



PUBLIC ART PROPOSAL

Public Art Proposal – California SMASH Exterior Mural Project

As part of our ongoing effort to invest in the cultural and visual revitalization of the area, **California SMASH LLC** is pleased to submit this proposal for the installation of large-scale murals on the exterior walls of our new indoor pickleball and social club located in El Segundo.

We have selected **Emily Tanaka**, a respected and locally based visual artist, to lead the design and execution of the mural work. Ms. Tanaka was chosen based on her outstanding portfolio and her prior contributions to the artistic landscape of the South Bay. Her ability to blend vibrant color, motion, and local character aligns perfectly with our goal to create a bold and welcoming landmark that reflects the energy of California SMASH and the broader community.

We have allocated a total **project art budget of approximately \$70,000**, which includes the artist’s design and labor fees as well as all necessary materials, equipment, and supplies to complete the work to a professional standard.

This mural project is not only intended to enhance the visual appeal of the building, but also to contribute to the beautification and cultural identity of an area that has long been underutilized. We believe this effort will foster community pride, encourage pedestrian engagement, and complement other revitalization efforts in the neighborhood.

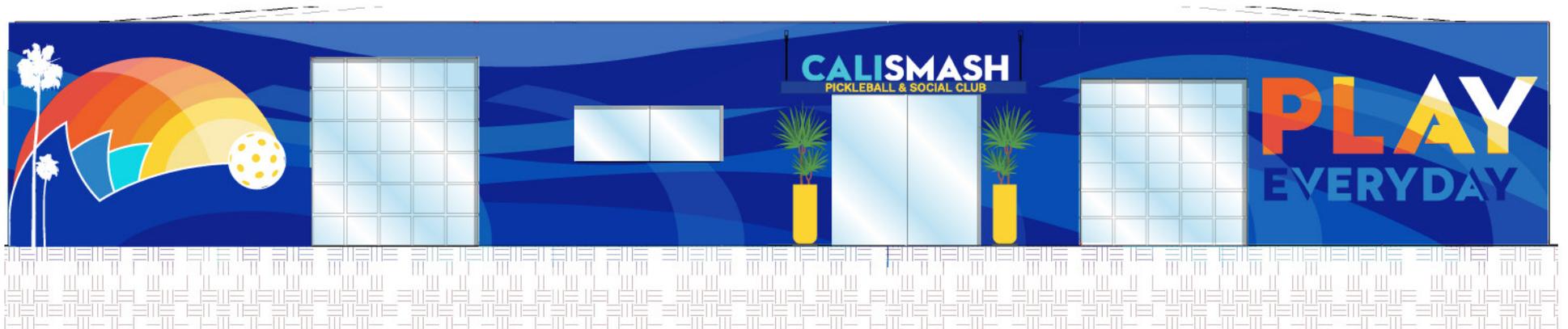
We respectfully request approval to proceed with this public art installation and are happy to provide renderings, timelines, or any additional documentation required.

Sincerely,
Brett Drogmund
Founder



LOCATION



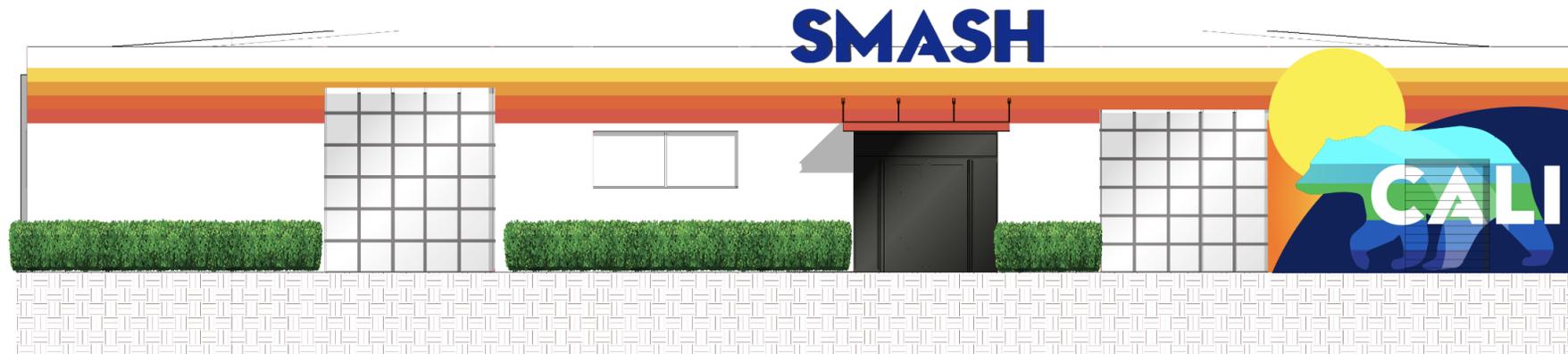
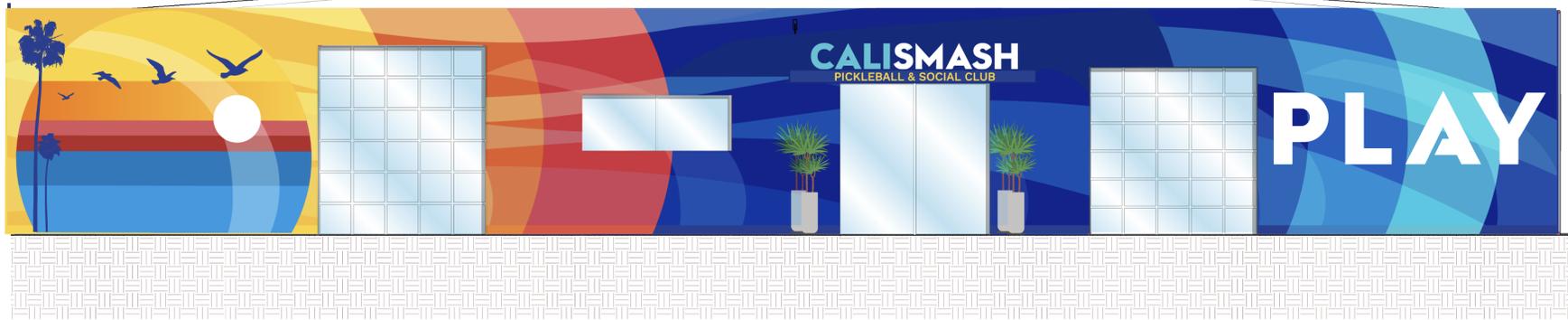


THEME

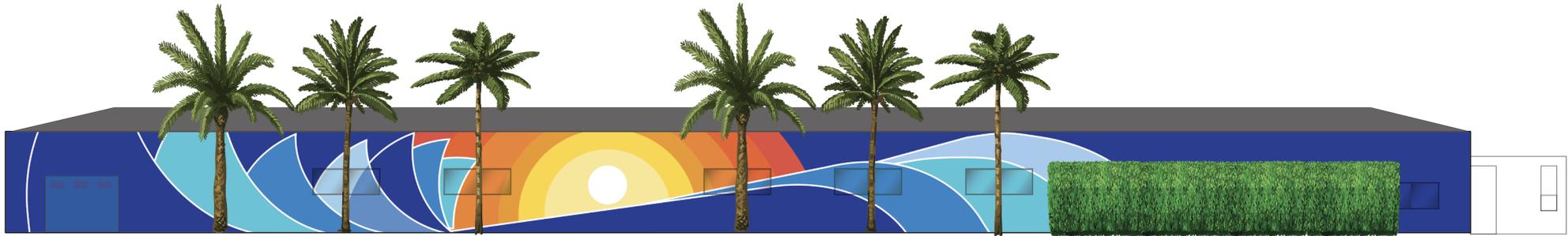
PLAY

This mural celebrates the spirit of **PLAY** as a vital part of daily life. With the phrase “PLAY EVERYDAY”, the design radiates movement, energy, and joy. Play isn’t just for kids — it’s essential for creativity, connection, and well-being at every age. This mural aims to inspire the community to embrace playfulness, stay active, and find joy in everyday moments, whether on the court or in life.





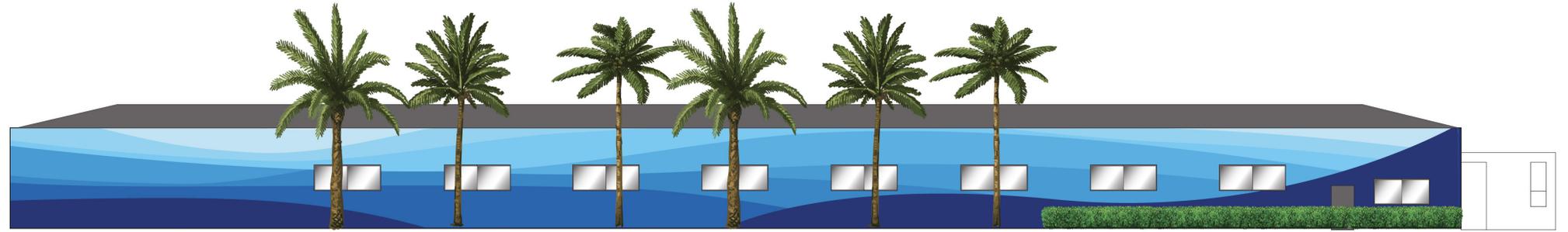
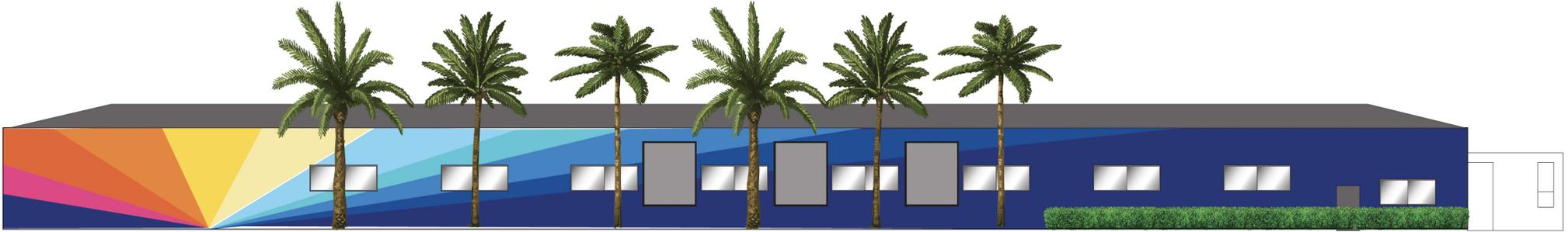
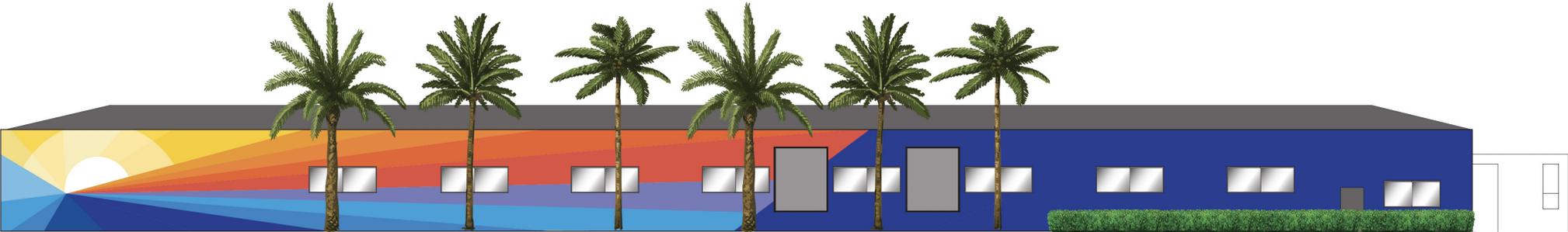




THEME

FLOW

This mural captures the vibrant rhythm of movement and presence through the imagery of a radiant sun and dynamic ocean waves. Titled **FLOW**, it celebrates the feeling of being fully immersed — whether in sport, creativity, or nature. The colorful palette reflects the energy and fluidity of coastal life, inviting viewers to pause, breathe, and align with the natural flow around them. It's a visual reminder that harmony and momentum often come when we let go and stay present.







THEME

ENERGY

This abstract mural embodies the vibrant, ever-shifting **ENERGY** of sunrise and sunset — moments that mark transition, possibility, and renewal. Without relying on literal symbols, it uses color, motion, and rhythm to evoke a feeling. Positioned along the train tracks, it's designed to deliver an immediate visual impression to passersby — a pulse of warmth, light, and movement that can be felt in an instant. It's a celebration of energy in its purest form: bold, atmospheric, and alive.





WORDS HEARD FROM THE SCAFFOLDING

**"I walk this street now
because it makes me feel joy."**

~local resident that stopped by almost everyday to see the progress

"Sit . . . stay."

*~woman taking a photo of her
dog in front of the mural*

**"You all have changed this
block in the best way."**

~group of people that work nearby

"I LOVE YOUR ART!"

~person honking, waving and giving thumbs up out car window



ARTIST BIO

**“Creating public art is an honor.
I’m here to pump sunshine into walls
— and hopefully lift someone’s day in the process.”**

~Emily Tanaka



Emily Tanaka is a Southern California-based muralist and mixed media artist known for transforming public spaces with bold color, joyful energy, and thoughtful design. Through her creative practice and business, Have to Create, she has completed public art projects across South Bay cities, schools, commercial spaces, and private properties. Her murals are rooted in the belief that art can uplift, connect, and spark joy in everyday life.

From mentoring young artists to collaborating with city planners, Emily brings curiosity, intention, and creative leadership to every project. Her work invites viewers to pause, feel, and engage — proving that public art can transform everyday places into something meaningful.





CULTURAL DEVELOPMENT PROGRAM PUBLIC ART APPLICATION

Return the completed application to the Cultural Arts Coordinator

Date Submitted:	5/22/25
Project Name:	California Smash
Development Location/Address:	815 N. Nash St., El Segundo, CA 90245
Developer:	Calstar Builders
Contact Person:	Brett Drogmund
Address:	815 N. Nash St., El Segundo, CA 90245
Phone:	818-335-7958
Email:	brett@calismash.com
Property Owner:	Gretchen Farrell
Address:	13892 Saddleback Dr., Moorpark, CA 93021
Phone:	805-222-5722
Email:	gretchenbfarrell1@gmail.com
Artist:	Emily Tanaka
Address:	128 Paseo De Las Delicias, Redondo Beach, CA 90277
Phone:	310-936+0166
Email:	emilykingtanaka@gmail.com
Title of Art Plan:	Smash Mural
Minimum Art Allocation:	
Location of Art: (please be specific)	East, West and South Walls
Description of Art Plan:	As part of our commitment to creativity and community, California SMASH will feature large-scale murals painted on the exterior walls of the building. These murals will celebrate the energy of pickleball, the spirit of Southern California, and the bold, playful vibe of SMASH. Designed by local artists, each mural will serve as an iconic visual landmark — perfect for photos, storytelling, and setting the tone before guests even walk through the door.
	Beyond aesthetics, these murals are part of a bigger mission — to inspire the neighborhood and breathe new life into an area that has been overlooked for years. California SMASH is proud to be a catalyst for revitalization, creativity, and community pride in El Segundo.
Dimensions:	West & East, 125W x 14 Tall, South 265 W, X 14 tall
Media:	Paint, exterior professional grade.
Landscape Description:	new green turf and lush tropical plants
Lighting Description:	Led Safety lights on a timer
Distance between Public Art and Public Street:	10-25 ft
Installation Date:	May 2025
Dedication/Unveiling Plans:	TBA

BUDGET	
Artist/Design	\$ 70,625
Artwork Material	\$ 23,000
Art Consultant (<i>if applicable, not to exceed 10% of requirement</i>)	\$
Insurance	\$ 2500
Transportation of Artwork	\$ none
Structural Engineering	\$ none
Lighting/Electrical (<i>for artwork only</i>)	\$ Led safety lights
Water related expenses (<i>if applicable</i>)	\$ none
Art Appraisal (<i>consultant must be selected from City list</i>)	\$
Installation of Artwork (<i>include site preparation</i>)	\$
Other Expenses (<i>please list</i>)	\$
1.	
2.	
3.	
TOTAL:	\$

The total should equal or exceed the minimum 1% art allocation for the project.

RECREATION, PARKS & LIBRARY DEPARTMENT

350 Main Street
El Segundo, CA 90245

CONTACT INFORMATION

- Randy Niessen, Cultural Arts Coordinator, rneissen@elsegundo.org or 310-524-2707

CULTURAL DEVELOPMENT PROGRAM WEBSITE

<https://www.elsegundolibrary.org/about-us/cultural-development-program-268521>