

Artist Portfolio Review Day

Carlsbad, California

January 30, 2010

**Are you looking to break into the field of public art?
Have you ever wondered what happens to your application once you submit it?
Are you curious about how panelists may respond to your work?
If so, this event is for you!**

**Saturday, January 30, 2010
Carlsbad City Library
Gowland Meeting Room
1775 Dove Lane
Start Time: 10:30 a.m.
It's free!**

THE PORTFOLIO REVIEW PANEL

Benefit from the constructive feedback of our experts as they review your portfolio and provide insight into the minds of artist selection panelists.

LETITIA FERNANDEZ IVINS

Letitia Fernandez Ivins is the civic art coordinator of the Los Angeles County Arts Commission's Civic Art Program. She was drawn to the public art field with a passion for contemporary art, particularly that which has a presence in the public sphere, investigates social, geographical, and aesthetic conditions, incites meaningful experiences for a broad public, and inspires social critique. As the civic art coordinator, she interfaces with artists, government administrators, capital project managers, and community members to produce high quality, lasting and innovative artwork for public spaces. She has worked in the field for over nine years at the Getty Foundation, Ryman Arts and the Arts Commission. She is a board advisor to Outpost for Contemporary Art, a board member of Zeitgeist Press, a co-chair of the Public Art Coalition of Southern California, a past discussion leader for the Getty's Multicultural Undergraduate Internship Program, and member of Emerging Arts Leaders Los Angeles network and the Museum Educators of Southern California.

MALINA MOORE

Ms. Moore is Public Art Coordinator with the City of Santa Monica's Cultural Affairs Division. She has a background in music and the arts and has earned a Bachelor of Arts in Art History from the University of California, Los Angeles and a Master of Fine and Decorative Arts degree from Sotheby's Institute of Art London with a focus on 17th and 18th Century French Furniture. Prior to coming to work for the City of Santa Monica, she worked as an exhibitions coordinator and developed an internationally touring exhibition "Gandhi, King, Ikeda: A Legacy of Building Peace" and served as the spokesperson and traveled with the UNICEF sponsored exhibit "Treasuring the Future: Children's Rights & Realities". Malina is a Los Angeles native with a love for exploring different corners of the world—from Paris to the Northern Marianas to Ghana.

JORGE J. PARDO

Jorge Pardo is Director of Art & Design for Metro Creative Services in the Los Angeles County Metropolitan Transportation Authority. He oversees Metro Art, a program established in 1989 that has commissioned over 300 artists for a wide variety of permanent and temporary artwork projects throughout the Metro system as well as overseeing Metro's environmental signage program and customer environments. Prior to Metro, Mr. Pardo was Cultural Planner for the Community Redevelopment Agency of the City of Los Angeles engaging in the development and implementation of a wide variety of large-scale public and private sector artworks, programs and facilities. As Director of Visual Art & Design for the Arts Council for Long Beach, he served as catalyst for advancing the development of the city designated arts district by providing expertise in public art, design, planning and promotion. Mr. Pardo served seven years as Chairman of the City of Santa Monica's Arts Commission and Chair of the Public

Art Committee. A native of Cuba, he spent much of his formative years in Mexico, Peru and Guatemala. He received a Bachelor of Fine Arts degree from the Universidad de las Americas in Mexico, a Master of Fine Arts degree from Florida State University and a Master of Architecture from the University of Texas at Austin. As an architect he has been rewarded with honor awards from the Texas Society of Architects and the American Institute of Architects. A practicing artist, his artwork has been exhibited in museums and galleries nation-wide. He has been adjunct faculty for the Master of Public Art Studies Program at the University of Southern California and for the California State University, Long Beach where he co-created one of the first public art courses for visual artists.

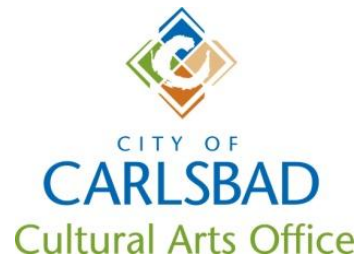
ERIK QVALE

Erik Qvale is Director of Public Art for Praccis, a consulting firm specializing in public art, design, media and marketing. His past experience includes the coordination of artist/architect design collaborations for permanent and temporary art projects in public and private sectors. He has administered percent for art requirements for such public art programs as the Los Angeles Cultural Affairs Department Public Works Improvement Project and Arts Development Fee Programs, the Los Angeles County Metropolitan Transportation Authority Metro Art Program, and the Los Angeles Community Redevelopment Agency Cultural Arts Program. Erik Qvale has a degree in Art History from the University of California Santa Barbara, and a Masters of Public Art Studies from the University of Southern California.

JODY RASSELL

Jody Russell is Principal In Charge of Fine Arts Services LLC. Ms. Russell's professional art advisory activities span over 25 years in the creation and implementation of public art projects and public art master planning for a wide variety of public agencies and institutions, private corporations, multi-use developments and financial institutions throughout the United States and abroad. Selected clients include The Port of Los Angeles, The University of California Los Angeles, The California Endowment Foundation, Bosa Development California Inc., Scripps Health, Pacific Bell, United Bank of Denver, Salt River Project Tempe Arizona, Summa Corporation, Las Vegas Nevada, Northern Trust Company, C2 Network Tokyo, and Bank of America. Ms. Russell received her Bachelor of Arts Degree and teaching credential from Miami University of Ohio. While pursuing a Masters Degree in Art History at California State University, Long Beach, she received her Graduate Degree in Museum Studies. A specialist in the field of public art, she simultaneously furthered her professional endeavors with a post graduate degree in Fund Raising and Development for Nonprofit Institutions from the University of California, Los Angeles. Ms. Russell managed corporate and foundation development programs and brought to fruition major funding for the Museum of Contemporary Art Los Angeles (MOCA), the Autry National Center, and consulted at the UCLA Hammer Museum for a five year period. A member of The International Association of Professional Art Advisors and the American for the Arts and Arts and Action Fund, Ms. Russell sits on the selection panel for the JB Blunk Artist Residency in Northern California. Additionally, she has participated in panels and symposia throughout the United States and Japan on the topics of public and corporate art and fund raising for arts institutions.

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