



ART INSTALLATION PROJECT

FEATURED ARTIST: **JORGE CAMPOS**

AKA:

PixelArt

12300 Washington Blvd.

Culver City, CA

PROPOSAL - 2023



ABOUT BRANDED ARTS

Branded Arts is an organization dedicated to making a positive social impact. Over the last 12 years, Branded Arts has produced over 600 public and private art installation projects in over 60 cities worldwide. Branded Arts offers a full spectrum of artistic services for communities and corporate settings alike. With years of experience as curators and consultants, they will find the perfect artwork to enhance any professional space. Whether it's a signature mural, sculpture, or hundreds of pieces for a full-scale development, they will take care of every detail from the concept to the artwork installation. The Branded Arts staff is multi-talented, with backgrounds in architecture, design, gallery planning and production. Their team is comprised of members who have worked together on numerous successful projects. Their team has an overall vision built upon a substantial roster of contributing artists and multiple artistic platforms that will take their projects to even greater heights.

www.brandedarts.com

www.instagram.com/brandedarts

ARTIST BIOGRAPHY



Jorge Campos, known as Pixel Art, was born in Santiago de Chile in 1975. After studying Design and Visual Communication, he went to live for two years in Paris where he immersed himself in the various forms of expression of the urban art. After his stay in France, he returned to Chile with a new artistic vision and new objectives.

His work has been influenced by different representatives of contemporary street art, such as Invaders, from whom he takes the concept of PIXEL which accompanies him to the present day and which has become his distinctive sign.

His work has an important social role: he is aware of the impact that each piece can have on passers-by, he takes advantage of this to reflect on the way we relate today with the digital age.

Having acquired a certain fame, he was invited in 2018 to participate in the international urban art fair District 13 which is held in Paris and in 2019 he was invited by Fabio Rieti, a pioneer of French urban art, to participate with him in his tribute exhibition.

Pixel Art has become a reference artist of the technological era that we live in, by linking talent and a strong social discourse. It offers images that stand the test of time. After a decade Pixel meets the NFTs and adapts naturally to the language of crypto art with a portfolio of 10 years of digital works. Jorge continues to live and work in Santiago de Chile.

Why Jorge Campos for this site?

We are set on working with an urban contemporary mosaic tile artist to help amplify the space in a unique and exciting way. We reviewed several and our list of finalists were:

Jorge Campos AKA Pixel - https://www.instagram.com/pixelart_streetart/

Space Invader - <https://space-invaders.com>

Rachel Rodi - <https://www.rachelrodi.com/>

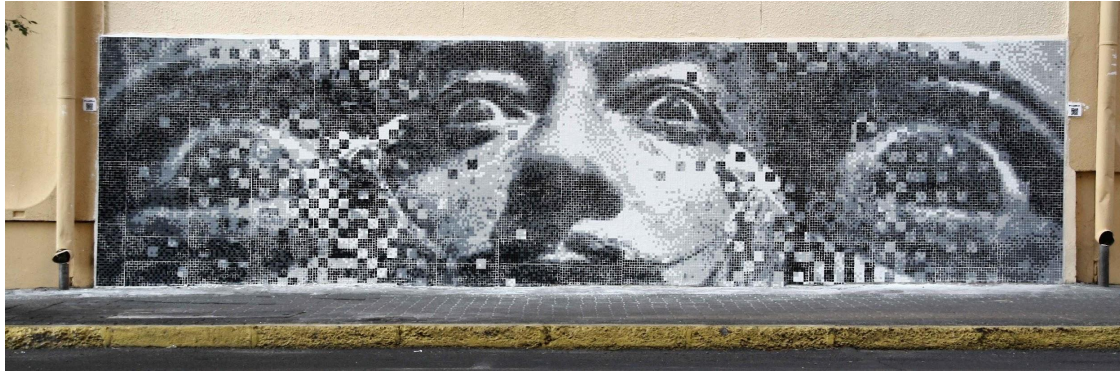
Joseph and Sons - <https://www.josephandsonsmosaics.com/>

Our first choice was the French artist Space Invader, but he recently sold a painting for 1.2 million dollars at auction, so his fee was too high for us. We regard Jorge Campos as the second most prominent artist in the world in the field of urban contemporary mosaic tile public art installations. He has a large international following online and on social media. After careful review, we chose him over the other candidates due to his extraordinary skill set, availability within the project timeline and scope, and excellent communication. We are huge fans of the work that we have seen around the world, and we hold him in esteemed regard. We are confident that his art piece will be internationally renowned.



Exhibitions

- 2012 Arte Espacio Lastarria Santiago.
- 2012 SOFA Santiago.
- 2013 Mas Deco Market, Santiago.
- 2013 Festival del Equinoccio, Casona Dubois, Santiago.
- 2013 FAM Barrio Italia
- 2013 Expo VNT Centro Cultural España
- 2013 SCOPE Art Fair Miami. Digital Exhibition
- 2013 Chilegrow Art Gallery, live exhibition.
- 2014 Feria del Libro Viña del Mar.
- 2014 FAXXI Parque Bicentenario, Santiago.
- 2014 Urban Santiago - The Clinic
- 2014 Explora Expo!
- 2014 SeeMe Takeover Times Square NYC. Digital Exhibition.
- 2014 100 Showrooms - Casa Piedra, Santiago.
- 2015 Seeding Arte en vivo, Parque Araucano
- 2015 Lira Gallery Arte Urbano.
- 2015 Arte Pop, Baustista Santiago.
- 2016 Lollapalooza, instalación Kidzapalooza.
- 2016 Strokar, Bruselas, Paris. Exposición de Arte Urbano.
- 2016 Solo, Sala Radicales, "Expresionismo Digital"
- 2016 Retrospectiva, Galería Lira Opening
- 2017 Lollapalooza. Cuprocking, instalación.
- 2017 Strokar, Bruselas, Paris.
- 2018 "Manos a la Pared" exposición urbana circuito para no videntes.
- 2018 District 13 International Art Fair, Paris.
- 2018 Festival Vívela, Santiago.
- 2018 Release, La Perrera. Santiago.
- 2019 Homenaje, Fabio Rieti. Jour et Nuit Culture Paris.
- 2019 Le Lavo Matik. Paris.
- 2020 Galería ErBk Paris.
- 2021 Semana Latinoamericana, Digital Exhibition, Paris.
- 2021 Sala Almodovar Santiago, solo exhibition
- 2022 Sala Veta, Santiago, solo exhibition.



El Renacer, 2017. Santiago.



My Cat 2016. Santiago.



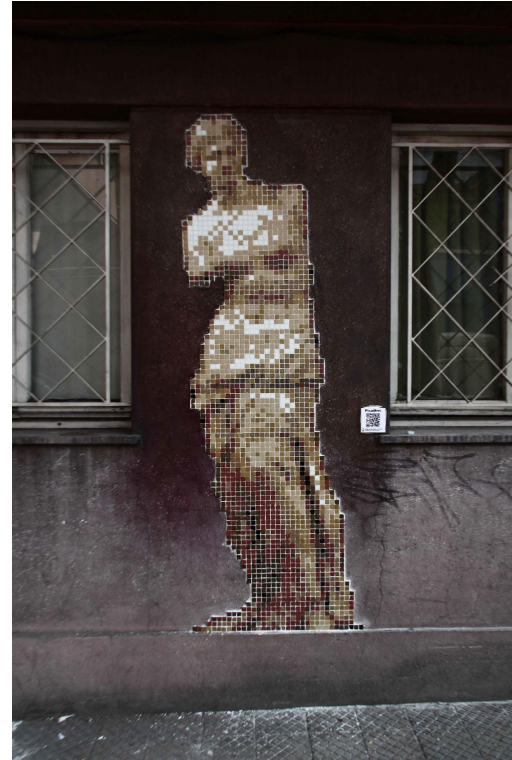
Screaming Lady 2014. Santiago.



Vincent van Gogh 2014. Santiago.



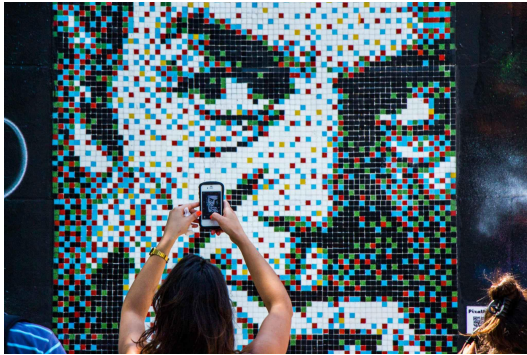
Beethoven 2015. Santiago.



Venus 2017. Santiago.



Game Over 2013. Santiago.



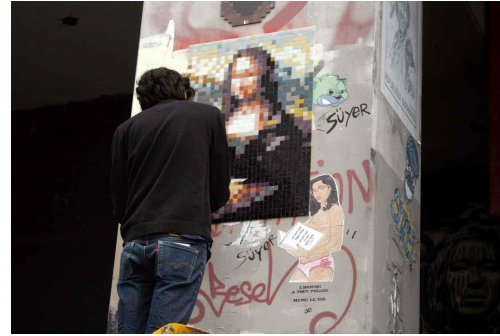
The Poet 2015. Santiago.



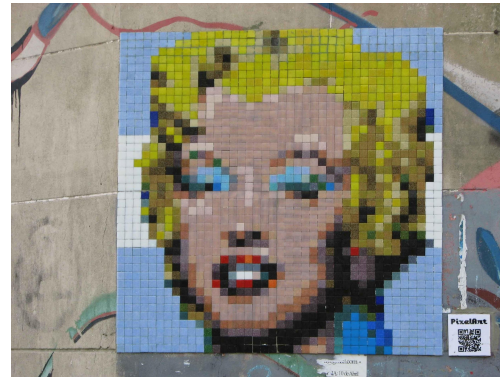
Hermes 2021. Santiago.



Serge Gainsbourg 2018. Paris.

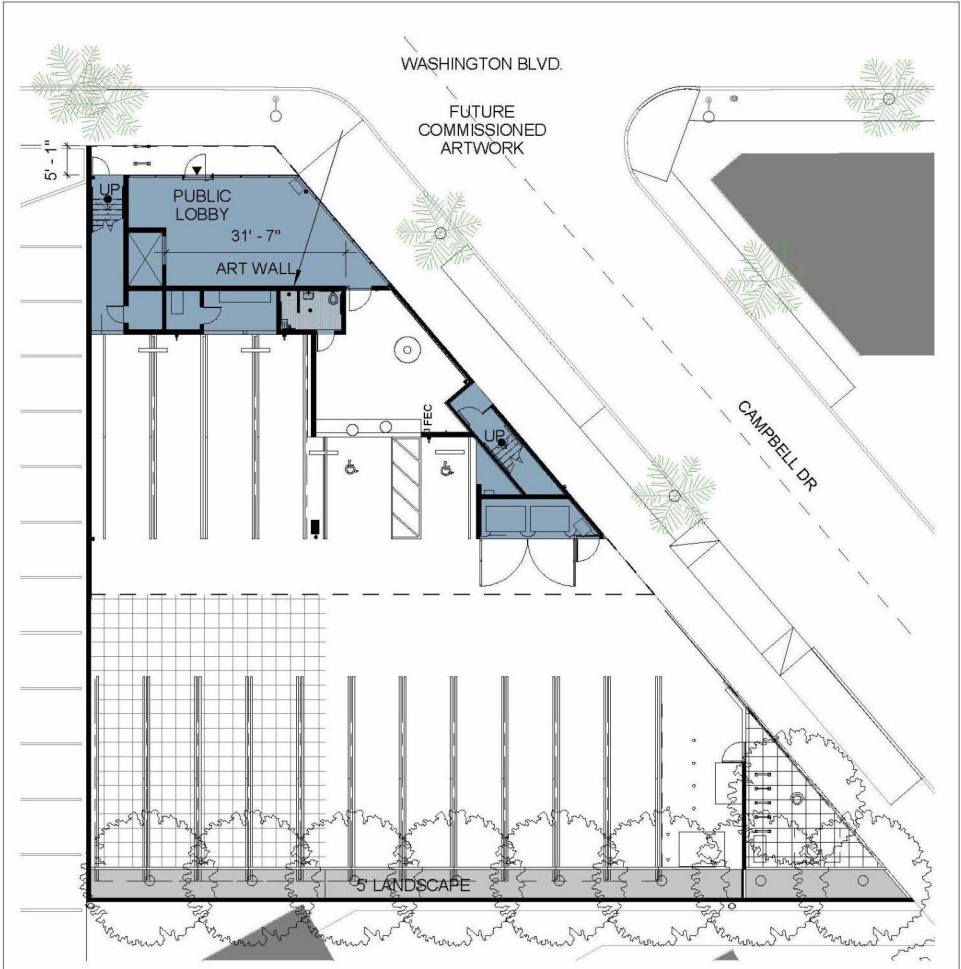


Mona Pixel Remix 2018. Paris



Marilyn Pixel Remix 2015. Buenos Aires

ART INSTALLATION AREA



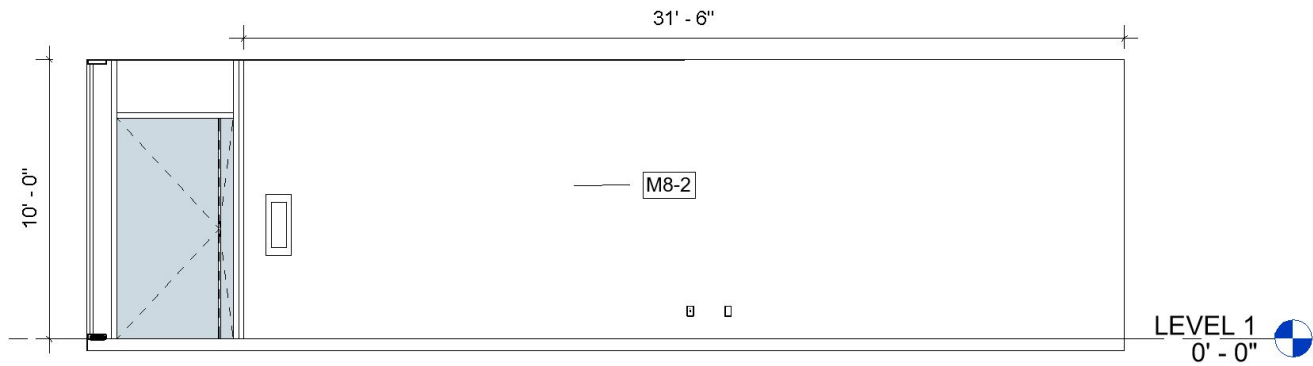
Public Access

Lobby access to the Public will be provided throughout the week Monday through Friday 9am-5pm. The lobby door will remain unlocked during regular business hours Monday through Friday. With a 10-foot ceiling height, the storefront provides the Public with unobstructed views of the artwork from the Public right of way. Even though the entrance will be locked during off-hours, passerby will still have unobstructed views of the artwork with ambient light provided by the streetlight nearby at night. There will not be any furniture in the lobby to maintain unobstructed access to views of the installation.

ART INSTALLATION AREA



ORIGINAL CONCEPT DESIGN



LIGHTING DESIGN STRATEGY

These are the lighting specifications that have been identified for the lobby. Linear fixtures will provide ambient light throughout the space including the artwork. These fixtures will be calibrated to accommodate color temperature that compliments the installation. The selected fixtures will be surface-mounted to the ceiling in lieu of suspended to provide unobstructed views of the artwork.

| | | | |
|--|--|------------------|----------------|
| | | DATE: _____ | PROJECT: _____ |
| | | CATALOG #: _____ | TYPE: _____ |
| | | | QTY: _____ |



RP24 Pendant

The Regolo RP2 series is a narrow, nominal 2" wide pendant luminaire system. The slender design is ideal for corridors, open and private offices, classrooms, lobbies and general purpose rooms.

Construction: The housing is a hybrid of extruded aluminum side rails and formed 20 gauge cold rolled steel. Housing standard finish is electrostatically applied textured white powder coat paint. Optional silver, black or custom color paint finishes are available.

Reflector / Driver: Reflector / driver cover is finished with high reflectant white paint. Drivers are standard constant current electronic drivers with 0-10V dimming input with dimming range from 100% down to 1% and Universal (UNV) voltage from 120 - 277V, 50/60 Hz.

Shielding: Extruded frosted or satin white acrylic acrylic in-lens with DR.

LED Module: Distributed LED array in a variety of lumen output packages. LED color is available in 3000K, 3500K, 4000K or 5000K and in 80CRI or 90CRI. Module is replaceable. 1.90 x 100.00 lbs.

Mounting: Aircraft cable suspended, individual mount or continuous rows.

Labels: EL Listed, conforms to UL Standard 1599R/PS0, CSA Standard C22.2 and Damp Location.

Warranty: 5-year Warranty Standard

Quick Ship: 10 Day Lead time for options highlighted in orange. Available in 4" nominal increments; includes 4' & 8' standalone fixtures and continuous rows.



RP24-D / Flush Lens

RP24-B / Flush Lens

RP24-D / Drop Lens



ORDERING INFORMATION / Example: RP24-B-05-LS-U-0-2287-RRF-WH-TI-W-040-0

| SERIES | LIGHT DIST | LUMENS / DOWN* | LUMENS / UP† | CRI/ CCT | VOLTAGE | DRIVER | CIRCUITING‡ / EMERGENCY OPTIONS§ | | |
|------------------------------|---------------------------------------|-----------------------|-----------------------|--|----------------------|--|----------------------------------|------------------------|--|
| RP24¹ | 0 - Direct 1100K | 03 - 393 lm/ft | 03 - 393 lm/ft | L30 - 80 CRI, 3000K | U - Universal | Dimming 0-10V | Qty of Power, Circuits | Qty of Circuits | Options |
| Pendant Linear LED luminaire | 0² - Bi-Directional | 10 - 399 lm/ft | 10 - 399 lm/ft | L35 - 80 CRI, 3500K | 1 - 120V | 0 - Dim to 1% (Standard) | 1 - 1 Circuit | 1 - 1 Circuit | BS - 5 Watt Battery Pack |
| System | 05 - Bi-Directional | 05 - 573 lm/ft | 05 - 573 lm/ft | L40 - 80 CRI, 4000K | 2 - 277V | 00³ - Dim to 1%, Fade to Off | 1-1 Circuit | 2 - 2 Circuits | 07⁴ - 7 Watt Battery Pack |
| OS-RP24 | 45% Downlight | 04 - 859 lm/ft | 04 - 859 lm/ft | L50 - 80 CRI, 5000K | | 00Z - Etched Goldwire, Dim to 8% | 1-1 Circuit | 2 - 2 Circuits | B12⁵ - 12 Watt Battery Pack |
| - Quick Ship | 06 - 732 lm/ft | 06 - 732 lm/ft | 06 - 732 lm/ft | H30⁶ - 90 CRI, 3000K | | 00T - Etched Goldwire, Dim to 1% | | | CEC⁷ - CEC Compliant (10 Watt Battery Pack) |
| 10-Day Lead | 06 - 389 lm/ft | 06 - 389 lm/ft | 06 - 389 lm/ft | H35⁶ - 90 CRI, 3500K | | 00U - Etched Goldwire, Dim to 1% | | | GT⁸ - Generator Transfer Device (120V or 277V) |
| Time | 09 - 816 lm/ft | 09 - 816 lm/ft | 09 - 816 lm/ft | H40⁶ - 90 CRI, 4000K | | 00V - Etched Goldwire, Dim to 1% | | | EM⁹ - Dedicated Emergency Circuit |
| | 17 - 396 lm/ft | 17 - 396 lm/ft | 17 - 396 lm/ft | TW¹⁰ - Tunable White, 90 CRI, 2700-6000K | | 00W - Etched Goldwire, Dim to 1% | | | |

| SHIELDING | FIXTURE FINISH | MOUNTING | LENGTH ⁴ | OPTIONS |
|--|---|--|---|--|
| FRF - Frosted Flush Lens | WH - White Painted Finish | Ceiling Type | 2 - 24" | BW - "Bathing" Uplight Optics (RP24-B Only) |
| FRD - Frosted Drop Lens (Opaque Ends) | SV - Silver Painted Finish | T1 - Aircraft Cable to 1" Grid | 040 - 40" Adjustable Aircraft Cable | DSOS - Combined Daylight and Occupancy Sensor |
| FRL - Frosted Drop Lens (Luminous Ends) | BK - Black Painted Finish | T9 - Aircraft Cable to 9 1/4" Grid | 120 - 120" Adjustable Aircraft Cable | GLR - Feeding |
| SIF - Satin White Flush Lens | AG - Teak-Ash Gray Wood Grain | TS - Aircraft Cable to Slotted Grid | 240 - 240" Adjustable Aircraft Cable | DG - Dust Guard (RP24-B Only) |
| STD - Satin White Drop Lens (Opaque Ends) | BG - Light Black Gunstock Wood Grain | SR - Aircraft Cable to Structure | 8 - 8" | |
| STL - Satin White Drop Lens (Luminous Ends) | EW - Ebony Walnut Wood Grain | | XX - Specify non lengths in 1" increments (24" to 276") | |
| | ST - Delicate Straight Wood Grain | | XX - Specify non lengths in 1" increments (24" to 276"). Consult factory for custom lengths. | |

NOTES:
 1. OSRP products are DesignLights Consortium™ (dLC) and are. Refer to www.designlights.org for dLC Product Line List.
 2. To calculate "lm/ft" (Down) use the following formula: (lm/ft) = (lm/ft) x (down) x (lm/ft) x (lm/ft) x (lm/ft)
 3. Dimming input requires separate driver for 0-10V, 1-10V, and DALI.
 4. Optimal efficacy modules will be UL listed, consult factory for details.
 5. Consult factory for specifications and availability.
 6. Multiple power drivers are listed to accommodate 120V and 277V. In dim and boost modes, the power and color control will be left to right with a "middle" mode in between. To ensure the power and color control modes apply to the desired use, dim and boost modes must be specified on the order. Consult factory for the order of the two power modes (120 - 277V).
 7. CEC is a California Energy Efficiency Standard.
 8. Generator Transfer Device (120V or 277V).
 9. Features can be combined a custom length down to the nearest 1/2".
 10. Features can be combined a custom length down to the nearest 1/2".

NOTES (Continued):
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Lens Options



Frosted Lens
This diffuser is designed for a balance between efficiency and lens uniformity. (Transmission - 89%)

Satin White Lens
This diffuser is designed for visible lens uniformity. It's recommended for recessed lens configuration in our shallow housing. (Transmission - 49%)

"C" Luminous Acrylic End Drop Lens



"D" Opaque Metal End Drop Lens



Lutron Driver Ordering Codes

| Module Code | Lutron Profile | Lutron Series | Dim Level | Quantity of Wires | Dim to Buck (Switch) |
|-------------|----------------|------------------------------------|-----------|-----------------------------|----------------------|
| L11* | PEO | Hi-Lume™ Premium | 0.1% | 2 | X |
| L12 | LF6A | Hi-Lume™ 2-Volt 120V forward phase | 1% | No Control Wires - Uses Hot | |
| L15 | LDE1 | Hi-Lume™ H-Series | 1% | 2 | X |
| L16 | LDES | Hi-Lume™ H-Series | 5% | 2 | |

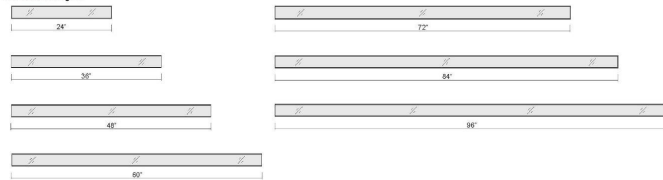
*Minimum beam size will be 1" x 6"

DSOS Sensor Option:



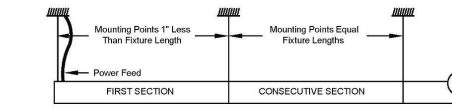
Integral Daylight and Occupancy Sensor
The Regula series is available with a combination PIR occupancy and daylight sensor for daylight harvesting. Contact factory for more details on sensor operation and commissioning.

Individual Lengths



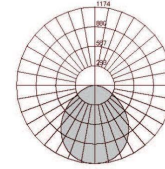
Continuous Run Lengths

| Run Length | 2' | 3' | 4' | 5' | 6' | 7' | 8' | 9' | 10' | 11' | 12' | 13' | 14' | 15' | 16' | 17' | 18' | 19' | 20' | 21' | 22' | 23' | 24' | 25' | 26' | 27' | 28' | 29' | 30' | 31' | 32' | 33' | 34' | 35' | 36' | 37' | 38' | 39' | 40' | 41' | 42' | 43' | 44' | | | | | | |
|------------|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|--|--|--|--|--|
| 2' | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3' | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4' | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5' | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6' | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7' | | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8' | | | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

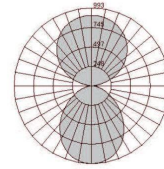


Photometric Curves

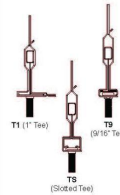
Cat. # RP24-05L05...FRF...-4"
Frosted Flush Lens
Watts per Ft. - 4.85
Lumens/Watt - 118



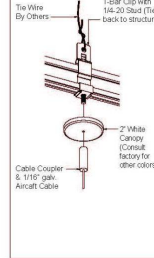
Cat. # RP24-05L05...FRF...-4"
Frosted Flush Lens
Watts per Ft. - 8.65
Lumens/Watt - 131



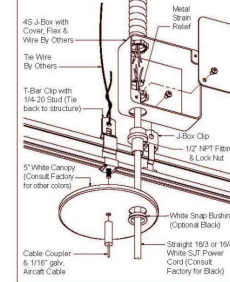
T-Bar Clips



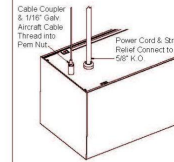
T-Bar Non-Power Feed



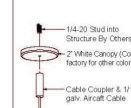
T-Bar Power Feed



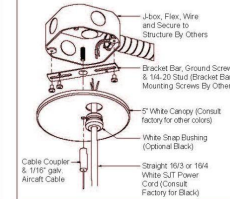
Luminaire Connection



Structure Non-power Feed



Structure Power Feed



ARTWORK TITLE: "PIXEL WASHINGTON"

ARTWORK DESCRIPTION:

This art installation will feature an interpretive rendition of a famous portrait of the boulevard's namesake, President George Washington. What makes this project unique is that it will be created entirely with mosaic tiles, in the artist's signature "pixelated" style and motif. The large format tiles will span from one end of the interior wall facade to the other, creating an exciting texture and will surely attract viewers from inside and outside the property. This piece will be complemented by the large glass and will be illuminated with professional lighting. We envision hundreds of photographs being taken on a regular basis.

MATERIALS DESCRIPTION:

The art installation will consist of hundreds of small mosaic tiles. These colored tiles will be assembled to create the art design. These tiles will be adhered to the interior wall faced using a heavy duty construction adhesive such as Liquid Nails. None of the tiles will protrude more than 1 inch from the wall facade. The style of tile will be Venetian-style glass tile mixes. These are Semi-opaque, light reflective tiles with a permanent, UV-resistant sparkle. 3/4-inch tiles have a smooth front and a textured back for a better adhesive grip. Miter beveled edges provide for perfect corners. Each tile measures 3/4-inch by 3/4-inch.

PLAQUE INSTALLATION AND AIC CONSERVATOR REPORT:

The custom plaque installation and AIC conservator report will fall under the budget category titled: Artwork Installation Costs. For the plaque we will submit a draft of the design for approval, which will include:

- Artist Name
- Artwork Title
- Date:
- Producer acknowledgments
- Additional verbiage TBD as directed

MAINTENANCE:

We will keep a watchful eye on the artwork just as we do with all of our installations in Southern California and will do routine annual inspections, dusting, touch-ups, and maintenance work whenever needed directly for the building owner. The costs of these routine inspections will not come out of the AAPP allocation and will be a separate bill to the building owner on a case-case basis.

TIMELINE:

Artwork can be installed within 2-3 months of approval.

PROJECTED BUDGET

| | |
|--|--------------------|
| Production and administrative oversight of the project - Consulting Fees (15% maximum limit of overall allocation) | \$11,250.00 |
| Artwork Installation costs including all artist fees, supplies, equipment, materials, travel, lodging, misc. plaque installation, etc. | \$46,562.50 |
| Taxes | \$7,687.50 |
| Insurance (Branded Arts currently holds General Liability and Workers Compensation policies) | \$1,000.00 |
| Photo Video Documentation (full professional video editing services also available) | \$1,000.00 |
| Contingency (10% of allocation - this does not include any annual inspections or maintenance work) | \$7,500.00 |
| TOTAL | \$75,000.00 |