



November 14th, 2025

Visual Arts Committee
San Francisco Arts Commission
401 Van Ness Avenue, Room 125
San Francisco, CA 94102

Subject: Letter of Support and Authorization for "Eyeliner" Mural

Dear Visual Arts Committee,

I am pleased to offer my full support and authorization to host "Eyeliner" on my cafe located at 1026 Valencia St. San Francisco CA 94110. "Eyeliner" is part of the "Latinx Queerness" grant project created by artist Juan Manuel Carmona along the Valencia corridor in San Francisco's Mission District, through the San Francisco Arts Commission's public art program.

This mural features a single, continuous black line that unfolds into a series of interconnected faces. The many faces depicted are inspired by the Mission's diverse cultural heritage and vary in age, gender, and ethnicity—mirroring the kaleidoscope of the city's population.

At its center, the mural celebrates Juanita MORE! as a symbol of visibility and community. Framed by the rainbow and transgender flags, her portrait radiates pride, diversity, and inclusivity—reflecting both her legacy and Ritual Coffee's ongoing commitment to equality.

I am excited to see this mural come to life and respectfully request the Committee's approval to proceed with its installation.

Please don't hesitate to reach out with any questions. I can be reached at [REDACTED] or by email at [REDACTED]

Thank you,

[REDACTED]

Eileen Rinaldi, president Ritual Coffee Roasters, Inc.

MADE IN SAN FRANCISCO SINCE 2005

1050 Howard Street • San Francisco, CA 94103 • ritualcoffee.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>

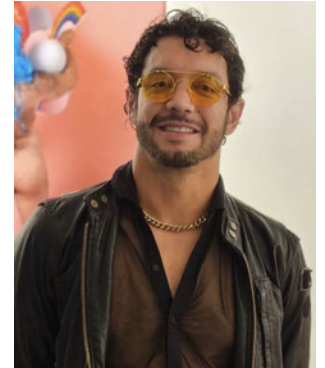
MURAL TITLE	Eyeliner
DIMENSIONS	Approx 3x15 ft
ESTIMATED SCHEDULE (start and completion dates)	12/01/2025- 12/04/2025
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	This mural features a single, continuous black line that unfolds into a series of interconnected faces. The many faces depicted in this mural are inspired by the Mission's diverse cultural heritage and vary in age, gender, and ethnicity, mirroring the kaleidoscope of the city's population. One of the many faces is Juanita More! as a symbol of visibility and community. Framed by the rainbow and transgender flags, her portrait radiates pride, diversity, and inclusivity—reflecting both her legacy and Ritual Coffee's commitment to equality.
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	The wall will be prepared with one coat of white Behr paint as a base. The mural design will then be traced with chalk and immediately painted using three coats of Behr Ultra. Throughout the process, a combination of brushes, rollers, and painter's tape will be used to achieve precision and clean lines. Due to the height of the wall and the need to work during Ritual Coffee's business hours, a scissor lift rental will be required for safe and efficient access. Once completed, the mural will be sealed with a Behr clear UV-protective topcoat to ensure long-term protection against sun exposure and weathering.
3. List individuals and groups involved in the mural design, preparation and implementation.	Juanita More! introduced me to Eileen Rinaldi from Ritual Coffee and we worked together in the mural design with April the general manager at Ritual Coffee and Landetta Studios. Action Rentals provides the scissor lift.

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.**

Juan Manuel Carmona - [REDACTED] San Francisco, CA 94114
- [REDACTED] - www.juanmanuelcarmona.com



EXPERIENCE

ARTIST/MURALIST / 2016 – present

- Collaborated with other artists in the creation of prominent public murals such as: El Rio, SF LGBT Center, Oasis SF, 8th Painted Lady, Penn State University and many more.
- Facilitated several workshops at the SF LGBT Center besides other art installations, talks and “Paint by Numbers” events.

RELEVANT PROJECTS

2025 “The Workers” Starbucks Palo Cedro CA
2025 “HAUMies” HAUM, Fort Lauderdale FL
2024 “Friendly Hand” AACI, San Jose CA
2024 “Be Seen” Penn State University. State College PA
2023 “Utility Boxes” Valencia St. San Francisco CA
2023 “Joteria” La Frontera Nightclub, Oakland CA
2023 “Street Artists” The Academy SF, San Francisco CA
2023 “Queer-Ennial” Group Show. MACLA, San Jose CA
2023 “Political Pride” Solo Show. Manny’s San Francisco CA
2023 “Art of Yoga” Solo Show. HAUM, San Francisco CA
2023 “Lights, Camera, Action” Oasis Arts, San Francisco CA
2022 “30 Years of More!” SFAC, San Francisco CA
2022 “Showtime” Oasis SF, San Francisco CA
2021 “Queeroes” LGBT Center. San Francisco, CA
2020 “Through the Looking Glass” Group Show. Voss Gallery, San Francisco CA
2020 “Latinx” El Rio. San Francisco, CA
2019 “8th Painted Lady” Alamo Square, San Francisco, CA
2019 “Art & More!” Artist Talk. The Academy SF, San Francisco, CA
2018 “Meet the Artist” Group Show. La Corona, San Francisco, CA
2018 “Day of the Dead” Group Show. Wonderland SF, San Francisco, CA
2017 JM PRIDE MURAL PROJECT, San Francisco, CA
2017 Be Heard, Chicago, IL
2017 Art of Pride, San Francisco, CA

3D MODELER / June 2015-December 2015

JUNIOR SF GIANTS “FOODIE CATS” Academy of Arts University

- Built and modified 3D models of characters for an animated series called “Foodie Cats”

ARCHITECT / 2010-2011

LOWNEY ARCHITECTURE – Oakland, CA

- Designed and developed architectural drawings and 3D renderings/models for construction and presentations

JUNIOR ARCHITECT / 2009-2010

BASICO ARQUITECTURA –QUERÉTARO, MEXICO

- Managed construction sites; designed and developed architectural drawings and 3D models/rendering

AWARDS

2024 “SF Artist Grant 2004” San Francisco Arts Commission, San Francisco, CA
2022 “Best Gay Muralist” Silver award, Gay Cities
2022 “Architect Award” The Academy SF, San Francisco CA
2016 “Student Choice Award” 2016, Academy of Art University, San Francisco, CA



WORK SAMPLE 01_8th PAINTED LADY
Collaboration with Guilherme Lemes
"21Dreams"
Acrylic
Approx 400 sqft

8th Painted Lady Sept 2019
940 Grove St. San Francisco, CA

In 2019 we won a local art contest and were commissioned to paint San Francisco's newest "Painted Lady", a large mural on iconic Alamo Square. Adjacent to the world famous "Painted Ladies", this mural was created to raise awareness and funds for the GLBT Historical Society and its quest for a new larger museum space in the city.

Photo Credit: Fred Rowe



WORK SAMPLE 02_EL RIO
"Latinx"
Acrylic
Approx 480 sqft

El Rio July 2020
3158 Mission St. San Francisco, CA

In 2020, We were asked to design a mural covering the facade of a three-story building that houses a Latino low-income housing project and a historic queer community bar. In collaboration with Mission Economic Development Agency (MEDA), an organization working 40+ years to keep Latino and working families in San Francisco's Mission District, and El Rio -a fabulous 40+ year old queer neighborhood bar, we embarked on what was my biggest mural challenge to date.



WORK SAMPLE 03_SF LGBT Center
"Queeroes"
Acrylic
Approx 180 sqft

SF LGBT Center May 2021
1800 Market St. San Francisco, CA

For this mural, we began with the Progress Pride Flag as our foundation—its colors symbolizing the rich diversity and evolving identity of the Queer community. Our intention was to honor both past and present "Queeroes"—individuals whose contributions to the LGBTQ+ movement deserve recognition—and to highlight the powerful intersection of Queer and LatinX identities.

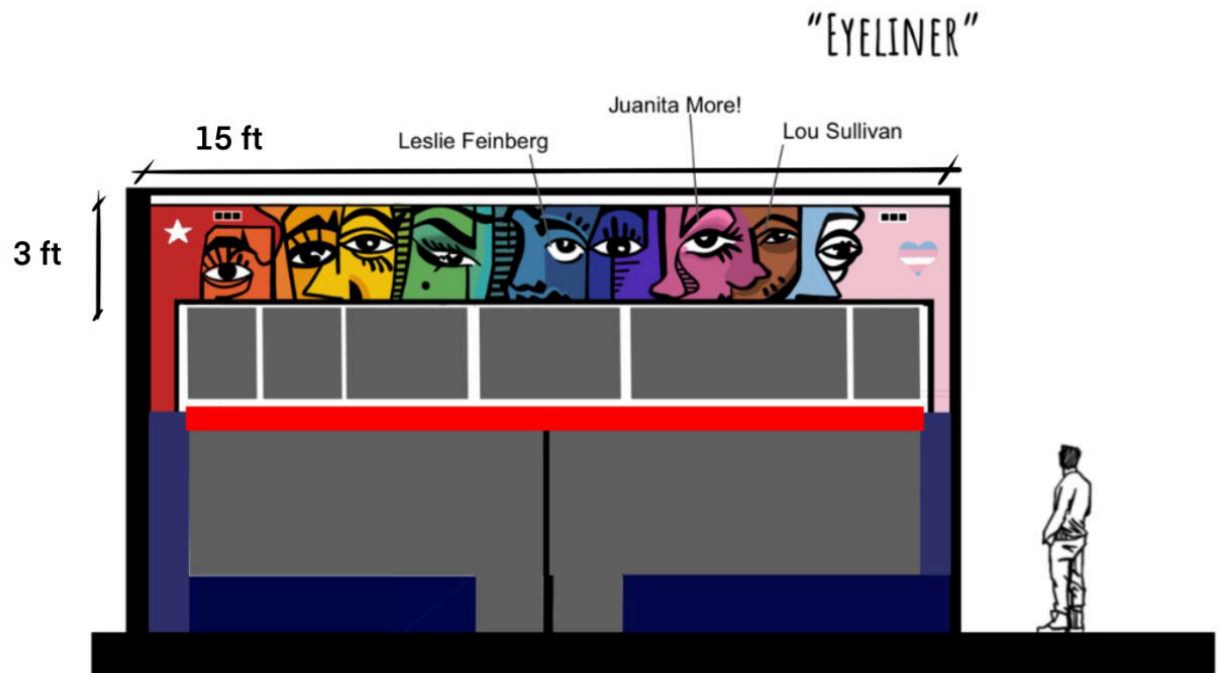


WORK SAMPLE 04_OASIS SF
"Showtime"
Acrylic
Approx 670 sqft

OASIS SF May 2022
298 11th St. San Francisco, CA

The mural, titled "Showtime", is the combined visions of San Francisco artists Serge Gay Jr., Elliott C. Nathan, J Manuel Carmona, Simón Malvaez and Christopher McCutcheon, and it depicts a variety of tropes and symbols associated with the Queer nightlife community in which OASIS is the epitome of a safe space.



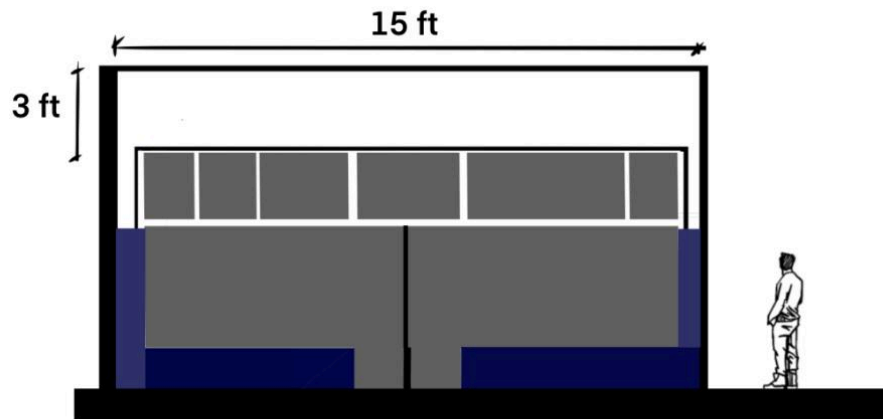


Studio Landeta



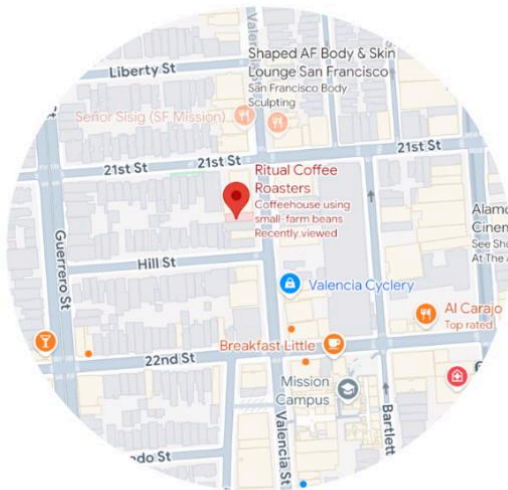
JUAN MANUEL
CARMONA

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"EYELINER"

1026 Valencia St, San Francisco, CA 94110



LATINX QUEERNESS

Studio Landeta

JUAN MANUEL CARMONA

Nicholas Spangler

Name of Supporter: _____

Address: _____

11-17-2025 | 10:53 AM PST

Date: _____

To:

Visual Arts Committee
San Francisco Arts Commission
401 Van Ness Avenue, Room 125
San Francisco, CA 94102

Subject: Letter of Support and Authorization for the "Latinx Queerness" Mural Project

I am writing to express my full support for Juan Manuel Carmona's mural project, "**Latinx Queerness**," proposed for Valencia Street in San Francisco, CA.

This mural work will offer powerful visibility for immigrants, as well as Queer, transgender, and non-binary people of color, while contributing to the cultural vibrancy and revitalization of the Valencia Street commercial corridor. "**Latinx Queerness**," reflects the dynamic beauty and diverse community that defines the neighborhood. I am grateful that the San Francisco Arts Commission is funding this meaningful and timely project.

I look forward to seeing this public artwork come to life and respectfully request your approval in support of its completion.

Sincerely,

Signature

DocuSigned by:

053F494567CF411...

Name (Printed): _____ Nicholas Spangler

Date: _____ 11-17-2025 | 10:53 AM PST

Name of Supporter: Matthew Plotkin

Address: [REDACTED] San Francisco, CA, 94110

Date: 11/18/2025

To:

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I look forward to seeing this public artwork come to life and respectfully request your approval in support of its completion.

Sincerely,

[REDACTED]

Signature

Name (Printed): Matthew Plotkin

Date: 11/18/2025

Name of Supporter: Jack Davis

Address: [REDACTED]
San Francisco CA 94110

Date: 11/18/2025

To:
Visual Arts Committee
San Francisco Arts Commission
401 Van Ness Avenue, Room 125
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I look forward to seeing this public artwork come to life and respectfully request your approval in support of its completion.

Sincerely,

[REDACTED]

Signature

Name (Printed): Jack Davis

Date: 11/18/2025

Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, **Juan Manuel Carmona**, has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from **Michael Pelfini** (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type,mural,medium]:

Mural painting about diversity and equality created with acrylic paint and

traditional brush and rollers.

TITLE, DATE: "Eyeliner" 12/05/2025

DIMENSIONS: Approx 3x15 ft

ADDRESS/LOCATION: 1026 Valencia 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: Michael Pelfini
(or Authorized Agent): _____
Address:  _____
Email: _____
Phone: _____
SIGNATURE: _____
DATE: 11 / 18 / 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: Juan Manuel Carmona
Address:  CA
Email: _____
Phone: _____
SIGNATURE: _____
DATE: 11 / 16 / 2025

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>

Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, **Aleo Bazo Landeta**, has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from **Michael Pelfini** (hereinafter referred to as the "Property Owner").

DESCRIPTION:[type,mural,medium]:

Mural painting about diversity and equality created with acrylic paint and
traditional brush and rollers.

TITLE, DATE: "Eyeliner" 12/05/2025

DIMENSIONS: Approx 3x15 ft

ADDRESS/LOCATION: 1026 Valencia 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: Michael Pelfini
(or Authorized Agent): _____
Address:  _____
Email: _____
Phone: _____
SIGNATURE: _____
DATE: 11 / 18 / 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: Alex Bazo Landeta
Address:  _____
Email: _____
Phone: _____
SIGNATURE: _____
DATE: 11 / 17 / 2025

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>