

December 4, 2019

Re 83 MMP-MagúMuralPomona

Option 2: The Painted 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 2: The Painted Mural

If the CAC prefers the painted mural, ELS will adjust the composition to accommodate an area 10' tall by 42' wide to be painted on panels in the dA Center for the Arts. Prior to installing the painted mural; the left 25' x 52' portion of the mural wall will be defined by color fields which will compliment the Magú palette. Once completed, the painted mural will be brought out to the wall and mounted within the color fields.

Final Narrative. As friend 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. None the less, 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 time line
- 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 2: The Painted Mural

The mural will be UV protected by: Modern Masters, Master Clear Supreme, Ultimate Protective Clear Coat.

The mural will be graffiti protected by: Monochem Perma Shield Sacrificial Graffiti Control Coating.

ELS will provide a complete Maintenance Plan contract award.

PAINTED 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 color areas in

from 25' X 52" to edges of mural panels that will be 10' X 42' painted in dA. ELS will mount panels on wall.

PAINTED MURAL

PLANNING AND EXECUTION OF DESIGN

TASK NO.	DESCRIPTION	QTY/ SQFT	UNIT COST \$
1	DESIGN/ ARTIST FEE		\$7,500
1.2	COMMUNITY INPUT		
1.3	PRELIMINARY COLOR ILLUSTRATION	1	
1.4	FINAL COLOR ILLUSTRATION	1	
1.5	FINAL DESIGN	1	
1.6	CAMERA READY ART PREPARATION		
1.7	MATERIALS		
1.8	SET UP/ LAYOUT		

ARTIST FEES, SCALED MURAL, FABRICATION

Execution of the design being painted on to the canvas material and prepped for applying to the wall.

TASK NO.	DESCRIPTION	QTY/ SQFT	UNIT COST\$
2	SCALED MURAL , SET - UP	420 SqFt	\$32,000
2.1	ARTISTS FEES AND PAINTING OF ART ON THE CANVAS AT THE dA *dA is donating space for the painting of the mural		
2.2	MATERIAL - canvas , paint, brushes, adhesive		
2.3	ELS PAINTED DESIGN ON CANVAS	1,300 SqFt	

THE INSTALLATION WILL REQUIRE Wall PREPARATION, TRANSPORTATION, PERMITS, AND MECHANICAL EQUIPMENT TO PLACE THE PAINTED MURAL ON THE WALL

TASK NO.	DESCRIPTION	QTY/ SQFT	UNIT COST \$
3	WALL INSTALLATION/ EQUIPMENT	1	\$7,500
3.1	PERMITS/ INSURANCE		

3.2	SPECIFICATIONS/ INSTRUCTION		
-----	-----------------------------	--	--

ADMINISTRATION/ DOCUMENTATION PERMITS, IDENTIFICATION PLAQUE , MATERIALS FOR MAINTENANCE MANUAL

TASK NO.	DESCRIPTION	QTY/ SQFT	UNIT COST \$
4	PERMITS / INSURANCE	1	\$2,500
4.1	BLACK GRANITE IDENTIFICATION PLAQUE		
4.3	MAINTENANCE MANUAL		
	BUDGET TOTAL		\$50,000

Installation Schedule

Option 2 Painted mural will have to be completed before the wall can be prepared for mounting. As such, I think the mural will be installed in a week.

The site plan for installing the Painted Mural shall be the left 52' portion of the mural wall. However, only 10' increments of the sidewalk shall be cordoned off to public access to accommodate the placements of the scissors lift which will be about 5 placements. The obtrusions into the sidewalk will be about 6' away from the wall. Since the curb is about 11' away from the wall; that leaves 5' clearance for pedestrian traffic. Thus, it is unnecessary to block off the entire sidewalk.

I estimate that it will take approximately 10 days to prepare the wall and paint the color fields on the wall. It should take another 5 days to install the painted mural to the wall, apply the U/V protection and anti-graffiti coats.