



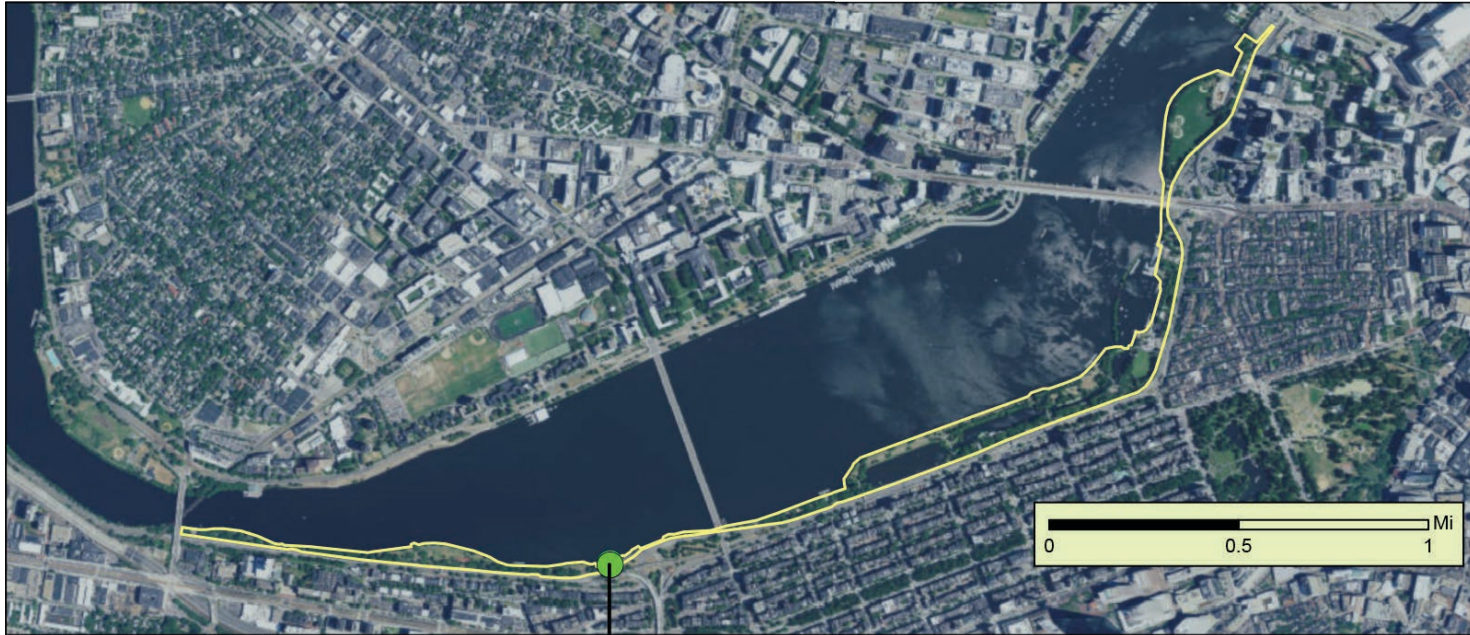
Patterned Behavior

a temporary mural
by Silvia López Chavez for
the Charles River Esplanade

Summer 2017



LOCATION



Bowker Overpass
Charles River Esplanade

PROPERTY OWNERS & PARTNERS



Mass. Dept. of Transportation (MassDOT) – owns and maintains the ramp wall and pillars incorporating Storrow Drive/Route 28 West. Also referred to as the Bowker Overpass.

Department of Conservation and Recreation (DCR) – owns and maintains the Charles River Esplanade including the Dr. Paul Dudley Bike Path.

The Esplanade Association – property stewards improving the physical conditions and cultural activities on the Esplanade.

Now + There – curatorial consultant for temporary art and contractor.

EXISTING CONDITIONS



An unwelcoming area covered in graffiti and peeling paint.

EXISTING CONDITIONS – LONG WALL



Storrow Drive West ramp wall; photo looking east. Wall is painted pinkish beige and is attractive to graffiti taggers.

EXISTING CONDITIONS – LONG WALL

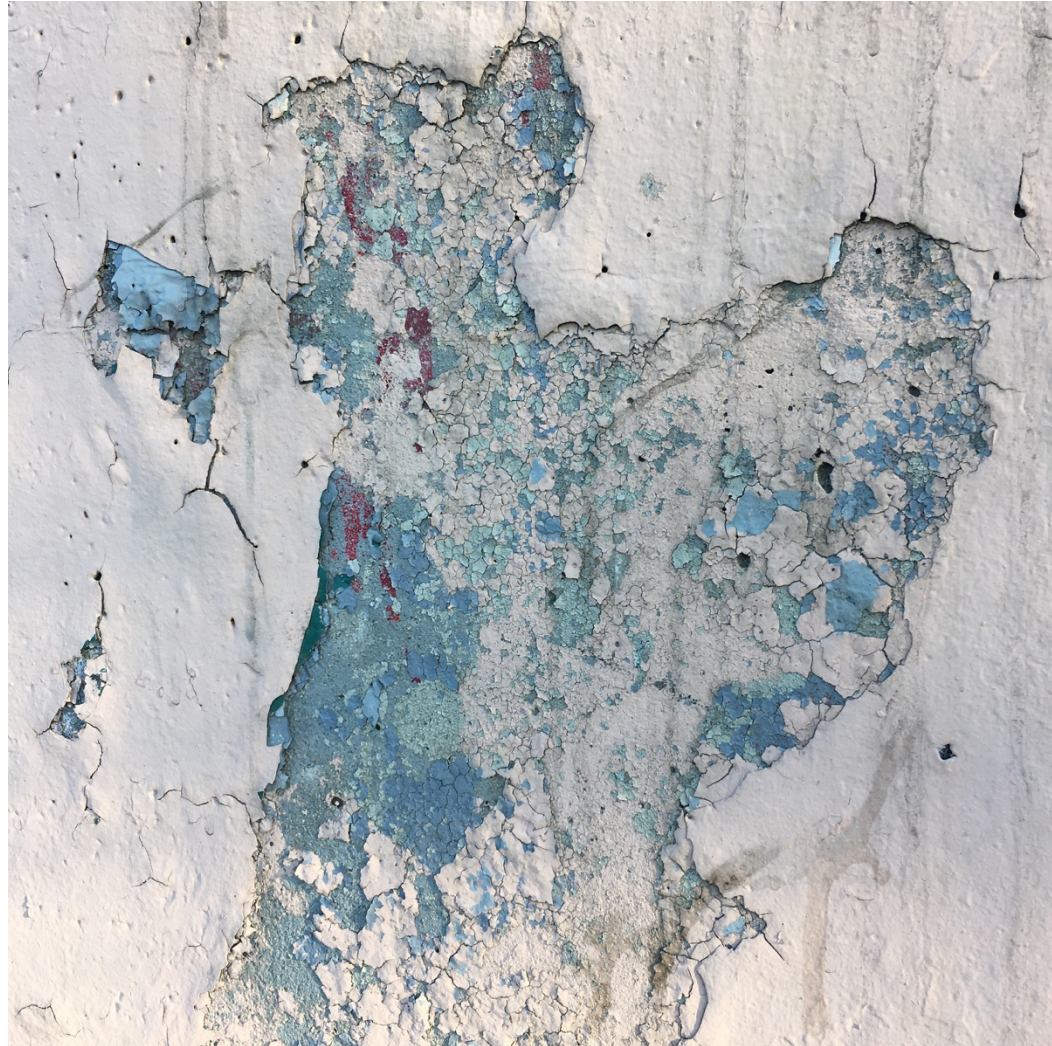


Storrow Drive West ramp wall; looking west.

EXISTING CONDITIONS – LONG WALL



EXISTING CONDITIONS – LONG WALL



Storrow Drive West ramp wall has 2 or 3 layers of acrylic paint from a previous mural and efforts by DCR to cover up graffiti. (Detail of paint peeling.)

EXISTING CONDITIONS – LOW WALL



Low wall under the Storrow Drive West ramp; looking West.

EXISTING CONDITIONS – (3) PILLARS



Three pillars holding up Storrow Drive West; looking west with “low wall” in the background.
Image on right shows pillar hidden behind.

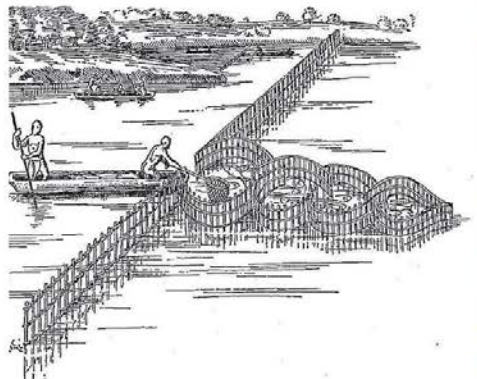
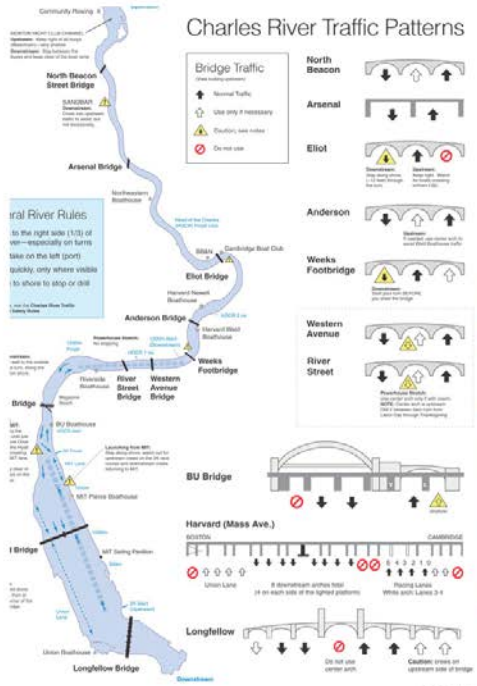


ARTIST - SILVIA LOPEZ CHAVEZ



- With roots in the Dominican Republic, interdisciplinary artist Silvia López Chavez has based her collaborative works and public commissions in the Boston area for 15+ years.
- An award-winning design professional, she works with high-profile companies and institutions such as the Museum of Fine Arts, Boston, the World Health Organization, the World Bank and the Bill & Melinda Gates Foundation.
- López Chavez is motivated by the power of the creative process as an agent for positive change.

CONCEPT INSPIRATION



ARTIST STATEMENT

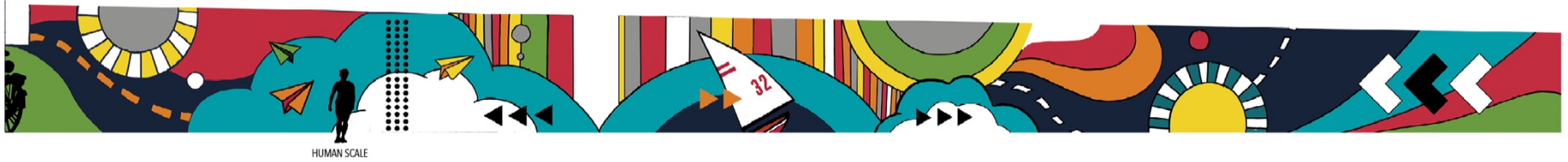
PATTERNED BEHAVIOR

Fast paced bicyclists. Boat traffic. Skaters, pedestrians, scooters commuting to work and play. Sounds of car horns. Joggers, strollers, families enjoying the river view and the city view taking in architecture, landscaping, and the rhythm of traffic. The Charles River Esplanade is quintessentially Bostonian. A place where you can find unexpected beauty and joy within an ordinary urban landscape.

The concept for this mural takes inspiration from The Esplanade's immediate environment, and the many ways these spaces are utilized day-to-day. The elements grow - starting simply on the pillars and growing in depth, detail, and vibrancy to full coverage on the underpass wall facing the river. Bright colors and bold graphic elements bring energy to the grey structures - a celebration of The Esplanade and all the ways it serves the people of Boston. It reflects on the relationships and patterns created by the human interaction with the space and the busy intersection of water, land and sky.

FINAL DESIGN

MAIN WALL 130ft. W x 11-3.5 ft. H



WALL CONTINUITY VIEW AND SITE MOCK-UPS



UNDER PATH WALL 29ft. W x 7ft. H



COLOR PALETTE



FINAL DESIGN

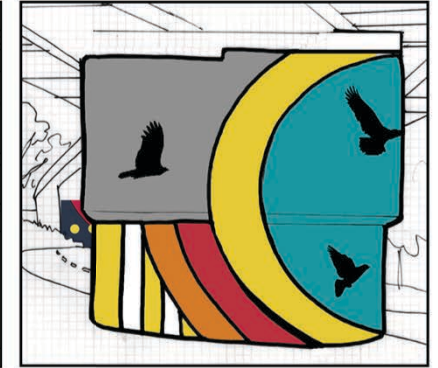
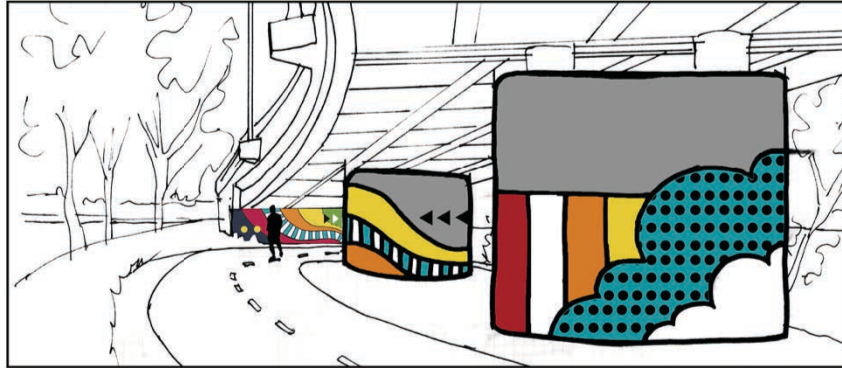


FINAL DESIGN

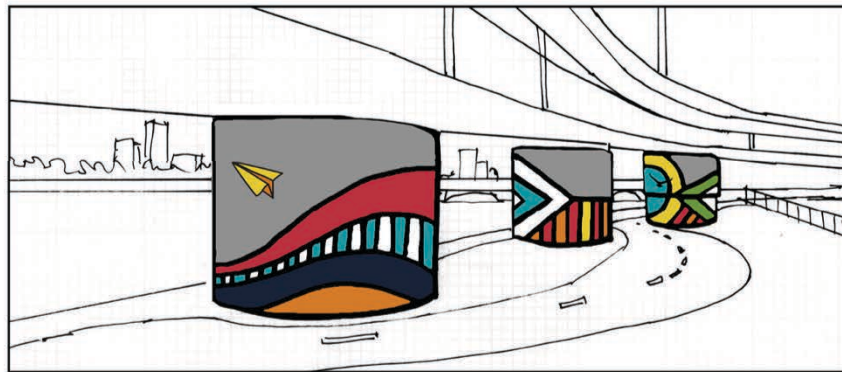
MOCK-UPS



PILLARS SOUTH BOUND VIEW

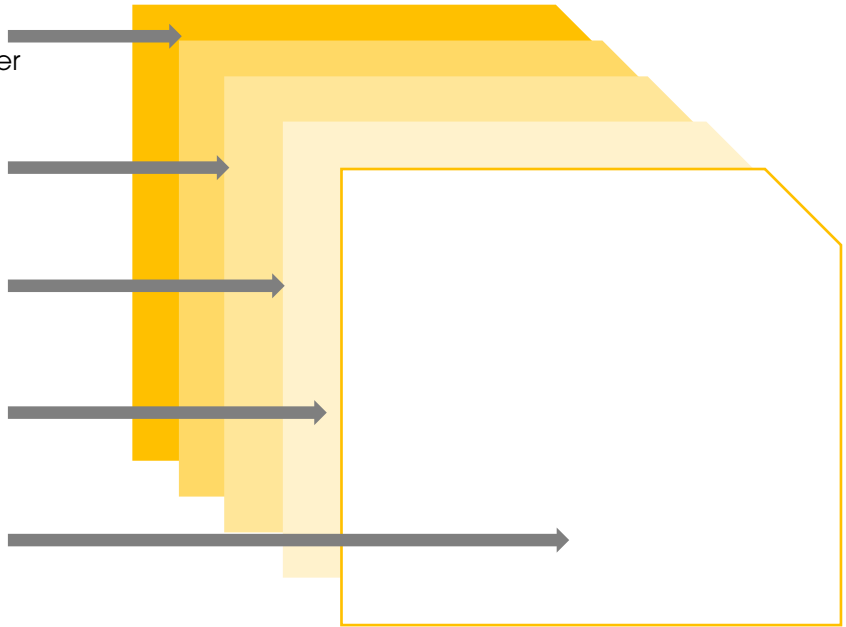


PILLARS NORTH BOUND VIEW



MATERIALS

1. Two coats of anti-graffiti base – Prosoco DeFacer Eraser
2. Two coats of primer – Benjamin Moore Fresh Start
3. Paint – Regal Select Exterior Benjamin Moore
4. Two coats of top coat – Minwax water based Polycrylic clear satin
5. Two coats of anti-graffiti sealer



MATERIALS TEST ON SITE



REMOVAL TEST

CONCRETE SYSTEM TEST



TIMELINE

JUNE – JULY

Conceptual Design approved and shared with stakeholders including but not limited to:

- MassDOT
- DCR
- Community organizations and neighbors
- Boston Art Commission
- Boston Landmarks Commission

LATE JULY

Final Design approved by all stakeholders.

AUG

Final contract with artist, 8/1/17
Existing paint removed and wall prepared, 8/1-8/14/17
Mural painted, 8/16-8/31/17



ADDENDUM – PAINT REMOVAL BY DCR CONTRACTOR

Scope of work Work to be performed by DCR contractor: Remove graffiti and paint from concrete walls and piers using the sodablast method. Sodablasting is a paint stripping and cleaning technique that propels specially formulated sodium bicarbonate (baking soda) via compressed air onto the surface without damaging the existing substrate. Paint and graffiti are pulverized and dissolved by the blasting.

Site Prep Plastic tarp will be used to cover the fence along the bike path to protect the area.

Ped. Traffic Control The inside lane of the bike path (closest to the concrete wall) will be closed to pedestrian traffic using traffic cones. Two flaggers will be staged at either end of the work area to assist with pedestrian traffic control. The flaggers will stop pedestrians from entering the work area then notify the blasters to halt work before allowing the pedestrian traffic through the work area. Temporary signs will be installed within the work area to notify pedestrians of the work.

ADDENDUM – PAINT ADDITION BY NOW + THERE

Scope of work

Mural painting with multiple layers. See page 18.

Site Prep and Materials

Wall prep completed by sodablastering technique.

Portapotty and Jobbox delivered by rental company in advance of paint application. Plastic tarp will be used to cover the inside lane of bike path to protect.

All materials will be left on site and locked up at night. Artist will drive personal vehicle on site first and last day of work.

Ped. Traffic Control

The inside lane of the bike path (closest to the concrete wall) will be closed to pedestrian traffic using traffic cones and yellow caution tape on the pathway. Two volunteers will be staged at either end of the work area to assist with pedestrian traffic control. Temporary signs will be installed within the work area to notify pedestrians of the work.

Defacer Eraser®

Sacrificial Coating SC-1

removable anti-graffiti shield

OVERVIEW

Defacer Eraser® Sacrificial Coating SC-1 is a clear, water-based sacrificial coating for control of graffiti on most building surfaces. SC-1 acts as a graffiti barrier, preventing spray paints, crayons and ink from penetrating and staining the underlying surface. Graffiti is removed from protected surfaces by high-pressure hot water, Defacer Eraser® Graffiti Wipe or Sure Klean® Fast Acting Stripper. The coating must then be reapplied to restore the graffiti barrier.

SC-1 allows cost-effective control of chronic graffiti without chemical strippers or abrasives that can damage building surfaces or the surrounding environment. It allows protection of limited areas and spot reapplication without a noticeable change in overall color or appearance. The coating is formulated as a water-thin liquid for spray application to porous and textured surfaces.

SC-1 complies with all known regulations limiting Volatile Organic Compound (VOC) content.

SPECIFICATIONS

For all PROSOCO product specifications visit www.prosoco.com and click on "SpecBuilder" or "Solution Finder."

ADVANTAGES

- Allows quick removal of tough graffiti stains from porous and dense surfaces.
- Multi-purpose – suitable for masonry, wood, metal and most painted and synthetic surfaces.
- Does not darken or alter natural color.
- Allows same-day re-protection.
- Good UV stability provides minimum 5 years exterior performance.
- Protected areas "breathe" – protects without heavy buildup.
- Very little color change – no shine or gloss.
- Complies with all known national, state and district AIM VOC regulations.

Limitations

- Abrasion will damage coating.
- Graffiti resistance may be reduced by maintenance cleaning. Reapply sacrificial coating to restore graffiti resistance.
- Not suitable for horizontal surfaces.
- Not suitable for application over existing water repellents.
- May blush on certain substrates or when over applied. Always test.
- May blush when applied to damp surfaces or when moisture comes through the substrate.

REGULATORY COMPLIANCE

VOC Compliance

Defacer Eraser® Sacrificial Coating SC-1 is compliant with the following national, state and district VOC regulations:

- US Environmental Protection Agency
- California Air Resources Board SCM Districts
- South Coast Air Quality Management District
- Maricopa County, AZ
- Northeast Ozone Transport Commission

TYPICAL TECHNICAL DATA

FORM	White semi-opaque liquid
SPECIFIC GRAVITY	0.976
pH	9.5–10
WT/GAL	8.12 lbs
ACTIVE CONTENT	10%
TOTAL SOLIDS	10% ASTM D 2369
VOC CONTENT	<30 g/L Low Solids Coating
FLASH POINT	>200°F (>93°C) ASTM D 3278
FREEZE POINT	32°F (0°C)
SHELF LIFE	2 years in tightly-sealed, unopened container

Sacrificial Coating SC-1

PREPARATION

Protect people, vehicles, property and all surfaces not meant for protection with SC-1 from product, splash, fumes, residue and wind drift. Plants may be protected with running sprinklers. Protect and/or divert pedestrian and auto traffic. Remove spill and over spray immediately from horizontal surfaces as they will become extremely slippery.

Surface must be clean, dry and absorbent. Do not apply after rain until surface is thoroughly dry. If cleaning is needed, use the appropriate Sure Klean® or Stand Off® cleaner. For previously painted or metal surfaces, most can be coated 20 minutes to one hour after cleaning. Other surfaces should be allowed to thoroughly dry before treatment.

Remove graffiti from unpainted surfaces using Defacer Eraser® Graffiti Wipe or Sure Klean® Fast Acting Stripper. Rinse thoroughly. Apply SC-1 once surface appears dry.

On painted surfaces, cover graffiti with a fresh coat of paint. Let the new paint dry thoroughly before applying SC-1. Use clean water heated to 180°F (82°C) to remove SC-1 from painted surfaces.

Surface and Air Temperatures

Surface and air temperatures should be 40–90°F (4–32°C). Do not apply during rain showers. Protect freshly coated surfaces from rain for two hours following application.

Equipment

Apply using a garden tank sprayer or conventional airless spray equipment. Adjust tips and pressure for a wide spray pattern. Use only low pressure for application. Do not atomize.

SC-1 is made for spray application but may be applied with a brush or roller.

Storage and Handling

Keep from freezing. Store in a cool, dry place. Always seal container when not dispensing. Do not alter or mix with other chemicals. Published

shelf life assumes upright storage of factory-sealed containers in a dry place. Maintain temperatures of 45–100°F (7–38°C). Do not double stack pallets. Dispose of unused product and container in accordance with local, state and federal regulations.

APPLICATION

Before use, read "Preparation" and "Safety Information."

ALWAYS TEST each type of surface for suitability and results before overall application. Also test for application speed, pattern and technique needed for a uniform, even coat. Test using the following application instructions.

Dilution

Apply as packaged. Do not dilute or alter. Stir or mix well before use.

Typical Coverage Rates

Coverage rates vary based on surface texture and porosity.

- 75–400 square feet per US gallon
- 7–37 square meters per US gallon

Application Instructions

1. Spray surface lightly from top to bottom. Use an overlapping horizontal spray pattern. (Follow up with a vertical stroke for deep vertical recesses). Avoid flooding the surface or creating heavy rundowns.
2. Let treatment penetrate for 1–2 minutes. Remove buildups using a damp brush or roller.

Note: Metal and some painted surfaces can be protected with one coat. Coverage rate for unpainted metal is 300–600 sq.ft./gal.

3. Two coats are recommended for porous surfaces and where protection against felt tip markers (inks) is required. Let previous coat dry to touch (20–30 minutes). Lightly apply subsequent coats. Will dry thoroughly in 1–2 hours.

ALWAYS TEST

ALWAYS TEST a small area of each surface to confirm suitability and desired results before starting overall application. Test with the same equipment, recommended surface preparation and application procedures planned for general application.

Minimizing Shadows

Three or four coats may be required for effective protection of more sensitive surfaces. The heavier protective film makes shadow removal easier. Shadows/residue left on some surfaces can be removed using Defacer Eraser® Graffiti Wipe or Sure Klean® Fast Acting Stripper followed by pressure water rinsing.

Surface Inspection

After the surface is dry, inspect carefully to assure that enough material has been applied to create a continuous light film across the surface. This film can usually be seen within 12 inches of the surface and in raking (angled) light. If a continuous surface film cannot be detected, an additional coat may be required. Up to four spray coats may be required for adequate protection of some surfaces.

Cleanup

Clean brushes, rollers and spray equipment using warm, soapy water. Use a mild solvent such as mineral spirits or paint thinner for heavy buildups.

Sacrificial Coating SC-1

Graffiti Removal

Remove graffiti or other surface stains using high-pressure hot water. Equip sprayer with a 15–25° fan spray tip. Sprayer should deliver three to six gallons (minimum) per minute of 180°F (82°C) heated water at a pressure of 500–1500 psi. To avoid damaging the surface, always use the lowest psi possible that still gives effective results. Apply pressure spray from top to bottom, allowing warm water to flow over the graffiti-stained area. Rinse thoroughly.

Shadows/residues that remain in some surfaces may be removed using Defacer Eraser® Graffiti Wipe. When surface is dry, reapply SC-1 to restore protection.

NOTE: If high-pressure hot water spray equipment is not available, remove graffiti and the SC-1 coating using Defacer Eraser® Graffiti Wipe. Apply Graffiti Wipe and allow to remain for three to five minutes. Remove with cold pressure-water rinse or stiff-bristled brush and garden hose. Rinse thoroughly.

Maintenance

After five years, remove coatings not attacked by graffiti using high-pressure hot water. Reapply coating to restore graffiti resistance.

The treated surface may be periodically rinsed/washed down with cold water and mild detergents. Avoid using harsh detergents or industrial cleaners on protected surfaces.

If thorough cleaning is required, remove coating completely and re-protect affected area after surface is cleaned. When hot water is not available, the sacrificial coating may be removed using conventional paint or graffiti removers followed by cold-water rinse.

Other Uses

The easy reversibility of SC-1 makes the coating a suitable masking agent for many commercial and industrial applications requiring temporary protection against over spray of paint and other spray-applied materials.

SC-1 is an ideal maintenance coating for areas of commercial buildings that are difficult to keep clean. Protect trash enclosures, loading docks, landscape walls and other areas exposed to regular mud splash or other staining. Periodic washing with hot water restores a like-new appearance. The surface can then be re-protected for another maintenance cycle. Note: Not suitable for horizontal surfaces. Extremely slippery when wet.

SAFETY INFORMATION

Defacer Eraser® Sacrificial Coating SC-1 is a water-carried product. Use appropriate safety equipment and job site controls during application and handling. Read the full label and MSDS for precautionary instructions before use.

First Aid

Ingestion: Do not induce vomiting. Call a physician, emergency room or poison control center immediately.

Eye Contact: Rinse thoroughly for 15 minutes. Get medical assistance.

Skin Contact: Remove contaminated clothing and wash affected area with soapy and water. Seek medical assistance if persistent irritation develops. Launder contaminated clothing before reuse.

Inhalation: Remove to fresh air. Consult with physician if irritation persists.

24 Hour Emergency Information:
INFOTRAC at 800-535-5053

BEST PRACTICES

Rapid removal is the key to preventing graffiti. Studies show graffiti vandals move on from places where their work is not allowed to stay on view.

Never use products that are not specifically made and warranted for graffiti removal. The wrong product can lock the graffiti in permanently.

Remove graffiti media from Sacrificial Coating SC-1 protected masonry with a hot-water pressure wash, or cold water assisted by Defacer Eraser® Graffiti Wipe.

After removing a “tagged” SC-1 coating, let the wall dry thoroughly before reapplying.

Apply SC-1 lightly. Inspect treated wall carefully after application to ensure uniform coverage.

Never go it alone. If you have problems or questions, contact your PROSOCO distributor or field sales representative. Or call PROSOCO technical Customer Care toll-free at 800-255-4255.

Sacrificial Coating SC-1

WARRANTY

The information and recommendations made are based on our own research and the research of others, and are believed to be accurate. However, no guarantee of their accuracy is made because we cannot cover every possible application of our products, nor anticipate every variation encountered in masonry surfaces, job conditions and methods used. The purchasers shall make their own tests to determine the suitability of such products for a particular purpose.

PROSOCO, Inc. warrants this product to be free from defects. **Where permitted by law, PROSOCO makes no other warranties with respect to this product, express or implied, including without limitation the implied warranties of**

merchantability or fitness for particular purpose. The purchaser shall be responsible to make his own tests to determine the suitability of this product for his particular purpose. PROSOCO's liability shall be limited in all events to supplying sufficient product to re-treat the specific areas to which defective product has been applied. Acceptance and use of this product absolves PROSOCO from any other liability, from whatever source, including liability for incidental, consequential or resultant damages whether due to breach of warranty, negligence or strict liability. This warranty may not be modified or extended by representatives of PROSOCO, its distributors or dealers.

CUSTOMER CARE

Factory personnel are available for product, environment and job-safety assistance with no obligation. Call 800-255-4255 and ask for Customer Care technical support.

Factory-trained representatives are established in principal cities throughout the continental United States. Call Customer Care at 800-255-4255, or visit our web site at www.prosoco.com for the name of the Defacer Eraser[®] representative in your area.



Boston **ART** *Commission*

June 27, 2017

RE: Letter of Support for Esplanade mural, summer 2017

To Whom It May Concern:

This is a letter of support for Now + There's temporary mural project *Patterned Behavior* by Silvia Lopez Chavez, to be produced in August 2017 on a MassDOT ramp wall on the Charles River Esplanade in conjunction with the Esplanade Association for one year, with the option to renew for a second.

Now + There and Chavez will produce the mural on the Bowker Overpass wall and the three pillars leading up to it. The site is just north of the Massachusetts Avenue footbridge, which is often vandalized. The concept for this mural takes inspiration from The Esplanade's immediate environment and the many ways park is utilized day-to-day. Bright colors and bold graphics will represent the energy of the Esplanade and bring life to this space.

The Boston Art Commission advocates for the creation of innovative and transformative art that enriches the lives of Boston's diverse citizens and visitors and as such we fully support the aim of this project, which is to help beautify the area and celebrate the diversity of people and activities that the Esplanade serves.

We are very excited to see work by Ms. Chavez, an artist from the Greater Boston Area, proposed by Now + There. Ms. Chavez's joyful work will undoubtedly improve the experience of all passersby and create a sense of safety and positivity reflective of our city.

Sincerely,

Karin Goodfellow



*Neighbors
Helping
Neighbors*

74 Joy Street

Boston

MA 02114

617.227.1922

info@bhcivic.org

www.bhcivic.org

22 June 2017

RE: Letter of Support for the Esplanade Mural, Summer 2017

To Whom It May Concern:

This is a letter of support for Now + There's temporary mural project Patterned Behavior by Silvia Lopez Chavez, to be produced in August 2017 on the Charles River Esplanade in conjunction with the Esplanade Association for one year, with the option to renew for a second.

Now + There and Chavez will produce the mural on the Bowker Overpass wall and the three pillars leading up to it. The site is just north of the Massachusetts Avenue footbridge and is currently covered in graffiti and very unwelcoming. The concept for this mural takes inspiration from The Esplanade's immediate environment, and the many ways park is utilized day-to-day. Bright colors and bold graphics will represent the energy of the Esplanade and bring life to this otherwise dreary space.

As a neighbor of the Esplanade, the Beacon Hill Civic Association fully supports the aim of this project, which is to help beautify the area and celebrate the diversity of people and activities that the Esplanade serves.

As a historic neighborhood, we encourage preservation in all its forms and welcome this improvement to the Esplanade.

Sincerely,

Patricia Tully
Executive Director

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EXECUTIVE DIRECTOR

Patricia Tully



Emerald Necklace

CONSERVANCY

Connecting People and Parks and Conserving the Emerald Necklace

BACK BAY FENS * RIVERWAY * OLMSTED PARK * JAMAICA POND * ARNOLD ARBORETUM * FRANKLIN PARK

Karen Mauney-Brodek, *President*

June 28, 2017

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Greenway Project
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Fenway CDC
Fenway Garden Society
Franklin Park Coalition
Franklin Park Zoo/
Zoo New England
Friends of Jamaica Pond
Friends of Leverett Pond
Friends of the Muddy River
Garden Club Federation of
Massachusetts
Isabella Stewart Gardner Museum
Jamaica Hills Association
Jamaica Pond Association
MASCO
Museum of Fine Arts, Boston

Letter of Support for Esplanade Mural Summer 2017

To Whom It May Concern:

This is a letter of support for Now + There's temporary mural project *Patterned Behavior* by Silvia Lopez Chavez, to be produced in August 2017 on the Charles River Esplanade in conjunction with the Esplanade Association for one year, with the option to renew for a second.

Now + There and Chavez will produce the mural on the Bowker Overpass wall and the three pillars leading up to it. The site is just north of the Massachusetts Avenue footbridge and is currently covered in graffiti and does not provide a welcoming sight. The concept for this mural takes inspiration from The Esplanade's immediate environment, and the many ways the park is utilized day-to-day. Bright colors and bold graphics will represent the energy of the Esplanade and bring life to this otherwise dreary space.

As a neighbor of the Esplanade, the Conservancy supports the aim and spirit of this project, which is to help beautify the area and celebrate the diversity of people and activities that the Esplanade serves.

These types of investments can make a real difference in one's experience of a park and we wholeheartedly support the Esplanade's initiative to enhance and improve this area with the addition of public art that all can enjoy.

Sincerely Yours,

Karen Mauney-Brodek, *President*
kmauney-brodek@emeraldnecklace.org



FRIENDS
OF THE
PUBLIC GARDEN

Colin Zick
First Vice Chair

June 27, 2017

Valerie Burns
Vice Chair

Tani Marinovich, Executive Director
Esplanade Association
376 Boylston Street, Suite 503
Boston, MA 02116

Abigail Mason
Vice Chair

Catherine Bordon
Secretary

Re: Letter of Support for Esplanade mural, summer 2017

William C. Clendaniel
Treasurer

To Whom It May Concern:

Elizabeth Vizza
Executive Director

This is a letter of support from Friends of the Public Garden, working for over four decades in partnership with the City to care for the Common, the Garden and the Mall, for Now + There's temporary mural project *Patterned Behavior* by Silvia Lopez Chavez. The mural is to be produced in August 2017 on the Charles River Esplanade in conjunction with the Esplanade Association for one year, with the option to renew for a second.

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Now + There and Chavez will produce the mural on the Bowker Overpass wall and the three pillars leading up to it. The site is just north of the Massachusetts Avenue footbridge and is currently covered in graffiti and very unwelcoming. The concept for this mural takes inspiration from the immediate environment, and from the many ways the adjacent parks are utilized day-to-day. Bright colors and bold graphics will represent the energy of the Esplanade and bring life to this otherwise dreary space.

As a park partner who cares for the adjacent Commonwealth Avenue Mall, Friends of the Public Garden fully supports the aim of this project, which is to help beautify the area and celebrate the diversity of people and activities that the Esplanade serves.

Henry Lee
President Emeritus

This colorful mural will enliven and beautify a very unlovely space for the enjoyment of all the users of the Esplanade and the Mall, boaters on the Charles River and people in the surrounding areas. Using the activities of people enjoying the park as inspiration makes this a very personal and Bostonian work of art.

HONORARY
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Sincerely,

Elizabeth Vizza
Executive Director

Charlesgate Alliance
423 Marlborough Street • Boston, MA 02115

June 25, 2017

To Whom It May Concern:

I am one of the co-founders of the Charlesgate Alliance, a new civic organization that has shared interests with the Esplanade Association in this part of the city. I am writing to you now to express strong support for Silvia Lopez Chavez's *Patterned Behavior* mural project in the Charlesgate portion of the Esplanade. We at the Charlesgate Alliance think that this is an excellent enhancement of a portion of the Bowker Overpass infrastructure that is otherwise poorly maintained and depressing.

We in the Charlesgate neighborhood live with the aesthetic and environmental impacts of the Bowker Overpass every day of our lives. We are inclined to support any viable attempt to breathe life and beauty into it. Silvia Lopez Chavez's *Patterned Behavior* mural project will enliven a graffiti-covered concrete wall. We are delighted with the design and we look forward to seeing it implemented.

It is with pleasure and without hesitation that we endorse Silvia Lopez's mural project.

Sincerely Yours,

H. Parker James
Co-Founder, The Charlesgate Alliance.