

Re: 956 Valencia Mural Submission

Location : Corner of Liberty and Valencia

To the SF Shines Team:

Shaped AF, LLC respectfully submits the following documents in great hope of getting our body positive mural to be approved.

1. Signed letter or resolution approving the proposed mural from the property owner or city department with jurisdiction over the proposed site, including any additional requirements.
2. Completed Mural Design Approval Information Form
3. Lead artist's resume/qualifications and examples of previous work.
4. Color image of mural designs, including any proposed text and exact mural dimensions.
5. One image of the proposed site; The exact location of the mural is on Valencia and Liberty. Dimensions : 15.33 feet by 8.58 feet. The address is 956 Valencia st, San Francisco, CA 94110
6. Nine Letters of community support for the project
7. Signed Artist Waiver of Proprietary Rights for Artworks.

Respectfully, Shaped AF, LLC

Viktoria Nebeker, Director Vika@shapedaf.com

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.**

MEET DEB -

The Artist Behind Our Empowerment Wall

Deb is a mural artist known for her vibrant, female-focused murals across San Francisco—particularly in the Mission District, where her work has become a beloved part of the local art scene. Her signature style blends fantasy and reality, often featuring curvy female figures and whimsical animal companions that radiate strength, softness, and individuality.

One of her most iconic pieces, the mural at Beauty Bar on 19th & Mission, was recently refreshed—reminding the city why Deb's visual voice continues to be so impactful. Now, she brings her signature energy to Shaped AF Body & Skin Lounge, transforming our 20th & Valencia side wall into a bold celebration of body positivity, confidence, and women's empowerment.

"I've always painted women the way I see them—powerful, soft, bold, and free," Deb shared. "Partnering with Shaped AF felt right because they celebrate the beauty of every body in real, tangible ways."

Her mural is more than just a piece of art—it's a message. A visual reminder that self-love starts here, and that every shape, story, and spirit deserves to take up space, feel seen, and be celebrated.



DEB

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:

(or Authorized Agent):

Address:

Email:

Phone:

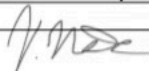
SIGNATURE:

DATE:

Viktoriya Nebeker

956 valencia st

info@shapedaf.com



07/ 21/ 25

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:

Address:

Email:

Phone:

SIGNATURE:

DATE:

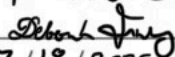
DEB

6016 Franklin Ave, CA,

90028

deb@dayofthedeb.com

415 728 2007



7 / 18 / 2025

Articles about Deb's work

Deb Examples of her projects

https://allthoseshapes.com/deb_graffiti_street-art/

SF Chronicle Feature

<https://www.sfchronicle.com/style/article/In-a-city-filled-with-murals-Deb-stands-out-14464726.php>

Mission Local Feature

<https://missionlocal.org/2025/05/beauty-bar-sf-mission-mural-retouch/>

LA weekly Feature

<https://www.laweekly.com/meet-prolifically-positive-street-artist-deb/>

Topdrawer

980 Valencia St, San Francisco, CA 94110

Sunday July 20th, 2025

To Whom It May Concern,

As a proud member of San Francisco's creative and entrepreneurial community, Topdrawer is honored to support the upcoming body-positive mural project led by our neighbors at Shaped AF Body & Skin Lounge, located at the corner of Liberty and Valencia.

The planned mural, designed by acclaimed local artist Deb, is more than a visual enhancement to the neighborhood—it is a vibrant celebration of body positivity and the diverse beauty of our community. We believe this public art initiative will not only deter vandalism but also enrich the cultural landscape that defines the Mission as one of San Francisco's most iconic and expressive neighborhoods.

We fully support this meaningful project and applaud Shaped AF's continued efforts to champion visibility, acceptance, and joy through their work.

Sincerely,



Chris Mustain-Wood
Store Manager

Topdrawer

980 Valencia St.

San Francisco, CA 94110

(415) 655-3634

valencia@topdrawershop.com

Smitten Ice Cream
904 Valencia St, San Francisco, CA 94110
Friday July 18th, 2025

To Whom It May Concern,

At Smitten Ice Cream, we believe in crafting joy—whether it's through our scoops or through the way we show up for our community. That's why we're thrilled to support the upcoming body-positive mural project led by our neighbors at **Shaped AF Body & Skin Lounge**, located at the corner of **Liberty & Valencia**.

Shaped AF has become a true gem in the Mission, known not only for their innovative beauty treatments but for their powerful message of empowerment, inclusion, and radical self-love. Their commitment to helping every individual feel seen and celebrated aligns beautifully with the values we hold close at Smitten.

This mural, designed by acclaimed local muralist **Deb**, will be a vibrant, meaningful addition to our neighborhood. We're excited to see how it will enhance the street's character, uplift passersby, deter graffiti, and reflect the creative, confident spirit of the Mission District.

We proudly support this project and can't wait to see the joy and color it brings to our community.

Sincerely,



Jay Lauron

Jay Lauron
Brand & Special Projects Director
Smitten Ice Cream



Look at Me

985 Valencia St, San Francisco, CA 94110

Friday July 18th, 2025

To Whom It May Concern,

As a business rooted in **style, self-expression, and confidence**, we at *Look at Me* are proud to support the upcoming **body-positive mural project** led by our neighbors at **Shaped AF Body & Skin Lounge** on 20th & Valencia.

Shaped AF has become a destination in the Mission for those seeking not just beauty treatments, but **empowerment, inclusion, and radical self-love**. Their work uplifts the community by making every client feel seen and celebrated—values we hold close in our own mission.

The planned mural, created by talented local muralist **Deb**, is a meaningful addition to our street. It reflects the vibrancy of our neighborhood while promoting **confidence, inclusivity, and visual positivity**. We believe this project will not only beautify the area and deter graffiti, but also reinforce the creative spirit that makes the Mission District so special.

We wholeheartedly recommend and support this public art initiative.

Sincerely,

Valeriia Sudilovska, owner of Look at Me

A handwritten signature in black ink, appearing to read 'Valeriia', written over the printed name.



