



Meta Housing Corporation

# Westminster Crossing Mural

## Project Proposal



7122 Westminster Blvd.  
Westminster, CA 92683  
3.20.20



Steve Martinez

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# Contact Info



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818.447.0242

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**Steve Martinez**

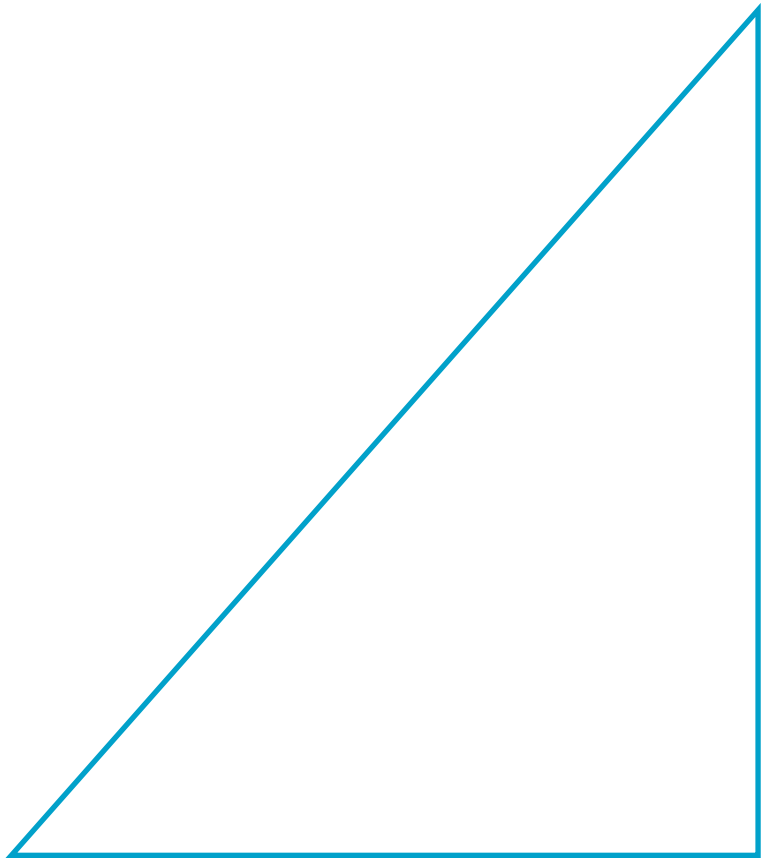
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818.800.3355

www.stevemartinezart.com

11:11 ACC is 501(c)3 organization

FEIN 38-3918744





17644 Hatteras St. Encino, CA 91316 | 818.925.5993 | www.1111acc.org

March 20, 2020

Meta Housing Corporation  
11150 W Olympic Blvd.  
Suite 620  
Los Angeles, CA 90064

To whom it may concern,

It is with great enthusiasm that we submit this proposal for the Westminster Crossing Mural Project. 11:11 A Creative Collective is a Los Angeles based arts non profit organization that specializes in public art projects, street art festivals & gallery curation. Our team has worked diligently over the last 10 years to expand the cultural equity of the greater Los Angeles area through our programming. To date we have facilitated and commissioned over two dozen public murals and art installations and have beautified our neighborhoods with 40 utility boxes. We have worked closely with cities, including council districts, BIDS, chambers of commerce, neighborhood councils, businesses, community organizations and civic entities. We are big believers that collaboration is key and we love being able to create and facilitate opportunities for artists to show their work and connect with their community.

For this project, we have partnered with artist Steve Martinez. Steve is a contemporary fine artist, muralist, photographer, and graphic designer whose art explores the relationship between the historic and modern relationship of communities through iconic symbology. His public art experience includes murals, art installations, book illustrations and couture fashion. The vision for the murals at the Westminster development is to create an art piece that is bold and contemporary as well as both complementary to the use of the space, and accessible to the community and families living in the area. The art piece will also highlight the local history thereby linking the past to the present.

As the project managers we will ensure the project is overseen and managed to meet deadlines and budget, as well as take care of communication between the client, city officials and obtain any necessary permits so that the artist can focus on the creation and the art project itself. We are very excited about this opportunity and what we can offer as a creative team to enhance the public experience of the Westminster development and strengthen the city's public art portfolio.

We thank you in advance for the consideration of our proposal.

Sincerely yours,

Addy Gonzalez-Renteria  
Co-Founder & Director  
11:11 A Creative Collective

# Letter of Interest

# Project Description

## **Mural Concept:**

The primary intent of this mural is to enliven this crossing and create a vibrant entrance of the new Meta Housing development with a bright and bold mural. With its flat-geometric contemporary design and realistic rendering of the lotus flower and butterflies, this diptych mural will capture the attention of pedestrians and drivers alike. The design and color palette will compliment the architectural style and will create a colorful focal point on this newly revitalized busy intersection.

## **Artist Statement:**

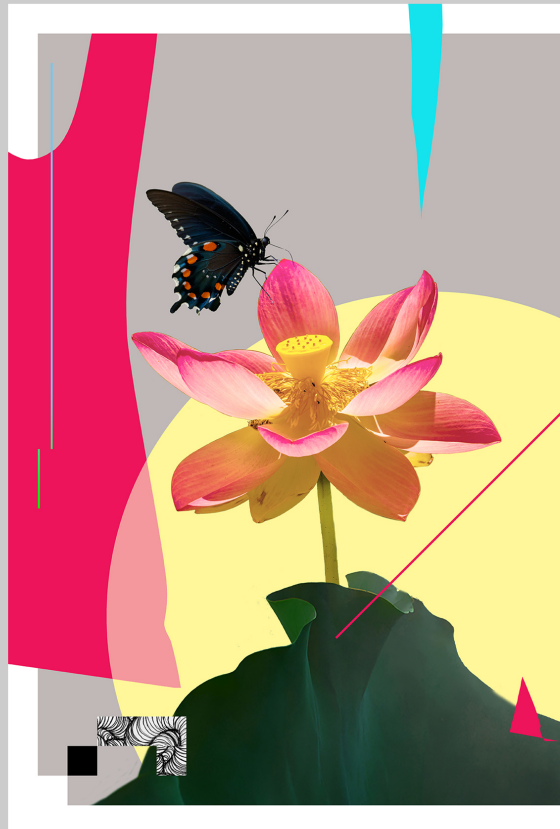
Westminster is known for its many Vietnamese refugees who immigrated to the city during the 1980s and thus has the highest concentration of Vietnamese Americans of any community in the United States. The two other biggest populations that follow are Latinos and Whites. Therefore, I think it's important to represent and celebrate this diversity and use it as the bedrock of the mural concept. The Lotus flower will be the backdrop of these pieces representing the Vietnamese community as it is their national flower and it signifies purity, serenity, commitment and optimism for the future. The rest of the imagery will consist of butterflies that will represent all other cultures in Westminster juxtaposing them with my signature style and glitch elements to represent our present time in modern society. The monarch butterfly is used to represent Latinos, swallowtail to represent Northern America, and the grassy tiger butterfly to represent Vietnamese and Asian cultures. The imagery suggests all these cultures living together harmoniously and thriving. The butterflies also represent the journey of migration since they naturally migrate great distances to survive and thrive; much like the Vietnamese and Latinos have done for many years. As an artist and a child of immigrant parents, it's relevant that my work touches on this topic in how migrants change the landscape into something beautiful and are an important part of the social fabric. Since this project consist of two separate walls, it will be designed as a diptych. This allows for each mural to be a stand alone piece but when seen together from afar, they complement each other and blend to look as one cohesive piece.

My plan for community engagement is to work alongside my project management team at 11:11 A Creative Collective as well the Meta Housing staff to coordinate a community meeting and get feedback on the mural concept. All of my work involves some form of social practice as I'm interested in the discourse between the symbolic and the realistic within daily urban life and how art can connect, uplift, honor and preserve communal identity. I believe this work will contribute to the visitor experience of downtown Westminster by evoking an immediate sense of beauty and harmony. Upon reading about the mural's inspiration (via a plaque) I hope to instill a sense of community pride and honor all those that have made Westminster a great place to live in.



# Concept Design

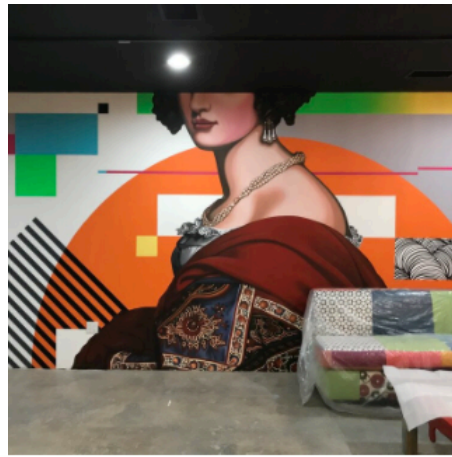
# WESTMINSTER



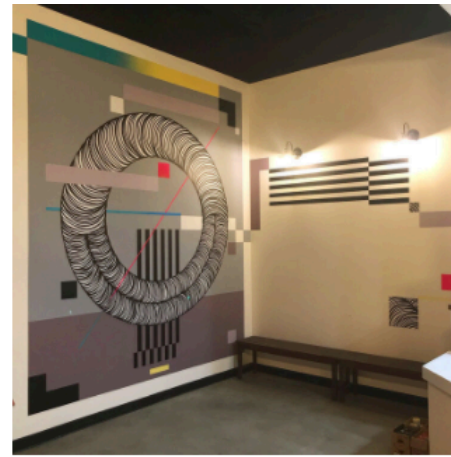


# Support Materials

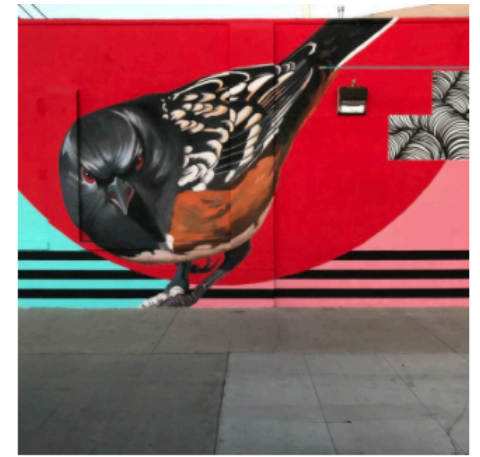
## Past Work Steve Martinez



ARTBAR LA - Mar Vista



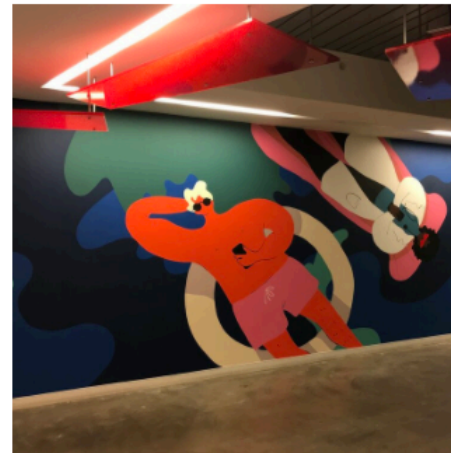
MIXX KITCHEN - Bixby Knolls



POW WOW LONG BEACH 2019



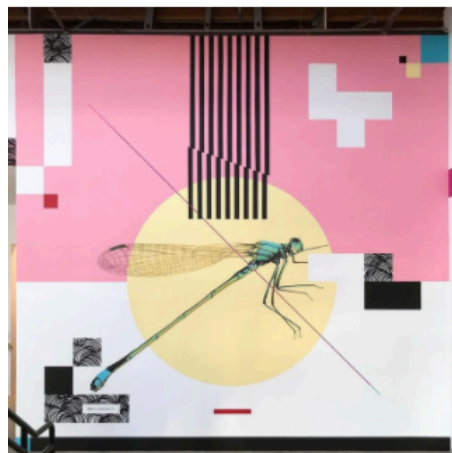
EDGE MAUI - Maui



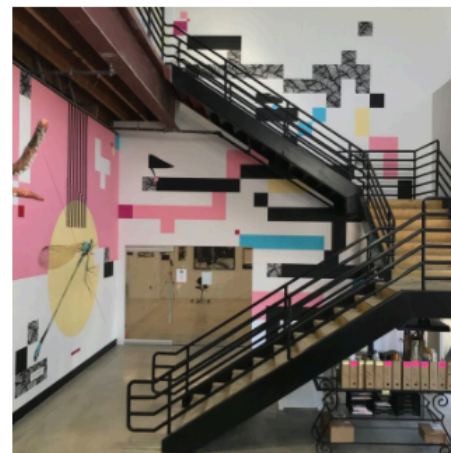
OSCAR HEALTH - Mar Vista



MUNCH with Super A - Venice



DAMSELFLY Toolbox LA - Chatsworth



DAMSELFLY Toolbox LA - Chartsw...



ERASED BUT NOT FORGOTTEN - Lo...



# Steve Martinez

stevemartinezart@gmail.com | [www.stevemartinezart.com](http://www.stevemartinezart.com) | IG: @stevemartinezart

## EDUCATION

Graphic Design & Drawing (1999-2002)

Los Angeles Valley College - Van Nuys, CA

## PUBLICATIONS

Forthcoming: The Art of Kung Fu: Myths & Legends by Ryan Gattis. Los Angeles, ISM: A Community Project, 2015.

- Responsibilities: Designed entire book layout and illustrated the legend, "The Twig and The Nearly-Invulnerable Man: Bak Mei Fights Fong Sai-yuk."

The Ulysses Guide to the L.A. River. San Francisco, Grimmelbein Kitamura, 2009. ISBN: 0979868297.

- Responsibilities: Photographed, illustrated, and designed book layout. Created all logos, promotional and marketing tools, including promotional book website.

The Art and Life of Chaz Bojorquez. Rome, Damiani, 2010. ISBN: 8862081219.

- Responsibilities: Supervised design of page layouts for the Italian design team

## ARCHIVES

Furnished one (1) pen and ink sketch (8.5" by 11") for the "Book of Friends" Black Book Project, a special initiative by the Getty Research Institute to archive and catalog the work of the finest graffiti and street artists in Los Angeles. (July 2012)

## COMMISSIONS

Artist Residency at ToolboxLA, Tech Incubator/Innovation Lab, Los Angeles (November - December 2018)

"Moving Canvas" Couture Fashion & Art show in Cologne, Germany. Featuring four original paintings and 10 custom couture designed pieces for Ludwig & Schwarz. Show premiered November 2013 in Cologne, Germany and Los Angeles, California in early 2014.

"The Domes Project: A Global Initiative Bringing Awareness Through Public Art."  
Commissioned by the City of Los Angeles Sister Cities Program and the City of Durban, South Africa (Ongoing: January 2013- Present).

# Support Materials

## Resume

## Steve Martinez





# Steve Martinez

stevemartinezart@gmail.com | [www.stevemartinezart.com](http://www.stevemartinezart.com) | IG: @stevemartinezart

## SPECIAL EXHIBITIONS

PowWowLongBeach!! Mural Festival, Long Beach, CA (July 2019)

Public Works: Citywide Public Billboard Project, Los Angeles (2012-2013)

For further information: [www.lalaarts.com/public-works](http://www.lalaarts.com/public-works) &  
<http://uglarworks.com/portfolioitems/clear-channel-billboard-project-2/>

## GALLERY EXHIBITIONS (GROUP)

MOVEMENT: Thinkspace / PowWowLongBeach!! Group Show, Long Beach, CA (July 2019)

We Rise: DTLA Arts District - Los Angeles, CA (May 2019)

Wes Anderson Inspired Group Show: Wolf's Brew Art Gallery, Long Beach, CA (April 2019)

Birds of a Feather: Santa Clarita Arts, Santa Clarita, CA (June 2018)

Circumference: 1888 Center, City of Orange, CA (May 2018)

California Fire Foundation Gala: Hollywood, CA (March 2018)

Bird Up: C.A.C.t.t.U.S. Gallery for Squeeze Art Collective, Long Beach, CA (August 2017)

Connect the Triangles: Public Beer and Whine Shop, Long Beach, CA (June 2017)

California Fire Foundation Gala: Hollywood, CA (March 2017)

Metropolitan Fashion Week Gala: Warner Brothers Studios, Burbank, CA (Oct 2016)

Cleon Peterson Daybed Launch Party: Modernica, Los Angeles, CA (July 2016)

LA Bulla: Plaza de la Raza, Los Angeles, CA (April 2016)

Rain Supreme: Global Inheritance at The Container Yard, Los Angeles, CA (Feb 2016)

LA Art Show: Mural Conservancy of LA booth 345, Los Angeles, CA (January 2016)

# Support Materials

## Resume

## Steve Martinez

For full resume please visit:  
[www.stevemartinezart.com](http://www.stevemartinezart.com)



# Support Materials

Past Work  
11:11 ACC



Title: Innovation  
Commissioning Agency: Toolbox LA  
Budget: \$20,000  
Medium: Exterior Paint  
Dimensions: 42'x30'

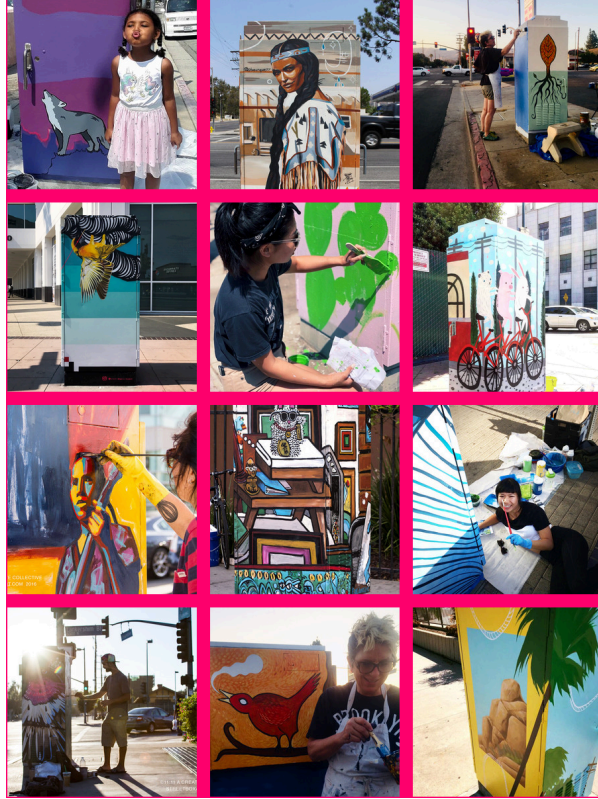


Title: Entrepreneurship  
Commissioning Agency: VEDC  
Budget: \$30,000  
Medium: Exterior Paint  
Dimensions: 44'x31'



# Support Materials

Past Work  
11:11 ACC



Title: Streetbox Art  
Commissioning Agency: Various  
Budget: \$50,000  
Medium: Exterior Paint  
Dimensions: 24"x67"x37"



Title: Tribute to Michelangelo  
Commissioning Agency: Continental Art Supplies  
Budget: \$12,000  
Medium: Exterior Paint  
Dimensions: 60' x 30'



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11:11 ACC is a Los Angeles based non profit organization providing integrated and accessible public art through community events, beautification, exhibition and education. Founded and directed by Addy Gonzalez-Renteria & Erin Stone. 11:11 ACC acts as an umbrella organization for artists and art groups, providing opportunities for innovation, exhibition and collaboration.

Our team of arts administrators, curators and marketing specialists are able to execute all aspects of our programming. From public art and event production to gallery exhibitions, our staff has overseen the successful implementation and management of numerous projects.

**SELECTED PUBLIC ART PROJECTS**

**Artist in Residence Program** (Chatsworth, CA)

**Description:** Murals  
**Artist:** Miles Lewis, Steve Martinez, Dina Fisher  
**Medium:** Paint, vinyl wrap  
**Dimensions:** various  
**Budget:** \$20,000  
**Year Completed:** 2019  
**Commissioning Organization:** Toolbox LA

**Innovation** (Chatsworth, CA)

**Description:** Mural  
**Artist:** Andrew Severns  
**Medium:** Exterior Grade Paint  
**Dimensions:** 42'x30'  
**Budget:** \$20,000  
**Year Completed:** 2018  
**Commissioning Organization:** Toolbox LA

**Streetbox** (San Fernando Valley, CA)

**Description:** Utility Box mural program  
**Artist:** Various  
**Medium:** Exterior Grade Paint  
**Dimensions:** LADOT utility boxes  
**Budget:** \$50,000  
**Year Completed:** ongoing  
**Commissioning Organization:** Council District 2, Chatsworth BID, Burbank Cultural Arts Commission, Reseda & North Hollywood Neighborhood Councils

**Entrepreneurship** (Pacoima, CA)

**Description:** Mural  
**Artist:** Germs  
**Medium:** Exterior Grade Paint  
**Dimensions:** 44'x31'  
**Budget:** \$30,000  
**Year Completed:** 2016  
**Commissioning Organization:** Valley Economic Development Center

# Support Materials

## Resume 11:11 ACC



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**PUBLIC ART PLANS**

2016, Public Art Action Plan Pacoima

**GRANTS, AWARDS & RECOGNITIONS**

City of LA Certificates of Recognition (Traveling Galleries, Reseda Rising Art Walk, Canoga Park Art Walk & Valley Girl Exhibit)

**CO-DIRECTORS**

**Addy Gonzalez-Renteria | Co-Founder / Director**

Addy received her bachelor’s degree in Art History from UCLA and has a Masters degree in Arts Administration from Drexel University. Addy has worked with the City of Los Angeles Council District 7 as its Cultural Development consultant and developed a comprehensive public art development plan specific to that neighborhood. She has ten years experience in coordinating art exhibits, public & private events and community development through the arts. She received a certificate of recognition from Los Angeles City Council as a Latina woman in the arts as well as one for her cultural work in the San Fernando Valley from the Los Angeles Public Works Department. Her experience as co-founder and director of 11:11 ACC, combined with her architectural background and free-lancing consulting work has given her invaluable insight as to what it takes to turn ideas into fully realized and executable projects that meet deadlines and budgets. Most recently, she served as the project director for Now Art, a public art agency and is the inaugural fellow of the Arts for LA Laura Zucker Fellowship for Policy and Research.

**Erin Stone | Co-Founder / Director**

Erin is an artist and professional photographer born and raised in the San Fernando Valley. She spent a number of years working with at-risk youth in the East Valley teaching various subjects including photography. Her photographic work has been recognized locally as well as nationally and has exhibited in various Los Angeles based galleries. Erin has over 9 years experience in grassroots activism, event planning, youth mentoring and community development through the arts. She has taught English through art in India and Nepal and has volunteered for a number of international and domestic social justice, education and environmental organizations. She specializes in community organizing, all things media and design and acts as the program director and head curator for 11: 11 ACC.

# Support Materials

Resume

11:11 ACC