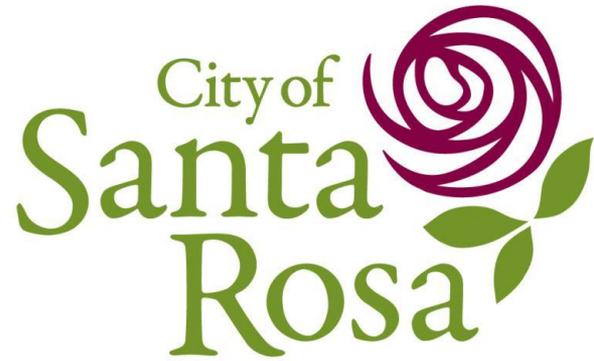




Brookwood Community Mural Proposal

Artstart, April 2025 info@artstart.us 707.546.2345



Theme

What Graphic element is more iconic and relevant, and also historically meaningful to Santa Rosa, than our beloved Rose...

The most recognizable symbol of our city, representing the history, diversity and beauty of Santa Rosa!



Theme

1833

City founders adopted the rose as the symbol that best signified and represented our city and remains the City's identity.

1894

The Rose Festival Parade was celebrated not far from the site chosen for this mural.

Positive messages

Love

Beauty

Enlightenment

Hope



Proposed Concept

Meaning, ease of recognition, traffic safety, site location, fencing material, and budget are elements considered in our concept and fabrication process.



Proposed Concept

Enhance public space

The various shapes and beautiful colors will bring a smile to everyone who encounters them as they drive past.

Simplicity

Simple shapes with minimal detail will be recognizable against the textured surface, and easily painted by young artists.

Application

Hand-painted on gessoed polyester fabric then cut out and permanently adhered to the fence, and sealed with an anti-graffiti coating.



Youth Involvement

Artstart has over 25 years creating murals with Sonoma County youth.

This project is in line with our mission of community outreach, providing educational art experiences and mentoring to young artists while enhancing our public spaces and ties to the community.

Youth Involvement



Artistic Expression

Our conceptual rendering shows a portion of the Rose Mural. Using the concept as a guide, youth working on the project will be encouraged to participate in the final design, composition, and painting the roses. Youth with advanced skill may help with the installation.

Roses vary in size from approximately 3ft to 4ft in diameter. The ultimate look and feel of the mural will depend on student input and level of painting skill.



Youth Involvement

Cut-out shapes

Integral to this fun mural making process, students are able to create the artwork at the Artstart facility under the direction of adult Lead Artist supervisors.

Youth programs

Artstart will coordinate with Santa Rosa youth programs to recruit a team for this specific project. We will also have summer apprentices available in our studio to assist as needed.

We will schedule the project during our 2025 summer programming June 15 through August 7, and install the project between August and September.

Brookwood Community Mural

IN DETAIL

Brookwood Avenue is a well traveled North/South roadway in the center of the city, and the artwork needs to be easily understood and without fine detail that might distract the many drivers that use the thoroughfare. The steel fencing has an in and out configuration that would be difficult to paint realistic subject matter on without a lot of distortion, especially by young artists without much experience. That issue, as well as the site location, traffic safety, and the budget available to complete the project were all important elements to consider in the design and process for this mural.

Mural Theme: What Graphic element is more iconic and relevant, and also historically meaningful to the community, than our beloved Rose. After our research, we settled on the most recognizable symbol of our city which represents the history, diversity and beauty of Santa Rosa. Over almost two hundred years ago, our city founders adopted the rose as the symbol that best signified and represented our city. The Rose became a part of our history in 1833, when the city incorporated; and it has been a part of its identity since then. In 1894, the very first Rose Festival and Parade was celebrated not far from the site chosen for this mural. Universally, the Rose is an iconic symbol of many positive meanings like Love, Beauty, Enlightenment, and Hope. It is also a source of community pride and creativity, representing our city's diverse cultural history.

The Rose Mural wall, and its meaning, will be easy to recognize by people driving by. The various shapes and beautiful colors will bring a smile to everyone who encounters them as they drive past.

The Process for creating the artwork: roses would be painted on gessoed polyester fabric and then cut out and glued to the fence at various intervals and then sealed with an anti-graffiti coating. The simplified graphics would read easily and not be affected much by the distortion caused by the fence configuration or by the weather. Students would create the artwork at the Artstart facility under the direction of adult artist supervisors, then transported to the site for installation.

Artstart has over 25 years experience mentoring young artists and creating murals in the community that follow the above process with great success. This project is in line with our mission of providing educational art experiences and mentoring to young artists while enhancing our public spaces and ties to the community.

Note: The attached rendering of a portion of the Rose Mural Wall represents the idea for the mural and is meant as a guide. Youth working on the project will be encouraged to participate in the final design of the mural. The look and feel of the final version will depend on the level of artistic skill of the students. However, the images should be kept graphically bold and without too much detail. Besides the approval of the lead artist/designer, the final designs should meet the objectives set forth by the Santa Rosa Public Art Program. Some elements of the mural can be collaborated on, like the leaves can be painted by the less experienced students while the rose petals can be rendered by more experienced ones.

This collaboration will allow more youth to be involved in the project.

Lead Artist/Designer Resume

MARIO URIBE

Since graduating from the California Institute of the Arts in 1971, Mario Uribe has worked as a full time artist in a diversity of media, ranging from animation, painting, printmaking, sculpture and public art. His studio work in the last 27 years has been influenced by his studies in Japan of traditional Japanese arts. He has exhibited widely in this country, Europe, Asia and Mexico.

His works are included in the permanent collections of the Grunwald Center for The Graphic Arts, Los Angeles, The California Center for the Arts, Escondido, California, Laguna Beach Museum, Musee de L’Affiche and Musee des Arts Décoratifs, both in Paris, France, San Diego Museum of Fine Arts, Amerika-Haus, Berlin, Germany, The Sonoma County Museum, and others. In addition, he served 14 years as director of The American School of Japanese Arts, a nonprofit dedicated to the teaching and practice of traditional Japanese arts, as founding member and creative director of Artstart, a nonprofit educational arts organization dedicated to mentoring young aspiring artists, and as founder and president of Sonoma County Matsuri.

Uribe has also worked on several projects in collaboration with the Sonoma County Museum; North South: Art as a Tool to Mediate Political and Social Conflict, Body Map Storytelling Project, and Camellia Has Fallen: Contemporary Korean Artists Reflect on the Jeju Uprising.

In the last three decades, Uribe has focused on creating culturally conscious public art that is directly associated with, and a reflection of a community. Besides his studio work and gallery representation, Uribe has been creating public art in a variety of mediums since 1978 and successfully managing projects with budgets ranging from \$2,000 to \$400,000 and consistently completing them on time.

He has been Creative Director of Artstart for 18 years and has overseen hundreds of projects to completion and mentored as many young artists in the process.