

December 4, 2019

Re 83 MMP-MagúMuralPomona

Option 1: The Printed Mural

To Pomona Cultural Arts Commission Final Design Plan

In accordance with the direction of the Advisory Committee, I submit the following response: ELS is submitting 2 versions of the final design in order to allow the CAC to decide their preference on how to best use the public art budget to celebrate the memory of Magú and his contribution to the lore of the Pomona Art Colony.

Option 1: The Printed Mural

Due to the grand dimensions (25' X 71') of the mural wall, ELS propose to fill the huge area cybernetically using established digital techniques. As such, ELS will paint the final design at 30% scale on wooden panels (as camera-ready artwork or CRA) in the dA Center for the Arts. Upon completion, the CRA will be taken to CyberCopy digital print services where it will be high resolution scanned, enlarged to wall size and printed. Finally, CyberCopy will mount the full size printed mural on the wall.

Final Narrative. As friends and associates of Gilbert "Magú" Luján for over 4 decades, ELS is in a unique position to know and understand the artist and his art. Nonetheless, we planned and attended a community interface event hosted by the dA Center for the Arts under the direction of Margaret Aichele. The event was the Car Show on September 14, 2019. Not only attended by car aficionados, but people from the community; but the public in general; many who knew him well or not at all. We gathered much material that was organized by David Botello.



Complete Rendering of the proposed artwork, with dimensions and proposed materials (exact brands).

David's list of Components/Imagery in mural design:

- 1 A full side to side Earth horizon with North looking South point of view of the 2 American continents – a la Magú
- 2 A large portrait/pose Magú working on Art with Man-Dog friend
- 3 Female and Male profiles of lovers spanning the sky horizon.
- 4 Magú Chevy, Pyramid Pickup Truck and other small cars.
- 5 A dA Center for the Arts scene with community artist & musician
- 6 Pomona Goddess and arts colony Archway
- 7 A Mental Menudo scene
- 8 Magú portrait timeline
- 9 Magú Stick People, Animal Head People, and his Icons
- 10 Magú Words and Speech Balloons
- 11 Flaming Heart, many hearts
- 12 Magúvian Architecture
- 13 Symbols of Global Warming, Amazon Fires, Hurricanes
- 14 The Spanish “Discovery” Ships on the horizon.
- 15 Roads converging to the Center of the Mural

Maintenance Plan

Option 1: The Printed Mural

The vendor, CyberCopy, will provide the Maintenance Plan after contract award.

Final Budget

PRINTED MURAL BUDGET

East Los Streetscapers (ELS) Printed Mural Budget lists all primary requirements for the completion of the Magú Mural for the City of Pomona. ELS will paint camera ready artwork in dA at 8' X 23'. CyberCopy (see quote) will mount, scan, print, install and finish printed mural on entire wall 25' x 70'.

CAMERA READY MURAL/ELS

Planning & Execution of Design to be used for the printed mural

TASK NO.	DESCRIPTION	QTY/ SQFT	UNIT COST \$
1	DESIGN/ ARTIST FEES		\$4,845
1.1	COMMUNITY INPUT	1	
1.2	PRELIMINARY COLOR ILLUSTRATION	1	
1.3	FINAL COLOR ILLUSTRATION	1	
1.4	CAMERA READY ART PREPARATION	1	
1.5	SET UP/ LAYOUT	1	
1.6	VENDOR RFQ AND SELECTION	1	

FABRICATION, ARTISTS FEES CAMERA READY ART

Execution of Design on wood panels, transportation to cyber copy for fabrication to sustainable material to be applied to building

TASK NO.	DESCRIPTION	QTY/ SQFT	UNIT COST \$
2	CYBERCOPY FABRICATION	184	\$10,856
2.1	ELS SCALE PAINTING AT THE dA WITH MATERIAL		
2.2	TRANSPORTATION		
2.3	ARTIST FEE FOR ARTWORK		

ADMINISTRATION/DOCUMENTATION

Permits, Identification Plaque , Materials for Maintenance

TASK NO.	DESCRIPTION	QTY/ SQFT	UNIT COST \$
3	PERMITS/ Black	1	\$1,000
3.1	Black Etched Granite		
3.2	INSURANCE		
3.3	SPECIFICATIONS/ INSTRUCTIONS		
3.4	MAINTENANCE MANUAL		
	TOTAL ELS		\$16,701

PRINTED MURAL/ VENDOR

Fabrication of design on the dreamscape suede, mounting hardware, transportation, and installation of the printed mural on the building with permits

TASK NO.	DESCRIPTION	QTY/ SQFT	UNIT COST \$
4	INSTALLATION	1,457 SF	
4.1	VENDOR REPRO SS AND INSTALL CYBERCOPY (CC)		\$33,299
4.2	WALL INSTALLATION/ EQUIPMENT		
4.3	PERMITS/ INSURANCE per CC		
4.4	SPECIFICATIONS/ INSTRUCTIONS		
	TOTAL VENDOR		\$33,299
	JOB TOTAL		\$50,000

Installation Schedule

Upon completion of the CRA (camera ready art work done in the dA Center for the Arts) for either The Option 1: Printed Mural, or Option 2: Painted Mural; will have different paths to Installation:

Option 1 CRA will be taken to be scanned and digitized and printed. These tasks will be the purview of the digital vendor. We'll have to ask, but we will have to have been contracted to start the work.



QUOTE

D081875

Project Name	Entered By	Time Req'd	Complete Date	Date Entered
83MMP	J OSE	01/22/2020 01:00 PM		11/06/2019 12:21 PM

BILL TO

Company COD - WAYNE HEALY

Contact WAYNE HEALY

Address INSTALLATION IN POMONA CA.

Phone 626-571-6761

Fax _____

Email STSCAPER@SBCGLOBAL.NET

SHIP TO

Company COD - WAYNE HEALY

Contact WAYNE HEALY

Address INSTALLATION IN POMONA CA.

Phone 626-571-6761

Fax _____

P.O. Number POB31460

TERMS INSTALLATION IN POMONA

JOB DESCRIPTION

Type	Description	Finished Height (Inch)	Finished Width (Inch)	Square Ft.	Price per sq. ft.	QTY.	Unit Cost	Cost
RENCAY SCANNING	SCANN SET UP	1	1	1	\$215.00	1	\$215.00	\$215.00
RENCAY SCANN	SCANNING OF ORIGINAL AT 600PPI	1	1	1	\$80.00	6	\$80.00	\$480.00
	IF WE SCAN IN OUR FACILITY							
SPECIAL ORDER	COLOR MATCHING PRINT TO ORIGINAL	1	1	1	\$250.00	1	\$250.00	\$250.00
LATEX	DREAMSCAPE SUEDE PRINT-WALL COVER	1	1	1	\$9.75	1457	\$9.75	\$14,205.75
	SQFT 1,457							
SPECIAL ORDER	FLEET SERVICES BRINGING THE ART PIECE IN HOUSE AND DROPPING BACK TO ART GALLERY	1	1	1	\$980.00	1	\$980.00	\$980.00
SPECIAL ORDER	ON SITE SERVICE SCANN	1	1	1	\$3500.00	1	\$3500.00	\$3,500.00
	IF WE SCAN IN ART GALLERY							
LABOR	INSTALLATION / SITE INSTALLATION					1	\$11656.00	\$11,656.00

Customer Req'd Proof ☐ Yes ☐ No Approved By: _____ Date: _____

PAYMENT INFO

Tax Rate	10.25 %	Tax	\$2,012.15	Sub-Total	\$31,286.75
Deposit		Balance Due	\$33,298.90	Shipping	
				Grand Total	\$33,298.90

Customer Acceptance: _____ Date: _____

The customer is responsible for any permits required by the city.
This Estimate is valid for only 30 Days from the Date Entered.