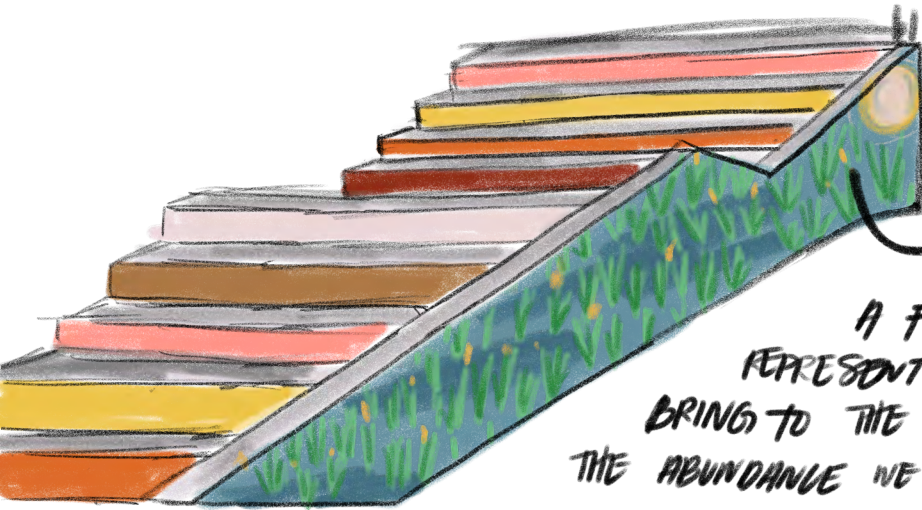
full layout
rendering



'DITO KAMI - STAIRCASE -

WATER
↳ SIMBOLIZES LIFE, THE CONNECTOR
B/W HERE + THE PHILIPPINES. I ALSO LIKE TO THINK

OF OUR ANCESTRAL CONNECTION
TO WATER AND HOW THAT COULD'VE
PLAYED A ROLE IN VMO'S
OLYMPIC REWARD +
DETERMINATION



RICE FIELD UNDER
A FULL MOON TO BOTH
REPRESENT THE "HARVEST" WE PINAYS
BRING TO THE BAY + OUR GRATITUDE FOR
THE ABUNDANCE WE HAVE WITHIN EACH OTHER

- 1: WEAVING FOUND ON PAVENCKE (MARKET) BAGS
- 2: GOLD - A PRE-COLONIAL FASHION STAPLE AS WELL AS FOR BAN AREA PINAYS
- 3: PUSO NG SAGING // HEART OF BANANA: THE BANANA PLANT IS THE ULTIMATE GIVER, SUCH AS PINAYS ARE FOR MANY OF US

- 4: PATTERNS OF A PAMAHAM: THE COLORFULNESS OF THE EVERYDAY FILIPINO
- 5+6: COMMON PARTS OF TRADITIONAL THAMES: THE CARVED SHEN SALTERS + WOOD CARVINGS





LEROY KING CAROUSEL

TRUCK RAMP

4TH STREET

CHILDREN'S CREATIVITY MUSEUM

TRUCK RAMP

Address: 790 Folsom Street, San Francisco CA 94103
Dimension: Approximately 120' long and 10' high

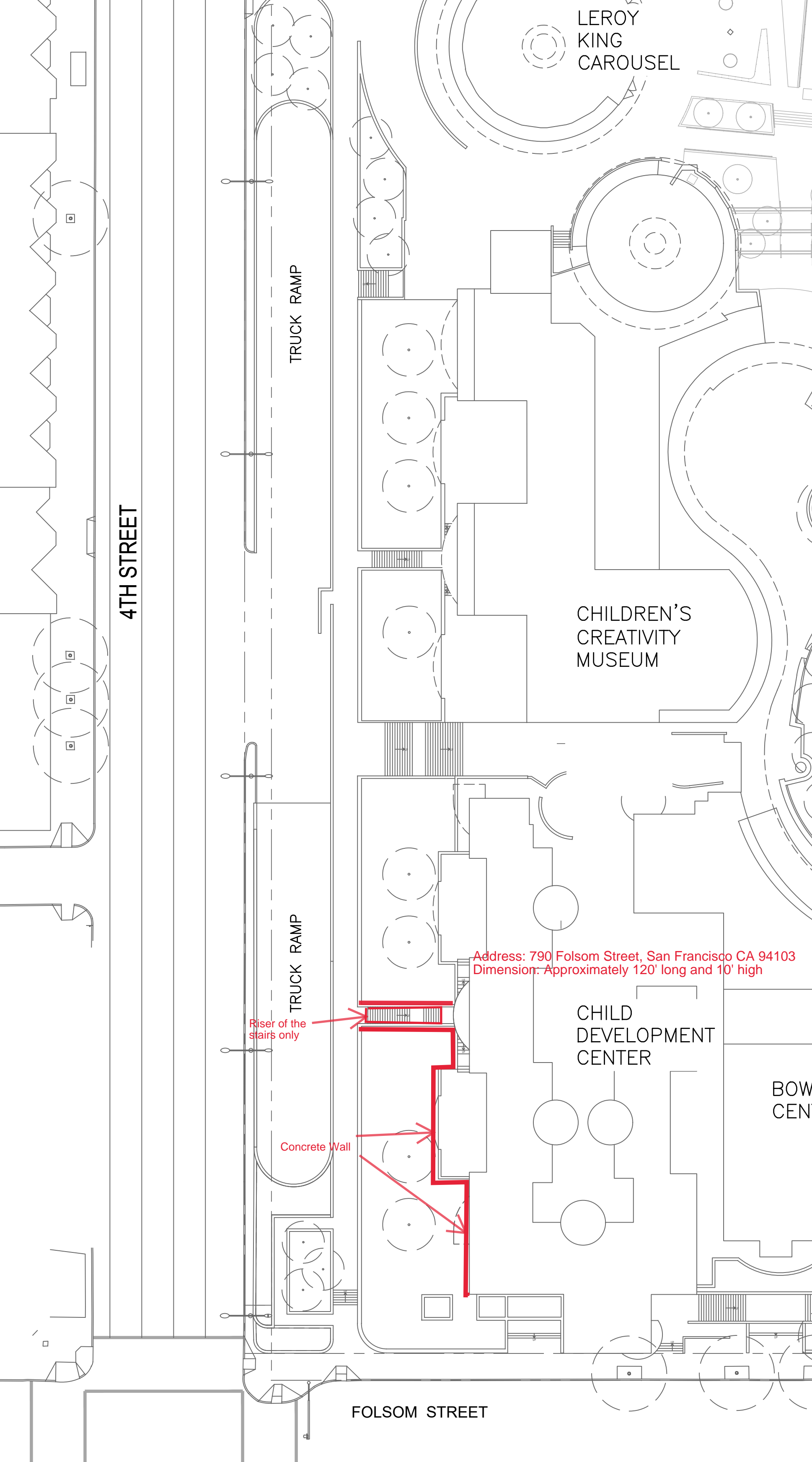
Riser of the stairs only

CHILD DEVELOPMENT CENTER

Concrete Wall

BOW CENT

FOLSOM 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 stuck into the concrete wall

TITLE, DATE: Dito Kami - 4/8/24

DIMENSIONS: Approx. 120' wide and 10' tall

ADDRESS/LOCATION: 790 Folsom 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 Penick
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: Francesca Villa Mateo
Address: 677 Elderberry Way
San Leandro, CA 94578
Email: chichai.empire@gmail.com
Phone: 650-484-9619
SIGNATURE: 
DATE: 04 / 08 / 2024

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>