



CITY OF SYRACUSE  
PUBLIC ART APPLICATION

Project Title: Syracuse Trailblazers

Installation Type:

- Donation to permanent art collection
- Temporary installation
- Proposed date and duration of installation: \_\_\_\_\_
- Mural on private property

Installation Location

Property Name: Monroe Building

Street Address: 333 E. Onondaga Street

Location Description [e.g., 15 ft. from building entrance]: Mural will be located on the east facing wall of the Monroe Building.

Artwork Type [e.g., sculpture, mural, video]: mural

Artwork Description [include fabrication date; medium, dimensions, materials and finishes]:

The mural will be painted on the east facade of the building. The wall is painted concrete block and is in excellent condition. The wall will be prepared with a base coat and the mural image will be spray painted onto the wall using Montana 94 Spray Paints, or equivalent. The mural will encompass the entire building wall, which measures approximately 90'(w) x 70' (h).

Artist

Name: Jonas Never (Jonas Swyer)

Address: 346 20th Street, Santa Monica, CA 90402.

Phone: (310) 466-0749.

Email: jnever@gmail.com.

Current Owner (if applicable)

Name: Jonas Never (Jonas Swyer)

Address: 346 20th Street, Santa Monica, CA 90402.

Phone: (310) 466-0749.

Email: jnever@gmail.com.

Applicant

Name: Syracuse Jazz Fest Productions, Inc/Frank Malfitano

Address: 2002 Esprit Glade, Baldwinsville, NY 13027

Phone: 315-635-8045

Email: fmalfitano@syracusejazzfest.com

Signature: Frank M. Malfitano, SJFF, INC Date 3/29/21

## ***Syracuse Trailblazers***

### Preface

Syracuse is, and has always been, an amazing small-to-medium-sized market, a market whose unparalleled accomplishments have consistently exceeded and transcended her size and population. In truth, very few of the nation's larger first tier cities can boast of similar achievements in Athletics, Arts & Culture, or of the major role Syracuse has played advancing the causes of Civil Rights, Racial & Social Justice and Gender Equity. While our accomplishments are many, our story has been under told. We need to tell it.

At a time when a global pandemic has shuttered our athletic, entertainment & concert venues, along with our museums, arts organizations & cultural institutions, Public Art can't afford to sit on the sidelines. We need to utilize innovative and trending forms of visual art to tell Syracuse's remarkable story during our nation's and city's long-awaited return to normalcy, to lift the spirits of our residents and visitors by giving them hope that brighter days lie ahead.

### Project Description

As the nation remains gripped in a frightening wave of renewed misogyny, racial inequity, antisemitism, political division and polarization, we need creative artistic solutions that will help bring Syracusans together again in unified fashion. Visual Art has the ability to do that. And large-scale murals have the ability to tell our story in ways it has not been told.

As *Street Art* and oversize outdoor murals have exploded onto the scene and proliferated nationwide to celebrate and salute cities' respective heroes and she-roes, Syracuse is poised to take its rightful place alongside the New York's, Chicago's, Atlanta's, Philadelphia's, Detroit's and Los Angeles's of the world to salute and celebrate the many greats who have put Syracuse on the national map. It's time to tell their stories, . . . and it's time to visually and publicly tell *Syracuse's* story.

*Syracuse Trailblazers* is the first mural in what will be a series of murals that will celebrate trailblazing individuals, past and present, that have made a difference in this community and on the national and international stage. They include:

**Syracusan Breanna Stewart** who survived childhood sexual abuse to win a state High School championship, four NCAA Championships and MVP Awards, and 2 World Championships before becoming the reigning 2- time WNBA Champion, and 2-time WNBA Finals MVP. Sports Illustrated recently named her "Sportsperson of the Year" along with LeBron James and Naomi Osaka for her courageous stances against racial inequality, and for her leadership role in achieving gender equity and equal pay for women in Sports.

**Syracusan Manny Breland** survived Tuberculosis and the dark and dreadful days of racial inequality and Jim Crow era segregation to become the Syracuse University men's basketball program's first African-American Scholarship player in the early 1950's, paving the way for Pearl Washington, Sherman Douglas,

Derrick Coleman, Carmelo Anthony and the thousands of players of color to follow. His courage in the face of seemingly insurmountable odds led Syracuse to its first NCAA Tournament appearance in 1957. After graduation, Mr Breland became Syracuse's first African-American Science Teacher and its first African-American High School Principal.

**Legendary Syracuse National & NBA Great Dolph Schayes.** In the post WWII 1940's when the dark cloud and shadow of antisemitism still lingered across the nation, and when the NBA was in its infancy, Dolph endured antisemitic epithets, threats, violent confrontation and discrimination in arenas throughout the league to bring our city its only professional sports championship, and to become a record-setting world champion and "One of the 50 Greatest Players in NBA History."

**Syracuse National & NBA Pioneer Earl Lloyd Jr.** Dolph's Syracuse Nationals teammate became the first African-American player in the NBA in 1950, and went on to become its first African-American Champion in the 1954-55 season, when he and Dolph led their Syracuse Nationals teammates to our city's only Professional Sports Championship. Without Mr Lloyd's brave, courageous and pioneering efforts to integrate the NBA, we might never have seen the talents of a Kobe, Shaq, Kareem, Michael Jordan or LeBron James.

#### Artist Information:

Jonas Never, age 39, is one of the nation's top contemporary Street Artists, specializing in large-scale, realistic portraits of sports and pop culture icons. The Santa Monica-born artist, whose murals grace walls in Los Angeles, New York, Boston, San Diego, Detroit, and many other cities including Lexington, Kentucky, was recently named one of the ten best muralists in the world by the BBC. His work has also appeared in feature films, on Television, in music videos, and commercials. Examples of his work are attached.

#### Project Organization:

Frank Malfitano, Executive Director of the Syracuse Jazz Fest Productions (SJFP), is the project director. SJFP is a 501(c)3, not-for-profit organization and is the fiscal sponsor for the project. In addition, SJFP has entered into a 10-year agreement with the ownership of the Monroe Building to install and maintain the mural, with an option to renew at the expiration of the agreement.

#### Maintenance.

The artwork is anticipated to last 20+ years with no maintenance required. The artist has indicated that he is available to make spot repairs should they be required.

#### Schedule

Work is anticipated to begin on the mural in July, 2021. The wall preparation and mural installation should take between 3-4 weeks.

Budget The total project budget for the mural series is \$200,000. Sources of funding include corporate, private philanthropic and public sources. A budget breakdown and list of sponsors, grants, donors and contributors will be made available at the completion of the project.

333 E. Onondaga Street (Monroe Building): Existing conditions



333 E. Onondaga Street (Monroe Building): Proposed Syracuse Trailblazers Mural





## JONAS NEVER

Jonas Never – age 39 – is a Santa Monica-born Artist whose large scale murals grace walls in Los Angeles, New York, Boston, San Diego, Detroit, and many other cities including Lexington, Kentucky. Named one of the ten best muralists in the world by the BBC, his work has also appeared in major feature films, TV, music videos, and commercials.

En route to a promising career in professional baseball, Never turned to visual art after sustaining a major injury that sidelined his professional sports dreams. Turning his attention full-time to Art as a way to heal, Jonas became a graffiti artist before completing his first mural 15 years ago at a barber shop in West Los Angeles. Since then, his signature and iconic tattoo-like style has burst onto the national scene, winning him global acclaim and numerous awards.

Today, he's the go-to muralist and artist for The Staples Center. NBC, Red Bull, Spectrum Sports, Bowlero, the Chargers, Topps, ESPN, the LA Football Club (soccer), and many more.

His iconic "Touch Of Venice" mural, a tribute to Orson Welles' "Touch Of Evil" on the street where it was shot, has been used in film, TV, music videos, and commercials.

His mural of the late ESPN Broadcast legend Stuart Scott was honored on the ESPYS. He was later selected from a pool of hundreds of artists to create the Wall Of Heroes to celebrate the 20th Anniversary of the Staples Center.

His work has been featured in scores of publications, and he's been honored by the BBC, ESPN, the Chargers, the Dodgers, the Staples Center, the LA Football Club, and the Justin Turner Foundation.

JONAS NEVER

Art Work  
Examples





Never  
1959

HOLLYWOOD

DOORS

SUNSET

Jonas Never  
x  
Tiger Woods





UNAUTHORIZED SPACES SHALL  
BE REJECTED ACCORDING  
TO THE CITY'S CONTROL  
POLICY. CONTACT  
310-825-7285  
310-825-7285  
310-825-7285





Baby Blues  
B.B.Q.

Baby Blues Bar-B-Q

Never  
1959

Baby Blues  
B.B.Q.

42



try to see the  
night on fire"

monopribo





Never

"Never forget where  
you came from."  
-Ronda Rousey

