

## Mural Design Information Form

LEAD ARTIST

ADDRESS

CITY

STATE  ZIP CODE

EMAIL

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PROJECT COORDINATOR

ADDRESS

CITY

STATE  ZIP CODE

EMAIL  PHONE

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SPONSORING ORGANIZATION

ADDRESS

CITY

STATE  ZIP CODE

EMAIL  PHONE

FUNDING SOURCES

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PROPOSED SITE (address, cross street)

DISTRICT

MURAL TITLE	Beloved Garden
DIMENSIONS	66.25' w x 3.6' h
ESTIMATED SCHEDULE (start and completion dates)	Painting to be completed in 2-3 weeks within the month of November after SFAC approval.
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	The artwork celebrates interconnection in nature and extends the verdant, welcoming presence of Beloved cafe's interior out onto the street. The color palette has been chosen to complement nearby buildings and elements while adding a lively, colorful presence to the block. The imagery features animals that are native to the San Francisco bay area: San Francisco garter snake, Red tailed hawk, Coyote, Mountain lion, Sonoma chipmunk, and Salmon (plus our beloved parrots, the Cherry-headed conures, which aren't native, but are an icon of the city). Meanwhile all the plants are from different parts of Latin and South America, to acknowledge the diverse cultural fabric of the surrounding neighborhood (includes Agave, Brugmansia,
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	The surface will be primed with Zinsser Bulls Eye 123 primer, then painted with Benjamin More Aura Exterior Acrylic paint, and with details added with Montana-brand spray paint. Once completed, the mural will be coated in "World's Best" Muralshield Anti-Graffiti Coating
3. List individuals and groups involved in the mural design, preparation and implementation.	Kseniya Makarova lead artist, Kambiz Fahim business owner, Jenny + Ana, managers at Beloved Cafe  Maintenance Plan: Beloved cafe will be provided with leftover paint in the main project colors, which will be used by Beloved employees to cover any ensuing graffiti. The names and brand of paint will also be provided in case additional materials need to be procured. The artist is available on an hourly basis for major repairs, funding for which would need to be secured independently.

**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.**

## CURRICULUM VITAE

K. MAKAROVA

650 504 6125

kсениya.makarova@  
gmail.com

18 Athens Street  
San Francisco 94112

**Kсениya Makarova** is a San Francisco-based artist, muralist, designer, and educator. Her work has been displayed at the de Young museum, Minnesota Street Projects, and San Francisco City Hall, as well as gracing walls around San Francisco and the greater bay area in public and private mural projects. Kсениya is a Senior Adjunct Professor at the California College of the Arts, where she also earned her Bachelor of Fine Arts with Distinction.

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### EMPLOYMENT

#### **Principal, Kсениya.co / 2018-present**

Independent graphic design and art practice. Creating impactful branding, design, and artwork for non-profits, civic institutions, and mission-driven companies, as well as working on murals and fine art projects. *Current clients include:* San Mateo County Libraries, Public Policy Institute of California, Mountain View Whisman Public School District, California Association of Public Hospitals and Health Systems, Institute for Educational Leadership, the Office of Experience.

#### **Adjunct Professor, California College of the Arts / 2018-present**

Create curriculum for & teach Graphic Design 1 and Graphic Design Tools in the BFA design program. These are foundational courses that combines graphic design basics with detailed instruction in Adobe programs. Have also taught in the Extension Program.

#### **Senior Designer, Vanderbyl Design / April 2017- May 2018**

Focus on book and catalog design, branding, website layout, photoshoot production and art direction for clients in luxury furniture and wine industries. Also served as the in-house art director of Vanderbyl's sister company, Luna Textiles. Created all brand collateral, promotional materials, and social media content.

#### **Creative Team Lead, Pivot Design / Dec 2014- April 2017**

Directed the West Coast office of Pivot Design, a Chicago-based branding agency. Worked on logos and brand systems, ad campaigns, creative strategy, web content, event design, naming and messaging development. Responsibilities divided evenly between designing hands-on and directing teams of creatives and outside vendors.

#### **Senior Graphic Designer, Ingalls Design / April 2010 - Nov 2014**

Started as an intern and worked up to senior designer at this small studio specializing in wine and spirits branding and packaging, book, publication, and identity design. Honed technical and aesthetic skills with an emphasis on hand-craft, visual experimentation, and image-making.

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### EXHIBITIONS + RECOGNITION

- City of Palo Alto Artlift Grant recipient, 2024
- Excelsior Art Initiative selected artist, 2024
- “de Young Open” participant, de Young Museum, September 2023-January 2024
- Selected artist, City of Redwood City + San Mateo County public art project, artwork to be featured on 1500square ft aerial causeway in downtown Redwood City, installation happening Spring 2024
- Portola Neighborhood Art Festival featured artist, September-October 2023
- Coalition on Homelessness Art Auction/Exhibit Participant, August 2023
- “Pyramid Scheme” Exhibition, Bass & Reiner Gallery, May 2023
- “Portola Blossoms” large-scale public mural designed & painted for the Portola Neighborhood Association, 2020
- GIFIC “Hot Paper” International Juried Show, 2020
- “Three”, Group Show, All Gold Oakland, 2019
- Awarded Graphis Silver Award and the John Cotton Dana Award (The American Library Association's highest honor) for the rebrand of the San Mateo County Library system, 2016
- “Better than looking at a hole in the ground”, solo show, Mission District, 2016
- Invited Participant, Adobe Creative Jam New Orleans, 2015
- Designs published in “Canned! Artwork of the Modern American Beer Can”, 2014
- “Take Me Away”, Group show, SFAC City Hall Gallery, 2013
- “Home”, Group Show, Incline Gallery, 2013
- “Art from Within Bernal Heights”, Group Show, Inclusions gallery, 2012

### EDUCATION

- BFA *with Distinction*, Graphic Design, California College of the Arts, San Francisco 2010



# Murals Public Art & More

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KSENIYA MAKAROVA

KSENIYA.MAKAROVA@GMAIL.COM

650 504 6125



# Curriculum Vitae

MORE ABOUT KSENIYA

## EMPLOYMENT

### Owner/Creative Director, Kseniya.co / 2018-present

Independent graphic design and art practice. Creating impactful branding, design, and artwork for non-profits, civic institutions, and mission-driven companies, as well as working on murals and fine art projects. *Current clients include:* San Mateo County Libraries, Public Policy Institute of California, Mountain View Whisman Public School District, California Association of Public Hospitals and Health Systems, Institute for Educational Leadership, the Office of Experience.

### Adjunct Professor, California College of the Arts / 2018-2024

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## EDUCATION

- BFA *with Distinction*, Graphic Design, California College of the Arts, San Francisco 2010





**TITLE, YEAR: PORTOLA BLOSSOMS, 2020**  
**MEDIUM: EXTERIOR LATEX ON SIDING**  
**SIZE: 30FT. x 20FT. BUDGET: \$12,000**

I designed and painted this mural to represent the history of San Francisco's Portola Neighborhood as "The Garden District", home to many flower nurseries. I worked with photos I took of the area to create a slightly abstracted grid which I filled with playful floral shapes. This project went through a competitive bid process with jury selection, community voting, and revisions based on feedback from the committee. Commissioning Agency: Portola Neighborhood Association (PNA) in conjunction with the Office of Economic Workforce Development (OEWD)

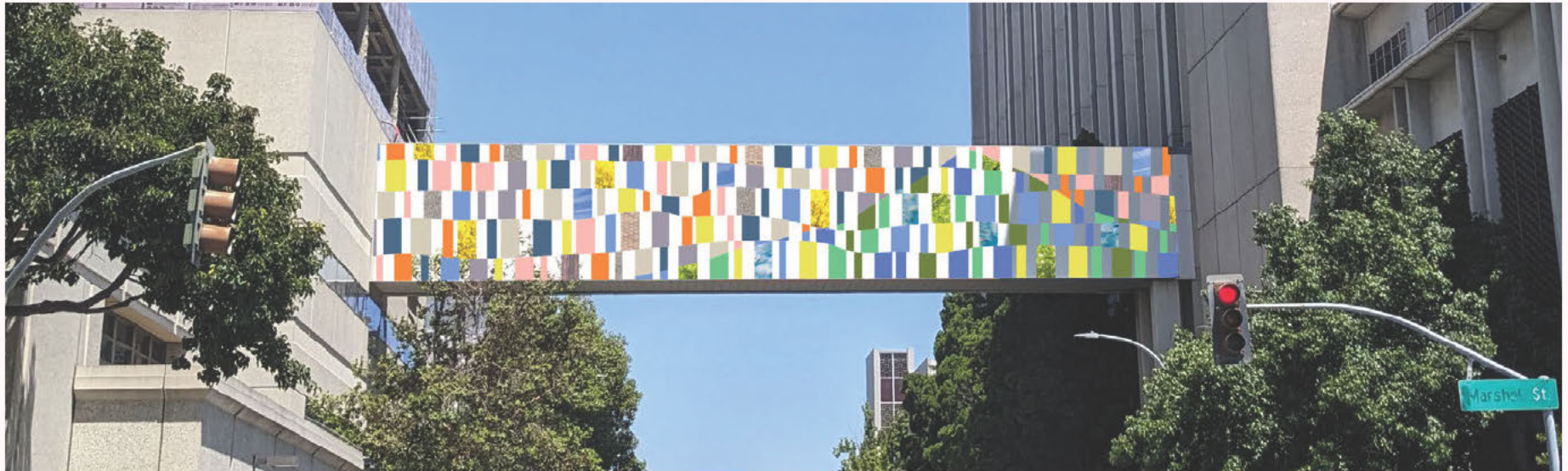




**TITLE, YEAR: CONTEMPLATIVE CANOPY, 2023**  
**MEDIUM: DIGITAL ILLUSTRATION ON VINYL**  
**SIZE: 91FT. x 16FT. BUDGET: \$16,000**

Project for the County of San Mateo (production currently in progress)—a vinyl wrap on a pedestrian causeway on the Hall of Justice in Downtown Redwood City, CA. Connects physical location of the causeway artwork with symbolic ideas; looking up, dreaming big, envisioning a bright future. Inspired by the lush tree canopy of the nearby downtown district. The color palette is bright yet calm and peaceful, offering a contemplative moment for Downtown workers or Hall of Justice visitors.





**TITLE, YEAR: REDWOOD CITY RHYTHM /  
NATIVE PLANT PARTY, 2023**  
**MEDIUM: DIGITAL ILLUSTRATION ON VINYL**  
**SIZE: 91FT. x 16FT. BUDGET: \$16,000**

Alternate proposed concepts for the causeway project, demonstrating my breadth of vision—I see endless possibilities for any given project and am happy to explore multiple concepts. Top image: The many pieces are representative of the united, diverse community. The shapes are created by overlapping the surrounding topography with geometric patterns from nearby architecture. Bottom: A vibrant melange of native plants creates a colorful, dynamic composition that creates a welcoming presence.





**TITLE, YEAR:** BERNAL 360, 2021  
**MEDIUM:** INTERIOR LATEX ON DRYWALL  
**SIZE:** 40FT. x 8FT. **BUDGET:** \$5,000

A 360 degree-view mural I painted around all 4 walls of a coffee shop bathroom. The image is an abstracted view from the top of the most iconic local hilltop—I love making site-specific work that connects to some aspect of its location



TITLE, YEAR: RED HORSE (TREAT), 2023 ; *exhibited in the 2023 de Young Open*  
MEDIUM: ACRYLAGOUACHE + WAX PENCIL ON WOOD PANEL  
SIZE: 40" x 30"





**TITLE, YEAR:** FOOD FOR THOUGHT TRUCK, 2019  
**MEDIUM:** DIGITAL ILLUSTRATION / VINYL  
**BUDGET:** \$3,500

Commissioned by: Mountain View Whisman School District. Background: Free school lunch truck wrap—I came up with the truck name and created 3 design options for making healthy food appear fun and inviting. Created as a digital illustration.





**TITLE, YEAR: COFFEE, COMMUNITY,  
AND CALIFLORA 2024**

**MEDIUM: VINYL CUTOUTS**

**SIZE: 870 SQ. FT. BUDGET: \$1,500**

Commissioned by: ArtSpan for the Excelsior Neighborhood Art Initiative, which places art in the windows of small businesses to increase visibility and bring color and joy to the neighborhood. My piece uses native plants to symbolize the connections and cultivation of community that happen in coffee shops and in our neighborhood at large.





**TITLE, YEAR:** PUTNAM ST. MURAL, 2021  
**MEDIUM:** EXTERIOR LATEX ON STUCCO  
**BUDGET:** \$3,500 **SIZE:** 20FT x 8FT

Mural in a San Francisco backyard. I worked with the homeowner to tell a subtle story through nature symbolism—all the plants are sourced from the history of the couple who owns the home, and the butterfly is symbolic of their newborn daughter.



# Dance Brigade

Dance Mission Theater

3316 24<sup>th</sup> Street

San Francisco CA 94110

415.826.4441

[www.dancemission.com](http://www.dancemission.com)

September 15, 2024

**Dance Mission Theater 3316 24<sup>th</sup> Street SF CA 94110**

San Francisco Arts Commission Attn: Craig Corpora, Mural Review 401 Van Ness, Suite 325  
San Francisco, CA 94102

Dear Members of the San Francisco Arts Commission,

On behalf of Dance Mission Theater, a steadfast advocate for community enrichment and cultural vibrancy in [Neighborhood/District], we are writing to express our enthusiastic support for the proposed mural project slated for the parklet at Beloved Café. This project, led by the esteemed muralist (TBD) presents an exciting opportunity to amplify local talent while beautifying our shared spaces.

As an organization deeply rooted in this community, we understand the transformative power of public art. Murals serve as more than just decorative elements; they are catalysts for dialogue, drivers of social change, and reflections of our collective identity. By championing projects like this, we actively contribute to the cultural tapestry of our neighborhood, fostering a sense of pride and ownership among residents.

Moreover, we recognize the strategic significance of placing the mural on the parklet. Sadly, parklets in our area have been frequent targets of vandalism. However, we firmly believe that investing in a locally designed mural, fortified with anti-graffiti coating, offers a proactive solution to safeguarding these communal spaces. Not only will the mural act as a deterrent to vandalism, but it will also inspire stewardship and a renewed sense of civic responsibility among residents.



We commend the San Francisco Arts Commission for their commitment to supporting public art initiatives and fostering a thriving arts ecosystem in our city. Your dedication to nurturing local talent and enhancing the cultural landscape of San Francisco is truly commendable.

In closing, we urge the Commission to wholeheartedly endorse the proposed mural project. By doing so, we take a significant step towards fostering a more vibrant, inclusive, and resilient community for all.

Thank you for your unwavering dedication to the arts and for considering our endorsement. Warm regards,

Sincerely,

A handwritten signature in black ink, appearing to read 'Krissy Keefer', with a stylized, fluid script.

**Dance Brigade/Dance Mission Theater**  
**Krissy Keefer**

**Voss Gallery**

Attn: Ashley Voss

3344 24th St.

San Francisco, CA 94110

info@vossgallery.art

415-688-0953

September 13, 2024

**San Francisco Arts Commission**

Attn: Craig Corpora, Mural Review

401 Van Ness, Suite 325

San Francisco, CA 94102

Dear Members of the San Francisco Arts Commission,

On behalf of Voss Gallery, a steadfast advocate for community enrichment and cultural vibrancy in San Francisco's Mission District, we are writing to express our enthusiastic support for the proposed mural project slated for the parklet at Beloved Cafe (3338 24th St, San Francisco, CA 94110). This project presents an exciting opportunity to amplify local talent while beautifying our shared spaces.

As an organization deeply rooted in this community, we understand the transformative power of public art. Murals serve as more than just decorative elements; they are catalysts for dialogue, drivers of social change, and reflections of our collective identity. By championing projects like this, we actively contribute to the cultural tapestry of our neighborhood, fostering a sense of pride and ownership among residents.

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We commend the San Francisco Arts Commission for their commitment to supporting public art initiatives and fostering a thriving arts ecosystem in our city. Your dedication to nurturing local talent and enhancing the cultural landscape of San Francisco is truly commendable.



In closing, we urge the Commission to wholeheartedly endorse the proposed mural project. By doing so, we take a significant step towards fostering a more vibrant, inclusive, and resilient community for all.

Thank you for your unwavering dedication to the arts and for considering our endorsement.

Sincerely,

Ashley Voss  
Owner/Director  
Voss Gallery

A handwritten signature in black ink that reads "Ashley Voss". The signature is written in a cursive, flowing style with a large initial "A" and a stylized "V".

FRISCO FLAVOR LLC  
3331 24TH STREET  
SAN FRANCISCO CA 94110  
EOCHICASZ@GMAIL.COM  
(415)961-0902  
09/11/2024

San Francisco Arts Commission  
Attn: Craig Corpora, Mural Review  
401 Van Ness, Suite 325  
San Francisco, CA 94102

Dear Members of the San Francisco Arts Commission,

On behalf of Frisco Flavor LLC, a steadfast advocate for community enrichment and cultural vibrancy in the Mission, we are writing to express our enthusiastic support for the proposed mural project slated for the parklet at Beloved Cafe on 3338 24th St. This project, led by the esteemed muralist Kseniya Makarova, presents an exciting opportunity to amplify local talent while beautifying our shared spaces.

As an organization deeply rooted in this community, we understand the transformative power of public art. Murals serve as more than just decorative elements; they are catalysts for dialogue, drivers of social change, and reflections of our collective identity. By championing projects like this, we actively contribute to the cultural tapestry of our neighborhood, fostering a sense of pride and ownership among residents.

Moreover, we recognize the strategic significance of placing the mural on the parklet. Sadly, parklets in our area have been frequent targets of vandalism. However, we firmly believe that investing in a locally-designed mural, fortified with anti-graffiti coating, offers a proactive solution to safeguarding these communal spaces. Not only will the mural act as a deterrent to vandalism, but it will also inspire stewardship and a renewed sense of civic responsibility among residents.



We commend the San Francisco Arts Commission for their commitment to supporting public art initiatives and fostering a thriving arts ecosystem in our city. Your dedication to nurturing local talent and enhancing the cultural landscape of San Francisco is truly commendable.

In closing, we urge the Commission to wholeheartedly endorse the proposed mural project. By doing so, we take a significant step towards fostering a more vibrant, inclusive, and resilient community for all.

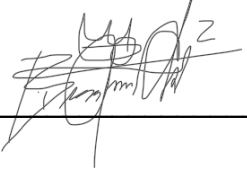
Thank you for your unwavering dedication to the arts and for considering our endorsement.

Warm regards.

BYRON CHICAS

OWNER

FRISCO FLAVOR LLC

F. 

Beloved Cafe  
3338 24th St  
San Francisco, CA 94110  
info@belovedcafe.com  
415 548 0477  
08/14/2024

San Francisco Arts Commission  
Attn: Craig Corpora, Mural Review  
401 Van Ness, Suite 325  
San Francisco, CA 94102

Dear Members of the San Francisco Arts Commission,

As the owner of Beloved Cafe at 3338 24th St. I hereby authorize and approve the proposed mural to be painted on the parklet at my business. Thank you for your consideration.

Sincerely,

Kambiz Fahim



# Waiver of Proprietary Rights

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

The artist, **Kseniya Makarova**, has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from **Kambiz Fahim** (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type, mural, medium]:

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TITLE, DATE: Beloved Garden, November 2024

DIMENSIONS: 66.25 feet long x 3.6 ft tall

ADDRESS/LOCATION: Beloved Cafe, 3338 24th St, San Francisco, CA 94110

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: Kambiz Fahim  
(or Authorized Agent): \_\_\_\_\_  
Address: 3338 24th St San Francisco CA 94110  
Email: Info@belovedsf.com  
Phone: 415 548 0477 kambizfahim  
SIGNATURE: \_\_\_\_\_  
DATE: 09./27./24

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: Kseniya Makarova  
\_\_\_\_\_  
SIGNATURE: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
DATE: 9/25/2024

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>





Beloved Parklet Mural  
"Beloved Garden"  
**Street-side View**

Kseniya Makarova / September 2024





Beloved Parklet Mural  
 "Beloved Garden"  
 Outer-end panels, sidewalk view



Kseniya Makarova / September 2024





Beloved Parklet Mural  
"Beloved Garden"  
**Sidewalk view**

Kseniya Makarova / September 2024





Beloved Cafe Parklet Mural  
Location + Measurements

3338 24th St, San Francisco, CA 94110