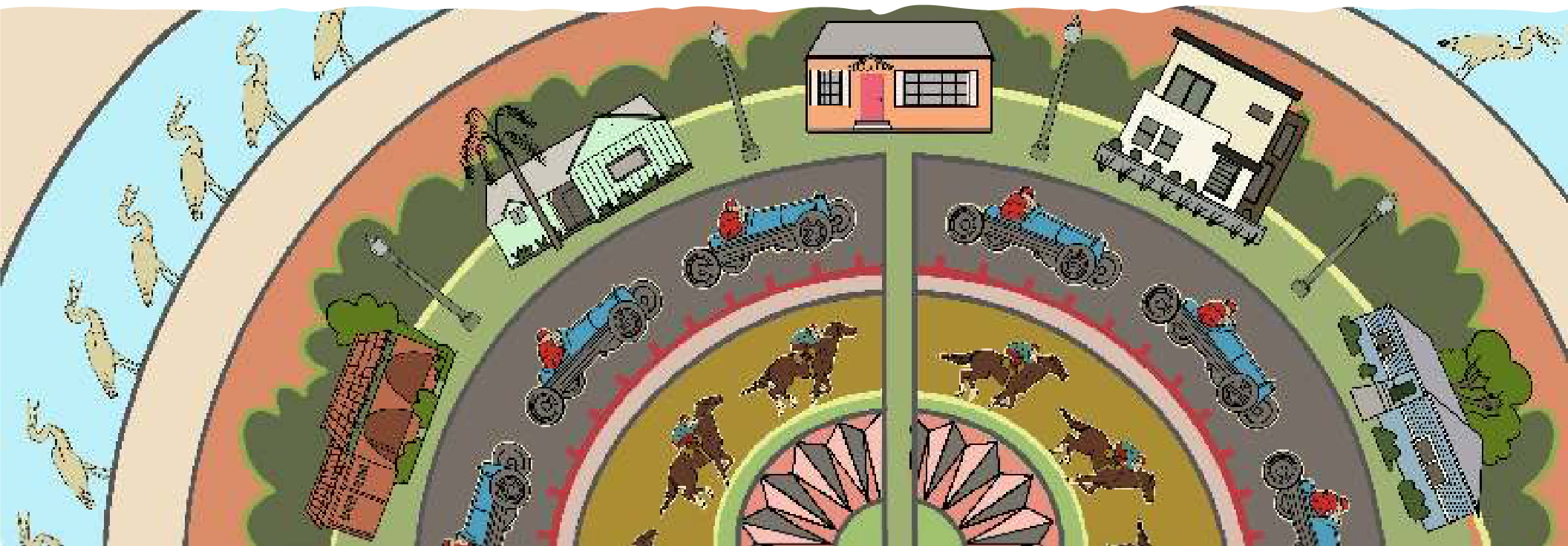


FARRAGUT CONNECTOR

TILE MURAL PROPOSAL BY SONIA ROMERO



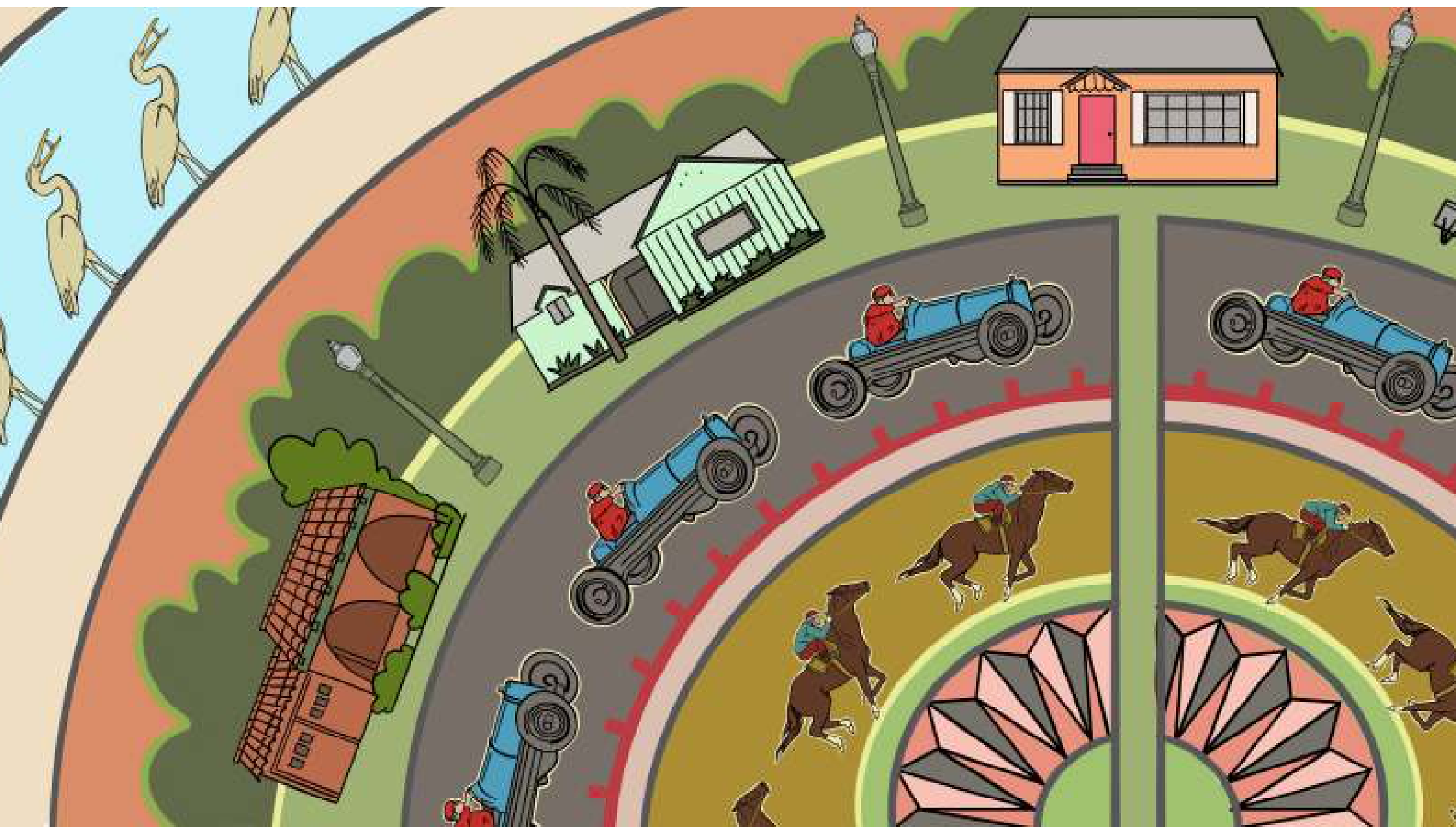
DESIGN CONCEPT

- Situated between blocks of a residential neighborhood, the artwork's primary viewers will be neighbors, pedestrians, and cyclists. As a response to the secluded and intimate location of the mural, I feel it is important to focus the content of the artwork on the immediate surrounding neighborhood.
- The composition of my artwork is based off an aerial map of the Carlson Park neighborhood.
- I learned about the Culver City Speedway from the materials provided to us, and then was intrigued to find out that the curved shape of the streets in the area, echo the shape of the racetrack, with Carlson Park, formally known as Victory Park, in the center. I love how the character of the neighborhood, made up of so many single-family homes, is influenced by this bygone structure.
- My concept pictures the short-lived horse racing track, the car racing track, which existed between 1924 and 1927, and the single-family homes which remain today, in concentric rings. The center of the rings is representative of Carlson Park, and the outermost ring is representative of Ballona Creek, which is located so close to the mural location.
- Stylistically, I took inspiration from graphics from vintage toys, such as phenakistoscopes, or spinning disks that were the earliest form of animation, and old carnival shooting galleries. I feel this is a playful and colorful way to present the historical content of the piece, making it accessible to people of all ages.

SKETCH PROPOSAL

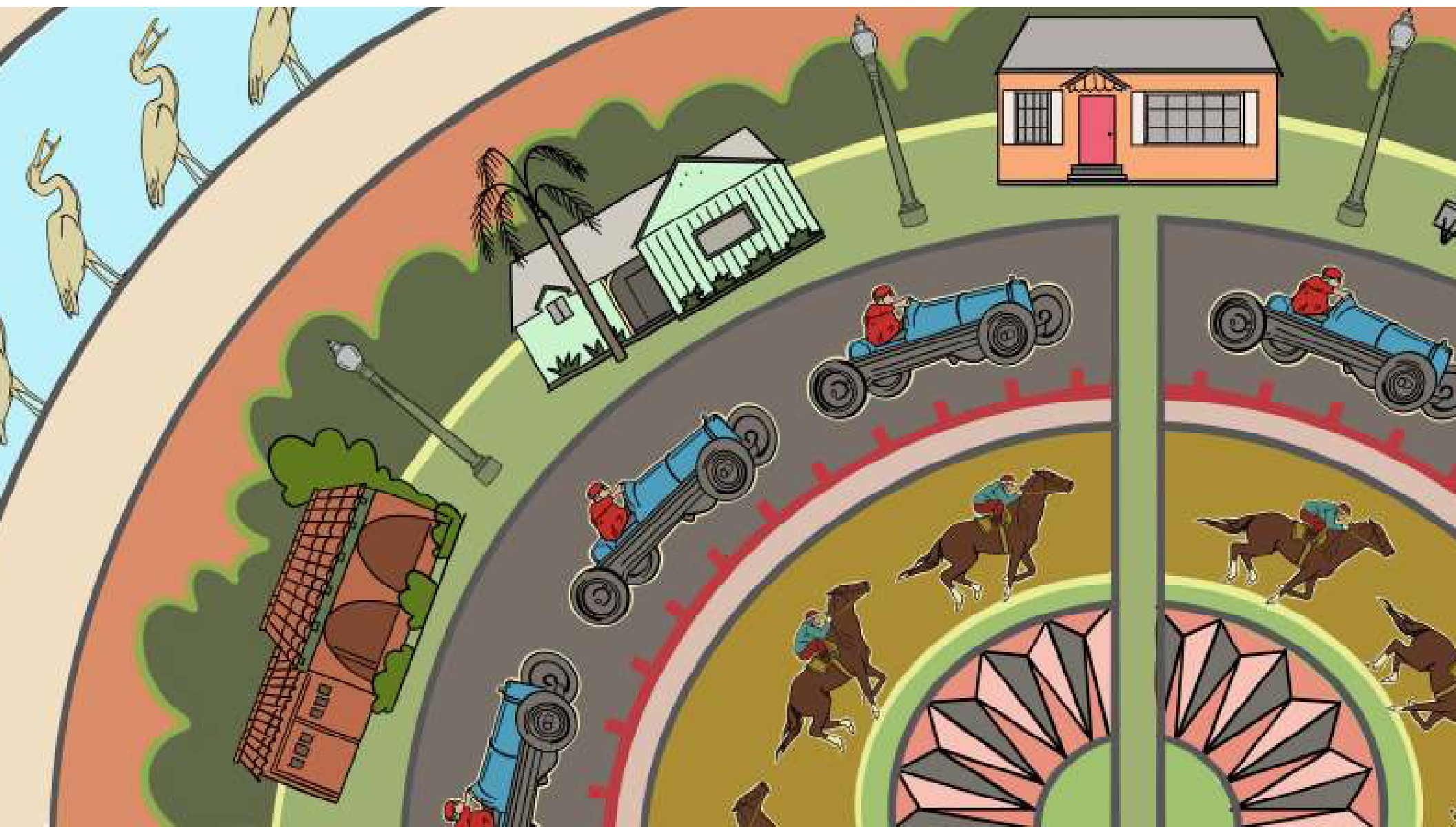
* NOT THE FINAL ARTWORK





CULVER CITY SPEEDWAY









CUERDA SECA TILE



BUDGET ESTIMATE & TIMELINE

BUDGET ESTIMATE: \$70,000

- Artist Fee/Insurance and other fees: \$15,000.
- Fabrication: \$35,000
- Installation: \$5,000
- Contingency: \$5,000
- Tribute/Community Engagement Activities: \$10,000

PROJECTED TIMELINE

Art Design: September/October 2024

Material Samples: October/November 2024

Fabrication: November 2024 – May 2025

Installation: 1-2 Weeks, June 2025