

2023  
Herrick Overpass  
Top Three  
*Mural* Proposals



# Background

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## **This is Your Chance to Provide Input on the Herrick Overpass Gateway Mural!**

### **Introduction**

The City of Eureka, Caltrans, and the Eureka Street Art Festival are partnering to implement the first phase of a new welcome gateway art project at the Herrick Avenue overpass.

The project will have two phases; the first is the painting of a mural on the overpass during this year's Eureka Street Art Festival, held from July 30th through August 5th and the addition of new native, drought-tolerant landscaping which will be completed this fall. The project's second and final phase will be the installation of "Welcome to Eureka" gateway signage along the railing of the overpass. This final phase of the project still needs to be funded and will be completed as resources become available.

### **Selection Committee**

To kickstart the initiative, on June 7th, a formal Request for Proposals was released for the mural portion of the project. The City of Eureka received 35 qualifying proposals representing a wide variety of artistic styles and subject matter.

These proposal submissions were initially reviewed by a 15-person committee which included representatives from the local business and arts community as well as representatives from both City and the County government. This committee narrowed the initial 35 submissions down to the top three selections that they believed best met the project goals as defined in the RFP.

Now, the community is invited to participate in a public poll to weigh-in on their favorite of the three selections. See proposals below. Proposals listed in alphabetical order.

**VOTE HERE**

# Proposal A

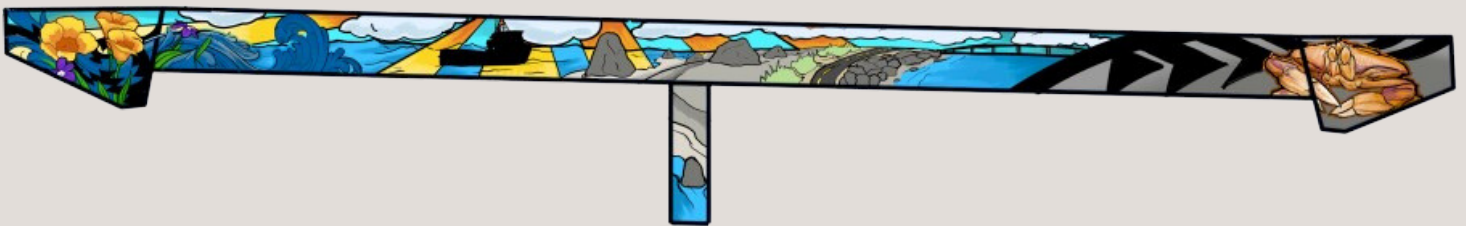
## *Elements of the Lost Coast*

by Carl Avery Studios

### Description of Proposal

"When I think of Eureka I see the coast as the main focal point and I wanted to tie in native aspects. Using the new vibrant color palette I decided to incorporate flowers and Victorian foliage. North Side I envision the design to go from Ocean to Bay. On the South side, I wanted to leave a lasting impression of what Eureka has to offer as you leave town."

Southbound View



Northbound View





# Proposal A

## *Elements of the Lost Coast*

by Carl Avery Studios

Proposal shown with phase 2 sign mock-up



# Proposal A

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## *Elements of the Lost Coast*

by Carl Avery Studios

### About the Artist

Location: Cottonwood, Ca

"Growing up Yurok on the Hoopa reservation pushed a certain amount of influence on Carl's work. The culture and traditional objects seen on a day to day gave him a foundation. Within this foundation he imagines a simpler time, with less technology and less involvement from outside worlds. These pieces are often earth tones and less artificial color of today's world.

Carl moved to Redding after High School and his art and views transitioned since then. He explores different and very artificial structures in these pieces. He experiments with the beauty of individual shapes and colors. The shapes are building blocks and each one needed to give an overall effect. Carl enjoys bending the physical attributes of each geometric shape and then stacking them. He imagines them as Jenga blocks to try and capture the kinetic energy behind how a structure could exist. Often his pieces are a challenge of balance and strength. These pieces are sculptures, if you will, caught in time.

Carl is a self-taught artist and has been focusing on this career for 17 years now. He makes a living painting murals, and anything he can get paint on. He more recently has delved into the fine art world and digital graphic design."

# Proposal B

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## *Guardians of the Salt Marsh*

by Honeybrush

Northbound View



Southbound View





# Proposal B

## *Guardians of the Salt Marsh*

by Honeybrush

Proposal shown with phase 2 sign mock-up



# Proposal B

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## *Guardians of the Salt Marsh*

by Honeybrush

### Description of Proposal

"Guardians of the Salt Marsh" is a captivating mural design that serves as a powerful advocate for the remarkable flora and fauna found in Eureka's salt marshes. Through a harmonious blend of vibrant colors, intricate details, and a compelling narrative, the mural aims to convey the beauty and importance of these ecosystems while inspiring viewers to embrace environmental stewardship.

Transporting viewers to the ethereal world of a salt marsh, utilizing Eureka's branding colors it creates a serene atmosphere, where every plant and organism plays a crucial role. The mural showcases a variety of salt marsh inhabitants, with the great blue heron as the central figure. It is accompanied by silhouettes of a red-shouldered hawk, peregrine falcon, and brown pelican. The corners of the mural are adorned with reedgrass, a native plant of California.

In order to meet the scope and timeline of this mural project, the design has been mirrored on both sides of the overpass. Mirroring the design ensures a harmonious aesthetic and allows viewers to appreciate the artwork from multiple perspectives.

The process of mirroring the design involves duplicating and flipping certain elements to create a mirrored effect. This technique not only adds balance and symmetry to the composition but also provides a sense of cohesion and continuity throughout the mural."



# Proposal B

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## *Guardians of the Salt Marsh*

by Honeybrush

### Description of Proposal Continued

"While the overall design remains consistent on both sides, a few strategic modifications have been made to the placement of silhouettes. These changes serve a dual purpose: firstly, to maintain the overall visual balance and secondly, we can reuse pounces to narrow the amount of waste and keep the designs on both sides consistent.

"Guardians of the Salt Marsh" invites viewers to contemplate the interconnectedness of all life forms within salt marshes and our shared responsibility to protect them. The mural serves as a catalyst for engagement, encouraging individuals to seek further knowledge, support local conservation initiatives, and make informed choices that positively impact the environment.

Through its visual storytelling and compelling imagery, "Guardians of the Salt Marsh" advocates for the flora and fauna of salt marshes, bringing attention to their inherent beauty and ecological significance. By inspiring a renewed sense of wonder and fostering a collective commitment to safeguarding these ecosystems, the mural encourages a harmonious coexistence between humans and nature for generations to come."

# Proposal B

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## *Guardians of the Salt Marsh*

by Honeybrush

### About the Artist

Location: Sacramento, Ca

"Honeybrush is a dynamic and collaborative mural arts duo known for their captivating and vibrant creations. Comprised of artists Ellie Gainey and Jolene Rose Russell, this talented duo seamlessly combines their artistic styles and creative energies to produce visually stunning and immersive mural experiences that leave a lasting impact on the viewer.

Based in Sacramento, Honeybrush draws inspiration from the rich tapestry of cultures, nature, and human connections. With a profound belief in the power of public art to shape and influence communities, Honeybrush's murals serve as vibrant reflections of local narratives, social issues, and collective dreams. Each mural they create tells a story, weaving together elements of symbolism, vibrant colors, and meticulous details that celebrate the spirit and identity of the spaces they inhabit.

Honeybrush's artistic process is marked by a deep respect for the environment and a commitment to sustainability. They prioritize the use of eco-friendly materials and techniques, ensuring that their murals not only captivate the eye but also contribute positively to the surrounding ecosystem. Their dedication to responsible artistry resonates through each brushstroke, leaving a lasting impact on the environment and the communities they serve."

# Proposal C

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## *Eureka Rising*

by Lucas Thornton

Northbound View



Southbound View





# Proposal C

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## *Eureka Rising*

by Lucas Thornton

Proposal shown with phase 2 sign mock-up



# Proposal C

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## *Eureka Rising*

by Lucas Thornton

### Description of Proposal

"This mural is an aerial view of the Eureka bay front, from high atop the surrounding Redwood forest. Looking down onto the majestic Humboldt bay as the sun rises over the coastal range, defining features of our home can be recognized.

The title "Eureka Rising" represents this imagery as well as the direction in which Eureka is heading as a city, to a brighter future, welcoming its citizens and tourists alike.

My goal was to shine a light on some of our area's best attributes; our coastal location, the bay front trails, Tuluwat Island, the Samoa Bridges, and the coastal Redwoods. The Mural would not be complete without representing the local Wiyot tribe by including a traditional basket weave design wrapping around the center column. Some of the other detailed imagery includes the Madaket, a crab boat, sailboats on the bay, the Murray air field, and Hwy 101.

I addressed the challenges of creating an image that does not distract drivers. By keeping the focal point of the mural above the Northbound lanes the driver can keep their focus on the road. The palette is also intended to be subtle so as to not be glaring. The imagery is simplified so it is not perceived as visual clutter, and is intended to facilitate the completion in the allotted time frame."

# Proposal C

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## *Eureka Rising*

by Lucas Thornton

### About the Artist

Location: Eureka, Ca

"Lucas Thornton was born, raised, and currently lives in Eureka, CA. He began painting murals in middle school with Duane Flatmo and continued on this path into adulthood. He is now a professional muralist with prominent large scale public mural projects across Humboldt County and beyond. He strives to make hand painted meaningful art for his community."