

# PROPOSED DESIGN FOR ARCHI ONE



# ARTIST STATEMENT

"In the center of Pompano Beach, a city known for its vibrant culture and dynamic community, this newly constructed building is to be adorned with a mural that encapsulates the spirit of the area. The mural, featuring two hands gently reaching out towards each other amidst lush canna lilies at twilight, is more than just an artistic addition; it's a powerful symbol of unity, grace and regeneration. The native canna lily has long represented love, creative expansion and endurance, making it an ideal fit for the city.

Pompano Beach is a place where diversity flourishes, and the community thrives on strong bonds between its residents. The hands in the mural are meant to reflect this, honoring the city's past with hope for a bright, inclusive future. The dream-like imagery intentionally leaves room for some interpretation by the viewer. While to some it suggests a budding romance, an intimate walk, or a sense of nostalgia, others will see a depiction of new friendship, and a positive look forward. The adjoining buildings themselves are physically connected by the two sides of the mural, reinforcing the site-specific nature of the work.

The surrounding greenery and flowers in the mural are reflective of the city's dedication to maintaining and celebrating its natural beauty. Pompano Beach's lush parks, pristine beaches, and flourishing gardens are all essential parts of what makes the city special. This mural subtly nods to the importance of nature within the urban landscape, and will serve as an extension to the green spaces that will surround it. It emphasizes that even as the city grows and modernizes, the city remains committed to preserving its environmental treasures.

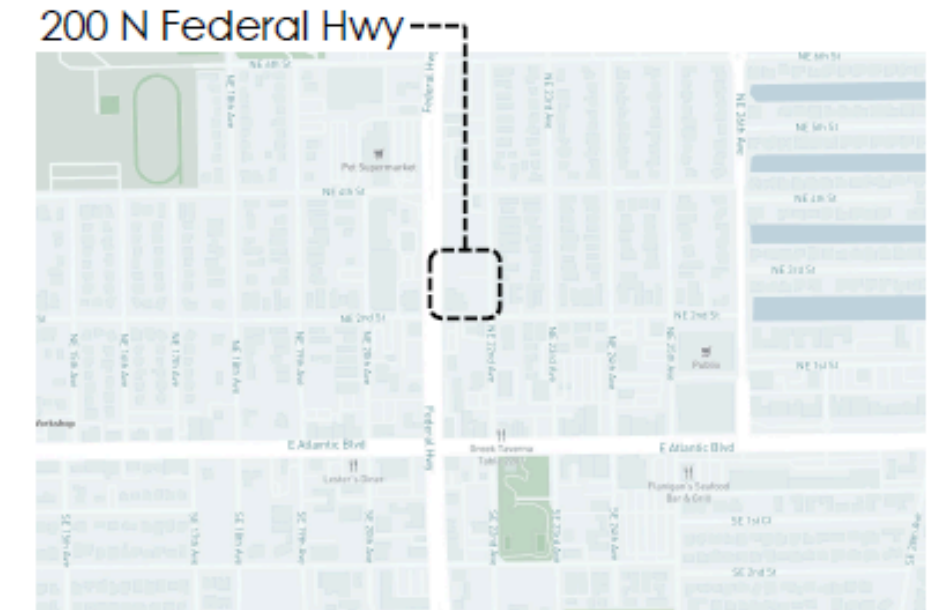
Moreover, this artwork speaks to the future of Pompano Beach. It represents the city's forward-looking attitude, one that embraces progress and innovation while remaining deeply rooted in its values. The mural is a reflection of Pompano Beach itself. It captures the essence of a city that values connection, celebrates its natural beauty, and looks towards a future of growth and unity. This makes it not only a great fit for the building but a perfect embodiment of what Pompano Beach stands for."

# BUDGET

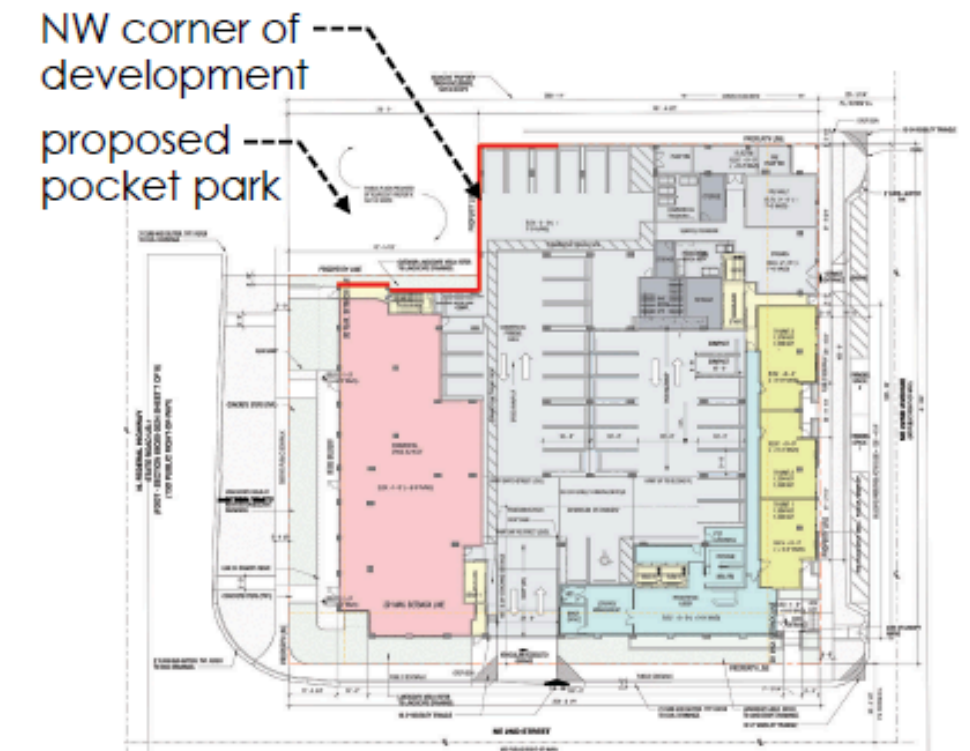
## Overview

Included in the itemized budget below are any and all initial renderings and alterations to the initial design. The paint to be implemented will be exterior latex and professional-grade, alkyd aerosol. Mural installation is to be completed within 30 days of start date, with a 40% deposit to be given at start of project and the remaining 60% within 21 days of finish.

## location



## site (location of mural)



Description	Quantity	Unit Price	Cost
Design development, Project Coordination	1	\$20,000	\$20,000
Exterior mural, 43'x54'	2	\$24,000	\$48,000
Boom lift, 4 week rental	1	\$8,000	\$8,000
Materials	1	\$6,000	\$6,000
<b>Total</b>			<b>\$82,000</b>

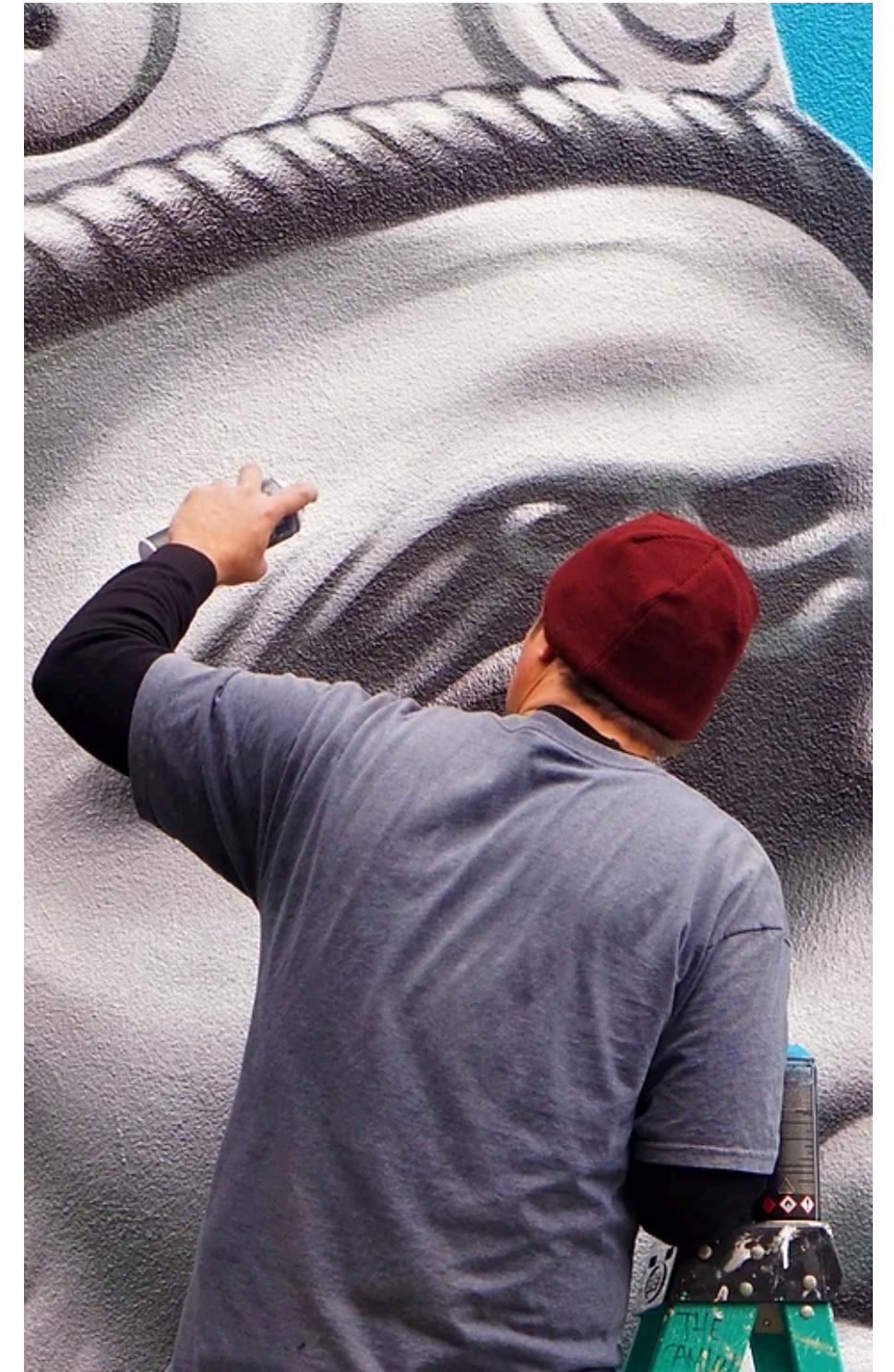
# THE ARTIST

## Claudio Picasso (CP1)

Born in Chile and raised in Miami, Claudio Picasso began painting walls at the age of 15. It was at this time that he fell in love with graffiti and its bold color schemes, graphic styling, monumental scale, and social commentary. After going on to study everything from sculpture to printmaking, photography to digital art, spray paint has remained Claudio's preferred medium for over twenty five years.

Crafting images with a depth and sensitivity that pushes the bounds of spray paint, Claudio occupies a space between graffiti writer and fine artist. Often times monochromatic, his works leave greater emphasis to rendering, smooth gradients, shading, and the relationship between foreground and background, positive and negative. Over the past two decades, Claudio has gained distinction as one of Miami's most respected muralists for his unique, hyper-realistic style. His portraiture often finds inspiration in the Library of Congress' early photographic archives, museums and 19th and early 20th century photo collections.

Once dubbed Miami's most progressive, urban artist by The Miami New Times, Claudio's mural at Sweat Records has become a local landmark; given special recognition by The Atlantic in its article detailing Miami's alternative, cultural renaissance. He has completed murals for the Fillmore Miami Beach, Chef Jose Andres' The Bazaar at SLS Hotel - Miami Beach, Edward Lee's Succotash, in Washington DC, The Marley family in Jamaica, J Wakefield Brewing in Wynwood, and a host of commercial and private commissions, spanning from Miami to Japan.



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THANK YOU