

## Aaron Hansen Mural Proposal - City of Coachella

### Summary

This proposal is submitted by Raices Cultura on behalf of local artist Aaron Hansen. Mr. Hansen has designed a mural for the public restroom building at Dateland Park. The sample renderings of the proposed mural follow below.

### Artwork Description

The mural is designed for 3 sides of the building and is composed of brightly painted images detailing a cosmic fantasy landscape. Mr. Hansen's design influence for this artwork are based on Dreams, Oneness, Interconnectedness, Peace, Wisdom, Nature, Utopia, Fantasy, Dessert, Universal Love, and Beauty. The visual aesthetic is a balance of smooth crisp gradients for the backdrop and photo-realism detail work in the foreground. The front wall has a Starburst Sun motif pulsing out in all directions in the center. The key colors for this front wall are Magenta and Cyan on the side walls with Yellow on the middle wall so that it creates a prism effect from afar. The 6-sided shape represents radiating energy and complements the shape of the roof line. The layered richness of this mural will provide many visual elements for interaction by the public. The design includes constellations of all the zodiac signs to serve as personal identifiers providing not only a fun all-inclusive photo opportunity but also represents individuality while showing our interconnectedness universally. The animals on the side walls are an owl which represents a sense of cosmic wisdom and a flamingo which represents beauty and fantasy. The raindrops are to signify the subtle flow of life and its never-ending giving, regenerative, and bountiful nature. The artist believes that good art appeals to him like a delicious fruit or dessert and that's why all the elements - the clouds, flowers, crystals, cacti - and color palette give that sense of it being a hard candy, cotton candy, or dessert.

### Sample Renderings



Front View - Sunburst shape with natural crystal formations on the left and cacti on the right





Right Side View - Flamingo and Bird of Paradise design elements in complementary color scheme



Left Side View - Large Barn Owl with crystal mountain formation landscape and additional constellations



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## Aaron Hansen

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Aaron Hansen is a visual artist that has led or assisted on well over 200 public, private, and commercial projects. Hansen started creating art as a youth and has now created art professionally for over 15 years. His art focuses on interstellar matter, the human experience, and the interplay between Earth and Celestial life.

He comes from a family of artisans originating in Guanajuato Mexico and is a first-generation American. Murals and signpainting has been a family business for generations. Beginning primarily a studio artist focused on commissioned work and gallery exhibitions, Hansen soon realized the impact that Public Art can have on a community and began to create site-specific murals. As a young adult, he started a California Board of Education-recognized Mural Program with Palm Springs Unified School District working with at-risk students and has created over 100 murals to date. Aaron Hansen also led a grassroots initiative "Inspire the 10" project in which he raised capital with other artists through art sales to fund painting murals nationwide along Interstate 10 from California to Florida.

He plans to complete more Public Art with work that can reminder viewers of our interconnectedness and oneness.



Selected Work Samples



