

## ***Proposal***

# 1

- 1. The proposal is to use the entire wall for both Mural 1 and Mural 2.**

## ***Design***

# 2.2

***The actual will vary as it will be done onsite. But the next pages should give enough idea.***

## ***Concept***

# 2.1

1. The concept was initially an abstract painting of “Two Birds by the Waukesha Fox River,” with one bird on Mural 1 and the other on Mural 2, and blank walls in between.
2. With a little fun and delight, concept evolved to add a fun take with ‘shadow’ art of native squirrel and its habitat and favorite acorn in the ‘pixelated’ style relevant to today’s use of computers and technology.



*(Window)*

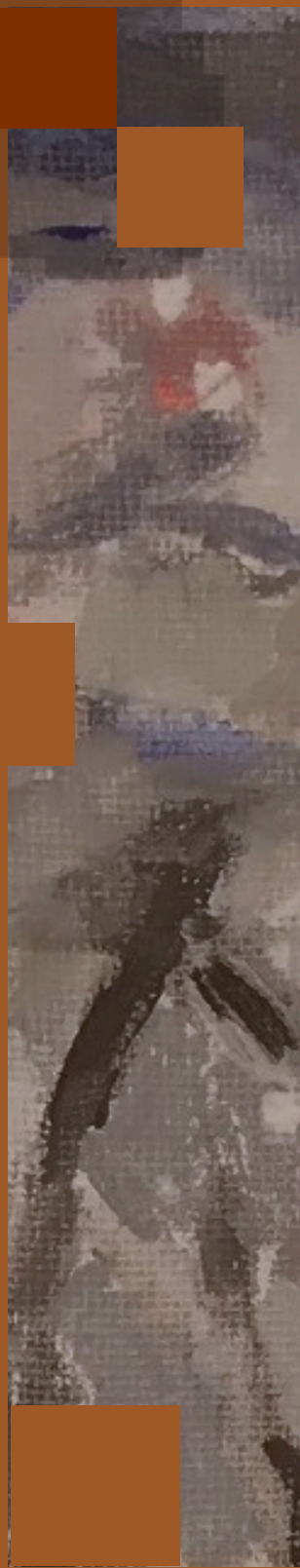
*(Window)*

*(Garage)*

*(Garage cont.)*

*(Window)*

*(Door)*



An abstract painting on a window, featuring a complex composition of colors including blues, greys, greens, and reds. The painting is set against a solid brown background. Two black rectangular boxes are overlaid on the painting, one on the left and one on the right, each containing white text. The text in the left box describes the painting as an abstract work, approximately 12 feet high and 22 feet wide, made with outdoor/exterior paint. The text in the right box simply says '(Window)'. At the bottom left of the painting, the title 'Two Birds by the Waukesha Fox River' is written in a white, cursive script.

*(Window)*

**Abstract Painting**  
**~12'H X 22'W**  
**outdoor/exterior paint**

*(Window)*

*Two Birds by the Waukesha Fox River*

*(Window cont.)*

(Door)

*(Window)*

*(Window)*

love

## ***Materials***

**3**

Exterior Paint  
Acrylics  
Brushes  
Tape  
Ladder / Rolling platform  
Drop cloth/plastic  
UV Sealant  
Anti-graffiti Coating Final Layer  
Mask  
Smock

## ***Dimension***

**5**

Mural 1 (4'x12') & Mural 2  
Entire Wall (125'x13')

## ***Timeline***

**4**

~2 Weekends (more or less)

# Estimated Cost

# 6

**Artist concept and design fee**

\$5,000

**Community engagement /  
meetings**

N/A

**Project management**

Included

**Materials (paint, primer, coatings,  
etc)**

\$2,250

**Assistants / fabrication labor**

\$3,000

**Installation labor**

\$2,000

**Equipment rental (ladders/  
scaffolding/lift if needed)**

\$500

**Insurance and permits ~ \$2,000**

- Insurance & COIs: \$1,000
- Permits & approvals: \$500
- Equipment rental: \$500

**Travel, transportation and  
accommodations**

\$5,000

**Contingency (7%)**

\$1872

**Artist compensation**

\$7,000

**Total Project Budget**

\$26,750 + (7% Contingency)

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**=\$28,622**

# ***Biography***

# 7

**I have a solid experience in art + design with a diverse background including a solo exhibition at a local coffee shop, public art contributions such as the SF Ingleside Painted Banner, Fremont traffic box painting project, and designing iconography and temporary wayfinding system for Downtown Healdsburg Chamber of Commerce in California. As an abstract painter, I work using different types of media.**

**I manage projects independently and collaboratively—from concept to final delivery—while adapting to different styles, industries, and timelines**

**I'm Katrina Loren La Guardia-Exconde. ;-)**





[artfinder.com/abstractloren](http://artfinder.com/abstractloren)  
[abstract.loren@gmail.com](mailto:abstract.loren@gmail.com)

## Resume

### OBJECTIVE

To keep developing my conceptual and creative abilities and impart the meaning I learn from them

### EDUCATION

Academy of Art University, San Francisco, CA  
Bachelor of Fine Arts in Computer Arts | New Media  
August 2004 – December 2009

### EXPERIENCE

Contractor / Freelance Graphic | New Media Designer  
San Francisco Bay Area, CA (Now in Mesa, AZ)  
January 2010 – Present

Crema Coffee, San Jose,  
CA Solo Exhibition  
Nov 2010

Sevilla Arte Para Todos | Art for All, Seville, ES  
Artists' Murals and Sculpture Booklets  
Online Volunteer Designer & Production Artist  
January 2011

Seattle Erotic Art, Seattle, WA  
Art Catalog Cover Artist / Online Designer  
May 2011

Art Explosion Studios, San Francisco, CA  
[www.artexplosionstudios.com](http://www.artexplosionstudios.com)  
Group Show | Open Studios  
April 2012

Art on BART Launch, San Francisco, CA  
WanderArt and PublicWorks  
Group Show  
March 2014

Arts Alive Ingleside | Lamppost Banner Project, San Francisco, CA  
SOMArts and San Francisco Arts Commission  
Participating Artist  
May 2016 – August 2016

Barber Walter's Joint & Lounge, San Francisco, CA  
Grand Re-Opening Guest Artist  
October 2016

Healdsburg Chamber of Commerce & Visitors Bureau, Healdsburg, CA  
Temporary Downtown Banner + Wayfinding Project's Artist + Designer  
October 2016 – December 2018

Aloft Hotels, Santa Clara, CA  
Collection of Art/Paintings on display  
December 2017 – December 2018

29th Annual Children's Illustrator Exhibit  
Sun Gallery Hayward Area Forum of the Arts, Hayward, CA  
"The Bulb Heads and the Pin Heads"  
January 2018 – March 2018

The Art of Planetary Science, University of Arizona, AZ (TAPS Exhibition)  
Juried Participating Artist  
February 2018

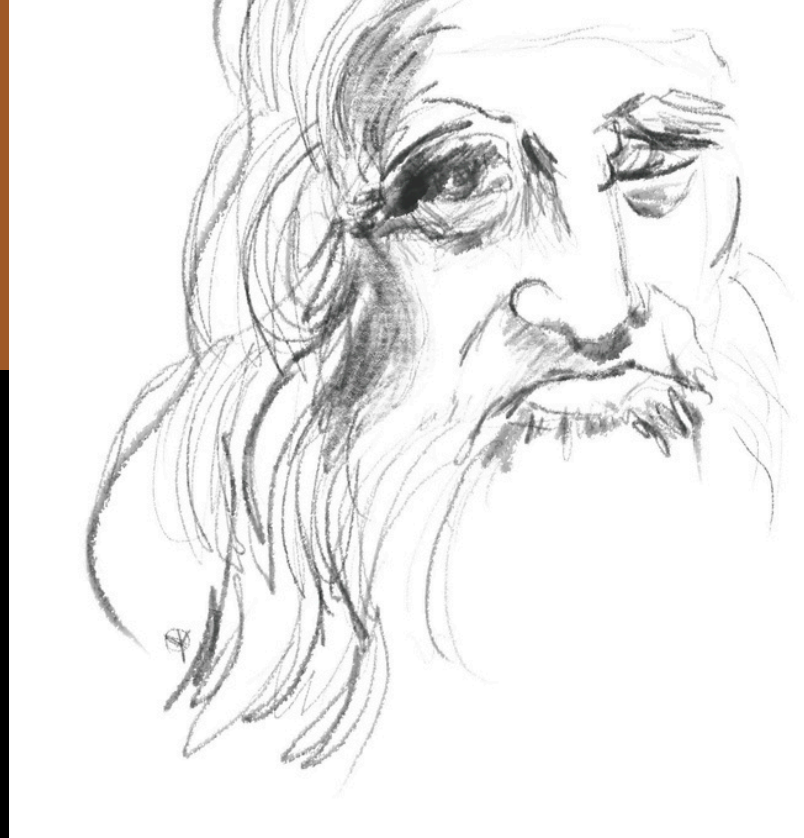
boxArt! Traffic Signal Box, City of Fremont, CA  
Participating boxArt! Artist  
(Accepted as a participating artist, proposed a design per theme, sponsors determined, made concept adjustments and design, executed required paperwork, painted and fulfilled the proposed art within 16 days)  
May 2016 - May 2018

# Work Samples

# 8



# Work Samples



## ***Work/Proposal Adjustment***

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I will be open to ‘minor’ adjustments based on feedback from the Public Art Committee and property owner.

Adjustment/s should stay within the concept or original design and the identity of the artist’s style so as to be recognized as such.

## **CONTACT**

### **Email / Text**

abstract.loren@gmail.com

408 221 9970

*artfinder.com/abstractloren*

