

Kenny McBride

420 Redondo Ave unit 304
Long Beach, CA 90814

562-473-9119
www.mcbridearts.com

Greetings,

Thank you for putting out this opportunity for public art. A friend of mine shared the open call with me and I am thrilled to apply. My name is Kenny McBride and I have been painting murals professionally for the last several years. My primary client has been LAUSD. I for the most part have painted educational and inspirational murals and the audience is for students, parents and faculty. My mission is to inspire people in their spaces. Having painted over thirty murals on campuses I am very grateful that my art can serve a purpose.

I have the experience necessary to complete a project of this magnitude. My first commissioned mural was by the city of Long Beach in 2016. For this project I painted a pedestrian bridge over the 710 freeway. In order to achieve the project's timeline I had to sit in several planning meetings at city hall. This culminated in five days working hand in hand with Cal Trans, painting from an articulated lift and completing the bridge one lane at a time. In order to finish within deadline I had two assistants working with me. For the actual painting of the bridge I pre prepared over 100 feet of stencils and so that I could move quickly and purposefully. Also in ambition to further elevate the bright design of humming birds I used traffic reflective paint in areas and so it glitters and shines as light hits it at night. Lastly, I completed the structural columns at both ends of the bridge with larger than life glass mosaic dragon flies.

Outside of my direct experience painting a pedestrian bridge I have acquired a broad skill set while on other projects and also a team I can reach out to for various resources and specialties when required. I have been involved with doing carpentry and fabrication since I was a teenager. Over the years I have used this skill to build custom cabinetry, luthier a guitar and apply sculptural elements to projects. Over the past two years I have put my fabrication skills to use on several exhibition installations at the Bowers Museum in Santa Ana. My largest mural spans the length of 250 feet and is at a height of 37 feet. The exciting challenge I faced working on this particular project was again to work with the city as this was a grant. Habitat for Humanity partnered as well and so for a week I facilitated community paint days. On these days sometimes over a hundred neighbors would be able to add their own mark to the finished project.

I put my all into every project I do and this particular project is very exciting to me as it is in line with how I would like to continue to grow and share as a public artist. My resume is largely a series of collaborations with either the city, school campuses or Bowers Museum. Recently I was also honored to be selected as one of five artist to display an installation for the Long Beach Airport's 100 year anniversary. If I am chosen as the artist for your project I would like to express that I am very open to working with and sharing others ideas in the final design, I very much want feedback and I don't take ownership over public art, it should be as collaborative as possible with all excited parties. Having introduced my self I will now propose one concept that kept surfacing in my mind while researching the history and cultural significance of Route 66.

I propose to illustrate a narrative along the complete length of the bridge that expresses the history through landmarks along Route 66 to tell the story of the human spirit and of our shared desire for adventure. How I would visualize this is to separate the bridge into 7 major sections from left to right. Each section would showcase a different experience you might have while traveling. The narratives would be separated by iconic road signs and short text would overlay on each. Here are the text ideas as well as the narrative illustrated.

LOAD IN

- Imagine classic cars and current cars juxtaposed, likewise the families getting in and doing activities like loading the roof rack. Could have an RV.

FUEL UP

- Pumping gas at Tower Conoco in Texas and perhaps other classic gas station signs like Roy's in Amboy. The main feature of this narrative is to show landmark fill up spots.

EXPLORE

- In this section we can show families sightseeing in the petrified forest and at Cadillac ranch or checking out volcanic rocks. So many ideas to explore here.

EAT

- Families sharing a meal at an iconic diner. Have fun showcasing some of the mimetic architecture such as the cowboy at the Big Texan Steak Ranch.

CONNECT

- Arriving at grandmas in Santa Fe and also a family enjoying each others company in painted dessert.

REST

- A couple pulling up to the Hotel Rancho for the night. Could have a lot of fun with those neon signs here.

INSPIRE

- So much art and pop culture has been inspired by the journey. I would imagine putting Woody Guthrie in and also a Steinbecks Grapes of Wrath. Maybe just because it's appropriate here we could write "get your kicks!"

Now the challenge I would have fun tackling would be to tell all of this across the 200 feet and make sure that it is simplified and legible. It should feel like there is a narrative but like a good narrative it should avoid looking busy and so great attention would be taken to avoid clutter. The color palette I see as being natural and inspired by the landmarks. Nothing too loud, the color and contrast can be helpful when creating clear transitions in the narrative. As far as medium I would imagine creating stencils before hand to be efficiently painted onto the surface. To embellish the narrative I would also like to use metal panels throughout to add depth and break up the design. I would definitely consider the project timeline expected as I move forward into concept design. For the actual concept I would deliver a digital rendering that will also be assimilated onto the bridge and so it can best be visualized.

Thank you again so much for your consideration,

Kenny McBride

KENNY MCBRIDE

562 473 9119

McBride.arts@gmail.com

www.mcbridearts.com

Redondo Ave unit 304

Long Beach, CA 90814

PROFILE

Kenny McBride is an arts instructor and muralist in Long Beach and Los Angeles. Since 2016 he has completed over 40 murals with self founded, McBride Arts for LAUSD. Each of the murals are site and subject specific. Kenny has 20 years of experience teaching music and art. The artist's mission is to inspire people in their spaces through the application of large scale art.

LARGE SCALE MURAL EXPERIENCE

710 FWY & 7TH STREET PEDESTRIAN BRIDGE MURAL - EDISON ELEMENTARY SCHOOL - 2016

This mural features vividly colored poppies, hummingbirds and dragon flies with mosaic wings splashed across the walking bridge for Edison Elementary School and public over the 7th Street entrance of the 710 Freeway. The design is intended to brighten the scene for pedestrians crossing safely, the neighbors and the commuters as they depart our great city of Long Beach. Project Partnership with City of Long Beach - 1st District, Arts Council for Long Beach, Willmore Heritage Association, Anderson Paint & Hardware.

"LOVE BEYOND BORDERS" PUBLIC ART PROJECT GEORGE WASHINGTON MIDDLE SCHOOL - 2019

"Love Beyond Borders" celebrates diversity, inclusion, and our cultural heritage of immigration. Public Art Project involving student & community volunteers to help paint this massive mural spanning the main campus building on 15th St & Pacific Ave. Project partnership with the City of Long Beach, Arts Council for Long Beach, State Sen. Lena Gonzalez, Los Angeles Unified School District, Habitat for Humanity, Southern California Edison, & Dunn Edwards Paints.

LOREN MILLER ELEMENTARY SCHOOL - ENTRANCE MURALS, LAUSD 2019-2020

Main Entrance Mural Collection highlighting the Pillars of Education, Dolphin Mascot, Word Art of Encouragement, and Star Students. 8 wall panels spanning entire main campus building.

95TH STREET ELEMENTARY SCHOOL - INTERACTIVE PLAYGROUND MURALS, LAUSD - 2020

Playground Handball Courts and Hallway Mural Collection showcasing School Spirit, Tiger Mascot, and Interactive Handball Game Walls. Four Handball Court murals brighten the public facing playground; two outward displaying school logo & mascot, and two featuring realistic jungle scenes where each animal has points, making an interactive game with mental math skill building. 5 wall panels, totaling 7,000 sq feet.

SOUTH PARK ELEMENTARY SCHOOL, LAUSD - 2021

New bold school name logo brings a POP of school spirit to the playground! Exterior Playground Mural featuring the South Park Elementary School logo in 3D text. Heroes mural, which features 12 inspiring figures along a concrete wall. Lastly, I painted a cafeteria mural which features the five food groups and the professions behind its journey from farm to table.v

"PORTALS TO STEAM" SUBJECT SERIES

DR. MARY MCLEOD BETHUNE MIDDLE SCHOOL, LAUSD - 2021-2022

The "Portals to STEAM" mural series opens a whole new perspective to each subject, transforming the campus stairways to an engaging Portal of Science, Technology, Engineering, Arts, and Mathematics.

"MASCOT, HAND BALL COURT AND GROUND MURAL"

75th STREET ELEMENTARY, LAUSD - 2023

On the campus I painted a 30ft x 30ft mascot of a tiger using an articulated 40 foot lift. As well I created an inspiring handball court that reads shoot for the stars and illustrates the tiger mascot in a space suit playing with stars above earth. Lastly, at the entrance I painted one last image of the mascot onto the asphalt.

"SUBJECTS BREEZEWAY MURALS"

Loyola Village Arts Magnet , LAUSD - 2023

For this campus I was approached to liven up the entry breezeway. I accomplished this by painting six support columns, on each a separate subject with multiple students being engaged. All of the subjects are larger than life and designed with bold colors.

"ENTRANCE AND SCHOOLYARD MURAL"

95 STREET EARLY EDUCATION CENTER , LAUSD - 2023

For the campus schoolyard I designed an alphabet wall mural. This was accomplished by creating a faux chalkboard look and placing the letters of the alphabet in bold white with and accompanying illustration. Such as A and an apple, B and a Bear. We also transformed a storage bin into bookcase illusion. Lastly, we brightened the entrance of the campus with the mascot and a beautiful blue sky with fluffy clouds.

"PARENT CENTER MURAL"

THIRTY SIXTH STREET EARLY EDUCATION CENTER, LAUSD - Current

This school wanted to liven up the parent pick up location. This same location is also viewable from the school yard where the students ride tricycles. For the design I created a city scape stretching across 75ft of wall space. The city is populated with bright primary colors, the alphabet, numbers and several recognizable symbols and shapes.

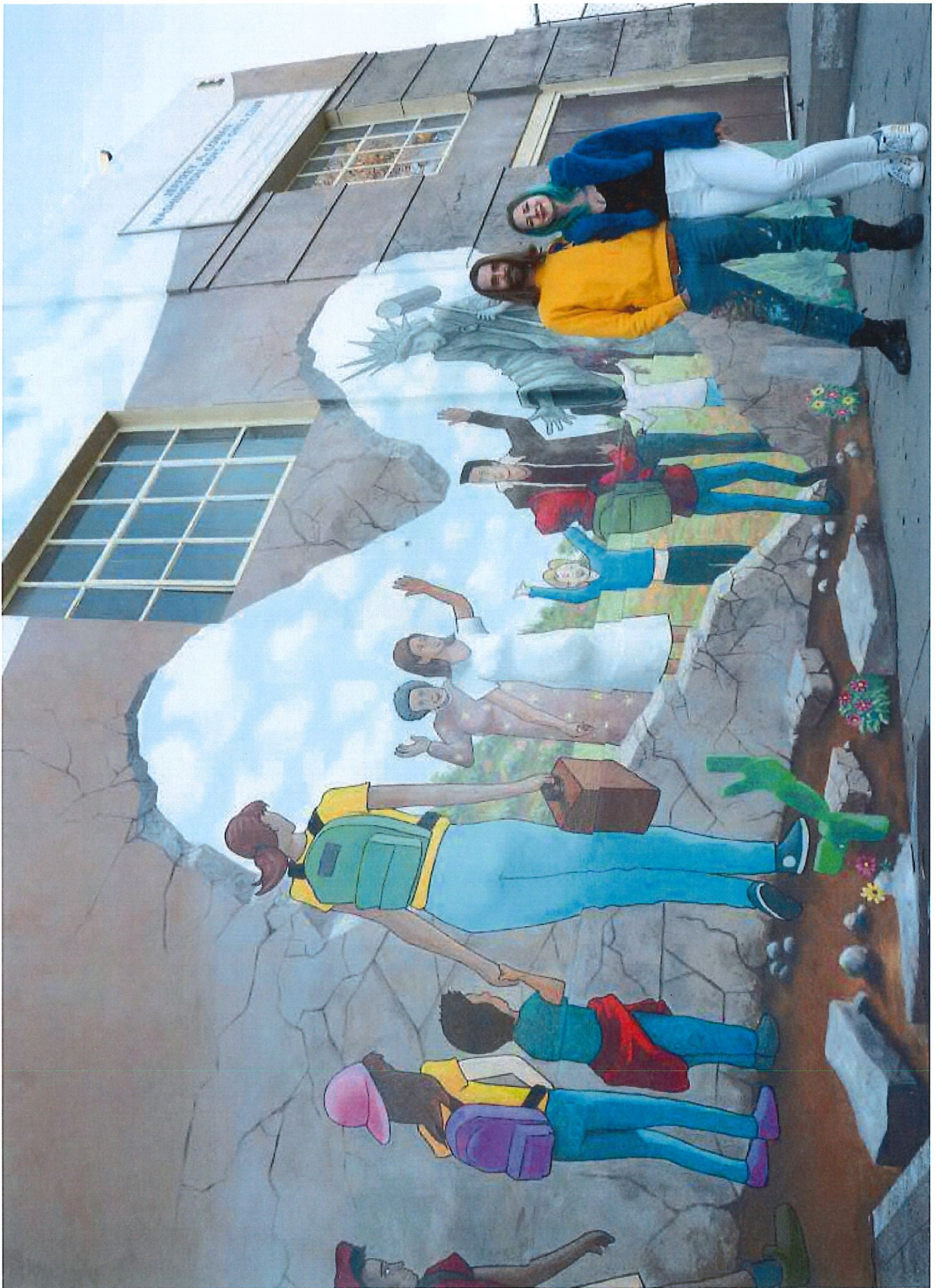
CONTRACTING PREPARATOR AT THE BOWERS MUSEUM, SANTA ANA, CA - 2022 - Current

In this role as preparator at the museum I assist on a team of contractors in preparing new exhibitions. I work an average of 4 months out of the year at the museum. Overall several exhibitions I have painted several faux walls, fabricated displays and installations and most recently painted two giant murals at the entry to the "History of Asian Comics", which is currently on display.

"CELEBRATING CONNECTIONS FOR 100 YEARS INSTALLATION" LONG BEACH AIRPORT - 2024

In celebration of 100 years, Long Beach Airport made an open call for five artist installations. I was awarded one of the installations and is currently on view in the boarding area. For my design I chose a simple line illustration and small color palette in order to give focus to multiple narratives of loved ones embracing as they embark or return from their flight. In text I wrote Celebrating Connections for 100 years.









Thoughtful Food is Food for Thought

FRUIT VEGGIES DAIRY PROTEIN GRAIN

© 2012 by the National Center for Food Safety and Inspection Service

