

RIVER REFLECTION

Jerry Rugg | Saskatoon
Placemaker Program 2016





LETTER OF INTENTION

Saskatoon is the city within which I spent my formative years. Having graduated from Walter Murray Collegiate, I am enthusiastic to return home and add a bit of colour to the streets with which I am most familiar through the **City of Saskatoon Placemaker Program**. The hollow sound of a punted soccer ball echoing off grassy city park fields is a memory that encapsulates the artistic vision with which I drew inspiration from for this opportunity. The animal selected for this project also captures this nostalgic essence. Of recent years, Toronto has been my residence and training grounds. Through both cities' back lanes I have truly honed my craft and signature style. Throughout 2014 and 2015, I completed large-scale projects across North and South America. Although design college and the advertising industry have taught me much about the critiquing process and advancing one's craft, I owe the city streets and walls of Saskatoon so much for my current portfolio and look forward to my next chapter of development.

PRELIMINARY CONCEPT

I have stomped the sidewalks of Broadway Ave for many of life's adventures: cruising the crate selections at the Vinyl diner; the garb of the Clothes Café; and, listened to many a live tune within the since demolished Farnam Block building home of Lydia's Pub. The Placemaker program allows an opportunity to give back to the community who shaped the person I am today. The mural would be an original work (Option A) intended for the long term (up to 3yrs) and the wall in mind faces the parking lot at 11th St E and Broadway where Lydia's Pub once stood, the animal I have in mind is a Saskatoon Pelican – it will serve as a homage of sorts to nostalgic glory days, spring possibilities and a tip of hat to the sky high dreams of Broadway itself: Why don't we paint the town? And all that Jazz. During the Saskatoon days of my youth, we gathered at the weir to watch the pelicans. A shared joy was felt as we witnessed a first sign of the promise of spring. Unaware the migration pattern is unique to the mid-west, the pelican sighting became a treasured past time in its absence within my current eastern residence. I have adapted a particular style recognizable as "geometric animals". Equally important is community engagement. I have found that though my style does typically portray an animal figure, it is always a fun and collaborative process to arrive at a concept that has meaning to the community.



COMMUNITY ENGAGEMENT

My aim is to always brighten my surroundings in a manner that is most meaningful to community members. I primarily work with aerosol and utilize stencils at times to complete mural projects and panel installations. The process is started with the medium, an assessment of how my creature best fits the surface with careful consideration to negative space and design principals. In nearly all cases an individual, local culture, or group identify with a specific animal for an array of specific reasons. I always encourage interaction with passersby when I execute a project and it is this engagement that helps make it feel truly like a “live painting” event.

Examples of this approach are the Fuzereps mural (image), inspired by a contingency of Atlantic Canadians in the neighbourhood who chose the Puffin concept.

The “Mot Mot” mural centered on the National bird of Nicaragua.

The “Mural of Hope” in Baltimore was a particularly interesting challenge. As an outsider to the West Baltimore experience, the mural organizer, Baltimurals, and I worked together for months to create a concept that was perfect for the spirit of the project. Long-term neighbourhood resident, Rose, inspired the concept. She nurtures a small garden well known as a bright patch within a community in turmoil. The City of Baltimore presented Baltimurals, Rose, and I with an official Letter of Gratitude at a heartwarming ceremony attended by dozens of community members. In the spirit of giving to a city with which I am least familiar, I very much look forward to embracing the chance to reciprocate my gratitude to the city with which I am most familiar, Saskatoon, through the City of Saskatoon Placemaker Program.





RESUME

JERRY RUGG
BIRDO

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M6J 3X6

2004 - Present

STREET ARTIST

- Over 12 years of experience painting with aerosol materials on exterior surfaces.

2013 - Present

MURALIST

- Collaborated with both community organizations and private business' to successfully complete several large scale mural projects within budget guidelines and time allotments.

- Well versed in the application and concept phases of large projects.

- Ontario certified to work with ladders, scaffolding, and lifts.

- Murals located within dozens of communities across Canada, USA, and Central and South America.

2015

RECENT PROJECTS

- Completed 70' X 30' Mural for Fuze Reps in Toronto

- Put forward 3 concept mock ups each fitting the agreed upon theme to help brighten the neighborhood and elementary school next door.

- Executed the selected concept to the esteemed approval and delight of both building owner and community.

- Completed 25' X 30' Mural for the residents of a West Baltimore Community.

- Used a local flower garden as inspiration to create the "Mural of Hope" while successfully working with a non profit organization to help create a bright beacon for a neighborhood with many social issues.

- Recognized by the City of Baltimore and presented a resolution in an official ceremony held by the city council.

- Completed 15' X 22' Mural for Buena Onda resort in Nicaragua.

- Created a mural based on the national bird to the adoration of travellers at the paradise resort.



ARTIST BIO

Jerry Rugg aka birdO is a Canadian muralist based in Toronto. While his surreal geometric animals can be found on canvas, in digital print, and installation, birdO is primarily known for his large-scale mural work on walls and buildings around the world. He utilizes the principals of graphic design in his painted works and treats his surfaces as editorial layouts, which make his animals easily identifiable with their unique look and composition.





EDUCATION

After successfully graduating from Humber College in Advertising and Design I immediately entered the field. I worked for 5 years at multiple agencies from small to globally recognized and award winning. All the while continuing to paint larger and larger scale projects on evenings and weekends over the past 10 years. Eventually the opportunities to pursue my passion were enough that I made the decision to paint full time.

EXHIBITION HISTORY

I have painted multiple professional projects for Converse and John Fluevog in Toronto and was one of the artists involved in the Live Art Festival Toronto Underpass park project in June 2015. I painted a fabulous large-scale community project in West Baltimore as part of Baltimurals. I was honoured to be a participant at Art Basel in Miami with two large sized murals. I was a featured artist on a medium sized wall in Montreal for ChromaticFest. I have been a returning artist to paint with the community organization Grand River Creative Council in Detroit. I completed a residency in Nicaragua where I completed a national theme mural for the Buena Onda Beach Resort. I have most recently participated in a residence in Los Angeles and completed a four city tour throughout the United Kingdom.



PAST WORK



1. "Earth Puffin" - Aerosol on brick - 70' X 30' - Toronto, August, 2015



PAST WORK



2. "TorontoSharkus-Rex" - Aerosol on brick - 20 ' X 30' - Toronto, September, 2015



PAST WORK



3. "Mot Mot" - Aerosol on plaster - 15 ' X 22' - Nicaragua, December, 2014



PAST WORK



4. "Mural of Hope" - Aerosol on Brick - 25 ' X 30' - Baltimore, November, 2015



PAST WORK



5. "Go Raptors" - Aerosol on Plaster - 30 ' X 20' - Miami, December, 2015



PAST WORK



6. "Prairie Boy" - Aerosol on Cinder block - 100 ' X 20' - Saskatoon, July, 2015



PAST WORK



7. "Barn Yard" - Aerosol on Wood - 20 ' X 20' - Foam Lake, August, 2014



PAST WORK



8. "M-rad Architecture" - Aerosol on Cinder block - 50 ' X 25' - Los Angeles, March, 2016



PAST WORK



9. "Baton Rouge Guest" - Aerosol on Cinder block - 40 ' X 12' - Baton Rouge, September, 2015



PAST WORK



10. "Creative Creature Corridor" - Aerosol on Cinder block - 40 ' X 12' - Detroit, October, 2015

MAINTENANCE MANUAL

Jerry Rugg | Saskatoon
Placemaker Program 2016





AMENDED CONCEPT (River Landing)

With the Pelican remaining the primary focus of the River Landing concept some additional childhood memories have been accessed to create an on site specific homage to the beautiful location under Senator Sid Buckwold Bridge. My time spent biking the river side trails, taking in nature on the way to catching crayfish are moments I treasure to this day. Something I aim to celebrate with my painted mural.

ARTIST'S STATEMENT

The artwork is a surreal depiction of my fond childhood memories along the river front. A colourful homage in my distinct style.



PROJECT DESCRIPTION

In conjunction with the Saskatoon Placemaker Program and Saskatoon River Landing we have created a large scale art mural underneath the Senator Sid Buckwold Bridge. Entitled “River Reflection” the approximately 140’ x 20’ piece was completed on August 25, 2016.

Painted with aerosol spray paint in a contemporary street art style the mural celebrates the nature and beauty of a continually growing local destination. The project’s aim was to brighten a dull space often used as

a thruway by cyclists, joggers + foot pedestrians, or by visitors attending the nearby farmer’s market. A project to enhance the physical environment and to be a part of Saskatoon’s growing leadership role in national art and culture.

We came together for this project to put smiles on peoples faces.

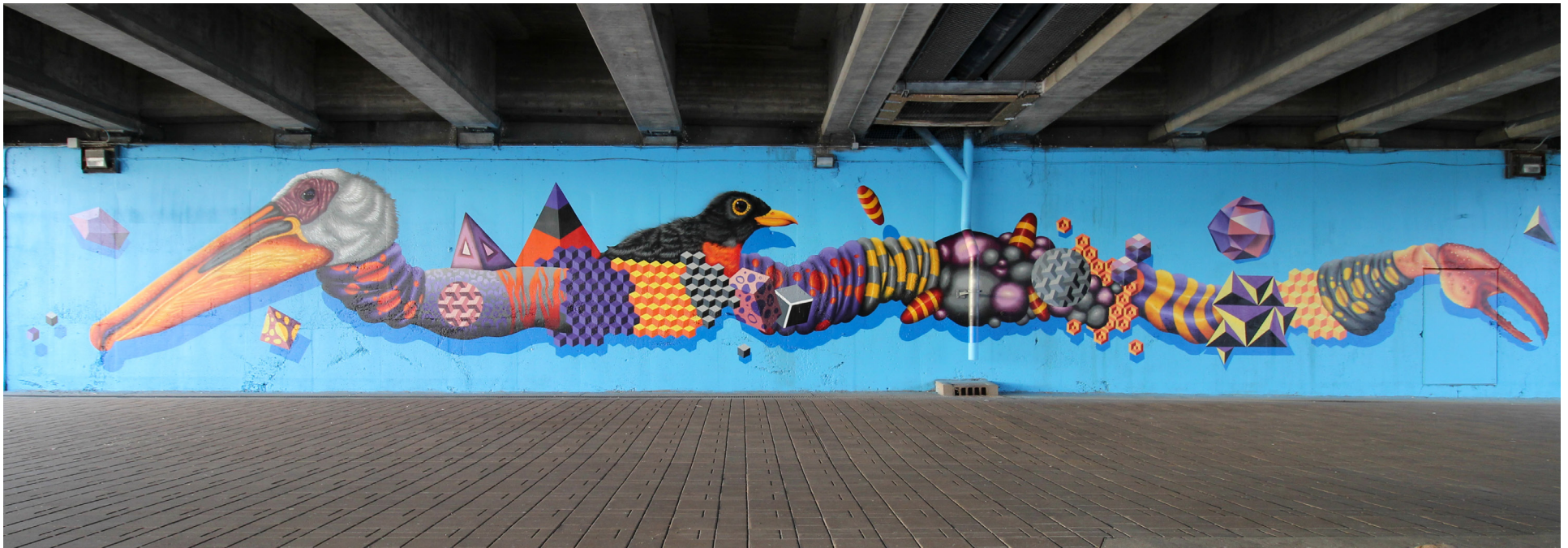


Photo credit Kelly Pankratz. pankratz78@hotmail.com



PROJECT PARTNER'S CONTACT INFO

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PROJECT LOCATION

The “River Reflection” mural is located underneath the Senator Sid Buckwold Bridge on the west side of the river. It can be found along the boardwalk beneath the Farmer’s Market city parking lots and adjacent to the old pump station.

Perhaps the most interesting vantage point is from the river itself best viewed by kayakers, rowers, the Prairie Lily tour boat etc.





MATERIALS USED

The base layer or background was coated with an acrylic exterior house paint called "Toronto Blue(2060-40)" by Benjamin Moore available from Days Paints in Saskatoon. More on this specific paint in the **MAINTAIN WORK** section in the following pages.

The mural work itself was painted entirely with **Loop Brand** spray paint. A large array of colours were used with an overall order totaling 80 cans. Please consult the Loop website for detailed info on the paint and company as well as to see the order swatch. Loopcolors.com

This paint is hard to acquire in Saskatoon locally. Distribution in Canada is available exclusively from Adam "Beast" info@visualorgasm.com.

Please contact me directly for specific questions about the paint as it pertains to the mural(see contact page) or view the **MAINTAIN WORK** section in the following pages.

Loop Colours used:

100
103
106-110
125-141
181-192
204-205
341-345



LOOP 400 ML

100 LP-100 WHITE	101 LP-101 GLOSS WHITE	103 LP-103 BLACK MATT	104 LP-104 BLACK	105 LP-105 BLACK GLOSS			
106 LP-106 MADRID	107 LP-107 BARCELONA	108 LP-108 VALENCIA	109 LP-109 SEVILLA	110 LP-110 MALAGA	120 LP-120 AMSTERDAM	121 LP-121 HAARLEM	122 LP-122 UTRECHT
123 LP-123 ROTTERDAM	124 LP-124 EINDHOVEN	125 LP-125 BREDA	126 LP-126 HELMOND	127 LP-127 ROSENDAAL	128 LP-128 ARNHEM	129 LP-129 TILBURG	130 LP-130 OSS
136 LP-136 MANCHESTER	137 LP-137 LIVERPOOL	138 LP-138 NEWCASTLE	139 LP-139 YORK	140 LP-140 LEEDS	141 LP-141 CAMBRIDGE	142 LP-142 DERBY	143 LP-143 BRISTOL
144 LP-144 BRIGHTON	145 LP-145 OXFORD	146 LP-146 LONDON	150 LP-150 DUBLIN	151 LP-151 GALWAY	152 LP-152 DUNDALK	153 LP-153 WATERFORD	154 LP-154 LIMERICK
155 LP-155 SWORDS	156 LP-156 CORK	157 LP-157 SLIGO	158 LP-158 FARO	159 LP-159 BEJA	160 LP-160 COIMBRA	161 LP-161 PORTO	162 LP-162 AMADORA



INSTALLATION PROCESS

The Mural was painted over 5 full days. A paint sprayer was used with 1 part water to 10 parts paint to create the solid blue background. The outline sketch was then rendered with Loop Spray paint. Once size, dimension, composition, and proportion were approved I proceeded with the remaining days to fill the entire sketch with texture, shading, colours, and shapes. Again, all with Loop spray paint. Some assistant labour was used but the majority of work was done by myself on scaffolding and ladders.





HOW TO MAINTAIN THE WORK

The high quality spray paint will certainly ensure the integrity of the work for the 3 year installation period. I have pieces of upwards of 10 years still holding up strong. Most to all cleaning operations will not affect the mural. Due to the location a medium power wash is recommended to upkeep the fresh appearance. Bird droppings, grime, weather runoff etc. will uncontrollably find its way onto the piece and a seasonal water spray will help. Rigorous high pressure will eventually wear down a painted surface but if treated like a private residence or car wash the mural will sparkle.

Special attention has been paid to nurturing relationships and connections within the local graffiti community. Alongside a mutual respect the mural should last its cycle without any unwanted tagging or vandalism. However, due to the unpredictable nature of the culture it is something to consider.

My highest recommendation is to have a gallon of the "Toronto Blue" acrylic house paint readily or easily accessible (I have left a small quantity with family members in Saskatoon). In the unlikely and unfortunate event that someone decides to add to the mural it is highly likely that it would happen in the blue negative space of the piece. An immediate response by a maintenance team member of simply painting over with the matching "Toronto Blue" will not only quickly and easily fix the appearance of the mural but more importantly it will strongly deter a repeat incidence. The sooner the better.



Toronto Blue 2060-40



HOW TO MAINTAIN THE WORK

If the rendered portion becomes affected it best to contact me direct to assess the damage and corresponding repair procedure. It rarely happens and is often very easy to mend.

A growing method of preventative care is to coat the entire mural with a specialty UV clear coat. This can be applied easily like rolling on house paint. In the event of vandalism a simple power wash will remove the unwanted markings while the original artwork is left unaffected. This may be worth looking into and could become a standard practice for future projects.

Outside of that, the mural will take care of itself.

My other Saskatoon installation is entering its second year and still looking brand new.



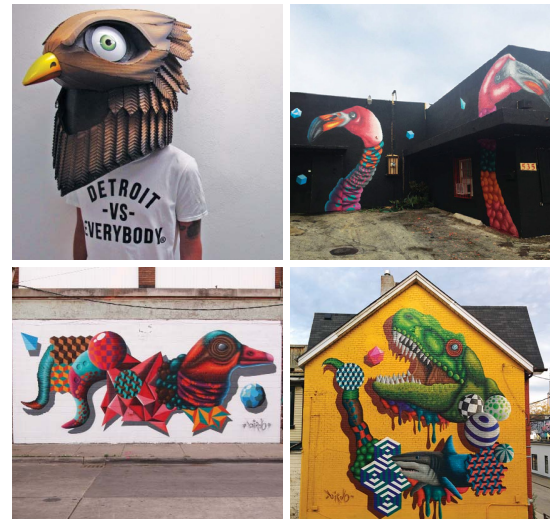
Photo credit Kelly Pankratz. pankratz78@hotmail.com

FEEDBACK RECEIVED

The “River Reflection” mural was hands down the project with the most passerby engagement by a long shot. I’ve never seen public interest this high and all of the feedback was incredible. There was such a high level of general interest and appreciation. So many people took the time to read the informational sandwich boards and because of the amount of interaction my recommendation would be to advertise a meet the artist event throughout the painting schedule and host it upon completion. I believe general attendance would rise and it could also help the artist direct some of the questions throughout the process. As positive as all of the interactions were it was difficult at times to maintain a steady work flow.

I believe the community was truly excited by the project. I received uplifting and thankful comments from all walks of life in Saskatoon. The location is at such a nice crux between the East/West sides of the city. I foresee such great things in the future for the River Landing and I am very honoured to be a part of this phase of development and extremely proud of my piece.

MEET THE ARTIST PLACEMAKER PROGRAM



Aerosol Mural Artist Jerry Rugg (BirdO)

Come to a free public art presentation and hear artist Jerry Rugg talk about his aerosol mural artwork, *River Reflection*, which will be installed on the abutment wall of the Senator Sid Buckwold Bridge in River Landing. His whimsical and stylistic murals can be seen across North and South America.

FEEDBACK RECEIVED

The online world also provided me with incredible feedback. Our project was well received and shared on social media. It was through Instagram specific that I was able to witness how people were enjoying seeing the process.

The local media outlets wrote good stories as well. With coverage ranging from TV, radio, and print, from Global, CBC, CFCR, and the StarPhoenix there was plenty of awareness. Overall I felt like myself, the project, and the artwork were welcomed wholeheartedly and for this I am grateful.





RECAP

From the initial Placemaker submission to the completed piece, it was definitely a journey. Much was learned and I'm thankful we were able to really open the lines of communication to get to the finish line. I am ecstatic with the result and am so appreciative to have been afforded the trust of the board and entire team to do what I do best.

I am very pleased with the organization on behalf of the city and the Placemaker Program. Everything was put in place to help me succeed and I hope the reception from the public is felt and helps to continue to propel many more amazing projects.

I offer my sincerest thanks and congratulations to the entire team. I couldn't have asked for a better trip home.

Your pal,

- Jerry Rugg

