



YERBA BUENA GARDENS

CONSERVANCY

Call for Artist Submissions

**Design for two murals
in the heart of downtown
San Francisco**

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4th Street, between Howard and Folsom Streets

Overview

- Yerba Buena Gardens Conservancy is seeking artists/designers to create 2D flat work designs.
- There are no limitations for the theme of designs submitted.
- Murals may be applied by paint, vinyl, or a combination of both applications – depending on artist intention, location on site, installation budget.
- This project is a partnership between Yerba Buena Gardens Conservancy and SFMTA, funded by Caltrans Clean California.
- The two areas identified for the murals are on 4th Street, between Howard and Folsom Streets, on the east side of the street. Please see photos (at end of posting).

A jury will select two artists/designers (or collectives) based on review of portfolio materials and suggested design concept(s) described in their application.

The selected artist (or collective) for each of the two murals will each receive \$10,000 honorarium for their final artwork.

A separate budget, provided by the project funder, will be used to pay installation costs.

The art will be displayed for a minimum of one year.

If interested in this opportunity, please complete and email this application no later than midnight on August 31, 2022.

Project Criteria

To apply, applicants must meet ALL of the following criteria:

- You are an individual artist, individual designer, or collective.
- You are primarily based in the Bay Area.
- You agree to create work within the dimensions described.
- If selected, the individual or collective will be asked to create up to three separate designs as graphics files. The work will be approved by a jury before installation.
- Only fully completed applications received by August 31, 2022 at midnight will be accepted for review

Please know that information beyond the application may be requested to make final selections.

Submitting an Application

Email:

engagement@ybgardens.org

Subject:

4th Street Murals Project

If preferred, applications may be mailed or delivered to:

Yerba Buena Gardens Conservancy
750 Howard Street
San Francisco, CA 94103

Location

The site for the murals has high visibility to residents, business visitors and tourists to San Francisco. The 4th Street corridor sees heavy pedestrian, bicycle, and car traffic. The location is adjacent to Moscone Center, the second-largest convention center in California and within 150 yards of four of the six largest hotels in San Francisco.

Dense senior housing, mid-rise condominiums, office buildings, and popular restaurants border the area.

Background on 4th Street Murals Project

The murals are an integral part of an initiative to make Yerba Buena Gardens more accessible from the soon-to-be opened SFMTA Moscone/Yerba Buena transit station. The currently blank and uninviting walls present enormous canvases and opportunity for “celebration gateways.” The future murals, created by regional artists, will create a sense of welcome that is missing from the perimeter of the park.

The first mural will replace approximately 450 square feet of blank concrete along the large staircase on 4th Street, rising from the sidewalk level to the entrance of the public park.

The second mural will live on the exterior wall of the Children’s Creativity Museum and South of Market Childcare Center. The exterior wall space, also estimated at 450 square feet, directly faces the 4th Street corridor and the new SFMTA Moscone/Yerba Buena station.

Yerba Buena Gardens is a public park which serves convention center attendees, tourists, and Bay Area residents. The Gardens hosts several major museums (SFMOMA, YBCA, Contemporary Jewish Museum, MOAD, Children’s Creativity Museum), retail, and expansive public open space with garden areas, plazas, public art, ice rink and bowling center, historic carousel, and a playground.

A panel of community and arts leaders will select the artists/designers for the project. The artist will then work with neighborhood partners including Yerba Buena Center for the Arts (YBCA), Children’s Creativity Museum, South of Market Child Care Center, SOMA Pilipinas, and Tenants and Owners Development Corporation (TODCO) to engage the community in a dialogue about the project themes and desired results.

Yerba Buena Gardens Conservancy

The Yerba Buena Gardens Conservancy is a civic nonprofit organization established in 2019 to program, operate, maintain, and improve Yerba Buena Gardens on behalf of the City and County of San Francisco.

APPLICATION for 4th Street Murals

(SOMA Gardens Transit Connection Project)

Please email: engagement@ybgardens.org

Name of Artist or Group:

Primary Contact Name (or group title, if the applicant is an organization or group):

Address:

Primary Contact Telephone:

Primary Contact Email:

Website or Online Portfolio:

Instagram or Other:

Design concept(s) for mural. What themes or elements would be included?

Materials used (vinyl, paint, other)?

Please submit images of up to 10 past/completed work for consideration that best align with your approach to creating a work for the project site. These images may be duplicates of images that appear on website, portfolio, or other online resource above.

Location 1



Exterior wall space directly facing the 4th Street corridor and the new SFMTA Moscone/Verba Buena station. Design: Estimated 450 square feet. Artist may use more square footage on these walls as design and budget permit.

Location 2



The large central staircase on 4th Street, rising from the sidewalk level to the entrance of the park. The art for this site can include: the vertical (or facades) but not the horizontal surfaces of the stairs, the stairway walls, and the walls immediately adjacent to the stairway. Design: Estimated 450 square feet. Artist may use more square footage on these walls as design and budget permit.

Existing Conditions



Site Map

