



8432 STELLER / 3592 EASTHAM



CONCEPT ART PLAN

05/12/2025

01 INTRO

An architectural rendering of a modern industrial building. The building has a light-colored facade and large windows. A person is walking on a balcony with a black metal railing. The building is surrounded by lush greenery, including trees and a rooftop garden. In the background, there are hills and a body of water under a cloudy sky.

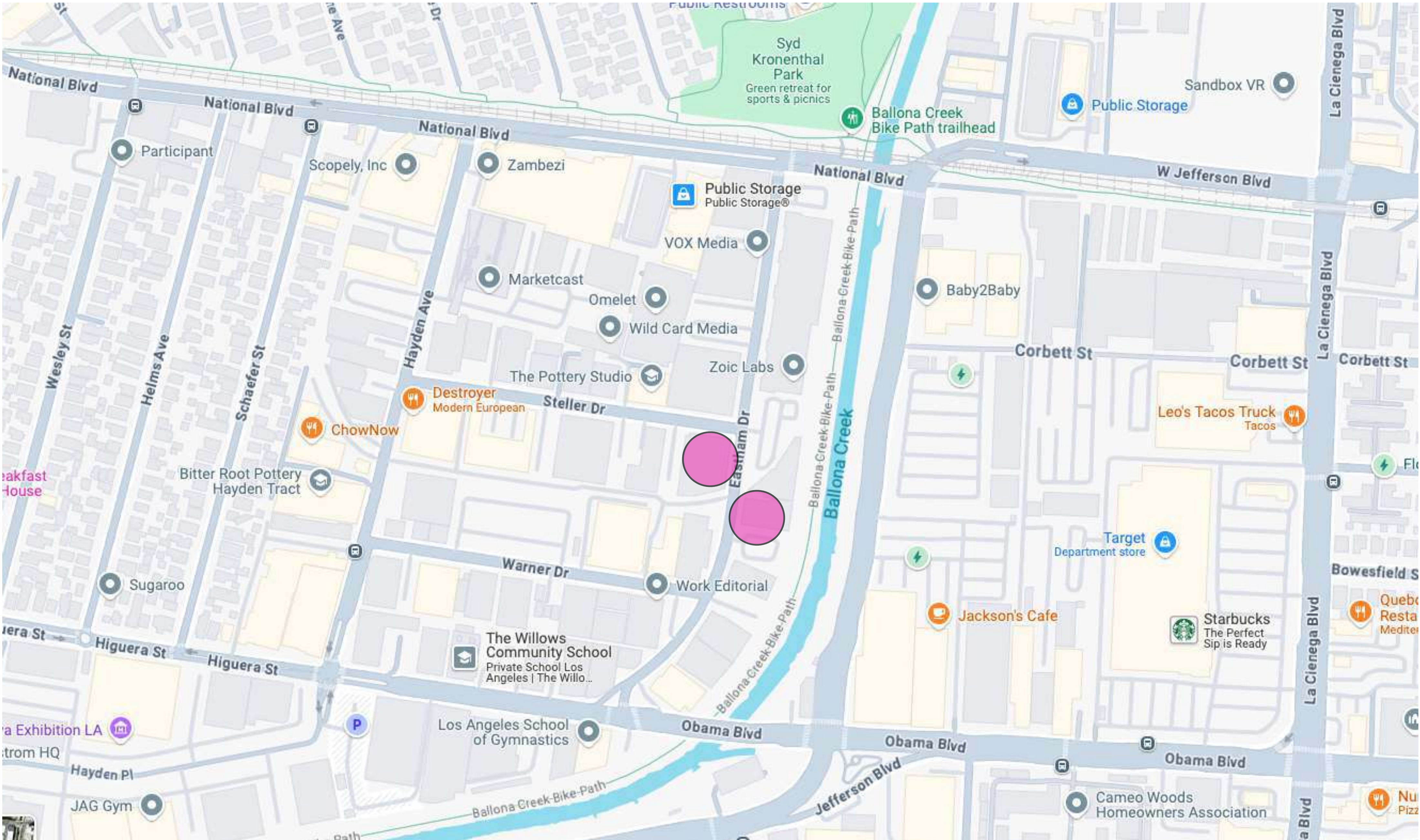
8432 Steller + 3592 Eastham::

Redcar Properties is redeveloping two neighboring sites in Culver City's Hayden Tract.

At 3592 Eastham Drive, three single-story industrial buildings totaling 30,768 square feet are being transformed into modern creative office spaces, with two new second-floor additions adding 13,108 square feet.

Just north, at 8432 Steller Drive, the project includes a 5,748-square-foot mezzanine addition with a distinctive sawtooth roof, a new glass-enclosed lobby, and enhanced landscaping. Both developments reflect a commitment to revitalizing industrial spaces while maintaining the area's architectural character.

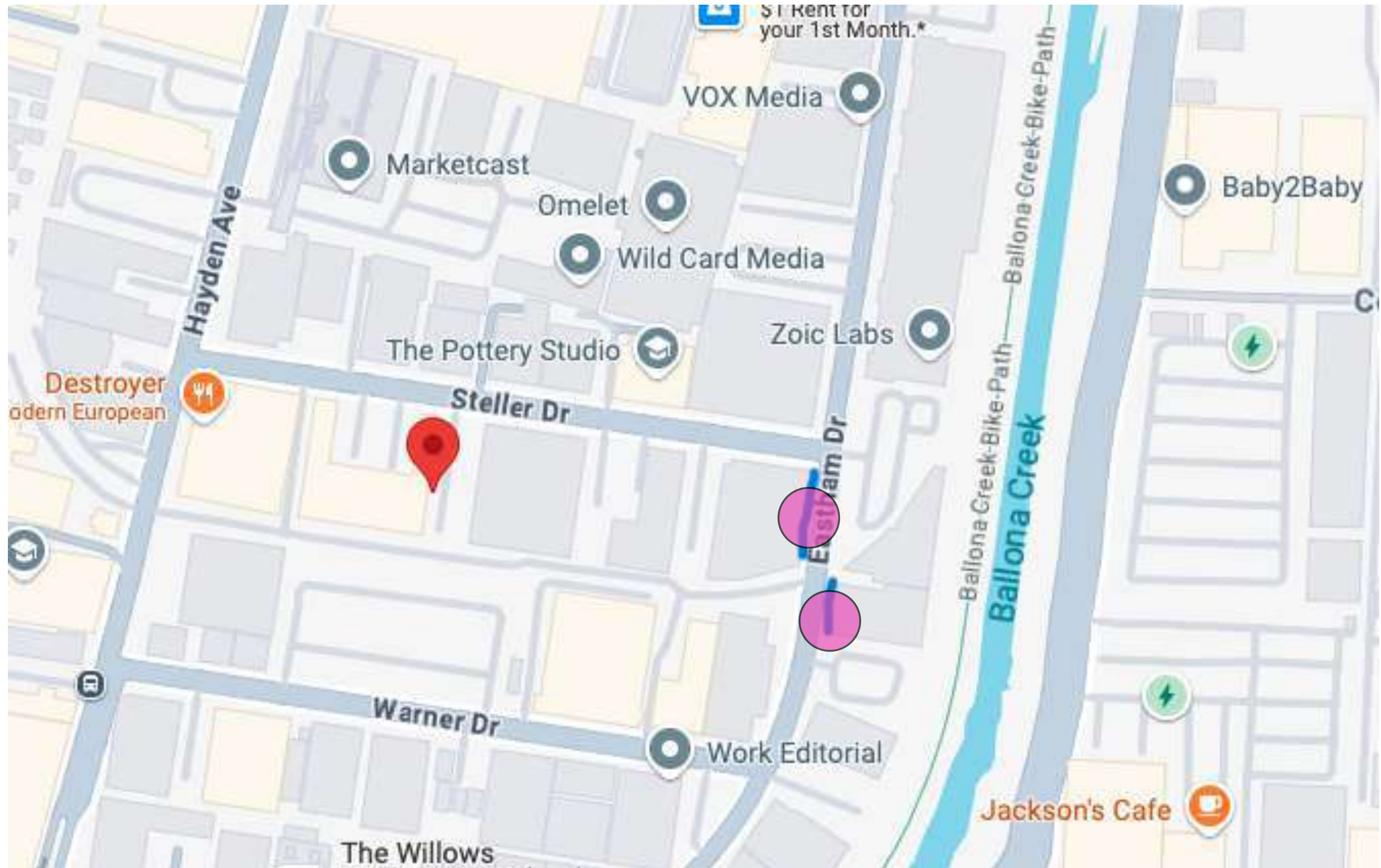
SITE LOCATION





ART LOCATION

SITE MAP

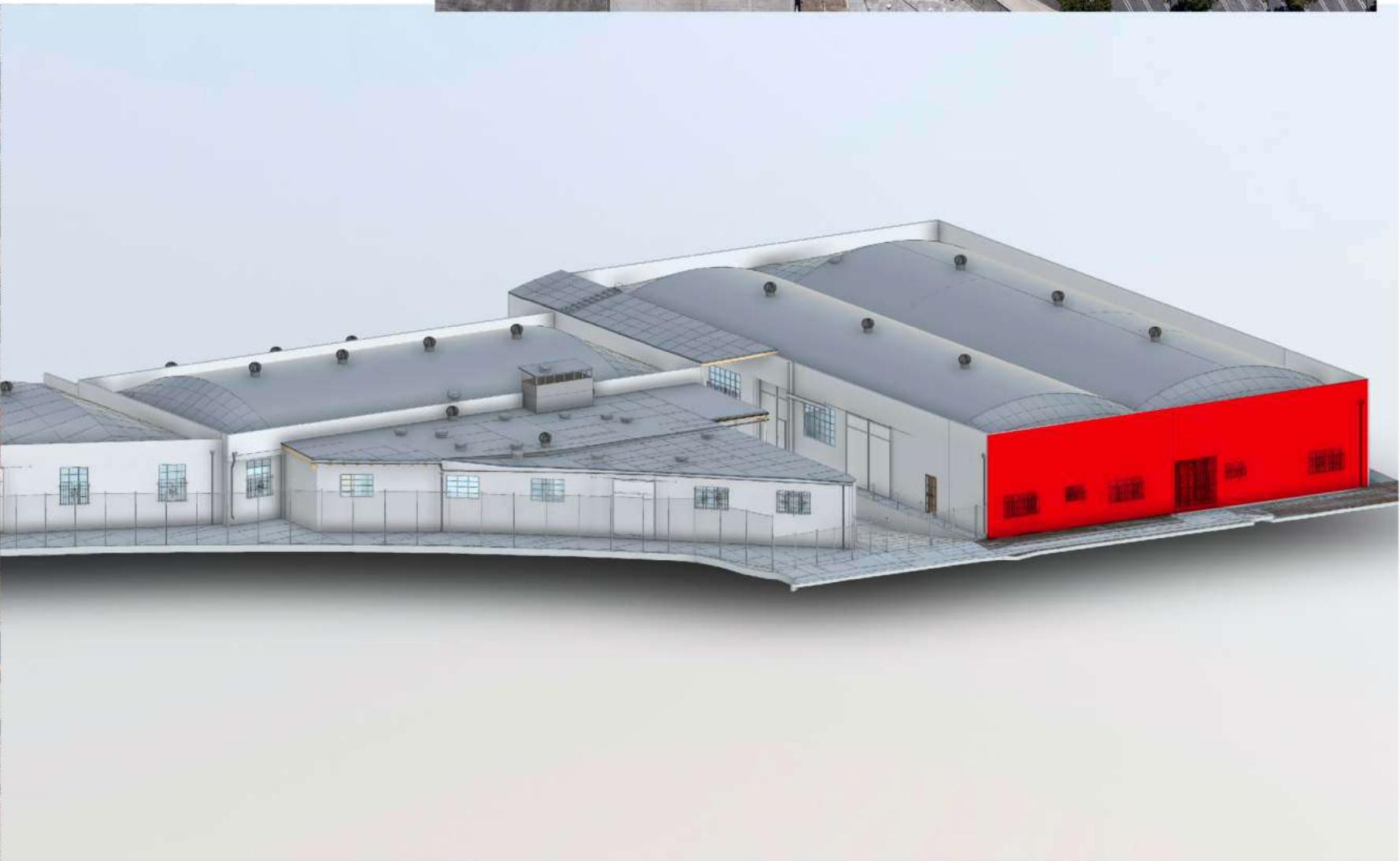
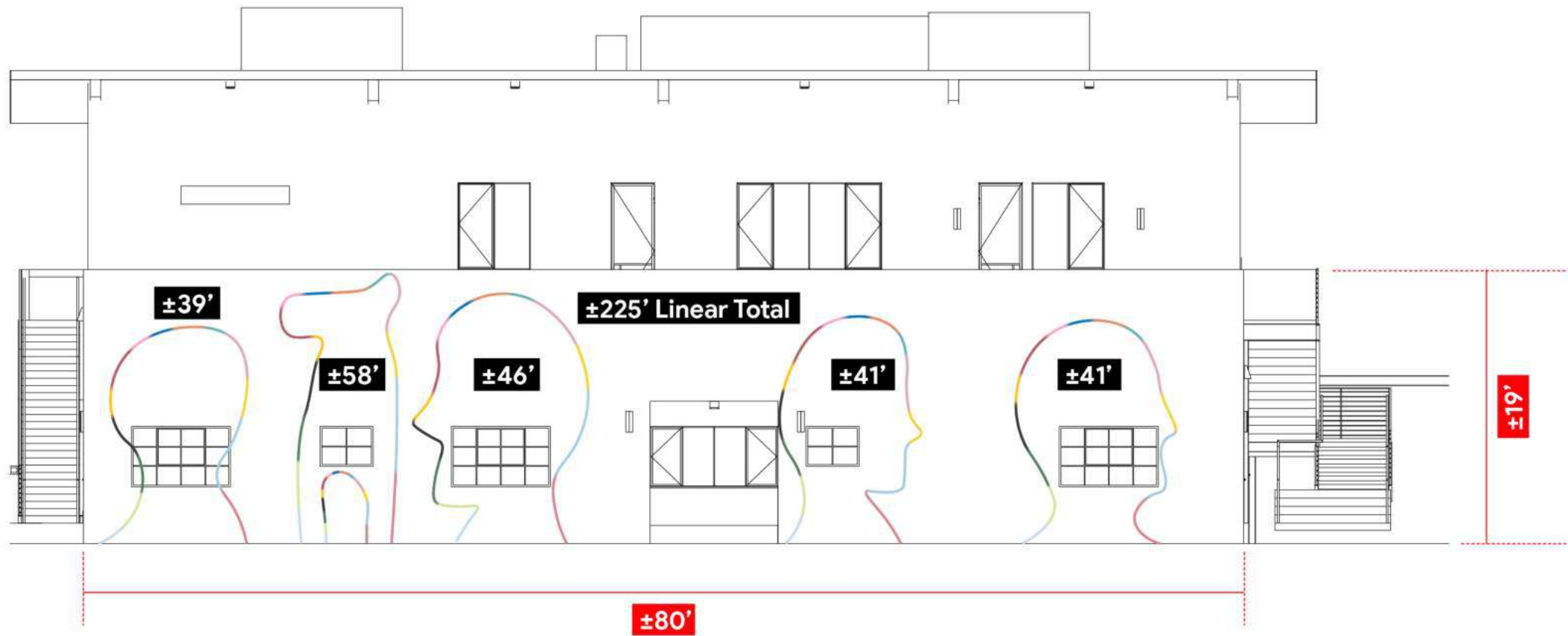


SITE MAP

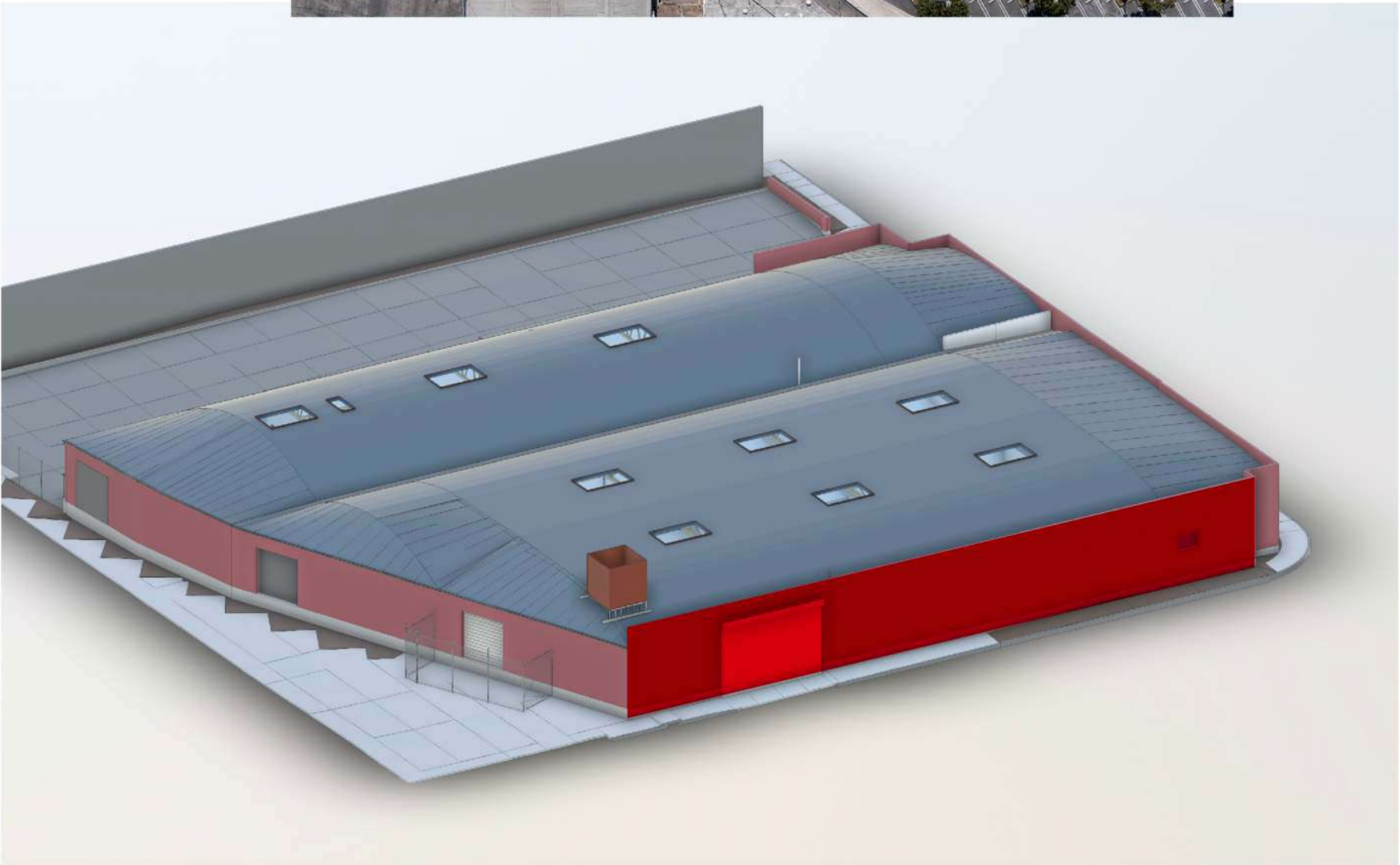
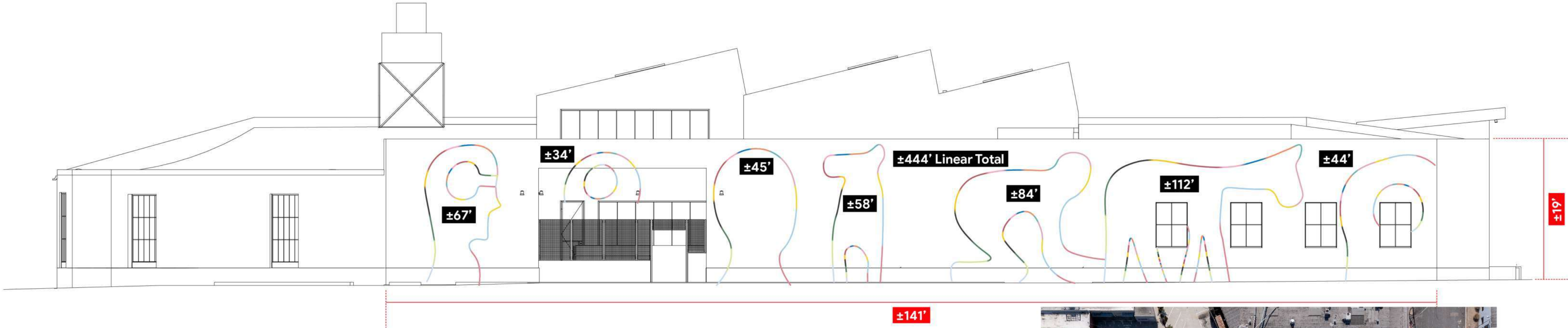


SITE MAP - EASTHAM

Mockup + Approximate Dimensions
±670' Linear Total for Both Murals



SITE MAP - STELLER



LB

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G E O F F M C F E T R I D G E

ARTIST BIO :: GEOFF MCFETRIDGE



Geoff McFetridge is a Canadian-born, Los Angeles-based multidisciplinary artist and designer known for his clean, conceptual style that bridges the worlds of fine art, graphic design, and illustration. With a background in graphic design from the Alberta College of Art and Design and an MFA from CalArts, McFetridge gained early recognition as the art director for *Grand Royal*, the Beastie Boys' magazine. His work spans a wide range of mediums, including paintings, prints, animations, textiles, and murals, with a distinctively minimal yet deeply evocative aesthetic. McFetridge has collaborated with brands such as Nike, Apple, and Patagonia, designed film titles for *Her* (2013), and exhibited internationally in galleries and museums. His practice is rooted in simplicity, playfulness, and a sharp understanding of visual storytelling, making his work instantly recognizable and widely influential.

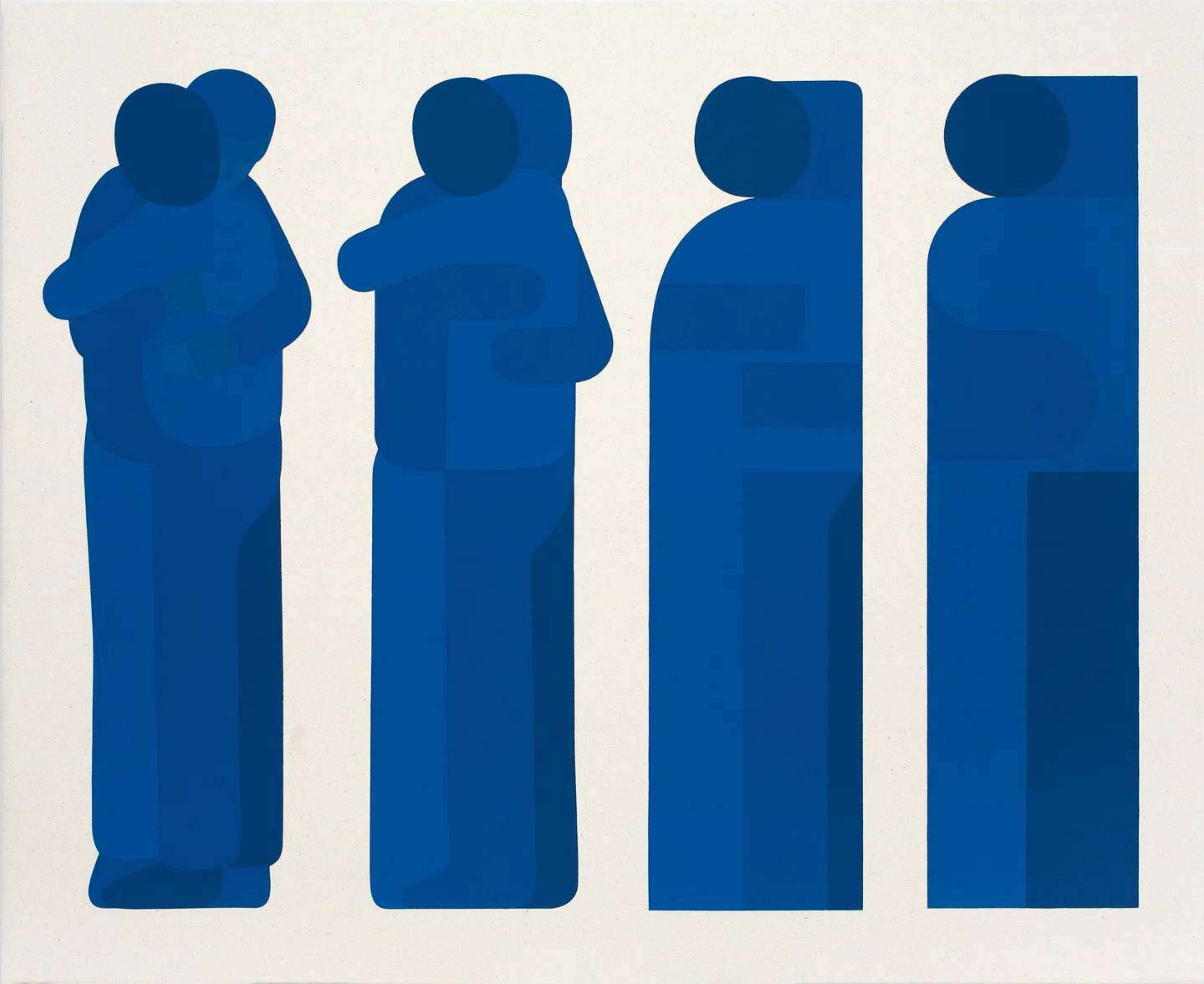
PAST WORK



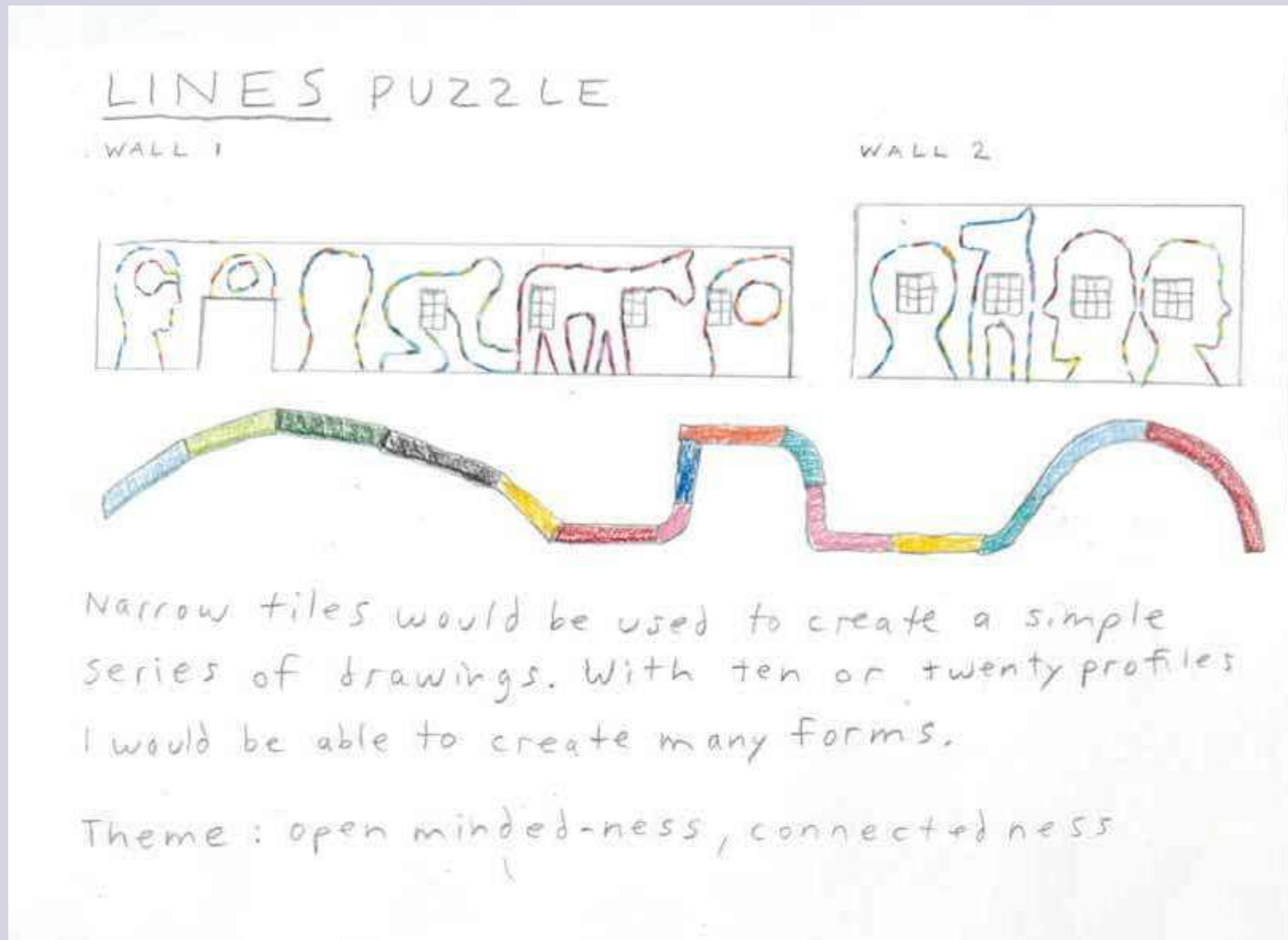
PAST WORK



PAST WORK



ARTIST STATEMENT



This installation is an exploration of **open-mindedness and connectedness**, expressed through Geoff McFetridge's distinctive visual language—a distillation of form, color, and movement that invites interpretation. In his work, figures dissolve into one another, boundaries blur, and imagery flows seamlessly, reflecting the interconnected nature of people, ideas, and environments.

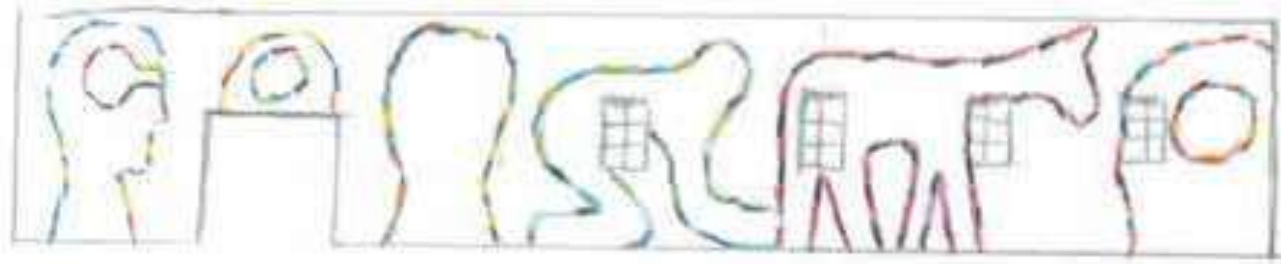
Culver City, as a hub of creativity and cultural exchange, serves as a fitting backdrop for this piece. The tile medium, with its structured repetition, acts as a metaphor for both individual expression and collective unity—each tile an essential part of the whole. McFetridge's composition encourages engagement, prompting viewers to see beyond the surface and discover meaning through interaction, contemplation, and perspective.

By embracing simplicity, this work fosters an openness to new ways of seeing, reminding us that connection begins with an open mind.

PROCESS

LINES PUZZLE

WALL 1



WALL 2

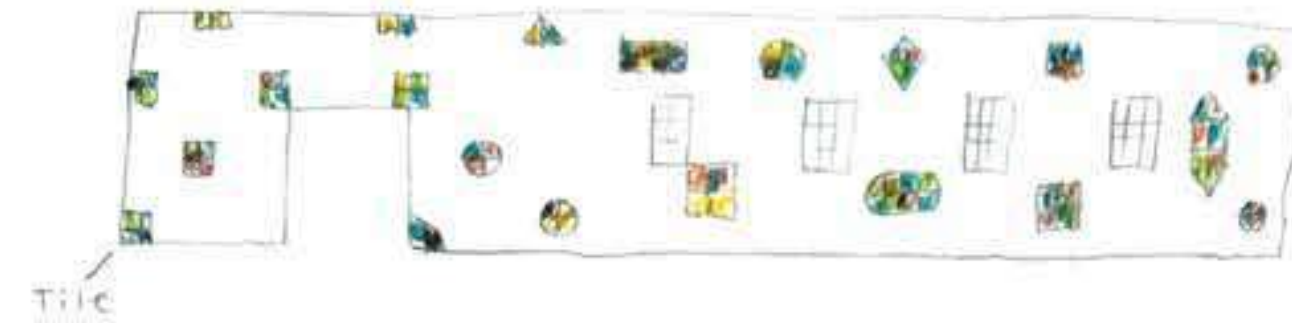


Narrow tiles would be used to create a simple series of drawings. With ten or twenty profiles I would be able to create many forms.

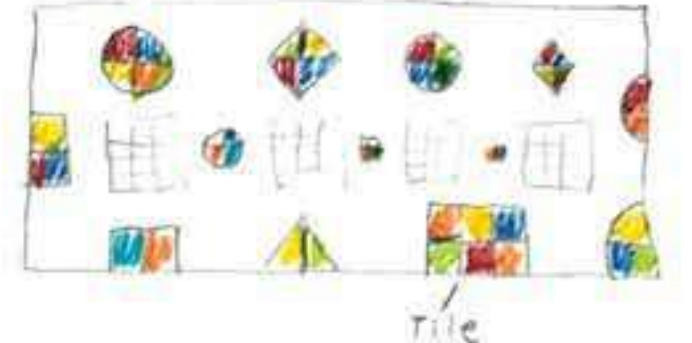
Theme: open minded-ness, connectedness

ICONS / MEDALLIONS

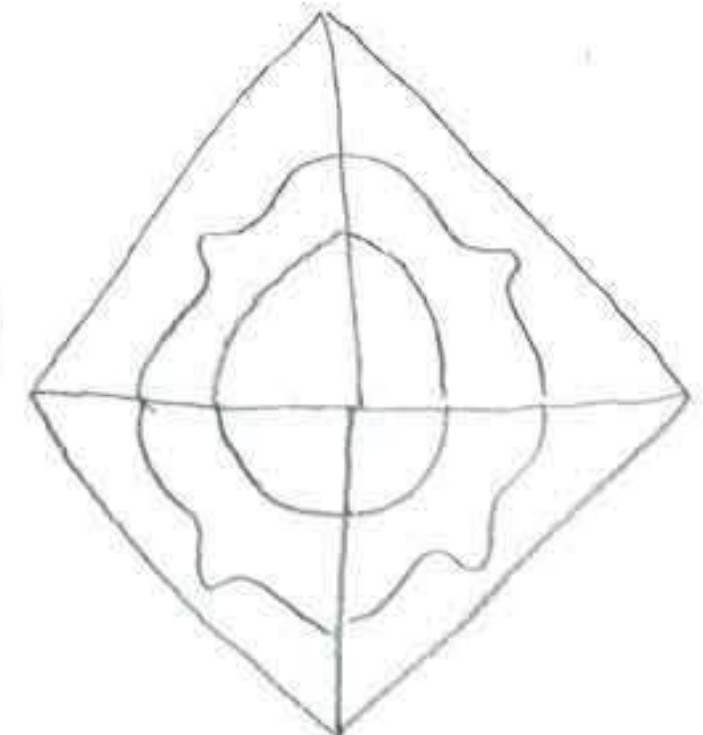
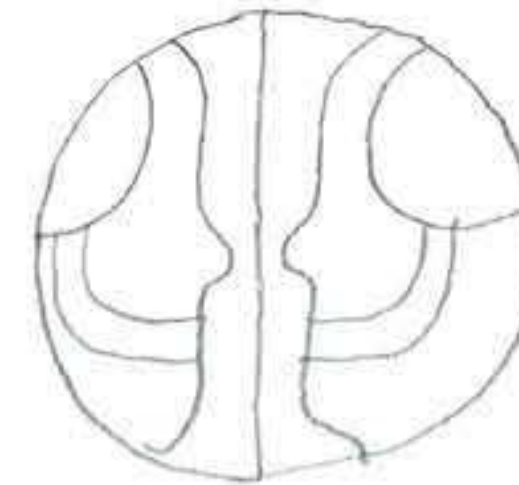
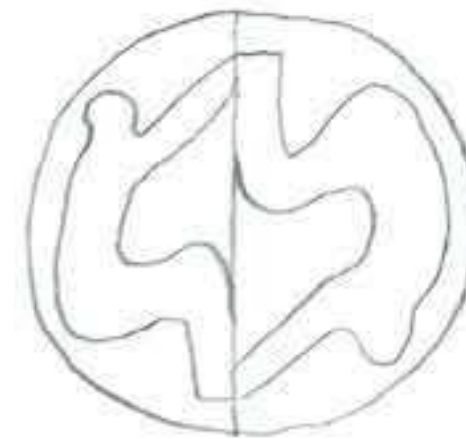
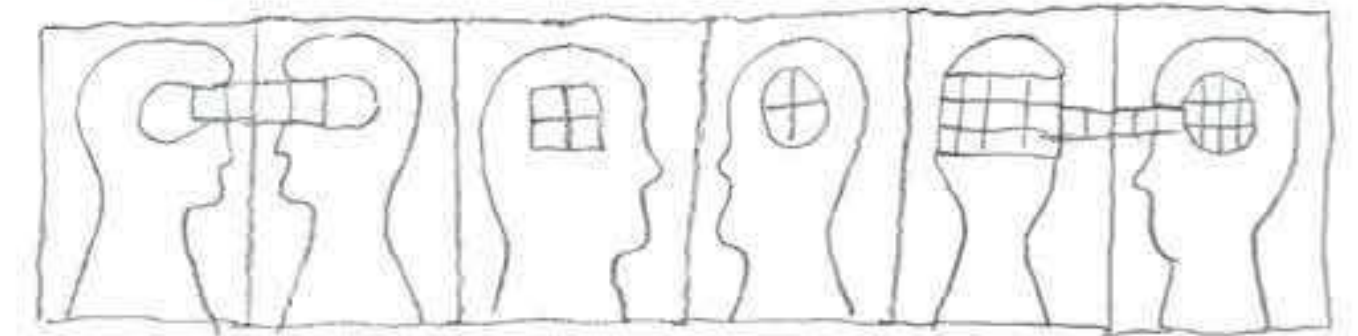
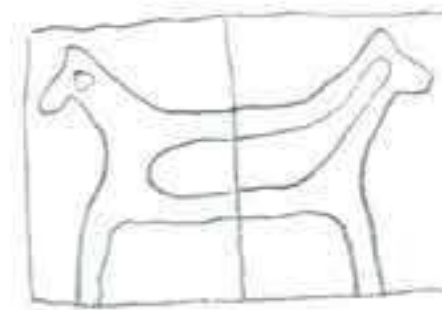
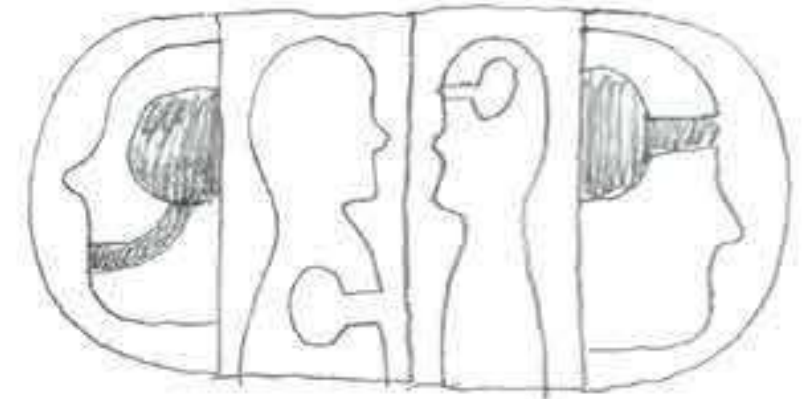
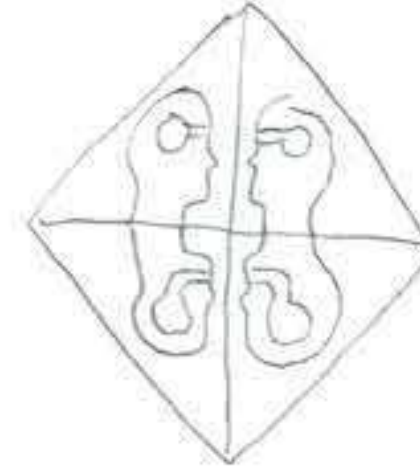
WALL 1



WALL 2



Hand Made tiles: smaller scale on wall 1. Larger on Wall 2.
Images on tile would be about shared thinking. Open minds
open hearts: open hearts open minds

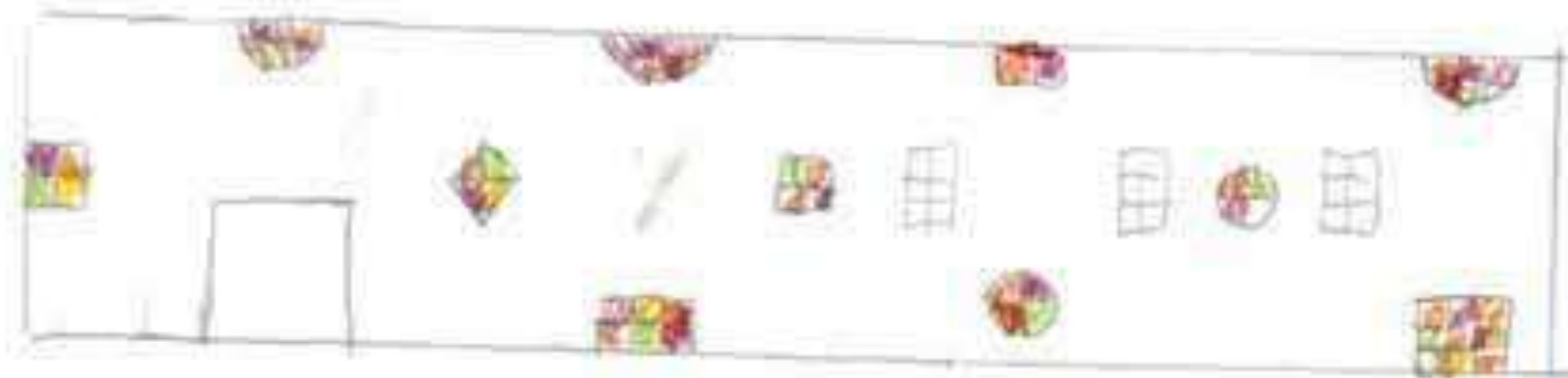
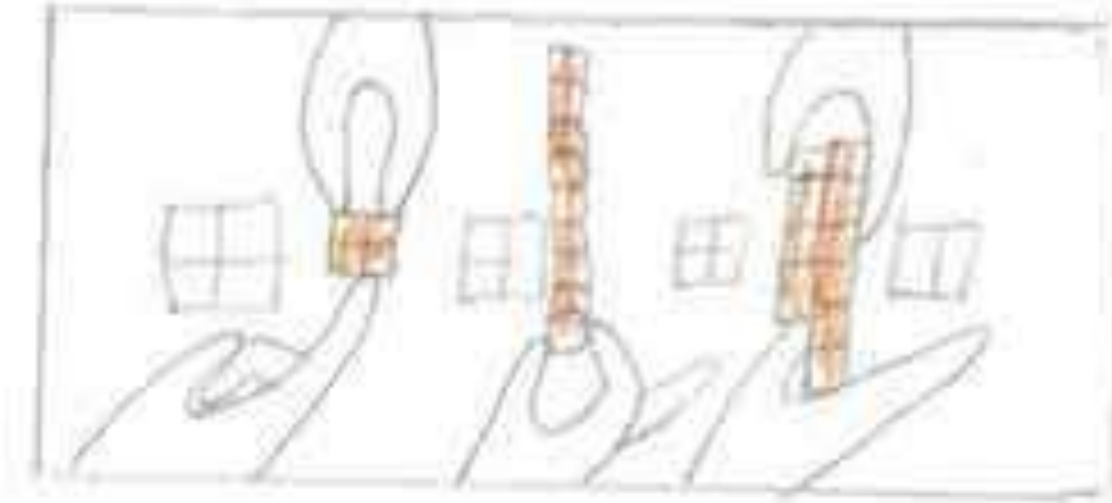


PROCESS

ICONS / MEDALLIONS ALTERNATE



Tiles integrated into a mural

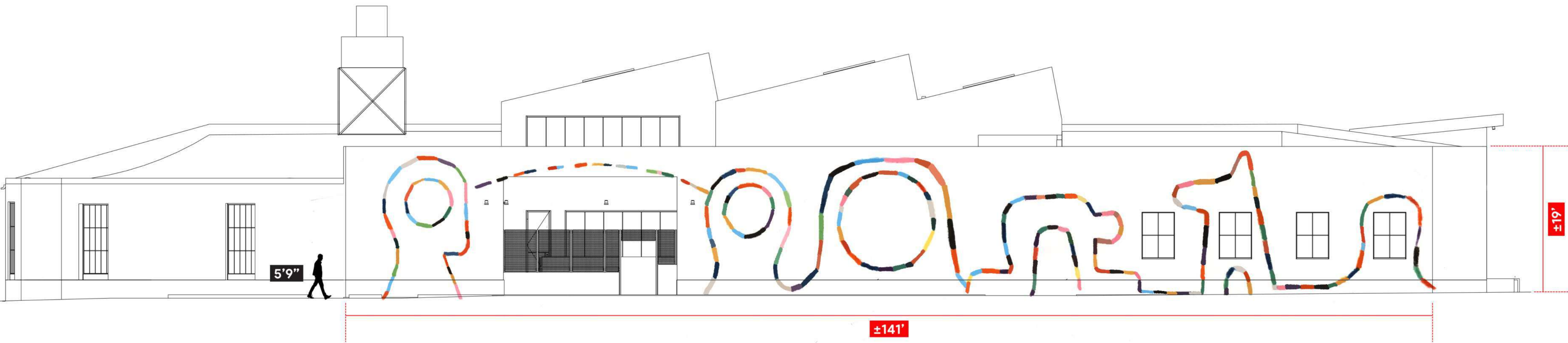


TILE



PAINT (TO LOOK
LIKE TILE)

ARTWORK INFORMATION





VISUAL DOCUMENTATION

RENDERING - EASTHAM



RENDERING - STELLER



RENDERING - STELLER AND EASTHAM











PROJECT BUDGET

Artist Commission	\$60,000
Fabrication	\$55,000
Installation / Delivery	\$35,000
Consulting Fees	\$15,000
Conservation/Maintenace Reports	\$2,500
Contingency	\$10,000
Projected Total:	\$177,500

8432 Steller Mandated Budget: \$30,000

3592 Eastham Mandated Budget: \$45,000





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