

Statement of Qualifications

Huntington bridge art display for “Celebrating Route 66”

NAME: Joy Bushmeyer

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INITIAL CONCEPTS / IDEAS: I envision designing approximately 8 or 10 (4-5 for each side) 3D resin panels (painted with Matthews Automotive Paint and sealed), each approximately 10 feet wide, which could be installed from above.

Each panel would illustrate an historically significant Monrovia Landmark on or near Route 66 and would include the image of a classic car in the foreground.

EXAMPLES OF APPLIED KNOWLEDGE & EXPERTISE:

- The most similar experience I have with this type of job was the creation of all Clarke Directory Publications billboard art during my 15 years as Art Director. I worked with Regency Billboards and Pacific Outdoor Advertising. A critical requirement of all Clarke Directory billboard art was that all type and images had to be large enough and simple enough to be visible, readable, and recognizable from a great distance at a traveling speed!
- A second example of my experience with large format art was the creation of banners and art for the scale of the inside walls of Immaculate Conception Church. I created lengthy, decorated fabric banners, 9-foot-wide multi-media flying angels and a 10-foot-tall painting of the Risen Christ which can be seen every Easter season.
- A third example of large format art I produced is high-resolution background and stage art for the Imagen Awards Annual Gala, usually located at the Beverly Hilton or Sheraton Hotels or other major LA venue.

ARTIST'S QUALIFICATIONS:

- Art Director for Clarke Directory Publications for 15 years prior it being sold in 2006. (The department I managed never missed a publishing deadline while publishing thousands of phone books).
- 2008 Graduated CSULA Suma Cum Laude with BS in Graphic Design with Honors. (I returned to college and achieved a bachelor's degree in art & graphic design while raising 4 children and working part-time).
- Leader of Environment Team at Immaculate Conception Church for 10 years. (Creation of banners and art for church walls for each liturgical season).
- 10 years & current - Production of programs and art for Norman Lear's Imagen Foundation (Production of art for the Imagen Awards Annual Gala, requiring a program, posters, backdrops behind The Red Carpet, and high-resolution art for the stage background).
- 10 years & current – Production of a quarterly travel magazine for the North American Travel Journalists Association (NATJA), including a program for the annual conference, plus posters, certificates, badges, business cards, etc.

- Monrovia Art in Public Places 2023 - Christmas Ornament - "A Merry Monrovia"
(showing Santa Claus waving from the Monrovia Firetruck)
- Monrovia Art in Public Places 2023 – Neighborhood Treasure – Pat Ostrye
(scheduled to be installed about June 7th)

UNDERSTANDING OF THE PROJECT'S GOALS:

My vision of the Celebration of Route 66 art is to visually stimulate all who travel through Monrovia showing the rich history of Monrovia and its part in this famous, nationwide highway. I believe a colorful, 3-D interpretation, with the inclusion of exciting classic cars, would represent Monrovia in a very positive and first-class portrayal of its history and art.

UNDERSTANDING OF THE INSTALLATION CHALLENGES:

Clearly the main challenge is that the art is to be applied to a bridge over a busy highway. I have spoken with a company who can produce large (5'tall by 10' wide) resin 3-D panels which could be attached from above. I spoke with Dan at B&H Signs who has experience with attaching lettering on that very bridge. He felt that attaching the type of panels I am proposing is feasible. The materials used would be long lasting and hardy enough to withstand the elements over time. Also, the price of these panels is well within the budget.

CAPACITY TO WORK WITHIN TIME LIMITATIONS:

I would give the approved art for the panels to the production company in plenty of time to produce the panels ahead of the deadline and provide adequate installation time. This production company, Art Sign Works, is requiring 6 -7 weeks, which is their standard for cnc cutting, painting with Matthews Automotive paint and final sealing. This company will be producing the resin art for the Neighborhood Treasure fabrication for Pat Ostrye.