

Mural Design Information Form

LEAD ARTIST

ADDRESS

CITY

STATE

EMAIL

A large black rectangular redaction box covering the contact information for the lead artist.

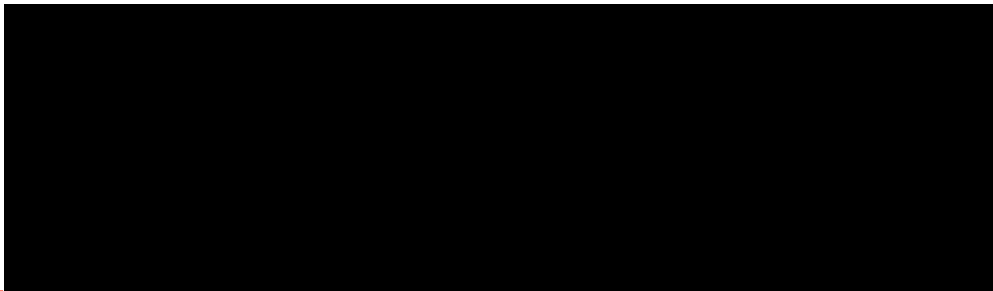
PROJECT
COORDINATOR

ADDRESS

CITY

STATE

EMAIL

A large black rectangular redaction box covering the contact information for the project coordinator.

SPONSORING
ORGANIZATION

ADDRESS

CITY

STATE

ZIP CODE

EMAIL

A black rectangular redaction box covering the email address of the sponsoring organization.

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.**

SERGE GAY JR.

SERGEAYJR.COM / [REDACTED] / @SERGEGAYJR / PAINTER AND CREATIVE DIRECTOR IN SAN FRANCISCO, CA.



EDUCATION

College for Creative Studies Detroit, MI (BFA) May 2006 Major: Illustration & Fine Arts (Honors Student, Top Selection Award)

SKILLS

Traditional Media Painting, Drawing, Printmaking, Silkscreen, Sculpture, and Photography.

Digital Media Adobe: Photoshop, Illustrator Indesign, After Effects and premiere, Microsoft Word, PowerPoint.

EXPERIENCE

Freelance artist | 2007-now

SergeShop.com San Francisco, CA Commission work in editorial, Advertising Illustration, Branding, Logo, Iconography, UI design, storyboard.

Hound houndcontent.com Los Angeles, CA | 2015-2017

Commission artist, Creative and Art Director, Post Production Illustration, Background Art Design for Motion Graphics, Set Design.

Artists and Delicts andla.com Los Angeles, CA | 2011-2015

Commission artist, Creative and Art Director, Post Production Illustration, Background Art Design for Motion Graphics, Set Design.

Sargent House/ RefusedTV sargenthouse.com Los Angeles, CA | 2007-2011

(Grammy nominated) Commission artist, Post Production Illustration, Background Art Design for Motion Graphics, Set Design.

Bear Basics / Rasputin Music bearbasics.com Berkeley, CA | 2008-2010

In-Store Graphic Designer, Illustration, Window front Designs.

The Children Center thechildrenscenter.com Detroit, MI

Art Teacher and Tutor for Inner City kids. | 2002-2005

SOLO EXHIBITIONS

2025 UnConventional, 888 Marin St Gallery, San Francisco, CA

2023 PRINCE 2 QUEENS, Haight Street Art Center, San Francisco, CA

2020 P2Q, Voss Gallery, San Francisco, CA

2019 P.S. I Love You, Voss Gallery, San Francisco, CA

2019 VALID, Art-Artack Gallery, San Francisco, CA

2017 Different Rules, Spoke-Art Gallery, San Francisco, CA

2016 Combine, BlackBird Gallery, San Francisco, CA

2014 Gold, Spoke-Art Gallery, San Francisco, CA

2011 Absolute Happiness, Spoke-Art Gallery, San Francisco, CA

2010 Xcstasy, Medicine Agency Gallery, San Francisco, CA

GROUP EXHIBITIONS

2026 Conjuring Power, Yerba Buena Center for the Arts, San Francisco, CA

2017 David Lynch Tribute Art Show, Spoke-Art Gallery, New York, NY

2016 4th Annual 12X12 Exhibit, Gauntlet Gallery, San Francisco, CA

2015 Beyond Eden, LA Municipal Art Gallery (Spoke-Art), Los Angeles, CA

2015 La Couleur De L'etrangete, Spoke-Art Gallery, San Francisco, CA

2014 Contemporary Contemporary, Gauntlet Gallery, SF, CA

2013 Scorsese, Spoke-Art Gallery, San Francisco, CA

2013 Rediscovery, Gauntlet Gallery, San Francisco, CA

2013 Moleskine #3, Spoke-Art Gallery, San Francisco, CA

2013 Sex, Drugs, Money, & Guns, Gauntlet Gallery, San Francisco, CA

2013 Attention Earth, Strychnin Gallery, Berlin, Germany

2013 Visions and Reflections, Gauntlet Gallery, San Francisco, CA

2012 Picks of the Harvest, Thinkspace Gallery, Culver City, CA

2012 Moleskine #2, Spoke-Art Gallery, San Francisco, CA

2012 ArtPad, Spoke-Art Gallery (The Phoenix Hotel), San Francisco, CA

2013 ArtPad, Spoke-Art Gallery (The Phoenix Hotel), SF, CA

2012 Dark Spectrum, Oakland Art Murmur Gallery, Oakland, CA

2012 The Great West Coast Migration, Spoke-Art Gallery, SF, CA

2012 Hope-Beyond, Modern Eden Gallery, San Francisco, CA

2012 Days to Come, 5 Claude Lane Gallery, San Francisco, CA

2012 Stack the Deck, Fourth Wall Project, Boston, MA

2012 A Taste of Things to Come, Spoke-Art Gallery, San Francisco, CA

2012 Where We're Going, We Don't Need Roads, Gauntlet Gallery, SF, CA

2012 Wasted! The Great American Pastime, WWA Gallery, Culver City, CA

2012 Sea No Evil Art Show, Riverside Municipal Auditorium, Riverside, CA

2011 Quentin vs. Coen, Spoke-Art Gallery, San Francisco, CA

2011 Quentin vs. Coen II, Bold Hype Gallery, New York, NY

2011 Distillation Show, The Distillery Gallery, Boston, MA

2011 Wild Country, Space Gallery, San Francisco, CA

2011 Urban Roots, 323East Gallery, Royal Oak, MI

2011 Sink or Swim, Spoke-Art Gallery, San Francisco, CA

2010 Bad Dads, LoPo Gallery (Spoke-Art), San Francisco, CA

2010 Awesome Number One Big Fun Show, Medicine Agency, SF CA.

2010 Pazapa Art Auction Benefit, Braunstein Quay Gallery, SF, CA

2009 2nd Anniversary, Barber Lounge, San Francisco, CA

2008 Good Wood, 3rd Ward, Brooklyn, NY

2008 Suite Jesus, 111 Minna Gallery, San Francisco, CA

2007 Satori, Synergy fine art Gallery, Berkley, MI

2006 Potluck, Pr1mary Space Gallery, Hamtramck MI

2006 ManBox, Pr1mary Space Gallery, Hamtramck MI

MURALS

2024 Jones Mural, 620 Jones St, San Francisco, CA

2024 Stateline Road Mural, 872 Vallejo St, Napa, CA

2023 L'Mida, 2359 Chestnut St, San Francisco, CA

2023 Circle of Change, 4122 18th St., San Francisco, CA

2023 Mr. P, 385 8th St, San Francisco, CA

2022 Lights, Camera, Action, 560 4th St, San Francisco, CA

2022 Maitri, 401 Duboce Ave, San Francisco, CA

2021 All Things Hemp: 3738 Grand Ave, Oakland, CA

2021 Break Free, 989 Post St, San Francisco, CA

2021 Safety First, 2390 Market St, San Francisco, CA

2021 Burma Love, Downtown: 8 Mint Plaza, San Francisco, CA

2020 Flamingo Resort, 777 4th St, Santa Rosa, CA

2020 Moby Dick, 4049 18th St, San Francisco, CA

2019 The Little Chihuahua, 1431 Polk St, San Francisco, CA

2019 Here's How Bar, 1780 Telegraph Ave, Oakland, CA

2019 Love Shack by SPARC, 502 14th St, San Francisco, CA

2019 Japan Crate Headquarters, Los Angeles, CA

2018 Hotel San Francisco, 653 Commercial St, San Francisco, CA

2018 Khamsa, 1503 15th St, San Francisco, CA

2017 Heritage Restaurant, 708 Clement St, San Francisco, CA

2017 Cafe Claude, 7 Claude Ln, San Francisco, CA

2017 Atelier Emmanuel Salon, 9 Claude Ln, San Francisco, CA

2016 Lush Lounge, 1221 Polk St, San Francisco, CA 94109

2016 Japan Crate Headquarters, (Market) San Francisco, CA

2015 Japan Crate Headquarters, (Richmond) San Francisco, CA

2009 Barber Lounge Salon & Spa, 854 Folsom St San Francisco, CA

May 1, 2026

SF Arts Commission
401 Van Ness Avenue, Suite 325
San Francisco, CA 94102

Dear Arts Commission,

My name is Timothy Hampton, Director of Cultural Programs at the SF LGBT Center. I'm writing to express my support for the Castro LGBTQ Cultural District's new mural project.

The Castro LGBTQ Cultural District has commissioned artist Serge Gay JR, who has several successful mural projects in the Castro, and this new mural will be a welcome addition.

This mural project will positively impact the community by highlighting and commemorating the People's March, an important collective action, where the community came together to make their voice heard. The District has a proven track record of commissioning mural installations that consistently improve the neighborhood and increase visibility of LGBTQ+ artists and culture in the Castro.

On behalf of the SF LGBT Center, I urge you to approve this mural project.

Sincerely,

Timothy Hampton

Timothy Hampton
Director Cultural Programs
SF LGBT Center





May 6, 2026

SF Arts Commission
401 Van Ness Avenue, Suite 325
San Francisco, CA 94102

Dear SF Arts Commission,

My name is Nate Bourg, President of the Castro Merchants Association, and I write to express support for the mural project being undertaken by the Castro LGBTQ Cultural District. This mural will positively impact the community by highlighting and commemorating a moment that the community came together to resist and make their collective voice heard through the People's March produced by Juanita More and Alex U. Inn. The artist that will create the mural, Serge Gay Jr, has several other successful mural projects in the Castro and this new one will be a welcome addition.

The Castro Merchants regularly collaborates with the Castro LGBTQ Cultural District whenever our efforts align. We appreciate the district's efforts to help revitalize the Castro through arts and cultural events and small business support, as well as work on many other fronts that benefit LGBTQ+ people.

Castro Merchants is made up of merchants based in San Francisco's iconic Castro neighborhood, an international beacon of freedom, acceptance, creativity, and diversity. Castro Merchants is proud to count among its founders Castro's own Harvey Milk, who understood that thriving Castro businesses would help create a strong and influential community. Our members include a variety of businesses, including food and beverage, nightlife/entertainment, retail, salons, spas, healers, professional services, and community organizations. All serve area residents as well as the many domestic & international visitors who make Castro a popular tourist destination. Our mission is to protect, promote, and advocate on behalf of all Castro businesses.

All the best,

A handwritten signature in black ink, appearing to read "Nate Bourg", with a stylized flourish at the end.

Nate Bourg
President, Castro Merchants Association



HAKIMI LAW

May 8, 2025

Re: New Mural by Serg Gay Jr. on Hartford Street

Dear Commissioners,

On behalf of the owners of 117 Hartford Street, please accept this letter of approval and support for installation of the new mural by Serg Gay Jr. on the side of our building. As the president of our Homeowners Association, I was asked to present this letter of support for the unique opportunity of adding another of Serg's beautiful work to the corner of Hartford and 18th Street in Castor district.

I have had the pleasure of witnessing the beautification of our entire neighborhood because of Serg's generosity throughout the years as a talented artist and a visionary community member. His commitment to ensuring visibility of the diversity of the LGBTQ+ community - by preserving and uplifting the history and stories of all members of our community in the Castro through his murals - has had a direct and meaningful impact on the visual representation of our neighborhood. We are delighted to be part of this collaboration and look forward to having this proposed mural submitted in this package added as his second piece on the corner of Hartford street.

Thank you for your time and consideration. If you have any questions, please do not hesitate to contact me through emails at art2powernow@gmail.com.

Best Regards,


Mahsa Hakimi,
Former SFAC Commissioner

Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, Serge Gay Jr has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, Mahsa Hakimi (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type, mural, medium]:

Outdoor Mural Painting On a side of building: 117 Hartford St San Francisco

Approximately 10 ft High x 3.5 ft Wide, upper \side wall Timeline: 1 to 2 days

TITLE, DATE: People's March Mural

DIMENSIONS: 10 ft x 3.5 ft

ADDRESS/LOCATION: 117 Hartford St San Francisco

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: **117 Hartford Street, Apt 1, San Francisco CA 94114**

PROPERTY OWNER

Property Owner: Hartford Association

(or Authorized Agent): Mahsa Hakimi, HOA President

Address:

Email:

Phone:

SIGNATURE:

DATE:

May 7, 2020

ARTIST understands the effect of this waiver and hereby acknowledges that ARTIST is surrendering the rights described herein with respect to the Artwork.

Artist: Serge Gay Jr.

Address:

Email:

Phone:

SIGNATURE:

DATE:

04 / 24 / 2026

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->

People's March Mural Maintenance Plan

Mural location:

117 Hartford Street

Responsible Party:

Property Owner

Maintenance Plan:

The property owner is responsible for cleaning the mural on an as-needed basis.

Graffiti Abatement:

Anti-Graffiti coating from Sherwin Williams will be applied to the finished mural. Graffiti is not expected to be an issue in this location as the mural will be placed high above the sidewalk. Should graffiti occur the Castro LGBTQ Cultural District will work with Serge Gay JR and the property owner to make repairs.

JUANITA MORE & ALEX U. INN

People's March & Rally

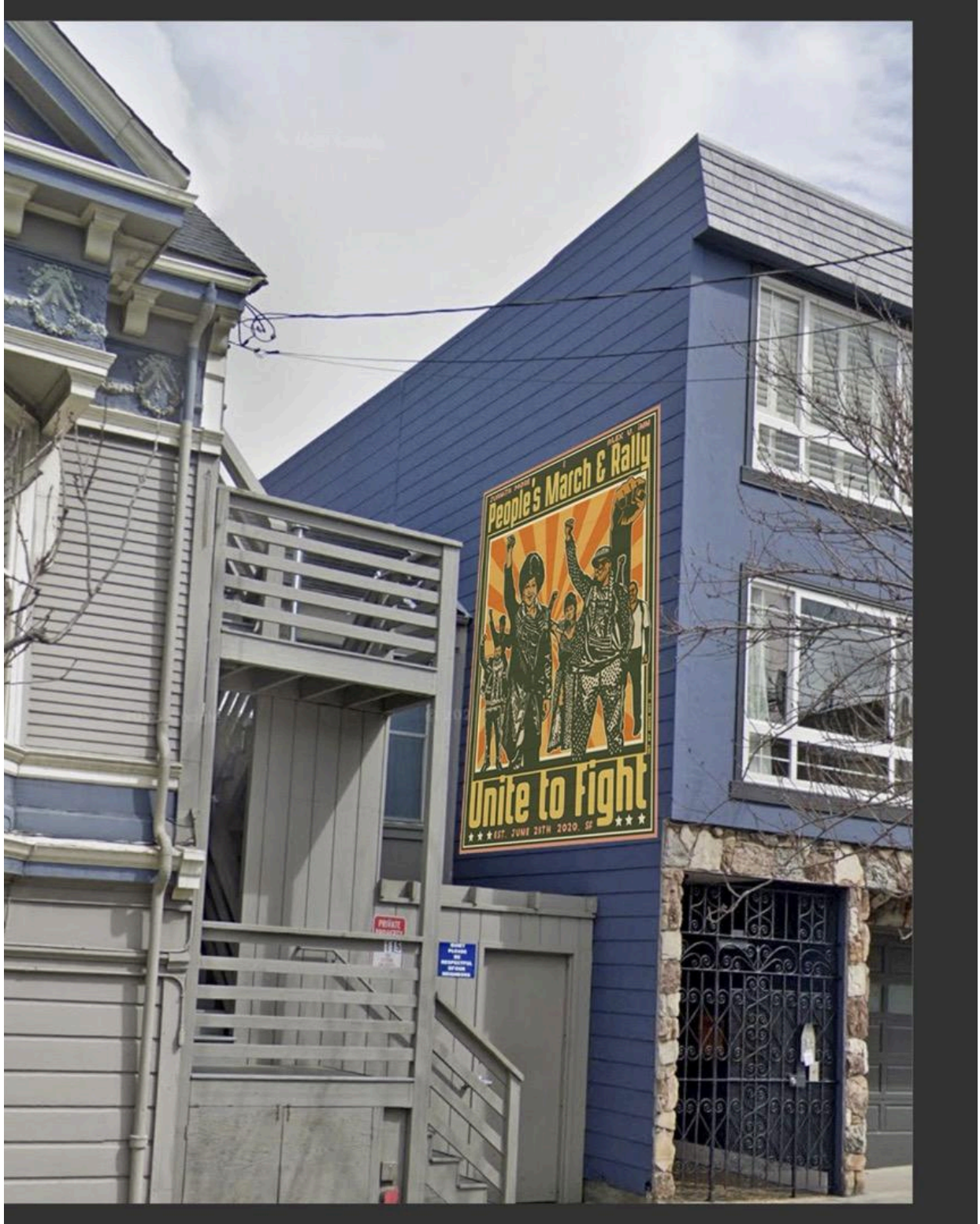


ART BY SERGE GRAY JR.

Unite to Fight

★ ★ ★ EST. JUNE 28TH 2020, SF ★ ★ ★

10 ft High x 3.5 ft Wide



Dimensions: 10' high x 3.5' wide