



Ernesto Maranje - Mural Proposal
For the Exterior Walls of the Public Works Maintenance Facility
545 N. Gertruda Ave.
City of Redondo Beach, CA

Background

- January 25, 2023: The Public Art Commission approved publishing a Request for Qualifications for mural artists.
- March 1, 2023: The Call was published on a nationally recognized website.
- March 22, 2023: The Public Art Commission selected three artists to submit original design proposals.
- May 30, 2023: As part of the FY23-24 Budget, City Council appropriated \$60,000 from the John Parsons Public Art Fund for the Public Works Mural Project.
- July 26, 2023: The Public Art Commission reviewed three original design proposals and selected Artist Ernesto Maranje to recommend to City Council.
- January 9, 2024: City Council approved \$100,000, pending an adopted Budget Modification Resolution, for the Public Works Mural Project.

Version 1 – PAC Meeting - July 26, 2023



N. Gertruda Ave.



N. Catalina Ave.



105' x 10'

138' x 10'

Total Painted Area:
2,430 square feet

Full design on walls

N. Gertruda Ave.

N. Catalina Ave.

Description

- Starts on N. Gertruda Ave. with California sea lions on the rocks above the water...
- A seagull and an otter guide us into the water...



- Turning the corner onto N. Catalina Ave. another sea lion takes us underwater...





The piece will end with a whale shark deep in the Pacific Ocean. These creatures aren't seen as often, but their beautiful pattern makes them a special way to end the design in the underwater section.

Dreamy & Whimsical

“My style includes lots of smaller animals, leaves, and other organic elements in a dreamy, whimsical style.”

For example, notice the imagery on the seagull:

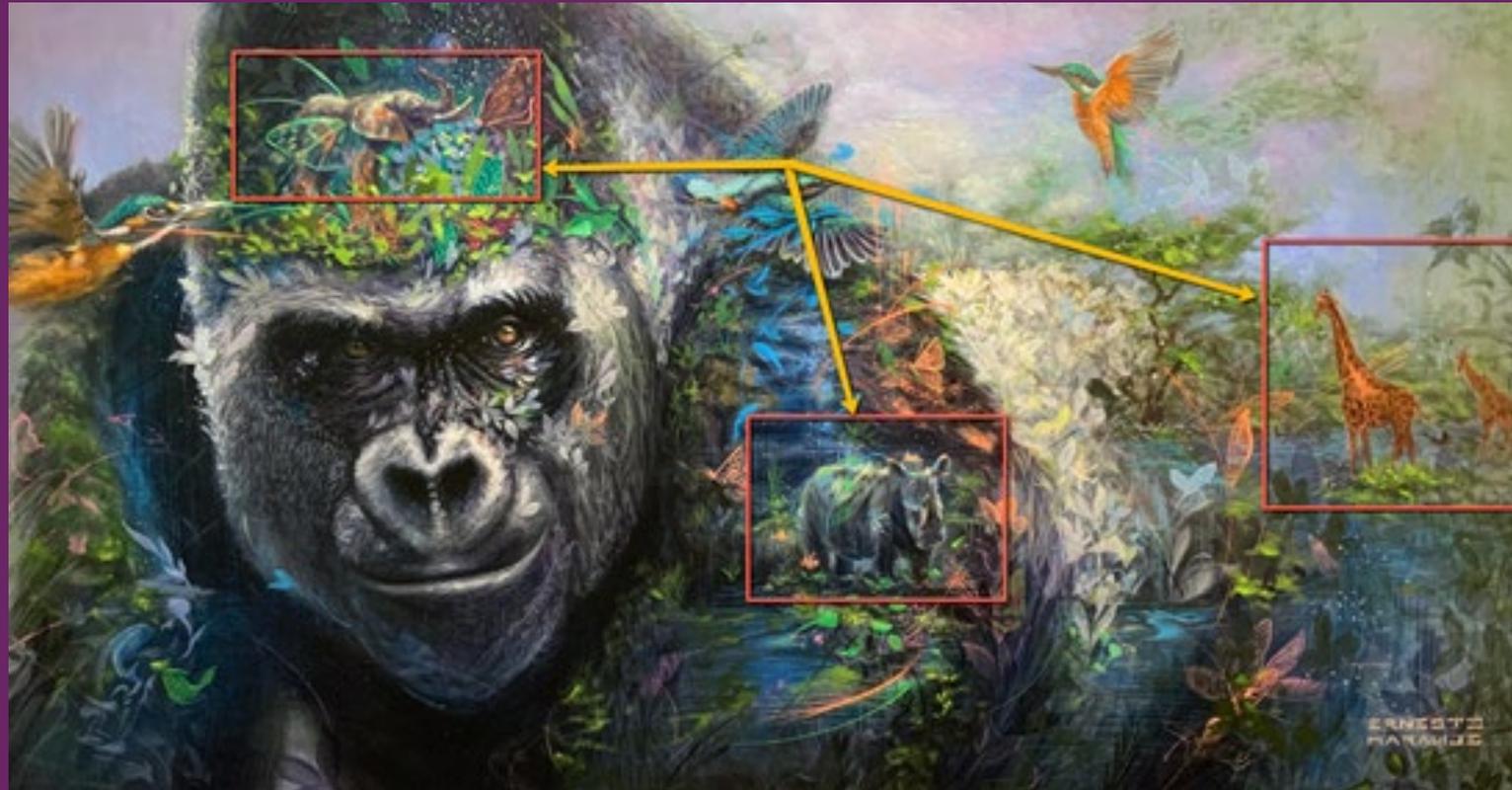


I am known for painting smaller “vignettes” within the larger concept. They become their own “world-within-a-world.”

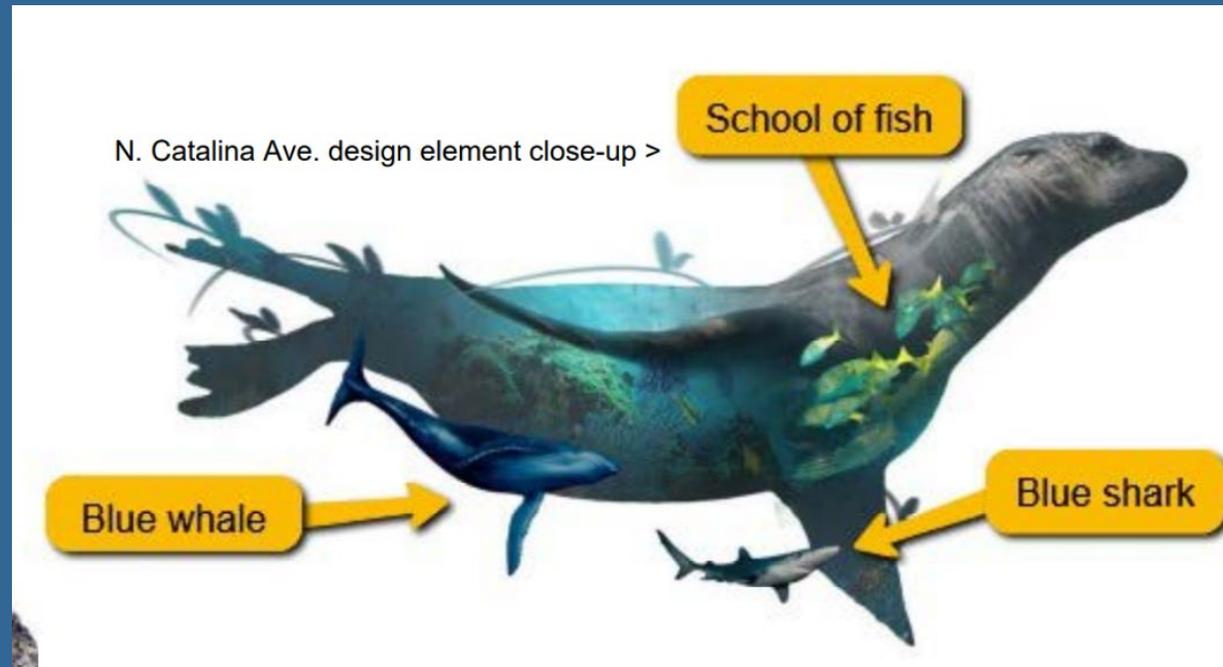
We like to call these vignettes “Easter Eggs” because viewers who know my work like to “hunt” for them.

They also add depth and interest to the design.

For example, the piece below shows a gorilla as the main subject - with a rhino, elephant and giraffes as “smaller” characters that live within the gorilla.

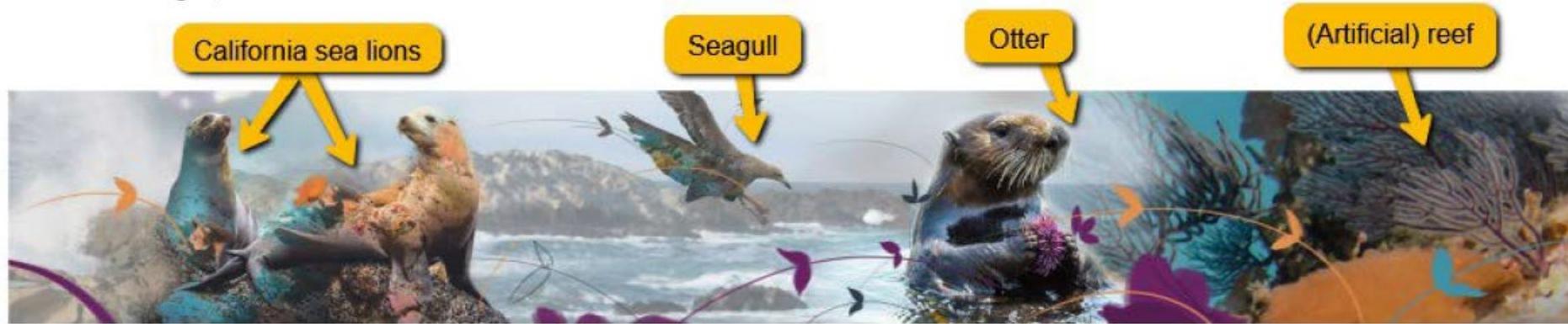


Frequently, in real life, these “smaller” animals are actually larger than the animals they “occupy.”



For example, in this section of the N. Catalina Ave. mural, a blue whale and a blue shark are swimming around a larger sea lion - even though in reality, sea lions are smaller than blue whales and blue sharks.

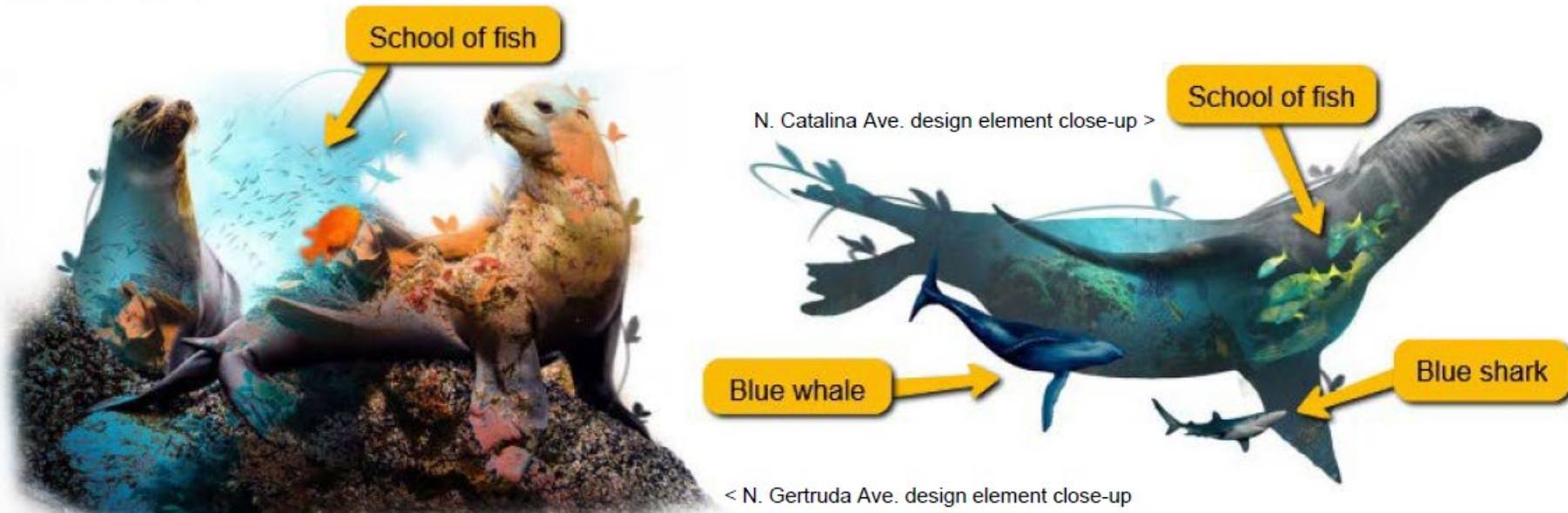
Entire design, labeled



N. Gertruda Ave. design ^



N. Catalina Ave. design ^



N. Catalina Ave. design element close-up >

< N. Gertruda Ave. design element close-up

RESEARCH

California sea lions are prominently featured. These are the focus of the design because of how vocal they are. After some research, I learned these mammals are found all over Redondo Beach Pier and King Harbor barking and making noise as residents look on. Some in the community love them, while others seem to think they're a nuisance, but for better or for worse, it looks like they are an unofficial mascot of the community. With their long, sleek bodies and cute faces, they make for fun painting subjects. And with their ubiquitous presence in the community, they will resonate with residents.

Other smaller beach critters, like an otter and a seagull are pictured along with some artificial reef. I learned southern California has lots of artificial and rock reefs since upwelling and strong cold coastal currents make waters too cold for natural reefs.



The Public Art Commission asked the artist to make the following changes:

N. Gertruda Ave:

1. Change the color of the sky and the water to reflect a more sunny southern California feel.
2. Swap out the otter for a native animal – artist selected a humpback whale.

BEFORE



AFTER



N. Catalina Ave:

3. Remove the blue shark and the blue whale swimming alongside the seal (not to scale).
4. Scale back the signature.

BEFORE



AFTER



Version 2 – Submitted July 31, 2023

with the changes requested by the Public Art Commission



N. Gertruda Ave.



N. Catalina Ave.

Version #1

Version #2

Other changes:

- The artist also removed the “world-within-a-world” from the seagull and the sea lion.
- Replaced the coral beneath the sea lion with moss
- Replaced the reef with kelp



Version 3 – Submitted September 14, 2023
(almost the same as Version #1 but with the brighter sky
and water from Version #2)



N. Gertruda Ave. – No “world-within-a-world” on the seagull from #1.



N. Catalina Ave. – Part of the reef from #1 came back; most of the kelp from #2 remains.

1.



2.



3.



The three designs the Public Art Commission reviewed at its meeting on October 25, 2023.

Recommendation from the Public Art Commission:
Design # 3 with the following changes:

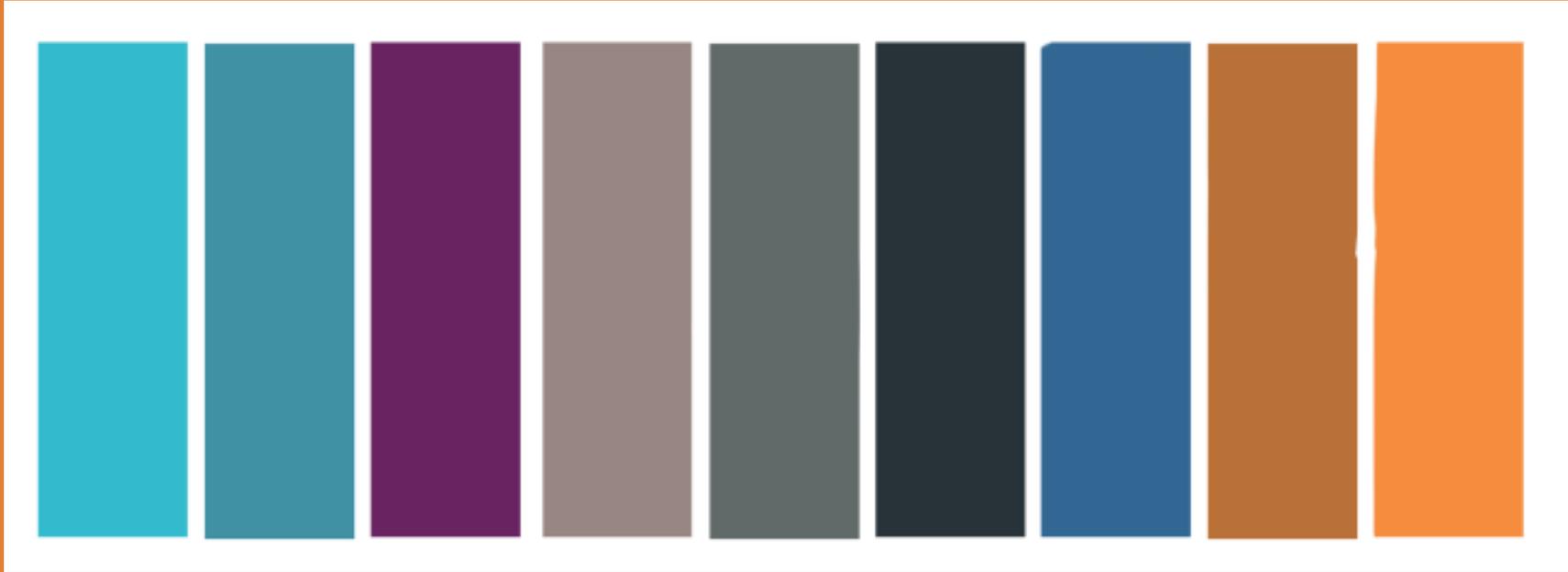
- Put back the larger reef on the N. Catalina Ave. side.
- Get rid of the otter. Use the humpback whale.
- Get rid of the blue shark and the blue whale.

Public Works has requested that the name and address of the facility be located on both walls.

The artist will come up with something better than this:



Color Palette



Calming, organic tones will speak to the area's natural surroundings, while vibrant colors will add warmth and interest.

A mixture of transparent and opaque colors will bring movement to the piece.

Materials and Methods

Paint, primer & varnish:

I have painted close to 100 murals in nearly every climate, including many murals in sunny and salty beach climates like Redondo Beach, so I know my application method lasts for years to come.

1. **Step:** Prime

Step description: The entire surface area will be primed using Kilz 2. This water-based primer will ensure anything unsightly will be covered right from the beginning, and it will also ensure the next step of paint has something to stick to.

Product: [Kilz 2 All-Purpose Interior/Exterior Primer](#)

Product description: *"KILZ 2® ALL-PURPOSE Primer (Previously KILZ 2 Latex) is a fast drying, water-based, multi-surface primer-sealer-stainblocker with excellent adhesion, mildew resistance, sealing properties and very mild odor. KILZ 2 ALL-PURPOSE Primer blocks medium stains including minor water stains, rust, grease, ink, pencil and felt marker. Enhanced hiding makes it ideal for changing colors and helps lessen the number of coats of paint required."*



2. **Step:** Paint

Step description: Most of the mural will be painted with Behr's Paint + Primer, a great quality exterior, flat medium. This paint is water-based, very durable, and easy to layer on top of the Kilz 2.

Product: [Behr Premium Exterior Flat Paint + Primer](#)

Product description: *"100% Acrylic, Low VOC Formula. Long-lasting Finish That Resists Moisture, Fading & Stains. Excellent Hide. Easy to Apply. All Climate Protection."*



Materials and Methods (continued)

3. Step: Paint

Step description: Montana Gold spray paint will be used for detailing. This is a high-quality, water based spray.

Product: [Montana Gold Acrylic Professional Spray Paint](#)

Product description: *“This acrylic spray paint from Montana works on a variety of surfaces including glass, wood, canvas, concrete, plastic and metal. The specially developed low-pressure system guarantees maximum accuracy to meet the highest requirements while giving professional results! A high-covering and quick-drying acrylic lacquer, Montana GOLD allows for a new level of ease and control when painting with spray cans, with no cracking or color bleaching.”*



4. Step: Varnish

Step description: This varnish top-coat will be applied on the last day as the final step. It protects against UV, the elements, and graffiti in one step, which is unique. It's widely used in the public art/street art world, for boats, and other marine environments. If graffiti occurs, the siloxane varnish allows for it to be hand or power washed away without removing the varnish itself.

Materials List

Description	Qty
Paint	
Primer (Kilz 2)	10
Exterior paint (Behr Exterior Flat Paint + Primer)	50
Spray paint (Montana Gold Acrylic Professional)	100
Supplies	
Brushes	50
Trays	50
Drop cloths	10
Tape	5
Gloves	10
Rags	5
Ladders	2
Buckets	5
Mixing cups	50
Mixing cup lids	50
Mixing stick packs	5
Varnish	
Varnish/protective coating	10
Spray machine	1
Spray machine hoses	2
Spray machine tips/joints	2
Extension cords	2
Protective materials for surfaces	10
Equipment rental	
19-ft scissor lift rental (1 month)	1

BUDGET

\$125,000

ARTIST FEE		\$ 15,000.00
FINAL PROPOSAL DEVELOPMENT		\$ 5,000.00
TRAVEL (3 weeks; 3 people)		\$ 15,000.00
INSURANCE		\$ 500.00
MATERIALS AND SUPPLIES		
	Exterior Paint	\$ 3,000.00
	Spray paint and caps	\$ 2,000.00
	Supplies	\$ 3,000.00
	Varnish/protective coating	\$ 3,000.00
	Spray machine and accessories	\$ 750.00
SITE PREPARATION		
	Primer	\$ 250.00
INSTALLATION COSTS		
	Artist's Labor	\$ 20,000.00
	Other labor	\$ 12,000.00
	Equipment (crane, scaffolding, or other)	\$ 2,000.00
	Site Protection including materials for surfaces	\$ 1,000.00
	Site Restoration including Hazardous Waste Removal	\$ 2,000.00
PERMITS AND TAXES		\$ 500.00
CONTINGENCY		\$ 5,000.00
TOTAL		\$ 90,000.00
ESTIMATED TRAFFIC CONTROL PLAN & DAILY IMPLEMENTATION (APPROXIMATELY \$1,600/DAY FOR 21 DAYS)		\$ 35,000.00
TOTAL		\$ 125,000.00