



"Pomona/BioLife Mural Submissions BY DAVE HOLLEY

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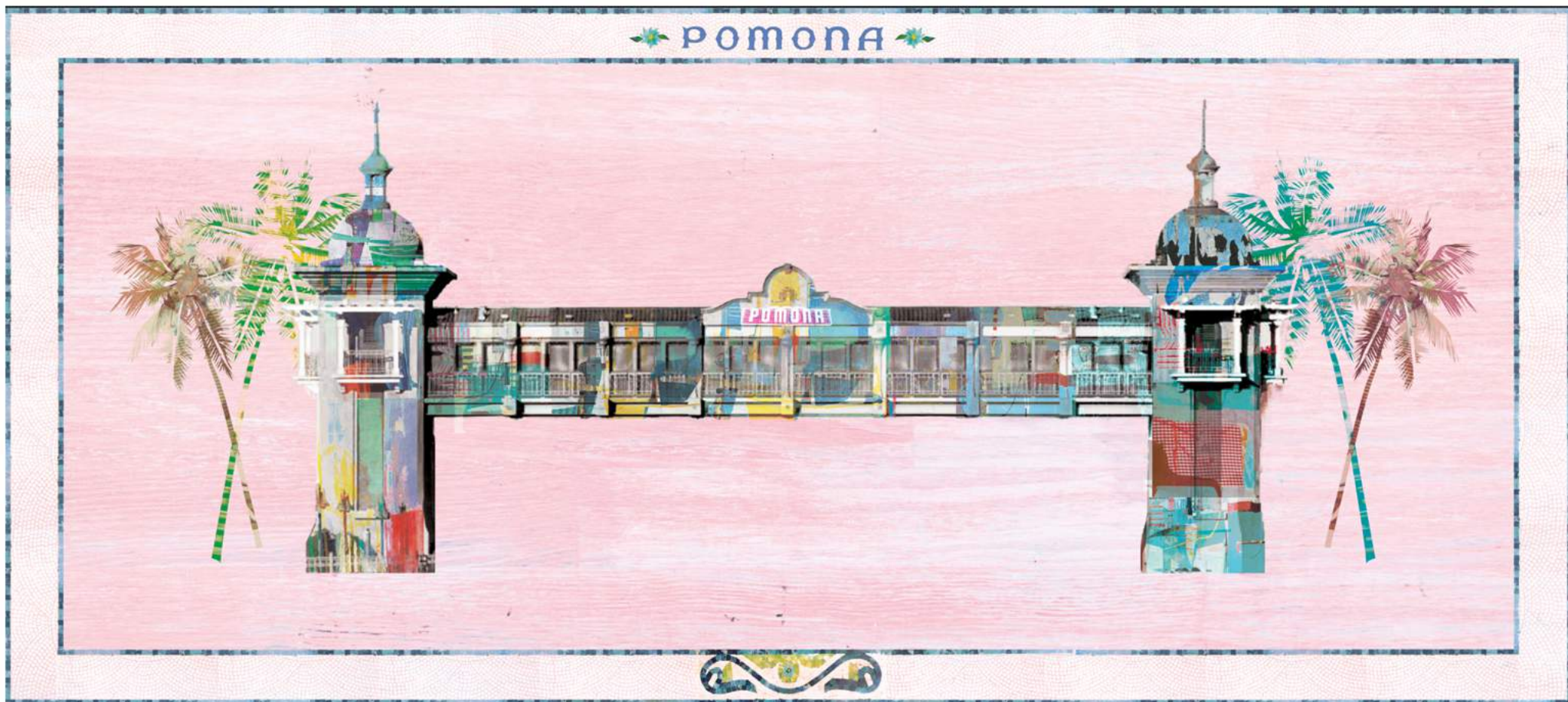


Concept 1: Pomona, The Beautiful

The mural depicts a lush and vibrant landscape in the early morning hours. A botanical garden ripe with various fruit trees and exotic flowers thriving in harmony with wildlife as exotic as the flora itself. In the distance Mt Baldy spans across the horizon and chiseled into the mountain is the Goddess Pomona, who keeps a watchful eye over her garden and dutifully serves as their guardian.

Pomona, The Beautiful focuses on the natural beauty of Pomona and what was the initial source of prosperity for the region. This is a tribute to the rich history of the City and the belief that time is cyclical, and that prosperity will once again flourish in this thriving community.

The Pomona statue is the central figure in the mural and her eyes follow the viewer no matter where the spectator stands to view it. The composition allows the visitor to be an active participant in the mural itself and serves as a subtle reminder that the future of Pomona resides in those who live there.



Concept 2: Pomona, Mosaic

This concept revolves around the idea that a community is much more than a landmark or an attraction. The City of Pomona is a community that is made up of its people and the sum of its parts. To illustrate this I wanted to create a mosaic of hundreds of different components that when formed together create one of Pomona's most recognizable landmarks.

The train station in downtown Pomona is one of the first things people see when visiting and it serves as a gateway to the city. By taking other recognizable elements like the neon sign at the Fox Theatre, local sculptures and art, and other notable objects I can create a mosaic as diverse and vibrant as the City of Pomona.

Please note this is a rough sketch of the idea, the final mural will be a mixed-media collage of photographs, paint, found objects, and stencils.



Concept 3: Pomona Rising

In ancient Greek mythology the story of the phoenix rising from the ashes symbolizes a resurrection. However its not just a rebirth of what it once was, but instead to emerge stronger, smarter, and more powerful than its predecessor. This concept is an artists take on that theme. Instead of the the mythical bird emerging from the ashes this bird forms from liquid plasma. Breaking through the pool and soaring upward, reinvigorated.

While this is an obvious nod to BioLife and the services it provides it also serves as a metaphor for the City of Pomona itself. The community has seen periods of great prosperity as well as hardship, but it has always risen above the challenges and will continue to soar to new heights. This mural will symbolize the City's transformation and its indomitable spirit.

This mural allows the viewer to recognize the subject easily since its composed of one major figure and due to the placement of the art, passers by will be able to enjoy the mural even if they won't have the luxury of viewing it up close.



Mixed-Media Mural Artist

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Commissioned Artist • **EMPIRE, Smak Parlour** February 2020

Smak Parlour, a woman's clothing boutique and apparel line commissioned me to design a mural at their pop-up retail location in Brooklyn, NY.

Commissioned Artist • **Shangri-La La Land, WEHO City Hall** July 2019

Shangri-La La Land was a mural for the City of West Hollywood. It's subject matter was to highlight the city's rich cultural and ethnic diversity as well as their mission of inclusivity.

Commissioned Artist • **CHARGE!, Beverly Design Center** May 2018

CHARGE! is a massive mural that spans over 40 feet in the heart of Beverly Hills. It was approved by the City of Los Angeles and can still be viewed at the Beverly Design Center at 8797 Beverly Blvd. The mural pays tribute to indomitable spirit of Angelenos who not only dream big but make those dreams a reality on a daily basis.



EMPIRE, Mixed-Media Mural 12 Feet Wide x 8 Feet in Height • Brooklyn, NY.



Shangri-La La Land, Mixed-Media Mural 20 Feet Wide x 9 Feet in Height • West Hollywood, CA.



CHARGE!, Mixed-Media Mural 40 Feet Wide x 15 Feet in Height • Los Angeles. CA