

HI, I AM **NDUBISI OKOYE**

PROPOSAL

PREPARED FOR
VERDUGO ARTS
SELECTION COMMITTEE
Attn: Nikki

PROJECT
VERDUGO
PARK PROPOSAL

CONTACT
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QUOTE EXPIRES: 7/1/22



WHATUPDOE!

Hi, I'm Ndubisi Okoye, a multidisciplinary creative with a passion for art and design that tells a story. Through my drawings and designs, I use those unique stories to motivate and inspire people.

AWARDS & HONORS

- Netflix Commission '21
- LA Time Commission '21
- Smart Growth America Residency '20
- Footlocker National Campaign '20
- Commerce Design Award '18



GOAL

This project aims to create art that highlights and reflects the community, history, and future of Verdugo Park. This project also is meant to uplift Glendale, CA. Let's tell your story in a clear, compelling, and convincing way.

THE BENEFITS OF A MURAL

- Better communicate Verdugo's vision and values
- Exude Verdugo's true personality
- Create memorability through art
- And so much more

LET'S DO SOMETHING DOPE!

DISCOVERY

I sit down with you and learn about your brand, clients, goals, personality, services, ethos, and more. I have to know you inside and out.

INITIAL SKETCHES

I send this version of the art and another more extensive version of the art once I'm selected for the project.

REVISIONS

Two rounds of creative revisions to the selected sketches.

FINAL ART

The final approved art

GATHERING SUPPLIES

Gathering painting supplies.

PAINTING MURAL

Painting the murals and basketball court in the park.

MURAL PHOTOGRAPHY

Taking beautiful imagery of the murals and basketball court.

MURAL TIMING

Most projects of this size can be completed in a month to 2 months, but it varies depending on how long you take to supply me with feedback*. Mural would be primed painted with exterior paint and spray paint.

* Timeline estimated based 3-day turnaround of feedback after our proof is sent for your review. If feedback is delayed, timeline is delayed proportionately.

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8		
Discovery										
Initial Sketches										
Round 1 of revisions										
Round 2 of revisions										
Final Art + Gathering Supplies										
Mural Painting										
Mural Photography										

WHY ME?

Ndubisi graduated from College for Creative Studies in 2015 with a B.F.A in Advertising Design. Before graduating, he started his career, working as an Art Director for many advertising agencies in Detroit, working for clients such as General Motors, Chevrolet, Ram, Chrysler, Dodge, Camaro. Simultaneously, since 2014 He also has painted numerous murals for clients such as Universal Music Group, Carolina Panthers, Mercedes Benz, GM, and HGTV. He now serves as the creative director of a non-profit in Detroit and he continues to find ways to blend disciplines and excel in the commercial art and the fine art worlds.

95% OF OUR CLIENTS POLLED SAY
THEY'D REFER US TO A FRIEND
+7YRS EXPERIENCE OF WORKING
WITH CLIENTS



CLIENTS

I've done this a many times before.
Here's some of the companies I'm
honored to have called clients.



From Growing Seeds Netflix Project

PORTFOLIO

To put your mind at ease, here are some examples of past projects I've created and built out for clients. You'll notice I'm versed in working on a suite of cohesive yet unique brand collateral, creative assets, and content.

MY CORE SERVICES

- Illustration
- Mural Creation/Painting
- Creative Direction
- Gifs
- Design
- Print/Web/social Collateral



CLIENT **UNIVERSAL MUSIC GROUP**

DISCIPLINE ILLUSTRATION | MURAL PAINTING

MURALS FOR UNIVERSAL MUSIC GROUP

This mural is meant to show some of the famous artist from Motown Records. Hitsville is the heading at the top of the mural. Diana Ross and The Supremes, Stevie, Smokey, Jackson 5, and Marvin are the main figures. "The legendary Motown Thank You Berry!" is hand-lettering at the bottom of the mural. The mural is a love letter to culture of Detroit and Motown. This mural was 9ft high by 22 feet wide. It was one of seven murals I created in the Universal Music Group headquarters in Santa Monica, California.



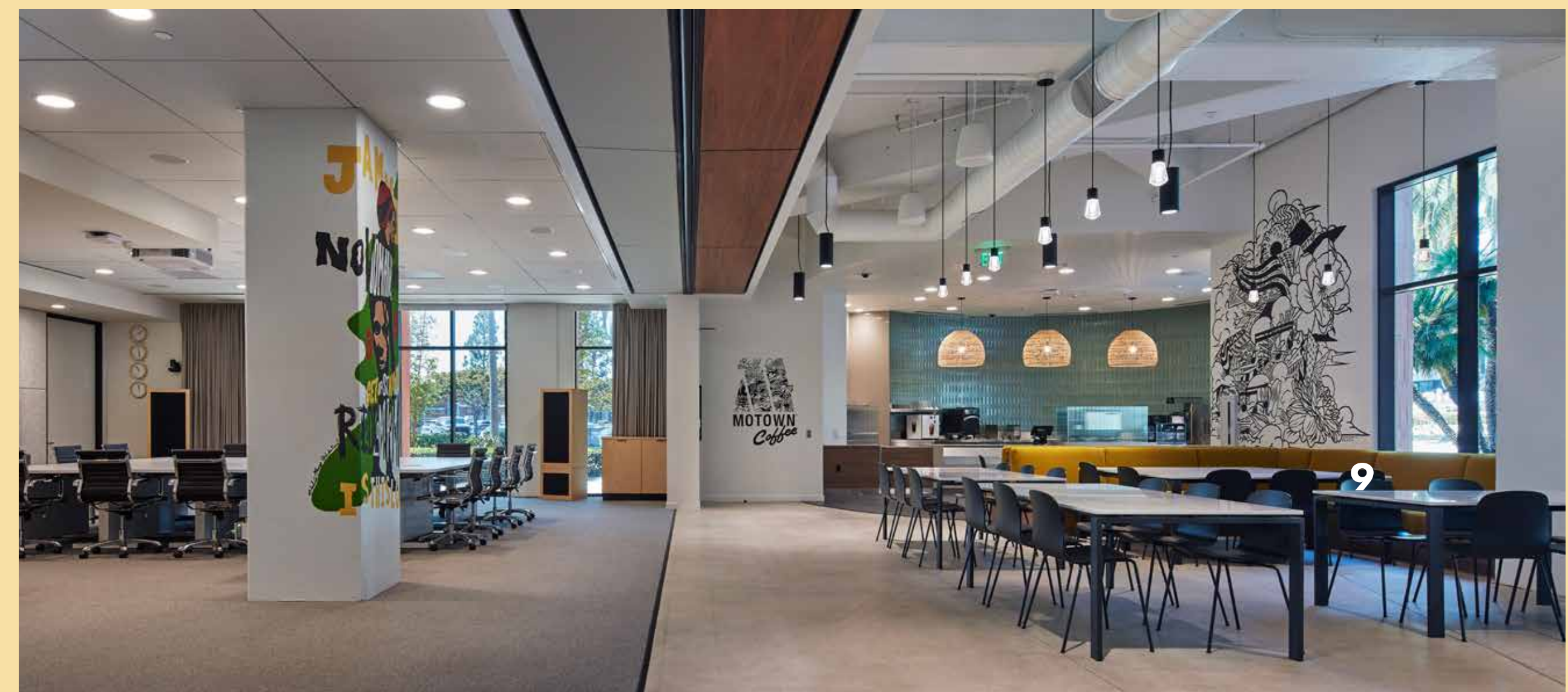
I made a series of seven murals in their Motown Cafe and Bob Marley conference room.

SCOPE

- Mural Painting
- Interior Design
- Illustration
- Concept Creation
- Art Direction
- Signage

TESTIMONIAL

"All of the murals look great. Hearing lots of compliments, including the Motown chef and manager who are proud to have them." - Katie Brook, PR Manager

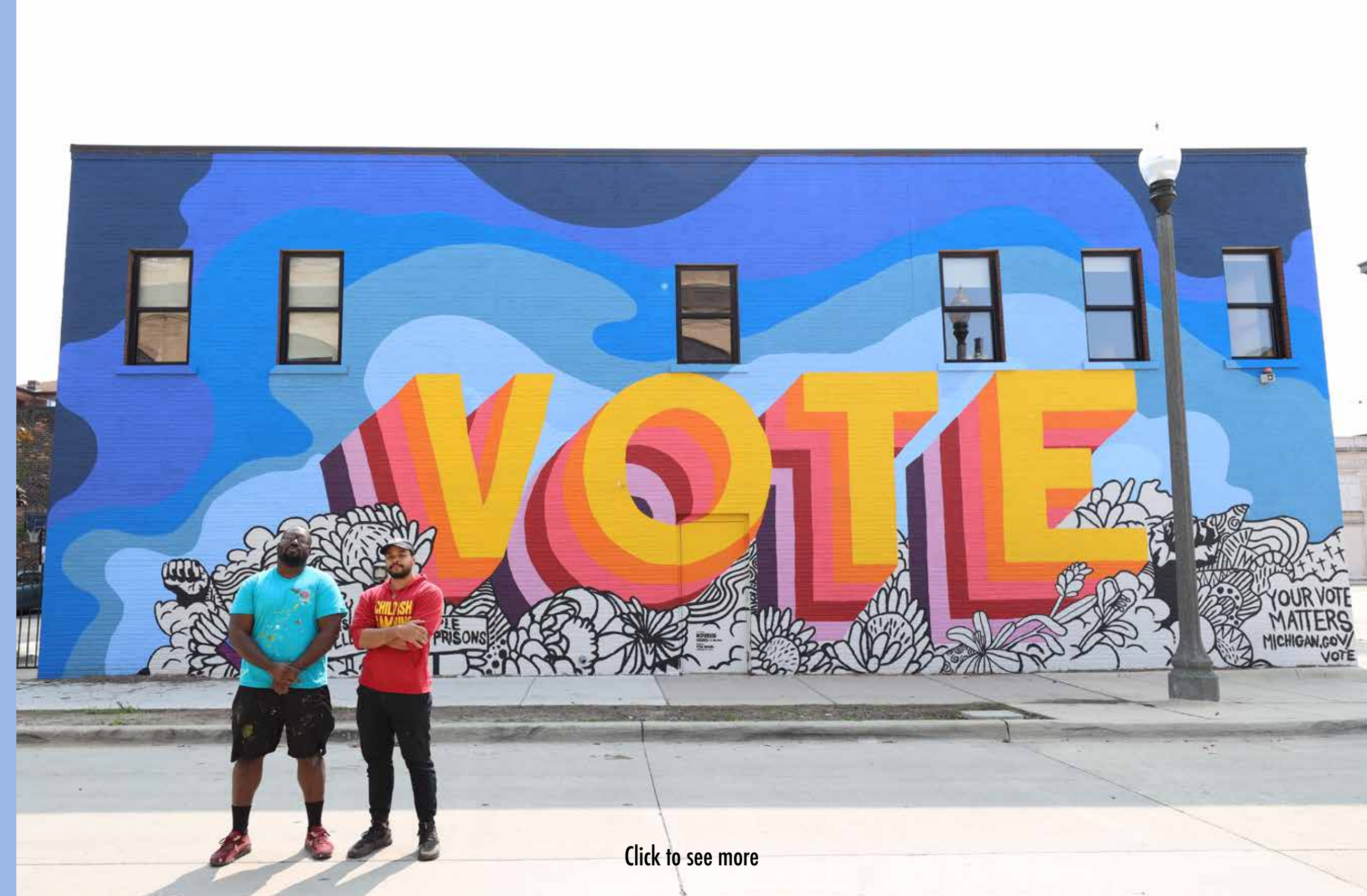


CLIENT *ACLU OF MICHIGAN*

DISCIPLINE ILLUSTRATION | MURAL PAINTING

VOTE MURAL FOR ACLU OF MICHIGAN

I was blessed to be tapped by the ACLU to paint a mural on their Michigan headquarters in Detroit, MI. I made it to promote voting for their “Your Vote Matters” campaign. This mural is a combination of my hand-lettering, pattern work, and love for color. All of their ACLU initiatives are represented in the mural. I hope that it inspires you to vote often and early. Please don’t give into nihilism; trust me as Someone who didn’t always think that my vote did matter for various reasons. #YourVoteMatters get registered and vote!



[Click to see more](#)

SCOPE

- Mural Painting
- Illustration
- Concept Creation
- Art Direction



CLIENT **NETFLIX**

DISCIPLINE ILLUSTRATION

GROWING THE SEEDS NETFLIX FILM

I tapped to provide illustrations, graphics, and nameplates for Netflix for their video about diversity and inclusion efforts and how it shapes how their business runs. It was my first time working with an animator, Aaron Rogers, to bring these illustrations and other assets to life.

SCOPE

- Illustration
- Concept Creation



CLIENT FOOTLOCKER

DISCIPLINE ILLUSTRATION | MURAL PAINTING

FOOTLOCKER FOR THE LOVE OF BASKETBALL WHATUPDOE MURAL

I partnered with Footlocker to create an ode to the city I call home, Detroit, MI. I wanted to celebrate the sneaker-head culture and rich basketball culture that Detroit and Footlocker mutually represent. I painted this mural with my long time assistant Ryan Wright. I believe that the Whatupdoe (Detroit for Hello) Detroit mural will inspire people who love dope shoes and playing basketball.

SCOPE

- Mural Painting
- Illustration
- Concept Creation



[Click to see more](#)



CLIENT MACC COMMONS MURALS

DISCIPLINE ILLUSTRATION | MURAL PAINTING

MACC MURALS

This series of murals for The Commons coffee shop and Self-service laundromat in collaboration with Macc Development. Macc is a local church with goals of meeting the needs of the surrounding community and The Commons is on the many solutions to the needs of East Mack's residents. The interior murals represent Biblical Christian values from Colossians 3:2 Set your minds on things that are above, not on things that are on earth & Revelations 21:5 He who was seated on the throne said, "I am making everything new!" The exterior Mural entitled One Fam was made from a scriptural reference, Go therefore and make disciples of all nations, is from Matthew 28:19-20 when Jesus told the disciples to go make more disciples throughout the world.

SCOPE

- Mural Painting
- Illustration
- Concept Creation



[Click to see more](#)



CLIENT OPRAH MAGAZINE

DISCIPLINE ILLUSTRATION

GEORGE FLOYD MEMORIAL

I wanted to create a memorial for George Floyd because we all saw what happened to him on our phones last year. How his life was tragically taken by the hands of law enforcement. I felt it was only right to create a memorial with candles, affirmations, and bright colors to remember him. I also made the doves cry and added your life still matters because the world changed since he was murdered. Protests, laws being changed, and some convictions have happened around the world so his life continues to change the world. Your life truly matters, continually, George.

Oprah's Magazine team says Oprah was so touched by my art that she posted it on her own social accounts. That post was on National TV on Entertainment Tonight the same day!

SCOPE

- Illustration
- Concept Creation



CLIENT CITY OF EAST LANSING

DISCIPLINE ILLUSTRATION | MURAL PAINTING

FIRST CLASS FOR CITY OF EAST LANSING

For this mural, I wanted to depict the long struggle for civil rights for Dr. Green. After I read his book *At the crossroads of Fear and Freedom*, I recall his account of Dr. King telling him, "Be calm, be patient, and think." So overall, I took that ethos and translated it to the color palette and visuals to use the greens and blues to be calming and make the mural make the viewer think about what they are viewing.

Dr.Green is a legendary leader, and with this mural, I wanted him to be at the center of the mural. I surrounded him with green plants to refer to his name and as reference his time at Michigan State University. The tennis ball refers to his work with Arthur Ashe in South Africa to help end apartheid. The football relates to his time working with athletes throughout the Big Ten, advocating for justice in coaching and recruiting practices. The spartan logo references his profound legacy at Michigan State University as an advocate, esteemed alum, dean, and professor. The 313 is Detroit's area code, where Dr. Green was born, and the school system, which helped improve. This piece also included his historic home in East Lansing as well as all of the other elements previously mentioned about Dr. Green.

SCOPE

- Mural Painting
- Illustration
- Concept Creation



[Click to see more](#)



CLIENT MERCEDES BENZ FINANCIAL DISCIPLINE MURAL

313 DAY CLOTHING COLLECTION

This project was the first of many beautification projects for the 8-mile Boulevard Association in Michigan. I was selected to represent Detroit's part of 8mile with an 80ft mural. I led a group of over 20 community members and accountants from Mercedes Benz Financial to complete this mural in less than 8hours. The mural represents Detroit and how the history, culture, and beauty are similar to black women in America. I wrote a poem that further explains the metaphor below.

Royal,
real,
passionate,
powerful, and underestimated.
She's the Fashion District and Flower Day.
Eccentric and stereotyped.
Jazz, gospel, and techno.
The riots and regeneration.
She's Paradise Valley and Black Bottom.
She's unrelenting
and not here for your think piece.
She's black girl magic.
She's Mexican town and 8 mile.
Where culture and creativity clash.
The backbone and uncredited muse of America.
Detroit is a Black woman.
Show her respect.

SCOPE

- Illustration
- Concept Creation
- Merch Design
- Creative Direction



PRICE & SCOPE

DISCOVERY
INITIAL SKETCHES
2 ROUNDS OF CREATIVE REVISIONS
FINAL ART
TRAVEL
PAINTING MATERIALS

PROJECT TOTAL \$50,000.00 *

*If the basketball court is included then the budget would need to be adjusted accordingly.

WHAT'S NEXT?

Call or email me with any questions. Once the quote and scope is approved, I'll send you my design agreement, and then an invoice for the 50% downpayment to get started. You can reach me at:

ndubisi.okoye@gmail.com
313-293-1784

CONCEPT AND INSPIRATION

I created this art and poem based on a couple of touchpoints that I believe will help continue to promote a more inclusive and dynamic future for the city.

The first is Ma Carol walking around Glendale telling Black people they are “Nobel,” and that “they are blessed and highly favored.” It was covered in the news because a group of white teenagers told her she better get out of town before sundown.

The second touchpoint is the racist history of Glendale being a sundown town and historically white community. The ordinance went out to disavow that history of racism and violence.

I believe this poem and the murals will acknowledge and make the viewers understand that the city wants to change and convey that everyone belongs, specifically in Glendale and Verdugo Park. I believe that emotionally it will help minorities people feel seen and told they are welcome where they weren’t.



YOU BELONG POEM

You Belong,
wherever your feet take you,
wherever your mind wanders,
wherever the sun shines and where it sleeps.

Wherever justice resides,
and nobility arises.
Whenever love is shown,
community is nurtured,
and culture is shared,

You belong there.

However God made you,
as beautiful as you are,
with every perfectly placed imperfection.
Fully being you with little discretion.

Naps, wraps, and every other crown,
Glisten in the moonlight when you walk around.
Because you belong.

Wherever, whenever, and however,
you choose,

You will always belong here.





MURAL

YOU BELONG

This mural shows people from various races. Black people, white people, Latin, and Armenian. It also has palm trees and the beauty of Glendale, CA too.

If selected I will also extend elements of the mural around the whole building.



BASKETBALL COURT MURAL

YOU BELONG

This mural shows the words from the poem and the two phrases from Ma Carol "You are nobel," and "Blessed and highly favored."



BASKETBALL COURT MURAL MOCKUP

YOU BELONG

This mural shows the words from the poem and the two phrases from Ma Carol "You are nobel," and "Blessed and highly favored."



NDUBISI
OKOYE SO LONG!

YOU
BELONG

THANK YOU

MORE ABOUT ME WWW.NDUBISIOKOYE.COM @N_DU_TIME