

YERBA BUENA GARDENS  

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CONSERVANCY



# Call for Artist Submissions

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

Yerba Buena Gardens Conservancy | 700 Howard Street, San Francisco, CA 94102 | 415.651.3684

# Call for Artist Submissions

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## Design for two murals in the heart of downtown San Francisco – Phase 2.

4th Street, between Howard and Folsom Streets up to the corner of 4<sup>th</sup> and Folsom Street, an area that sits in the SOMA Pilipinas Filipino Cultural Heritage District.

### 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. Credit will be given for references to historical and area significance related to cultures, art, music, dance, and food.
- Murals will be installed as a vinyl application, as was successful on the rest of the wall.
- This project is a partnership between Yerba Buena Gardens Conservancy and San Francisco Department of Public Works (SFPDW).
- 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 March 22, 2024. Please provide the draft design at this time too as we are time constrained to get this project completed by 31 May 2024.

## 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 March 22, 2024 at midnight will be accepted for review
- All the art submissions, once selected for production and install, become the copyrighted property of the Conservancy, with full credit provided to the artists.

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

## Submitting an Application

Email:

[sghose@ybgardens.org](mailto:sghose@ybgardens.org)

Subject:

4th Street Murals Project – Phase 2

Please offer the application and materials in PDF

If preferred, applications may be mailed or delivered to:

Yerba Buena Gardens Conservancy  
750 Howard Street  
San Francisco, CA 94103.  
Attn: Seve Ghose  
Executive Director

## 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 newly opened SFMTA Moscone/Yerba Buena transit station. The currently blank and uninviting walls present enormous canvases and opportunity for “celebration gateways.” The murals, created by regional artists, will create a sense of welcome that is missing from the perimeter of the park, and enhance the elevated experience now available through the two existing murals.

The first mural will replace approximately 450 square feet of blank concrete at the exterior bottom area of the patio up to the smaller staircase of Children’s Creativity Museum (CCM) facing the 4th Street sidewalk and including the area below the steps.

The second mural will live on the exterior wall of the South Of Market Child Care Center (SOMACC). The exterior wall space, estimated at around 600 square feet, faces the 4th Street corridor all the way to the corner of 4<sup>th</sup> and Folsom Streets.

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 arena and bowling center, historic carousel, and a playground.

A panel of community and arts leaders will select the artists/designers for the project.

## 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.

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## APPLICATION for 4th Street Murals – Phase 2

Please email: [sghose@ybgardens.org](mailto:sghose@ybgardens.org)

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**Name of Artist or Group:**

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

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**Address:**

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**Primary Contact Telephone:**

**Primary Contact Email:**

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**Website or Online Portfolio:**

**Instagram or Other:**

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**Design concept(s) for mural. (Please provide high resolution PDF's for consideration, as attachments.)**

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**Please submit images of up to 5 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.**

## Location 1



Exterior wall space below the CCM Patio facing the 4th Street corridor. The art for this site includes: the vertical (or facades) and all 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.

## Location 2



The large walls facing 4th Street up to the wall facing Folsom Street. The art for this site includes: the vertical (or facades) and all the horizontal surfaces of the stairs, the stairway walls, and the walls immediately adjacent to the stairway. Design: Estimated 600 square feet. Artists may use more square footage on these walls as design and budget permit.

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## Existing Conditions



## Site Map

■ Murals

