

# Mural Proposal

## - Mission Jaguar-

Lead Artist: Ivan Lopez

Client: Artillery Ceramics

Location:

2751 Mission St. San Francisco CA  
94110



## Mural Design Information Form

LEAD ARTIST

ADDRESS

CITY

STATE  ZIP CODE

EMAIL  PHONE

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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

District numbers can be found at <http://sfgov.org/elections/district-citywide-maps>

MURAL TITLE	Jaguar Creativo
DIMENSIONS	17'7.5"x 82"
ESTIMATED SCHEDULE (start and completion dates)	Dec 16,2025 - Jan 10,2025
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	The proposed site for the mural is 2751 Mission St., which will be the entrance of Artillery Ceramics studio. We'll draw inspiration from the 24th St Latinx Cultural location. We've chosen a jaguar, an endangered species that migrates from Mexico to Argentina. Jaguars are recognized animals that embody resilience, a common theme in several Latin American countries.
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	Our mural will be painted with exterior mural paint sourced from Precita Eyes, a local distributor of art supplies and materials. We will project the image and sketch out the design before painting.
3. List individuals and groups involved in the mural design, preparation and implementation.	Lead artist Ivan Lopez, who has been designing the mural, will primarily facilitate the work and will be responsible for the painting.

**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.**

Lead Artist: Ivan Lopez  
Resume

**Ivan Camilo López.**



### Overview

Creative entrepreneur incorporating 9 years of professional experience in furniture fabrication, painting, fashion, ceramics, printmaking, and muralism. Enthusiastic about exploring the symbiotic relationship between contemporary culture, nature and business through the lens of art, design, and community. Always staying true to achieving growth and progress by sharing knowledge found in natural systems.

### Education:

#### **Pratt Institute- September 2004 – May 2008**

- Bachelor of Industrial Design

#### **City College of San Francisco- September 2009 - May 2014**

- Specialization in Ceramics and Fashion

#### **Urban Permaculture Institute San Francisco September 2015 - December 2015**

- Permaculture certification urban system/landscape design

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### Professional Experience

#### **Xica SF (1265 Battery St San Francisco CA) Feb 2022-March 2023**

*Main dining room mural 17'x35'*

- Created a commemorative XICA mural for the launch of a new San Francisco restaurant, showcasing native plants and a strong feminine presence.
- A year-long project in cooperation with Roy Hospitality Design Studio. I created digital renderings for a hand-painted mural in collaboration with the restaurant owner's vision.

#### **Osito SF (2875 18th St San Francisco CA) Dec 2021-March 2022**

*Main dining room art installation 36"X76"*

- Collaborated with the restaurant owner to create a special art installation for the opening of their main dining area.
- Custom molds and ceramic vessels were created and combined with natural elements to form a live altarpiece for the restaurant dining experience.

#### **Artillery A.G. (2751 Mission St.San Francisco, CA ) May 2009- present**

*Creative entrepreneur/founder*

- Creative Director: Responsible for the curation, direction, and implementation of 10-15 art events per year in collaboration with various community groups and independent artists/designers.
- Business Development: Design and manage an annual budget of 30K, while also fostering new business partnerships and creating new sources of revenue streams.

- Marketing Director: Design and maintain website and promotional media to promote Artillery A.G. creative message locally and internationally
- Product Designer: Develop environmentally conscious clothing line using locally sourced materials.
- Creative sales Manager: Manage a team of four Artillery A.G. sale representatives to promote a collection of creative experiences focused around arts of ceramics.
- Lead studio maintenance manager working on projects and build outs to create a safe harmonious studio space.

**Pie Ranch. (Pescadero, CA) March-October 2017**

*Emerging Farmer Program*

- Helped with daily operations for managing 17 acre ranch with 7 member crew.
- Work included sowing, planting, weeding, irrigation (overhead and drip tape), and harvesting a variety of crops; animal husbandry; experiential education with youth and other groups
- Direct marketing through our farm stand, Community Supported Agriculture program and sales to local restaurants and bakeries.

**Tech Shop (926 Howard St. San Francisco, CA) August 2010- 2016**

*Dream Coach/Event Coordinator/membership liaison*

- Supervisor/Educator: Responsible for creating and maintaining a safe working environment by educating new members on the proper uses of shop equipment and safety procedures.
- Project Strategist: Mentor members on developing strategies for problem solving projects to encourage a happier member community.
- Machine Technician: Repaired and troubleshoot equipment for daily operation and project execution.
- New member ambassador: Organize daily tours on site for new potential membership.

**Leadership H.S. (350 Seneca St. San Francisco, CA) April 2015-June 2016**

*Senior Art Teacher*

- Designed an engaging 12-month art lesson plan for 60 inner city high school senior students.
  - Executed 8 interdisciplinary art projects around drawing, painting, sculpture and digital photography.
  - Maintained a functional studio space and educated students on the respectful use of that space.
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Three (3) Letters of Community Support

# LETTER: 1#

## MISSION LOTERIA

4830 Mission Street #104  
San Francisco, CA 94112  
415-218-8085

Tuesday, August 19, 2025

To Whom It May Concern,

I am writing to express my strong support for lead artist Ivan Lopez, who will be facilitating a new mural at Artillery Ceramics SF, located at 2751 Mission Street in the heart of the Mission District.

I have had the honor of knowing and working with Ivan for over six years. During this time, I've seen firsthand how deeply he cares for our neighborhood. He has contributed his art to our marketing campaigns and continues to show up as a true pillar in the community. His love and respect for the Mission are evident in everything he creates, and his artistry reflects the culture, resilience, and identity of this place we call home.

Artillery Ceramics SF has been a vital creative space in our community for over 15 years, offering educational classes and artistic activations that have left a meaningful and lasting impact on residents of all ages. With Ivan leading this project, I am confident the new mural will not only beautify the streetscape but also stand as a vibrant expression of community pride and cultural heritage.

I wholeheartedly support this project and look forward to seeing Ivan's vision come to life in our neighborhood.

Sincerely,

**Luis Quiroz**  
*Founder*  
**Mission Lotería**





August 21, 2025

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

RE: Mural Project at Artillery Ceramics SF- 2751 Mission Street

Dear San Francisco Arts Commission,

On behalf of Galería de la Raza, I am writing to express our strong support for lead artist Ivan Lopez to facilitate the creation of a new mural at Artillery Ceramics SF, located at 2751 Mission Street in the heart of the Mission District.

Artillery Ceramics SF has been a vital creative space in our community, offering educational classes and artistic activations for over 15 years. Their commitment to fostering local arts and culture has had a meaningful and lasting impact on working artists, and local residents of all ages.

We are excited to have Ivan Lopez lead this project to further beautify our neighborhood with a vibrant and meaningful community mural. This new work of public art will not only enhance the streetscape, but also use imagery that reflects the spirit, identity, and Latinx culture of the Mission District.

We fully support this project and look forward to seeing the mural come to life.

Sincerely,

Ivette Diaz  
Curatorial Programs Manager  
Galería de la Raza

CC Via email: Ani Rivera, Executive Director [ani.galeria@gmail.com](mailto:ani.galeria@gmail.com)

# LETTER: 3#

## CALLE 24



To Whom It May Concern,

We are writing to express our strong support for lead artist Ivan Lopez, who will be facilitating a new mural at Artillery Ceramics SF, located at 2751 Mission Street in the heart of the Latino Cultural District.

Artillery Ceramics SF has been a cherished business and creative space in our community, offering educational classes and artistic activations for over 15 years. Their commitment to fostering local arts and culture has created a lasting legacy that continues to impact residents of all ages.

We are excited to have Ivan Lopez—a talented and respected artist—lead this project to further beautify our neighborhood with a meaningful community mural. This new work of public art will not only enhance the streetscape but will also add to the largest outdoor gallery in the country and contribute to the Mission's historic legacy of muralismo.

This project is being funded by SF Shines, with Calle 24 supporting coordination and ensuring community alignment, and is moving forward in collaboration with the San Francisco Arts Commission for permitting and approvals.

We fully support this project and look forward to seeing this mural come to life as part of the unparalleled cultural expression that defines the Latino Cultural District.

Sincerely,  
Susana Rojas  
Executive Director  
Calle 24 Latino Cultural District

## Letter of Approval from Property Owner

## Property owner approval: Email.

Dear Ms. Jane Poon,

I hope you're doing well. I'm reaching out to ask for your approval to install a mural at the property located at 2751 Mission St, San Francisco, CA 94110. The mural is part of an art project that will bring a fresh, positive look to the space, and it will be created by artist Ivan Lopez. We'll make sure everything follows the local guidelines and any requirements from the city.

If you're on board with the project, please review and sign the approval below. I completely understand if it's more convenient for you to do this digitally. If it works for you, your son could sign on your behalf as well. We can also help with the digital signature process if needed, just let me know!

Thanks so much for your time and consideration. Feel free to reach out if you have any questions or if you'd like more details. Below is the digital rendering of the propose mural.

Blessing,

Ivan Lopez



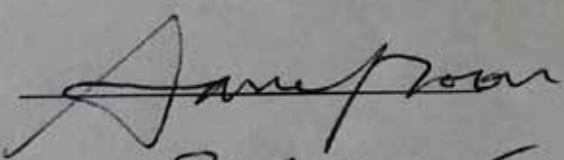
Property owner approval:  
Signature


3:41 5G


< 3 Approval for Mural I... ^ v

**Landlord's Approval:**  
I, Jane Poon, the property owner of  
2751 Mission St, San Francisco, CA  
94110, hereby approve the installation  
of the proposed mural at the specified  
location, subject to compliance with all  
relevant local laws and city  
requirements.

**Signature** (can be your son's signature  
if more convenient):

  
Date: 8-7-2025





## Sign Artist Waiver

## Waiver of Proprietary Rights

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

The artist, <<INSERT NAME OF ARTIST>>, has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from <<INSERT NAME OF PROPERTY OWNER>> (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type, mural, medium]:

The Mural will be painted on top a store front located at 2751 Mission St. The entrance is approximately 11ft high

The subject matter will be mainly a jaguar with foliage surrounding them. The medium will be acrylic mural paint.

TITLE, DATE: Creative Jaguar. Nov 16th 2025

DIMENSIONS: 17ft 7.5inch x 82"

ADDRESS/LOCATION: 2751 Mission 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: Jane Poon  
(or Authorized Agent): \_\_\_\_\_  
Address: [REDACTED]  
Email: [REDACTED]  
Phone: [REDACTED]  
SIGNATURE: See page13 for approval signature  
DATE: Aug / 7 / 2025

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: Ivan Lopez  
Address: [REDACTED]  
Email: [REDACTED]  
Phone: [REDACTED]  
SIGNATURE:   
DATE: Aug / 20 / 2025



## Maintenance Plan

**Mural Maintenance Plan: Mission Jaguar**

**Location: 2751 Mission St**

The Mission Jaguar mural, located on the storefront of our studio at 2751 Mission Street, will be actively maintained to ensure its long-term vibrancy and integrity.

As an outdoor mural situated in a space that operates six days a week, it benefits from continuous oversight by our dedicated staff and community of member artists. Any issues related to fading, weather damage, or graffiti will be promptly identified and addressed.

The lead artist, Ivan Lopez—who frequently works out of the studio—is available and committed to providing touch-ups or repairs as needed. His ongoing involvement ensures that the original artistic vision of the mural is preserved over time.

We are confident that Mission Jaguar will be embraced by the local community, as it features an iconic image that holds deep cultural significance and is beloved by many.

***Maintenace Parties:***

***Lead Artist Ivan Lopez***

***Artillery Ceramics Director: Kelly Elizabeth Ortega***

Color Image of Design  
&  
One Image of propose site and Mural Dimension







82" Inch

17ft 7.5"inch

Thank You!

For additional information

Contacts:

-Lead Artist-

Ivan Lopez



or

Client: Director

Kelly Ortega



email: [ceramics@artillery-ag.com](mailto:ceramics@artillery-ag.com)