



Gaelen Smith

City of Brisbane Public Art Program
Public Artwork Proposal

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CONTACT

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EXPERTISE

Mural Design & Production start-to-finish

Painting Modalities:

spray paint, acrylic / oil / 1shot, sign

painting, HPLV, Airbrush and Epoxy

Design: Photoshop, Illustrator, InDesign,

LightRoom

Design / Build: Custom Fabrication

Creative Team management

EDUCATION

M.S., Stem Cell Biology

San Francisco State University
2013

B.S., Physiology

San Francisco State University
2011

EXPERIENCE

Founder / Creative Director

Science & Company / Bay Area & Globally / 2013 - present

Founder and Lead Creative of Science & Company, a Bay Area-based mural company specializing in large-scale powerful & resonant hand-painted mural design & mural production.

- Lead artist on all final artwork installations at client locations
- Oversee project implementation and cost analysis, sourcing of project-specific materials

Artist, producing work under the pseudonym 'JURNE'

Globally / 1998 - Present

2 decades of experience in large-scale public mural work, development of unique style recognized by significant cultural institutions and corporate entities.

- Over 30 solo and group art shows worldwide
- Sponsored artist with IRONLAK Paints (www.ironlak.com)
- Honoree of custom paint can/color for IRONLAK called "JURNE's MICAH" (Pantone 187)
- Invited guest artist and judge at numerous international mural festivals

Co-Author

Beneath the Streets: The Hidden Relics of New York's Subway System

Ginkgo Press / 2014

The first and only book on the history and infrastructure of the New York City Subway system, as seen through the lens of graffiti artists.

- Co-created book concept, shot all large-format photography featured in book
- Art direction lead, managed pre-press layout and design of book
- SOLD OUT First edition of 3500, carried in NYC MoMA, Barnes & Noble, Crate & Barrel

Co-Founder / Co-Director

Walls That Teach / Oakland, CA / 2012-2017

Founded Walls That Teach, a 501(c)(3) mural arts education program working with disenfranchised youth to design & paint murals that describe their local histories and cultures in the Bay Area and in Poland.

- Curriculum development, creative content brainstorming, mural production with youth
- Murals became educative tools that give voice to and empower youth as local historians

SELECT PUBLIC ART

- | | |
|-------|---|
| 12/18 | Invited to design and paint a 15' x 80' mural, ART BASEL, Miami FL |
| 5/16 | Invited to design and paint a 25' x 40' mural, IRONLAK factory, Shenzhen China |
| 10/15 | Invited to design and paint 20' x 40' section of World's Largest Mural, Dubai UAE |
| 5/15 | Designed and painted w/ artist team a 25' x 180' mural, Oakland CA |
| 7/14 | Designed and painted w/ artist team a 30' x 140' mural, Portland ME |

GAELEN SMITH

AWARDS

Guinness World Record

Largest Mural

Dubai, U.A.E.

2015

HONORS

Guest Artist

SoundSet Festival

Minneapolis, MN

2019, 2017

Guest Artist

Mural Masters 4 Public Mural Festival

Seattle, WA

2019

Guest Artist

Wynwood Walls @ ArtBasel

Miami, FL

2018, 2016, 2014, 2013

Guest Judge / Featured Artist

Meeting of Style Mural Festival

Shenzhen, China

2016

Guest Judge / Featured Artist

Southside Arts Festival

Auckland, New Zealand

2013

SKILLS

- Problem Solving
- Communication
- Work Ethic
- Dependability
- Leadership
- Team player
- Creative Thinking

SELECT EXHIBITIONS

4/19	LOCALS (?), Mirus Gallery, San Francisco, CA
1/18	BEYOND THE STREETS, RRock x Museum of Contemporary Art, Los Angeles, CA
11/16	GET WITH THE PROGRAM, Damien A Roman Fine Art, East Hampton NY
9/15	ATTACK THE BLOCK, One Art Space, New York NY
1/15	MAPPING THE CITY, Somerset House, London UK
9/14	EXTRACTS, No Romance Galleries, New York, NY
7/14	NOTE TO SELF, The Seventh Letter Gallery, Los Angeles, CA
2/14	#RVCATWFSL, Pow!Wow! Gallery, Honolulu, HI
9/13	DIVERSION, 1AM Gallery, San Francisco CA
11/12	KEYS TO THE CITY, Klughaus Gallery, New York NY
5/12	ALGORYTHMS: Matt Moore and Jurne, 4th Wall Project, Boston MA
2/11	OUTSIDE IN, 1am Gallery, San Francisco CA
4/10	THE EXCHANGE, Common Ground Gallery, Berlin Germany

SELECT PUBLICATIONS

4/16	PROCESS AND PROGRESS, Foley Gallery x CarharttWIP, USA
5/15	HEAVY METAL: SEASONS IN THE ABYSS, CoExhibitions, Minneapolis, USA
7/14	BENEATH THE STREETS, Gingko Press, USA
1/13	WORLD ATLAS OF STREET ART, Yale University Press, UK
9/11	OAKLAND, Infamous Magazine, USA
4/10	THE EXCHANGE, From Here to Fame Publishing, Germany

CURRENT GALLERY AFFILIATIONS

2019	Represented Artist (2012-onwards), Klughaus Agency	www.klughaus.net
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REFERENCES

Roger Gastman

Chief Creative Officer

R. Rock Enterprises, Los Angeles

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George Thompson

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Jeremy Wright

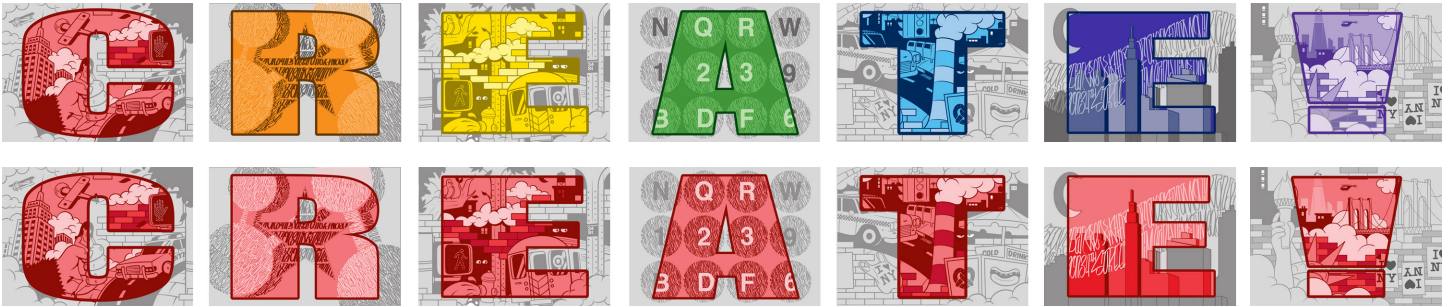
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Portfolio Examples | Brisbane Skatepark Public Artwork Proposal



Two iterations of design mockups presented for review during the design phase



Painted by Gaelen Smith & Dom Corry, 2013, New York, NY, Acrylic paint, \$40,000.

Commissioned Mural for a Vornado Realty 8,000 sq foot commercial space (across the street from the Empire State Building), showcasing the space's creative potential to inquiring tenants



Painted by Gaalen Smith, 2013, Hayward CA, Acrylic, \$18,000.

Commissioned Mural for Hidden Star Orchards' supply warehouse

A contemporary take on vintage fruit labels, re-imagined to reflect the history and story of Hidden Star Orchards



Painted by Gaelen Smith, 2016, Baltimore MD, Acrylic & Oil paint, \$5,000.

Commissioned Mural for Old Market Barbershop.

Designed to reflect the client's affinity for 50's Americana and vintage advertising



Painted by Gaelen Smith, 2015, Los Angeles CA, Acrylic, \$9,000.

Commissioned Mural (1 of 4 murals) for Sanrio Hello Kitty's Los Angeles offices.

An homage to the host of brilliant and loveable characters created by illustrator Roger Hargreaves.

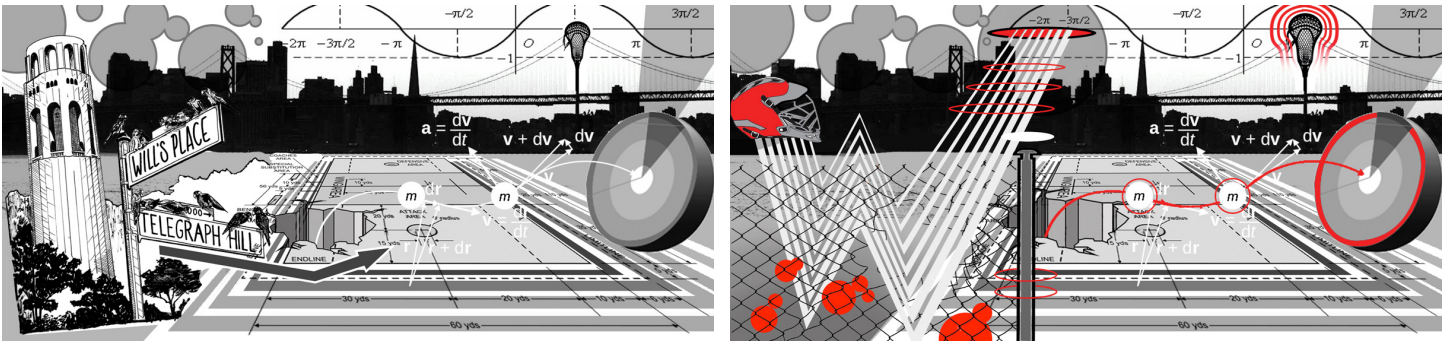
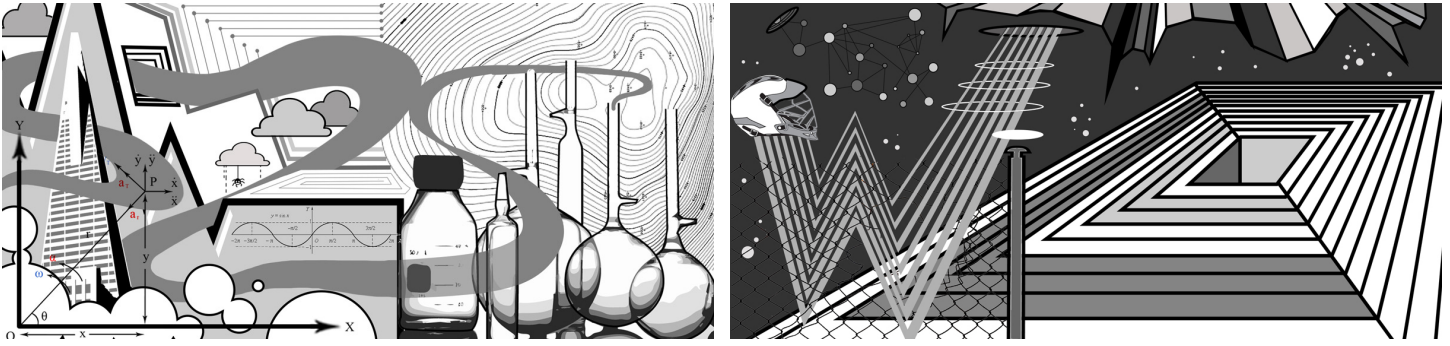


Painted by Gaelen Smith, 2016, Washington DC, Acrylic, \$6,000.

Commissioned Mural for Windward Consulting.

Colorful and inspiring verbiage for an office space, reflecting the company culture of the client

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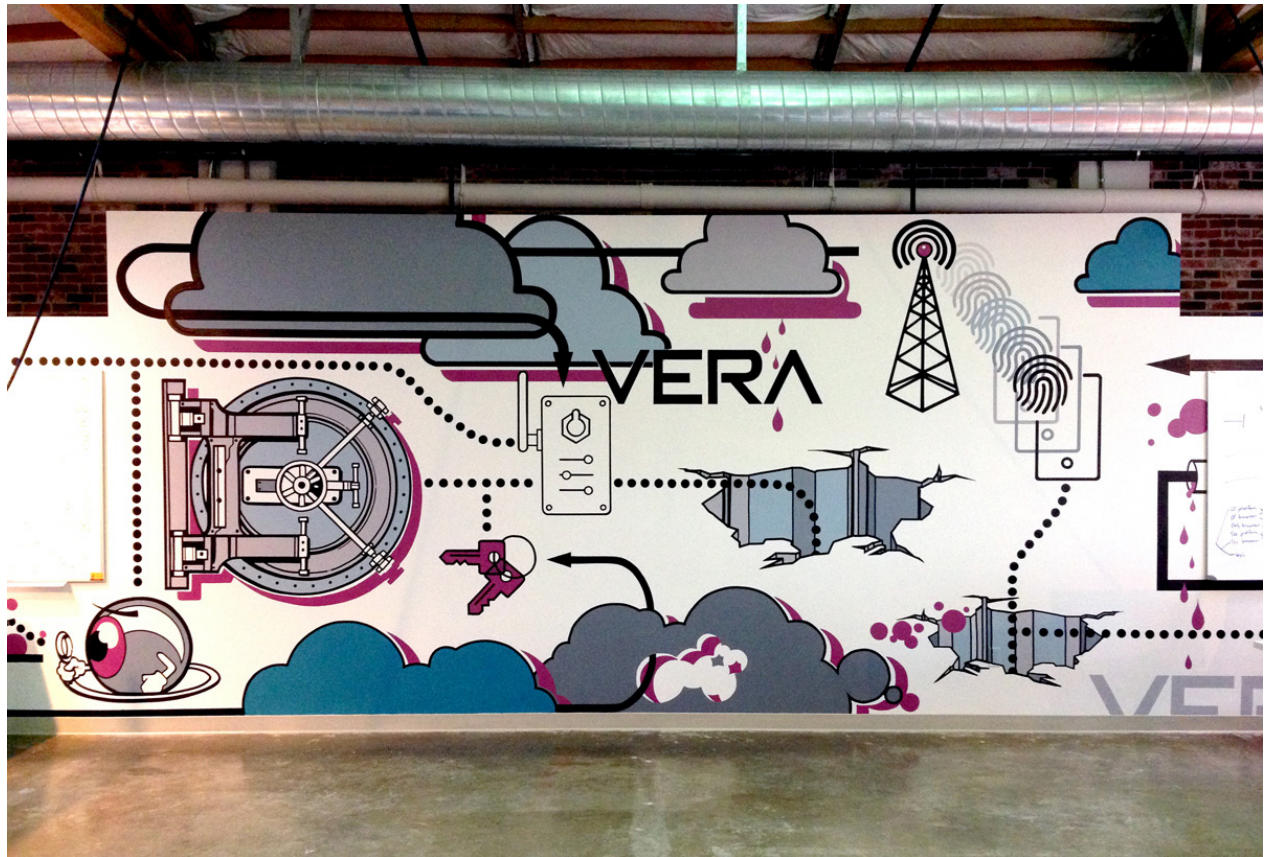
Painted by Gaelen Smith, 2016, Baltimore MD, Acrylic & Oil paint, \$5,000.
Commissioned Mural for Old Market Barbershop.
Designed to reflect the client's affinity for 50's Americana and advertising



Painted by Gaelen Smith, 2017, Santa Clara CA, Acrylic paint, \$18,000.

Commissioned Mural for Inside Source, an interior design firm

With 'order & chaos' as a theme, this mural represents a bold and fearless approach to interior design



Painted by Gaelen Smith, 2015 & 2016, Palo Alto CA, Acrylic paint, \$34,000.
Commissioned Mural for VERA, a document-security company
Designed to create a fun and visual narrative of VERA's software capabilities



Painted by Gaelen Smith, 2019, Santa Clara CA, Acrylic paint, \$13,000.

Commissioned Mural for TouchPal Inc

Designed using Touchpal characters, this mural promotes diversity and collaboration in the workplace.

Artist Statement | Brisbane Skatepark Public Artwork Proposal

From a young age, art in the public realm stood out to me and begged two important questions: “who made this” and “for whom was it made”. I’ve always been very fascinated by the story behind the process of public large-scale work. Public artwork, unlike gallery work, has no barrier of entry for it’s viewers; it is accessible to all for interpretation. Public artwork of scale has the capability to, at it’s best, function as a transformative element in it’s environment, inspiring creativity, personal insights and serve as a binding force, a common ground, in communities. To do this, public artwork should provoke wonder and intrigue in it’s viewers, urging them to want to know more about the story behind the artwork.

I have been making artwork in the public domain for over two decades, beginning as a teenager captivated and intrigued by graffiti art. Much like skateboarding, which I was also deeply enamored with, this particular type of public art has a strong magnetic appeal to youth. My intrigue with this type of art soon came to function as a crash course in composition, color theory and art materials. This initial singular focused intrigue soon grew to include interest in abstract and pop art, illustration, graphic design and photography, among other artistic pursuits. And now, with two decades of involvement in graffiti art / street art / urban murals (it has many catch phrases these days), trips across the world to collaborate with fellow artists, and a commercial mural career built on the skill set I developed from my initial artistic interests as a youth, I’m passionate about creating artwork that resonates with the youth of our communities. My work broadens the vernacular of public art, and lends credence to the importance of following one’s passions and the opportunities that can arise from focusing on and honing those passions.

Preliminary Concept Statement | Brisbane Skatepark Public Artwork Proposal

I am excited by the broad scope and open-ended parameters of Brisbane's RFP for a public skatepark mural, which to me signals Brisbane's trust in allowing local artists to drive the meaning behind, aesthetic of and creative process for public art. I immediately thought to involve the youth and community members who use the skatepark in the process of creating the proposed artwork. Public artwork resonates most with its viewers when they feel a personal connection to, even ownership, to the work. My wife and I founded Walls That Teach, a nonprofit arts organization that empowers local youth within our programs to develop the initial ideas and concepts for the murals we created with them. I'd like to bring that same approach of youth-based artwork concept origination to this public art mural. My plan, should I be awarded with the project, is to engage the community at the proposed site of the mural, and through their dialogue, generate the conceptual foundation for the mural that I will design and paint. Much like the commercial mural artwork process that I lead for clients, I will empower and engage the Brisbane skatepark visitors, focusing on the youth demographic to direct the aesthetic and underlying concept of the Brisbane skatepark mural. This begins by making 5-7 visits to the skatepark, spread out across a 2-3 week period, collecting ideas and sentiments from locals at the skatepark. I will prompt local skaters and skatepark visitors with a list of questions whose answers would serve as the foundation for the mural's creative direction. Examples of questions I will ask are "what is the most important pressing issue in your community", "what is the power of an idea, and what gives it power" and "what is the dream role(s) that the youth of our community wish they held in helping shape local communities". The answers to these questions would serve as the creative foundation to which the mural will be designed around. Given the high traffic location of this public artwork, it has the potential to serve as a site for dialogue and connection between local people, particularly youth. Ultimately, the mural will be a reflection of their ideas and identities and thus will serve as a point of pride and symbol of community cohesion in Brisbane.

From a medium standpoint, I would use a mix of acrylic and acrylic spray paint to implement the mural. This material is low VOC, fast-drying and provides a color palette with wide variety and deep color saturation to work from.

From a process standpoint, I would design the mural to-scale, and use a digital projector to scale the design onto the wall. It would take approximately 6-8 weeks to design the mural and 1-2 weeks to paint the mural.

I am highly familiar with the materials and methodologies mentioned above, and have utilized these countless times to implement commercial murals.



THANK YOU

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