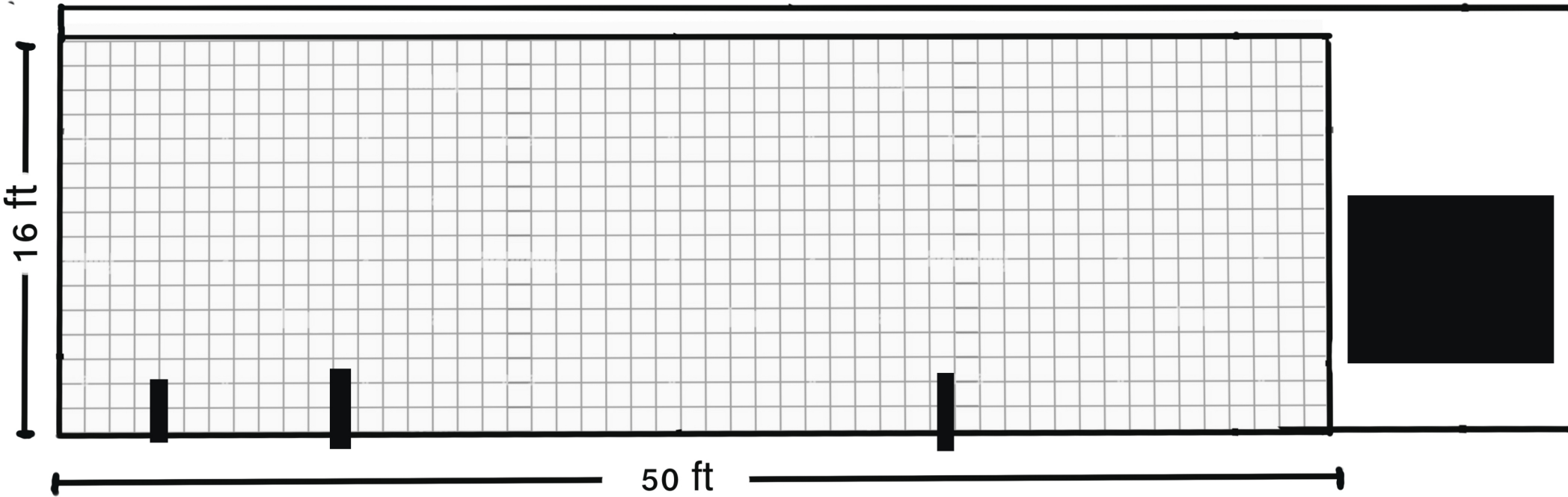


1.) 7 Eleven wall- Elevation

La Habra Centennial Mural



800 total square footage of mural wall area to be painted

* No lighting is currently in place for the mural

2.)7 Eleven wall- Color rendering
La Habra Centennial Mural



Carla Roque Artist Statement:

Carla Roque is a local Orange County Community Artist with a Masters degree in illustration from Cal State Fullerton and over 25 years of experience in designing and creating murals.



Her intention as an artist is to create work that evokes wonder through imagery and color. She creates public art murals with the belief that art and the creation of beauty in the public space, has the ability to forge human connection, compel the building of community and the manifestation of hope within the hearts of it's people. To achieve this Carla creates murals using vibrant colors and positive imagery in her mural designs.

Carla has had the privilege of working alongside city officials, school districts, small business owners and community leaders alike, to create community empowering public works of art. Which includes 50 murals for Anaheim Elementary School District alone. Through these many public art in collaborations, she has grown to be passionate about the community engagement that public art cultivates and makes it her goal to create art that beautifies the space it holds, enriching and transforming it's surrounding environment.

Carla has built a long-standing partnership with The City of La Habra, spanning over 15 years. During those years she has created over 10 different public-community art murals, as well as multiple illustration projects for the cities Parks & Recreations Dept., used to promote city events and programs such as: Tamale Fest, Concerts in the Park, Easter Egg Hunt, Senior Center and La Habra Children's Museum.

Art Education:

- AA degree Fullerton College
- BA Cal State Fullerton
- MA Cal State Fullerton

Clients Include:

Cities and Schools:

- City of La Habra
- City of Anaheim
- City of Temecula
- City of Tustin
- Anaheim Elementary School District
- Fullerton School District
- Tustin School District
- Irvine School District
- Centralia School District
- Pomona School District

Churches and Non profits

- Big Brother Big Sister OC
- Muckenthaler Cultural Center
- OC United
- Mercy Housing
- Orangewood Foundation
- Orangewood Children's Home
- Knott Ave. Christian Church
- Morning Side Presbyterian Church
- Knott Ave. Christian Church
- Wilshire Ave. Community Church

- La Habra Lions Club
- Fullerton City Lights
- Fullerton Free Church
- Mercy Housing
- La Habra Lions Club

Business:

- Simon Malls
- Wendy's Restaurants
- Polly's Pies Restaurants
- KFC
- Mimi's Café
- Somi Somi
- The Green Place Fullerton
- Chicana Vegana
- Healthy Paws
- Jav's BBQ
- Furai Chicken
- Blue Scoop Ice cream
- OC Flower Warehouse

La Habra Centennial Mural- Design Concept By Carla Roque



The Concept behind the City of La Habra Centennial Mural I designed for The City's momentous anniversary, started about 5 years ago. I was commissioned by the former Parks and Recs Director David DeLeon to, design a street lamp banner to commemorate the upcoming 100 year celebration, which are now currently on display around the city. For the centennial Mural design, I very much borrowed from the artwork for these banners and reimagined it as a large horizontal mural format.

The design is inspired by vintage Orange County citrus fruit crate labels. With several symbols that represent La Habra Past, present and future. The citrus and avocado fruits in the design, honor the rich history of La Habra, with the ripe; full grown fruit present on the branch. While the blossoms sprouting all around the fruit are meant to be a symbol of the grown and flourishing of life in the city that is still yet to come to pass. The retro blue bursting sunray background also both represents La Habra's past, using this throw back design, while symbolizing a new dawn rising for the future, for the next 100 years.

The La Habra- cursive font at the center of the mural, was recreated from the original lettering style used in the City of La Habra Logo. There are also commemorative elements present, such as the timeline dates and Centennial logo featured on the right bottom corner of the design.