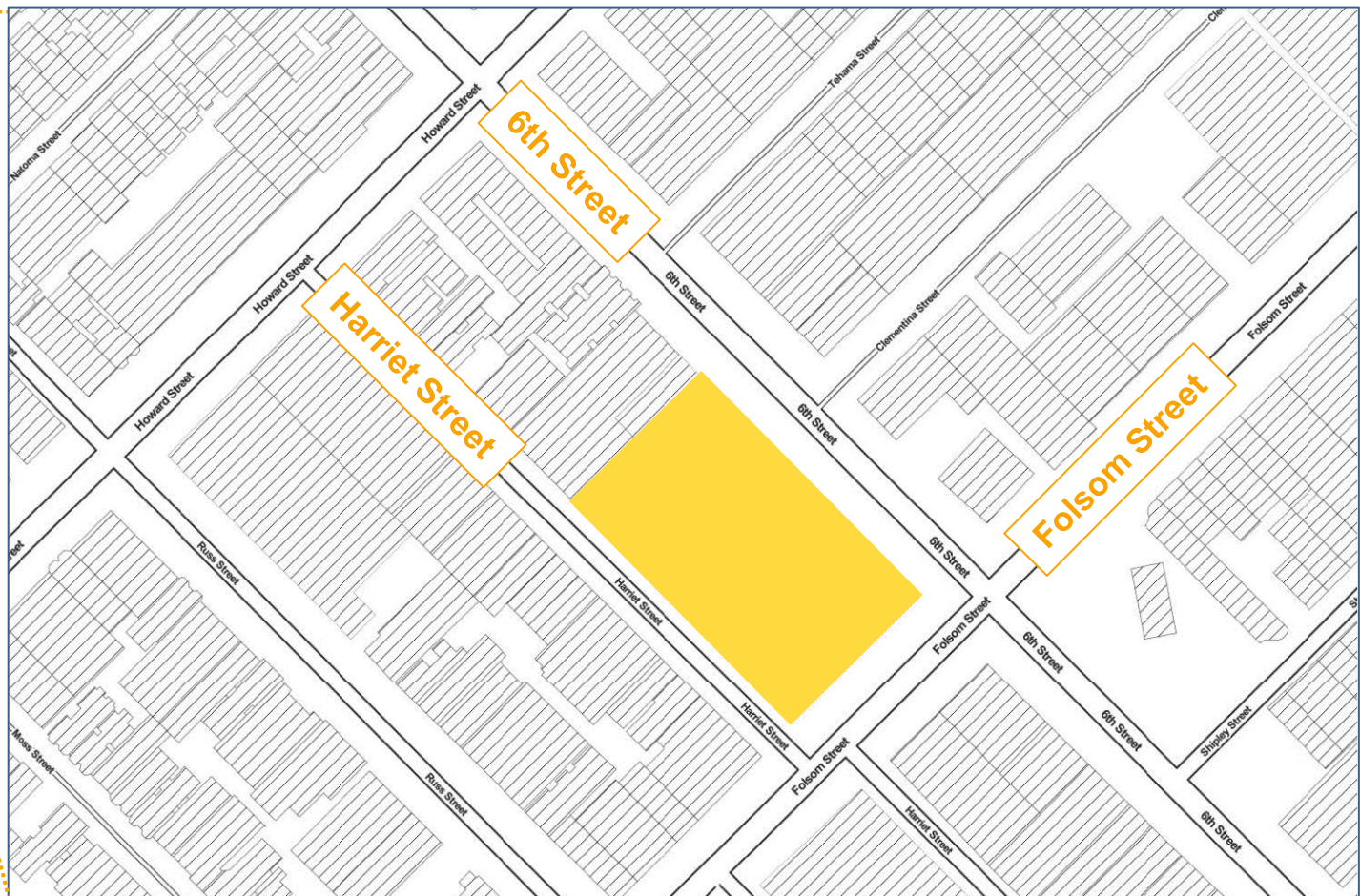




GENE FRIEND RECREATION CENTER PROJECT
TWO-DIMENSIONAL ARTWORK PROGRAM

ARTWORKS FOR PURCHASE

JULY 16, 2025





CORNER 6TH AND FOLSOM - DAY

MARK CAVAGNERO ASSOCIATES | KUTH RANIERI ARCHITECTS - GENE FRIEND RECREATION CENTER

Public Art Project Goals

The goals of the Gene Friend Recreation Center Improvement Project Public Art Project are to illuminate the rich history and full diversity of San Francisco's SoMa neighborhood including recognition of SOMA Pilipinas, the Filipino Cultural Heritage District, and to lift up the Center as a destination and proud neighborhood asset.

1. ENTRANCE AT HARRIET STREET



INVITING ENTRY ON HARRIET STREET

MARK CAVAGNERO ASSOCIATES | KUTH RANIERI ARCHITECTS - GENE FRIEND RECREATION CENTER



Gene Friend Recreation Center
Entrance at Harriet Street



Barrio Fiesta

Cece Carpio

**Art Proposal for the
Gene Friend Recreation Center**

Barrio Fiesta translates to a neighborhood celebration bringing communities together where everyone is welcome as guests and active participants. San Francisco's SOMA district was one of my first stomping grounds after migrating to the United States at twelve years old. My experience of SOMA through the decades is remarkably similar to a *Barrio Fiesta*, allowing me to explore all aspects of convergence. Personally rooted in my culture and the Bay Area, I understand this design opportunity is part storytelling and part building décor- a signature amenity that puts Gene Friend Recreation Center and *Barrio Fiesta* on the map.

This design intertwines historical, present-day, and futuristic figures to capture the vision and spirit of the SOMA neighborhood. It includes everyday people enacting evolved traditions and cultural practices celebrating the vibrancy of the SOMA district. It weaves together recognizable faces- well-known individuals, suggested by Gene Friend stakeholders -along with representations of veterans, elders, youth, Indigenous migrants, community builders, and advocates to showcase the diversity and vitality of the SOMA community. Some of the portraits depicted will change based on interviews that will be conducted with SF SOMA Community members for a more in-depth community engagement process.

The artwork's background colors are inspired by pre-colonial textiles from various regions in the Philippines. Motif designs within the end pillars that are also integrated throughout the layout are rendered patterns found in textiles and wood carvings. Due to the architectural size and design of the building, this artwork design intends to fully utilize all available space for maximum impact and visibility. A rendered Gene Friend building is inserted in the background to reflect and converge the lively activities that happen inside and outside of the center.



Previous work sample and close-up painting style example

View of gym from 6th and Folsom Streets



Philippine textile inspirations

Contemporary Barrio Fiesta at SF SOMA district: Undiscovered SF



View of artwork on north-facing wall of gym





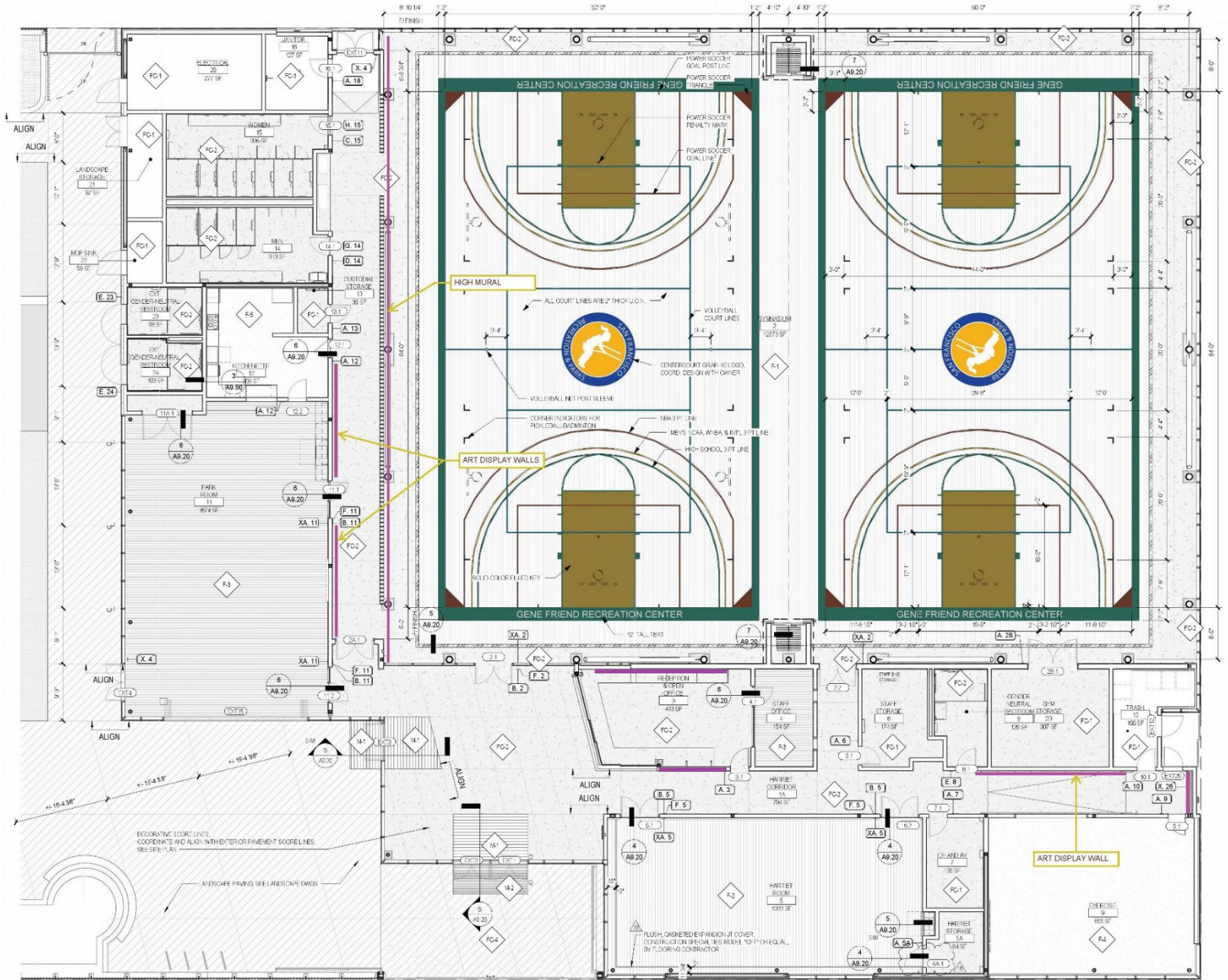
Gene Friend Recreation Center
Gymnasium



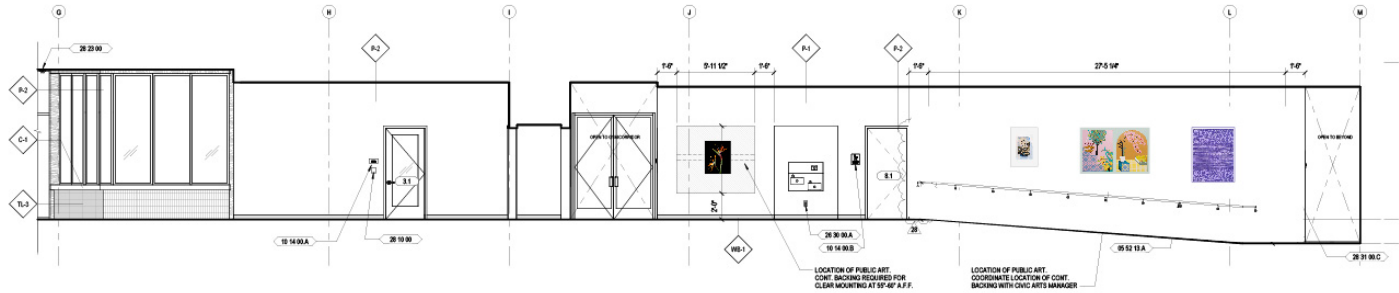
Gene Friend Recreation Center
Park Corridor



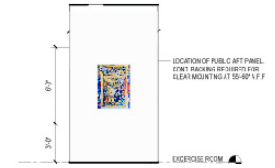
Gene Friend Recreation Center
Harriet Corridor



2D ARTWORK PURCHASE PROGRAM



3 ELEV - HARRIET CORRIDOR EAST
SCALE | 1/4" = 1'-0"



4 ELEVATION RAMP AT HARRIET CORRIDOR
SCALE | 1/4" = 1'-0"



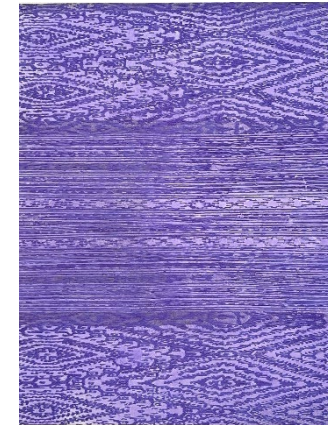
Kija Lucas
Birds of Paradise 4, 2025
Archival pigment print
30h x 24w inches



Johanna Poethig
Corrugated Memories (Malate School Day), 2022
Ceramic on wood backing
18h x 14w x 2d inches



Cristine Blanco
Kapamilya Yard 1 and 2, 2021
House paint and aerosol spray on wood
42h x 57w inches

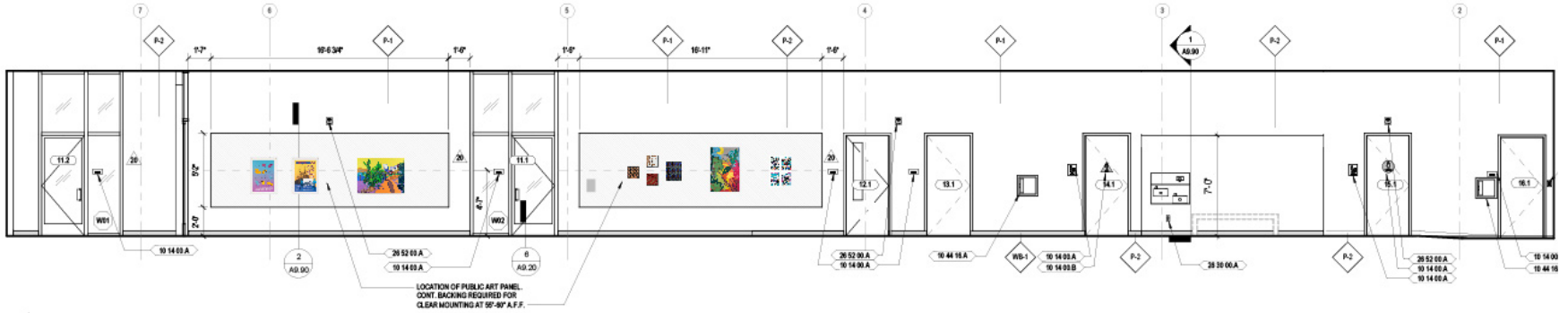


Charlene Tan
Research and Remembering, Ube 2, 2024
Ube, pigment, photo, acrylic paint, wood
48h x 37w inches



Mel Vera Cruz
Ligo Sardines, 2017
Mixed media
40h x 30w inches

2D ARTWORK PURCHASE PROGRAM

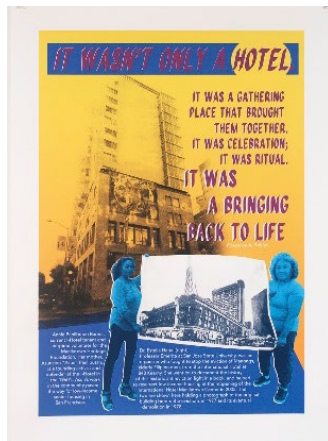


2 ELEV - PARK CORRIDOR - NORTH

SCALE | 1/4" = 1'-0"



Kimberley Arteché
Untitled (Places, Icons, Situations -
Memories we must not let fade), 2020
 Screenprint & digital archival print
 30h x 24w inches

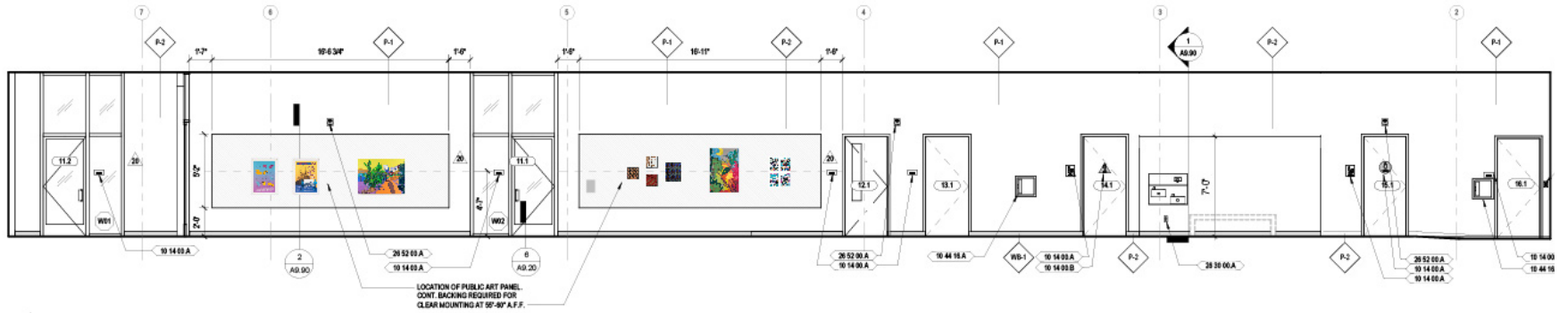


Kimberley Arteche
It Wasn't Only A Hotel, 2020
 Screenprint & digital archival print
 30h x 24w inches



Cherisse Alcantara
Victoria Manalo Draves Park, 2022
 Oil on canvas
 30h x 40w inches

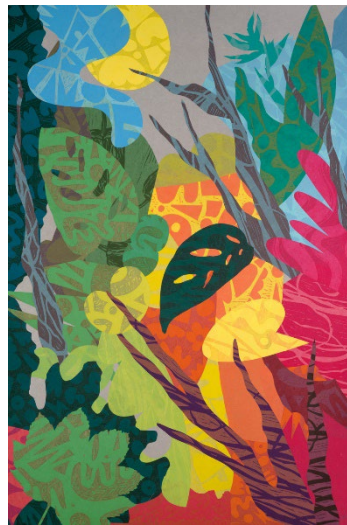
2D ARTWORK PURCHASE PROGRAM



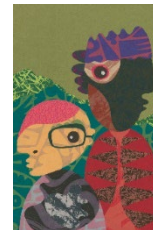
2 ELEV - PARK CORRIDOR - NORTH
SCALE | 1/4" = 1'-0"



Leo Bersamina
Forty-Fives, 2024, Acrylic, wood, glue, 16.5h x 13.5w inches
Woodshop I (Red), 2024, Acrylic, wood, glue, 9 h x 9 w inches
Woodshop II (White), 2024, Acrylic, wood, glue 9 h x 9 w inches
Woodshop III (Black), 2024, Acrylic, wood, glue, 9 h x 9 w inches



Favianna Rodriguez
The Sacred Garden, 2023
Collage with linoleum block
elements on hanji
22.5h x 15w inches

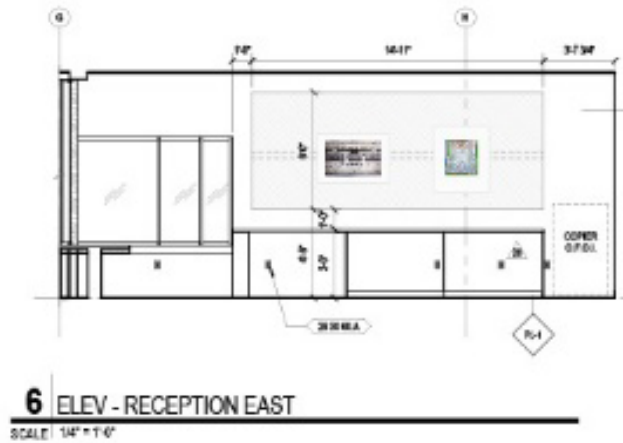


Favianna Rodriguez
Mountain People, 2023
Collage with Linoleum Block
and Phototransfer Elements
22.5h x 15w inches



Rina Ayuyang
Finding Filipino in SOMA, 2023, Print, 23h x 16w inches
Finding Filipino on Mission St., 2023, Print, 23h x 16w inches
Finding Filipino in Yerba Buena, 2023, Print, 23h x 16w inches

2D ARTWORK PURCHASE PROGRAM



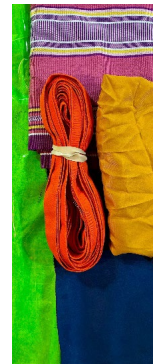
Jerome Reyes

the horizon toward which we move always recedes before us
(Gene Friend Recreation Center), 2023
Ink, correction fluid, tape, spray paint on vellum
21.5h x 34w inches



ChiChai Mateo

Bola Ay Buhay / Ball is Life, 2024-2025
Organza, satin, acrylic, and wood
48h x 24w x 2d inches



Project Timeline

July - August 2025

August – September

Spring 2026

July - August 2026

September 2026

VAC Approval of 2D Artworks for Purchase

2D Artwork purchases

Framing

2D Artwork installation

GFRC Opens and Public Programs Begin



GENE FRIEND RECREATION CENTER IMPROVEMENT PROJECT
PUBLIC ART PROJECT PLAN

For presentation to the Visual Arts Committee on July 19, 2023



BACKGROUND

In 2014, the San Francisco Recreation and Parks Department and The Trust for Public Land initiated a feasibility study and worked closely with the community to envision improvements to the Gene Friend Recreation Center, located in the South of Market (SoMa) neighborhood on 6th Street at the corner of Folsom Street. The Center provides indoor and outdoor recreation facilities and programs for youth, seniors, and members of the local neighborhood and community. Nearly 25 years in operation and at a time of unprecedented population growth within the neighborhood and the City, the Center will be rebuilt in order to create a safe, welcoming, modern resource for its constituents. After an extensive community engagement process and in partnership with Mark Cavagnero Associates and Kuth Ranieri Architects, the following project goals were identified: Create a space that is welcoming, open and safe; extend the Center's multipurpose uses, providing for a more productive use of space and additional indoor and outdoor programming; implement an approach that honors the neighborhood's cultural heritage; and increase access and value for site users.

ART OPPORTUNITIES

1. **Integrated Wall Opportunity:** Located in the Center's gymnasium and visible from the exterior at 6th and Folsom Streets. Artwork may be comprised of dye-sublimated aluminum panels, or other appropriate material, and can span either the center section in between two diagonal struts, or the entire expanse of the upper wall.



2. **Two-Dimensional Artwork Program:** Direct purchase of existing 2D artworks to be framed and mounted along prominent interior corridors.

PROJECT GOALS

The goals of the Gene Friend Recreation Center Improvement Project Public Art Project ("GFRICIP Public Art Project") are to illuminate the rich history and full diversity of San Francisco's SoMa neighborhood including recognition of [SOMA Pilipinas](#), the Filipino Cultural Heritage District, and to lift up the Center as a destination and proud neighborhood asset.

PROJECT BUDGET

-	Total Art Enrichment Amount	\$ 520,000
-	Artwork Budget	
o	Integrated Wall Artwork	\$ 206,550
	<i>Inclusive of all artist fees, as well as associated expenses for artwork design, engineering, fabrication, transportation, and consultation during installation.</i>	
o	Site Work and Installation	\$ 50,000
	<i>Managed by SFAC under a separate contract.</i>	
o	Two-Dimensional Artwork Program	\$ 50,000
	<i>Inclusive of artwork purchase, framing, and installation.</i>	

ARTIST RECRUITMENT APPROACH AND ELIGIBILITY

Arts Commission staff will post a Request for Qualifications, which is open to professional practicing artists who reside in the United States. Arts Commission staff may also select artists from other prequalified artist lists to be considered.

Recruitment will focus on artists with a meaningful connection to the neighborhood, which may include if the artist currently resides, has resided, or has other significant connections to the area. Artists will be asked to address their connection to SoMa as part of the application process, and the review panel will be instructed to consider this connection as part of their scoring criteria.

ARTIST SELECTION PROCESS

After the application deadline the Arts Commission staff will screen applications to establish the pool of artists meeting the minimum eligibility requirements, which are professional practicing artists who reside in the United States. The eligible applications will be presented to an Artist Qualification Panel consisting of two (2)



arts professionals and one (1) SFAC staff member who will review and score the applications to identify a shortlist of qualified artists to be considered for both the Gymnasium Integrated Wall Opportunity and the Two-Dimensional Artwork Program, outlined below. The scoring criteria for both art opportunities will include the artists' meaningful connection to SoMa.

For the Gymnasium Integrated Wall Opportunity: The list of qualified artists will be presented to the Artist Review Panel consisting of three (3) arts professionals, one (1) representative of the client agency, one (1) representative from the design team, one (1) Arts Commissioner, and one (1) community representative. The panel will identify three finalists who will be invited to develop conceptual site-specific proposals after attending an orientation session with the project team and key stakeholders. Each finalist will be paid an honorarium of \$2,500 plus travel reimbursement for development of a proposal.

The Artist Review Panel will reconvene to consider the finalists' proposals in an interview format along with any community input and will recommend one artist for the project to the Arts Commission.

For the Two-Dimensional Artwork Program: SFAC staff will shortlist artists from the qualified pool who work in two-dimensional media such as painting, drawing, photography, textile and collage. Shortlisted artists will be presented to the Two-Dimensional Artwork Program Artist Review Panel comprised of two (2) arts professionals, one (1) representative of the client agency, one (1) Arts Commissioner, and one (1) community representative.

The Artist Review Panel will score the shortlisted artists based on the following criteria: Artistic merit, innovation and originality as evidenced by representations of past work and other supporting material, Artist's work is judged to be appropriate to the goals of the project, and Artist's meaningful connection to the neighborhood. Ten (10) of the highest-scoring artists will be invited to submit images of up to 6 original artworks that are available for purchase for the Two-Dimensional Artwork Program. Size of unframed artwork should be no smaller than approx. 12 inches x 12 inches in any direction and no larger than approx. 60 inches x 60 inches in any direction. Purchase price of individual artwork will depend on scale of artwork and market rate for artist's work. Artists will be responsible for delivery to a specified



location. Framing and installation costs will be the responsibility of the Arts Commission.

The Artist Review Panel will reconvene to score the submitted artworks. Artworks receiving the 20 highest scores will be presented to the Visual Arts Committee for approval.

COMMUNITY INVOLVEMENT

- SFAC staff presented an overview of the public art project in conjunction with the capital improvement project presentation to core stakeholders in May and to the broader community in June of 2023.
- A community representative will serve on the GFRCIP Public Art Project Artist Review Panel and will participate in the Artist Orientation.
- The finalists' proposals will be on display for public comment near the project site and on the SFAC website for two weeks prior to the final selection panel meeting.
- All selection panels, Visual Arts Committee (VAC) and Commission meetings are open to the public.

INTEGRATED WALL OPPORTUNITY TIMELINE (Subject to change) *

Community Meeting	June 8, 2023
Project Plan Approval (VAC)	July
RFQ Issued	August
RFQ Deadline	September
Qualification Panel	September
Artist Review Panel One	October
Artist Finalist Orientation	October
Finalist Proposals Due	December
Artist Review Panel Two (Final)	January 2024
VAC Approval	January
Arts Commission Approval	February
Artist Under Contract	March 2024

* Selection Process for the **Two-Dimensional Artwork Program** for interior corridors will commence January 2024



FURTHER INFORMATION: Contact Arianne Gelardin Davidian, Public Art Project Manager at (415) 310-8021 or by email at arianne.gelardin@sfgov.org.