



RESPONSE TO REQUEST FOR QUALIFICATIONS TO

**CITY OF MONROVIA**

HUNTINGTON DRIVE BRIDGE  
ARTISTIC SERVICES

Attention:  
Kerri Zessau  
City of Monrovia  
Community Development Department  
415 S. Ivy Avenue, Monrovia, CA 91016

March 19, 2024

**PRIMARY CONTACT:**

Marmalade Mural Company

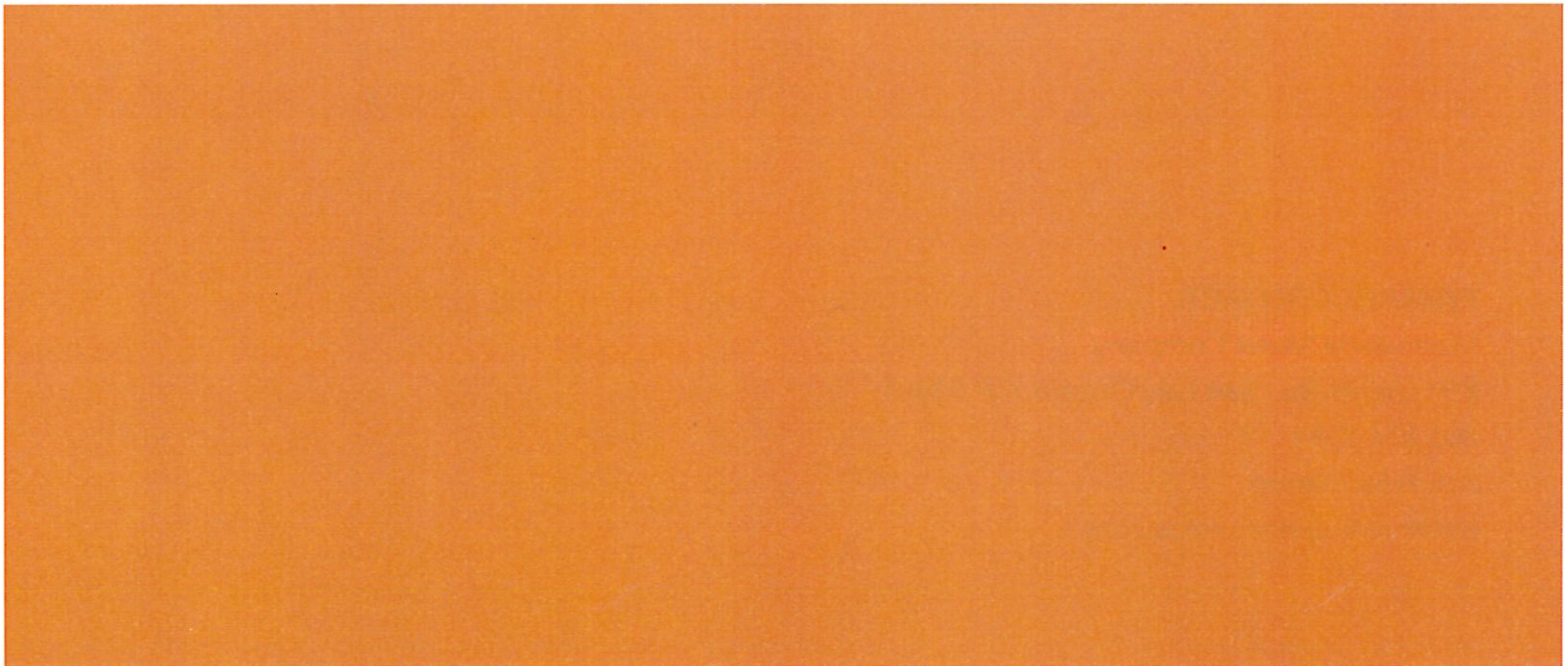
810 Orcutt Rd., San Luis Obispo, CA 93401

805.234.7694

Att: Neal Breton

[nb@marmalademuralco.com](mailto:nb@marmalademuralco.com)

# LETTER OF INTEREST



March 19, 2024

City of Monrovia  
Community Development Department  
Kerri Zessau  
kzessau@ci.monrovia.ca.us



Dear Kerri Zessau and the City of Monrovia Community Development team,

As artists, we are always impressed by municipalities that prioritize arts and culture. It's as important as ever to continue to provide opportunities for people of all ages, backgrounds and socioeconomic status to have access and exposure to art in their daily lives. The City of Monrovia's efforts to create landmarks out of existing infrastructure is innovative and forward-thinking, and has us excited at the prospect of being involved.

Our team is highly interested in such a dynamic and unique structure. We are muralists and mosaic artists, and we're very excited about the possibilities of our disciplines coming together to fulfill the requirements of the space into a multidimensional, multidisciplinary experience. We envision an engaging and unique art installation that play light, texture and color off each other, in a form inspired by the landscape of Monrovia and the marching history of Route 66.

For the Huntington Drive Bridge project, we have assembled a team of artists specifically chosen for their talent and experience in the public sector and their ability to collaborate with the various disciplines required to complete successful projects.

We formed Marmalade Mural Company in 2021, with artist friends Amy McKay, Neal Breton and Missy Reitner-Cameron. Collectively, we have 40 years of experience doing work for public and private clients, municipalities and various public agencies. Since forming, we have worked with the City of San Luis Obispo, the San Luis Obispo County Regional Airport, and the Cal Poly Corporation. Next up, we are scheduled to install a series of murals on a 16-column underpass, collaborating with local landscape architects, engineers, steel fabricators, Caltrans and the City of San Luis Obispo. Marmalade's work is characterized by their attention to detail, creativity, vibrant colors, and an ability to fulfill our client's vision.

Joining Marmalade on this RFQ is Amanda Elizabeth Mosaics. Amanda has a background in landscape architecture, public art and design, and has completed large-scale mosaic projects with multiple government agencies in cities like Venice (the Venice Beach Skatepark), Houston (Houston Transit Station), and Atlanta (Atlanta Botanical Gardens).

As artists, we are all moved by projects that impact the public on a larger scale, as we truly believe in the power of art to connect, inspire and celebrate the diversity of our communities. This type of work is the most meaningful because these spaces are for everyone, exclude no one, and are places where future generations can make their own important memories.

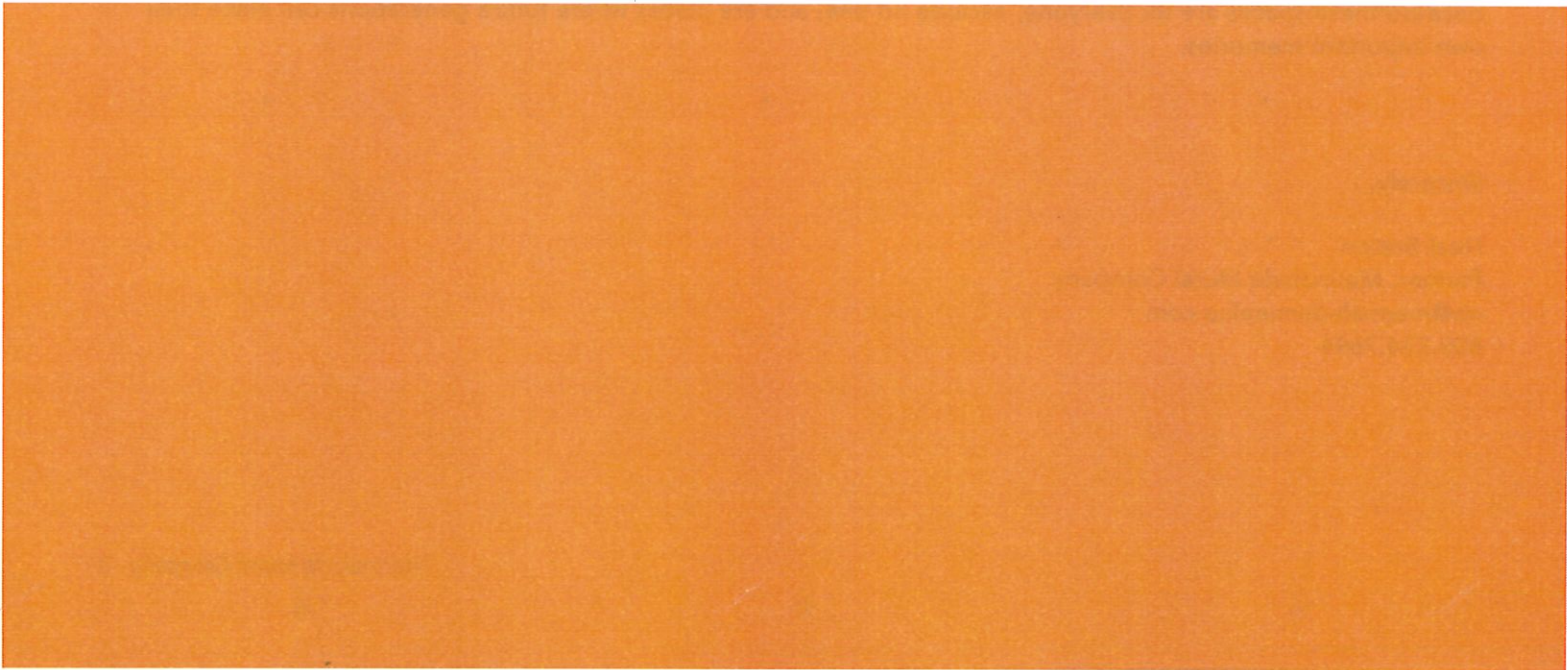
Sincerely,

Neal Breton  
Partner, Marmalade Mural Company  
nb@marmalademuralco.com  
805.234.7694



# ARTIST QUALIFICATIONS

DETAILED RESUMES AND CVS



## THE TEAM

The Marmalade Mural Company, a woman owned small business, has assembled a team of makers and fabricators specifically chosen for their dynamic body of work with private businesses and city agencies around California. Each team member brings a unique and diverse set of experiences to these potential opportunities for the City of Monrovia. We have a wide variety of projects that showcase the breadth of experience needed to complete large scale art activations. The scope of work below showcases that our team is well suited to deal with the intricacies of being a public project with the City. Our team members' individual experience under their resumes should also be noted to show individual experience in public projects specifically.

## ORGANIZATION CHART



CITY OF MONROVIA



MARMALADE MURAL CO.



AMANDA ELIZABETH  
MOSAIC ARTIST



## **MARMALADE MURAL CO.**



### **NEAL BRETON**

Neal Breton, a New Hampshire native, has been a professional artist for over twenty five years. He studied painting at Pasadena City College in the 90s, and has curated and shown his own work all over the United States. After living in Glendale for 30 years, he now resides on the Central Coast in the quirky beach community of Los Osos.



### **AMY MCKAY**

Amy McKay is a full time artist living and working on California's Central Coast. She spent her childhood wandering amongst the conifers and granite of the Sierras while cultivating an appreciation for the simple beauty of life. After obtaining a degree in Landscape Architecture, she worked for 19 years in that profession while showing her art locally. In February of 2019, she made the career shift to full-time artist and now fills her days with acrylic painting and mural work.



### **MISSY REITNER-CAMERON**

Missy Reitner-Cameron is a Los Angeles native and loves California with her whole heart. She studied at the California Institute of the Arts and received her BFA in 1994. For 25 years Missy worked in graphic design and owned her own company from 2004-2020. While running a business, Missy continued with her creative endeavors, and is now painting full time. She recently opened an art gallery with working artist studios and a coffee shop called The Bunker SLO. She can be found there most days covered in paint and eating snacks.

## MARMALADE MURAL CO. WORK EXPERIENCE

Marmalade Mural Co. is a sweet mix of three artists who, together, make a delicious blend of creative experience, professionalism and talent. The three team members; Amy McKay, Neal Breton and Missy Reitner-Cameron have shown together, snacked together, laughed together and worked together for years and with the creation of Marmalade, it is now their job. They are firm believers in the power of public art and are thrilled to be doing it together.

### COMPLETED MURALS

- 2012 Artisan Restaurant** | Private client  
Paso Robles, CA
- 2012 Residential Mural** | Private client  
Glendale, CA
- 2021 Natural Healing Center** | Public client  
San Luis Obispo, CA
- 2021 Marsh Street Bridge** | Public client  
San Luis Obispo Museum of Art  
San Luis Obispo, CA
- 2022 Swift Craft** | Private client  
San Diego, CA
- 2022 Studio 2G** | Private client  
San Luis Obispo, CA
- 2022 Willoughby Residence** | Private client  
Paso Robles, CA
- 2023 San Luis Obispo**  
**Donut Company** | Private client  
San Luis Obispo, CA
- 2023 Performing Arts Center** | Public client  
Cal Poly Corporation  
San Luis Obispo, CA
- 2023 Sebastian's Cafe** | Private client  
San Simeon, CA
- 2023 J and L Hawaiian**  
**Restaurant** | Private client  
San Luis Obispo, CA
- 2024 SLO County Airport** | Public client  
San Luis Obispo, CA

### OTHER PUBLIC ART

- 2010 Art Box Program** | Public client  
City of SLO  
San Luis Obispo, CA
- 2012 Art Box Program** | Public client  
City of SLO  
San Luis Obispo, CA
- 2016 Cow Parade** | Public client  
**selected artists**  
San Luis Obispo, CA  
County of San Luis Obispo, CA

### UPCOMING INSTALLS

- Chorro Street Greenway** | Public client  
Awarded 2022  
Install Spring 2024  
San Luis Obispo



## **AMANDA ELIZABETH SEIBEL**

Amanda Elizabeth Seibel is a mosaic artist. She makes art for the soul purpose of enlivening and activating community spaces. She is excited to be part of this artist team and to submit for this RFQ for many reasons, but especially because of the public engagement component and the emphasis for connectivity to the community. Amanda has been designing, fabricating and installing mosaics for 17 years with a focus on community outreach, hands-on public participation and developing public art spaces that represent the people as well as capturing the spirit of the community.

## **WORK EXPERIENCE**

**Gratitude Wall Mural** City of Anaheim, CA

**Wave Wall Mural** Encinitas, CA

**Venice Beach Mosaic** Venice Beach, CA

**Del Mar Highlands Splash Pad Mosaic** Del Mar, CA

**Highway 101 Solana Beach Sun Mosaic** Solana Beach, CA

**Warner Springs School Tribal Logo Mosaics** Warner Springs, CA

**Miller Park Splash Pad Mosaic** Fontana, CA

**Santee Town Center Crossing** Santee, CA

**Bannister Family House Heart, UCSD Health,** San Diego, CA

**City of Milwaukie South Downtown Plaza** Milwaukie, OR

**Atlanta Botanical Gardens** Atlanta, GA

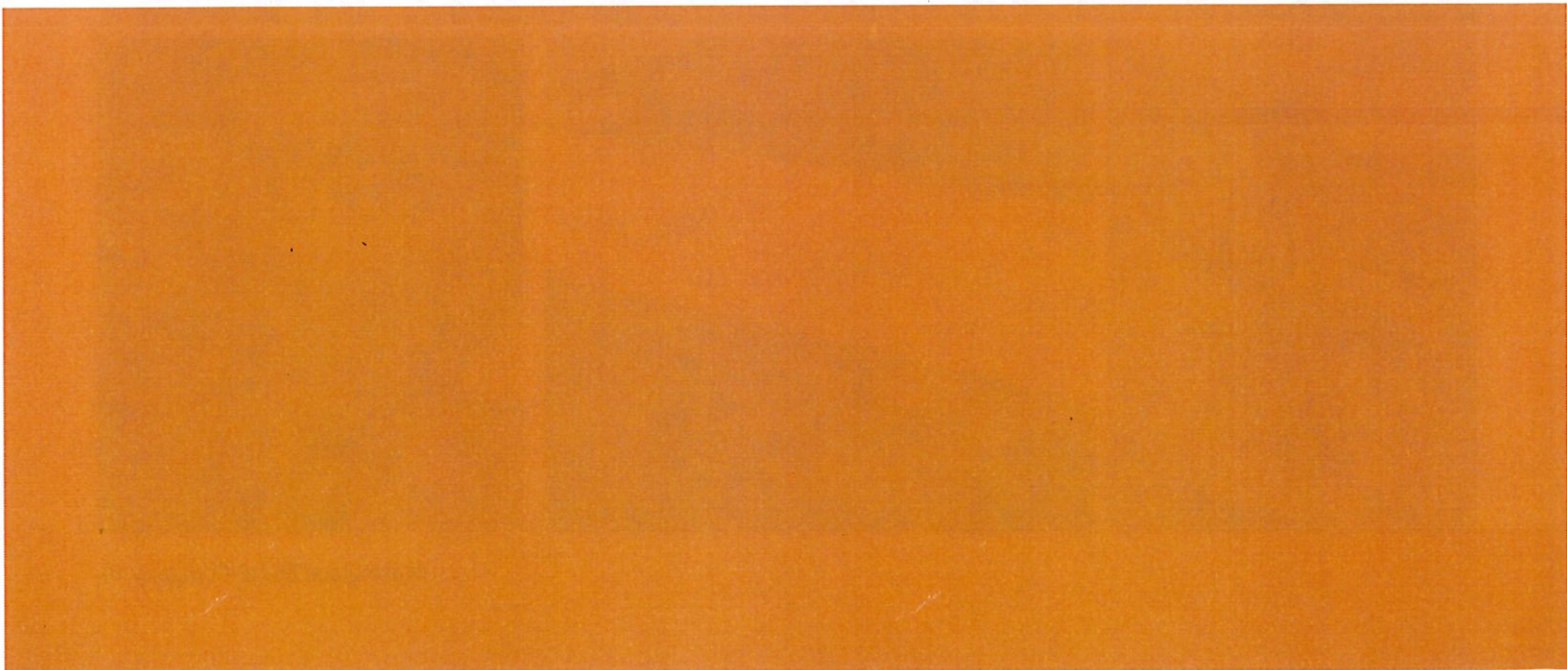
**Morris Thomson Cultural Center** Anchorage, AK

**Map of Puget Sound** Des Moines, WA

**Houston Transit Corridor Station** Houston, TX



## PAST PROJECTS



PROJECT 1

CAL POLY PERFORMING ARTS CENTER LOADING DOCK, SLO, CA

Budget: \$9,375

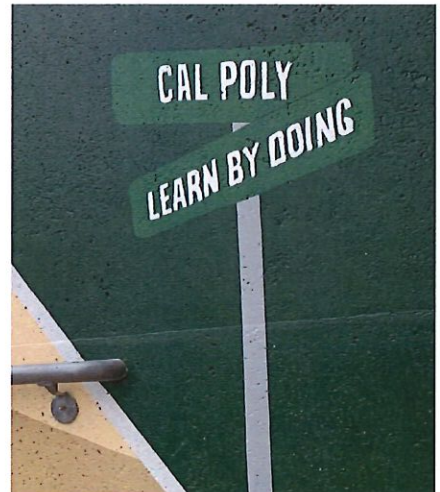
Client: Cal Poly Corporation

Location: California Polytechnic University, San Luis Obispo

Materials: Exterior paint on existing concrete wall

Year Completed: 2023

Short Description: The Cal Poly Performing Arts Center asked for a locally relevant and colorful mural to greet performers at the loading dock of the main theater. The goal was to liven up the otherwise drab 'back of house' and create a more welcoming experience.



## PROJECT 2

### 42 CANS

Budget: \$18,000

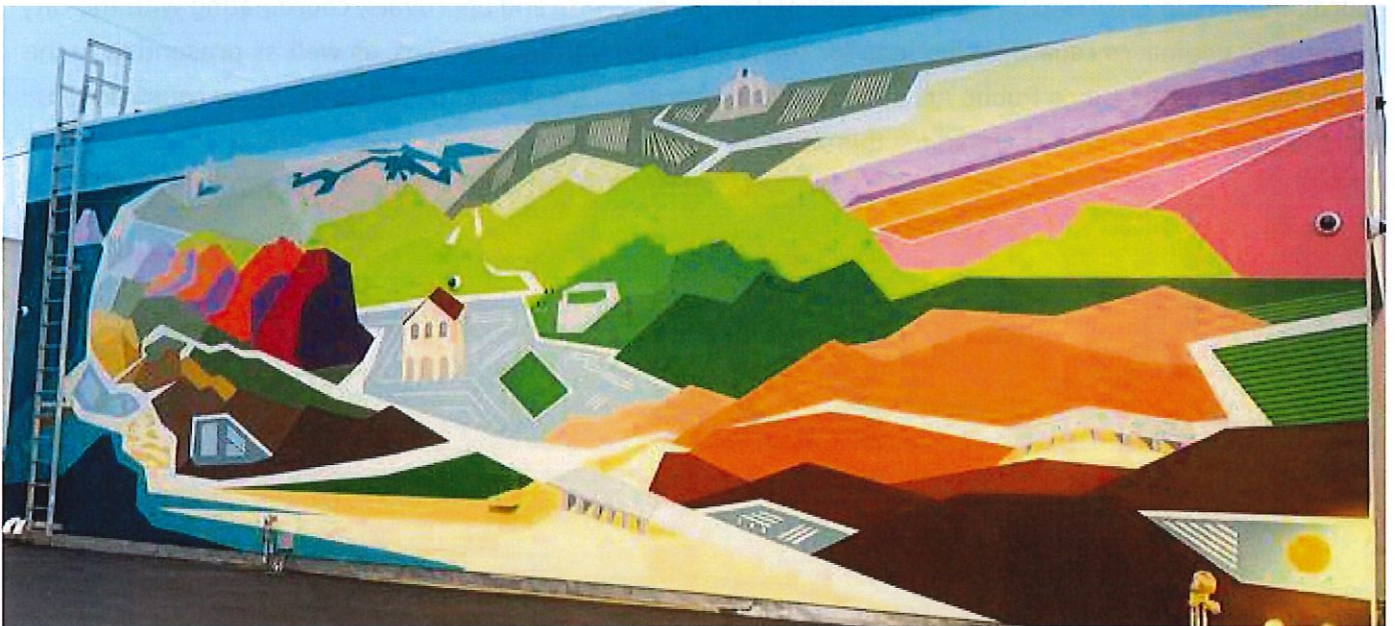
Client: The Natural Healing Center retail store

Location: 2640 Broad Street, San Luis Obispo

Materials: Exterior paint on existing stucco wall

Year Completed: 2021

Short Description: To fulfill the public art requirement for new developments within the City of San Luis Obispo, the Natural Healing Center desired a large mural depicting San Luis Obispo County and some of the local landmarks of the area. Marmalade Murals handled the coordination with the City for the public art approval process as part of this project.



**PROJECT 3**

**CHORRO STREET GREENWAY SUMMARY**

**Budget: \$51,700**

**Client: City of San Luis Obispo and California Department of Transportation (CALTRANS)**

**Location: Chorro Street, San Luis Obispo, California**

**Materials: Exterior paint on existing concrete freeway overpass columns**

**Year Completed: Installation scheduled for Spring, 2024**

**Short Description:** The City of San Luis Obispo, as part of a large pedestrian and bicycle improvement project, was looking to create a safer and more welcoming pedestrian experience on Chorro Street, as it passes under the Hwy 101 freeway overpass and connects to downtown SLO. In collaboration with a local steel fabrication company that designed an art fence, Marmalade will install a series of murals on each bridge support depicting the flora and fauna of the immediate area. This project has included extensive coordination with CALTRANS regarding right of way permissions and approvals, coordinating with the City and project engineers regarding footings for the fencing and lighting features, as well as presenting to the public as part of the City's Public Art approval/jury process. This project is currently under construction and the mural installation is slated for this Spring.



## PROJECT 4

# VENICE BEACH SKATE PARK

Budget: \$50,000

Client: City of Los Angeles BOE

Location: Venice Beach Skate Park, Venice Boardwalk, California

Materials: High-fired Mexican smalti with seeded glass

Year Completed: 2010

Short Description This mosaic is a funky 90s design initially created for the famous Venice Oceanfront Walk more than 20 years ago. Bright Mexican tiles were used by smashing large mosaic pieces called "tortillas" with hammers. This 8' tall, 32' long mosaic gets hammered by the Southern California sun, sand, salt spray, skateboarders and even movie trucks over the last 14 years and still looks beautiful, bright and funky today.

