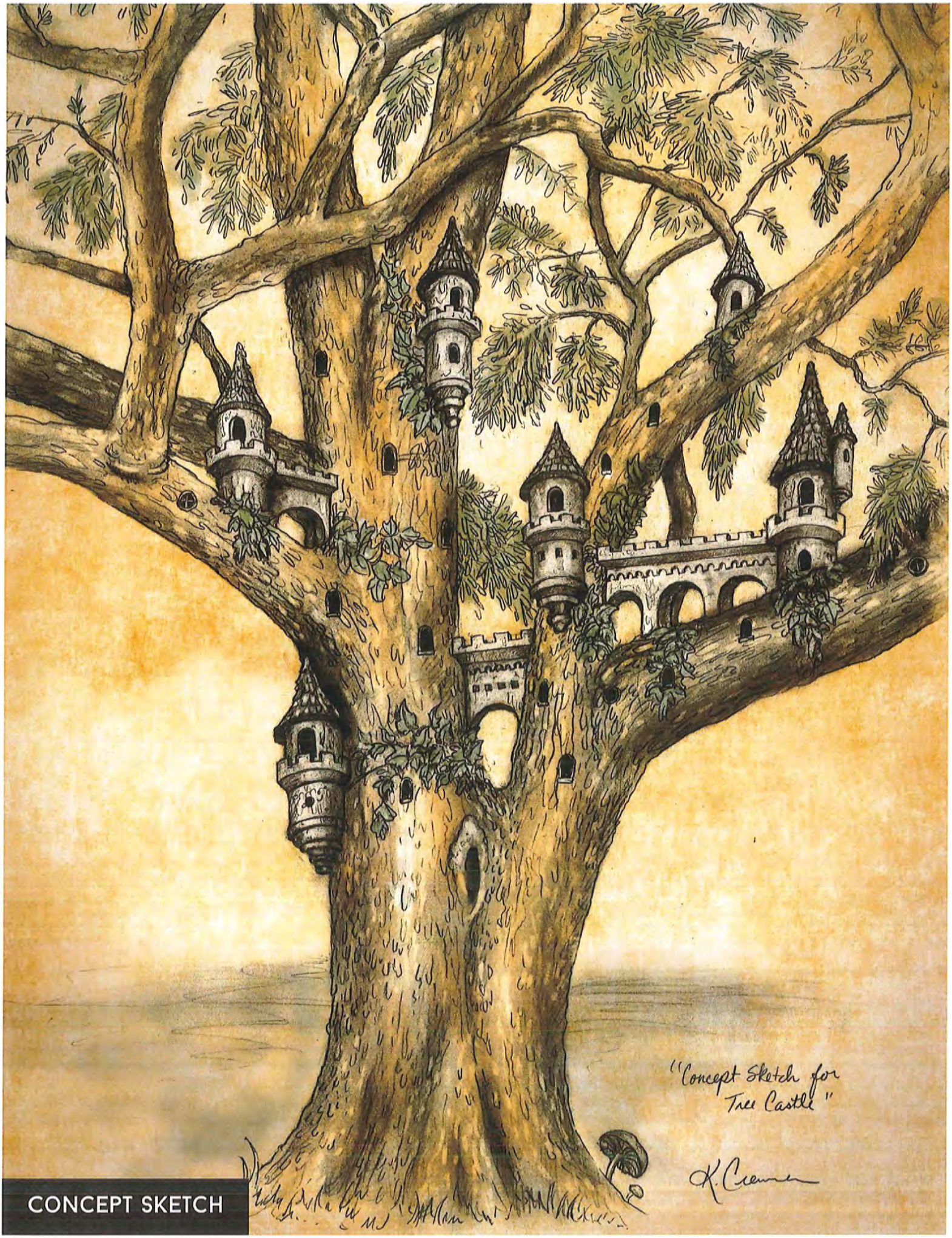
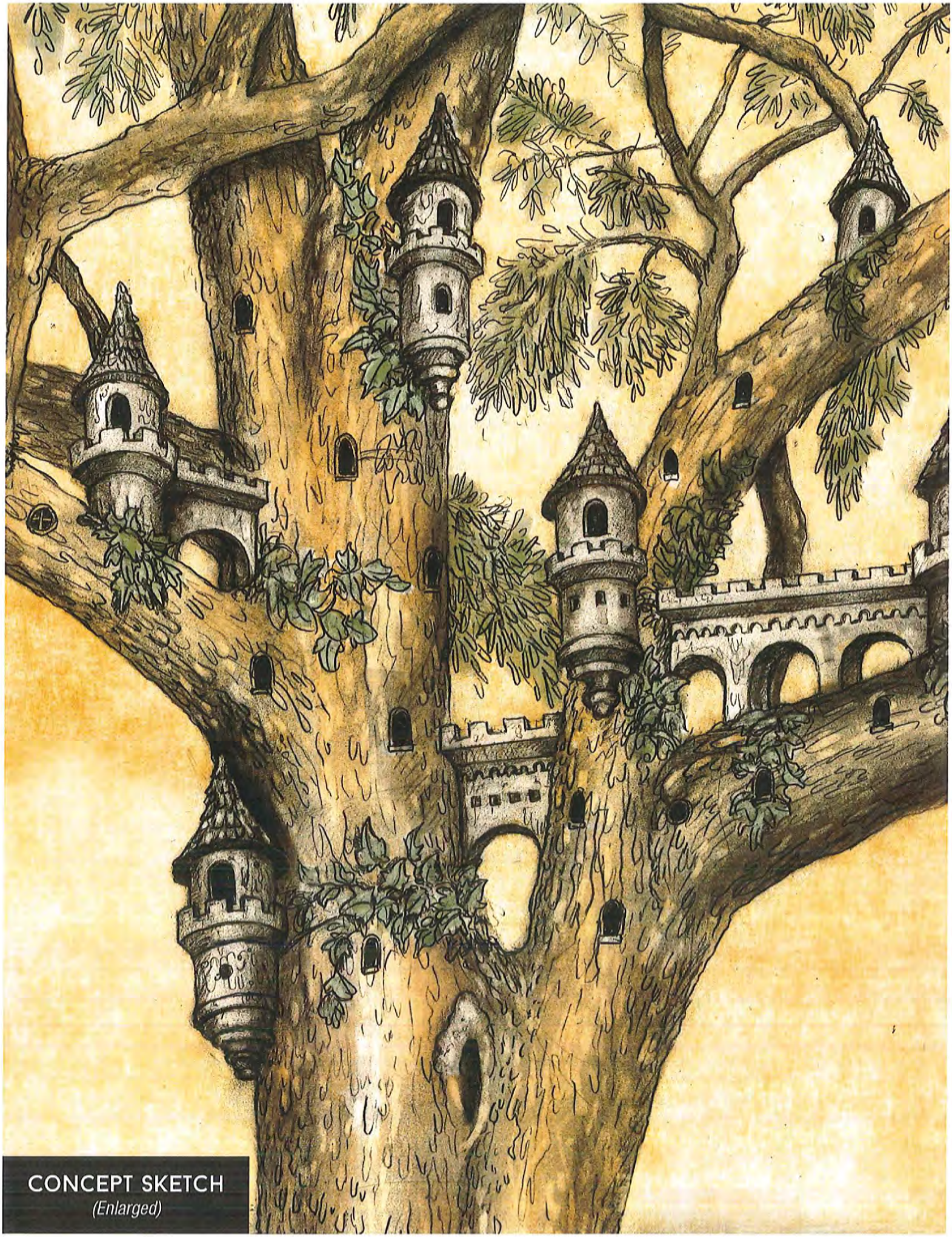
treemendous! PROPOSAL

PROJECT DETAILS

K. Cramer
ART | ILLUSTRATION | DESIGN



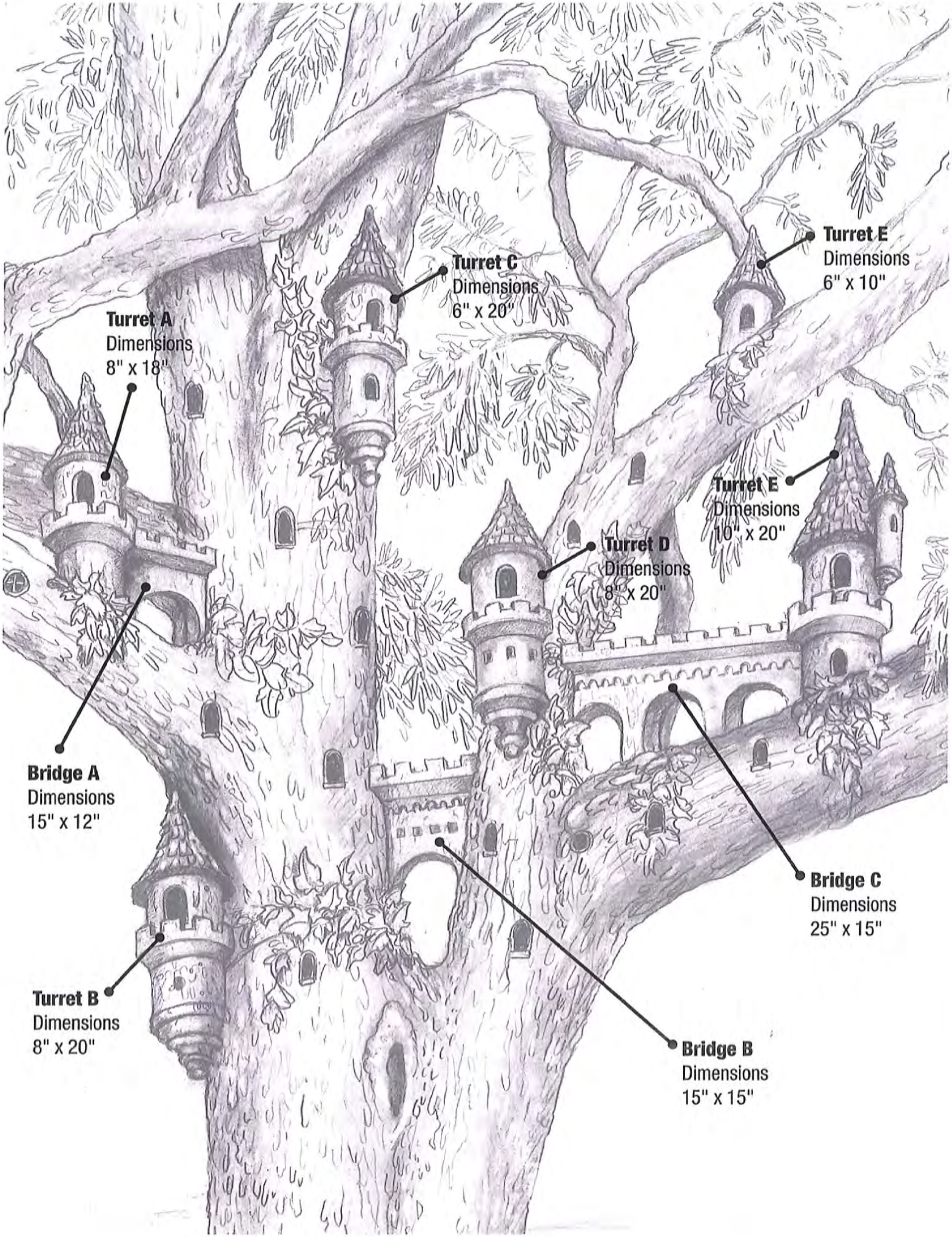
CONCEPT SKETCH



CONCEPT SKETCH
(Enlarged)

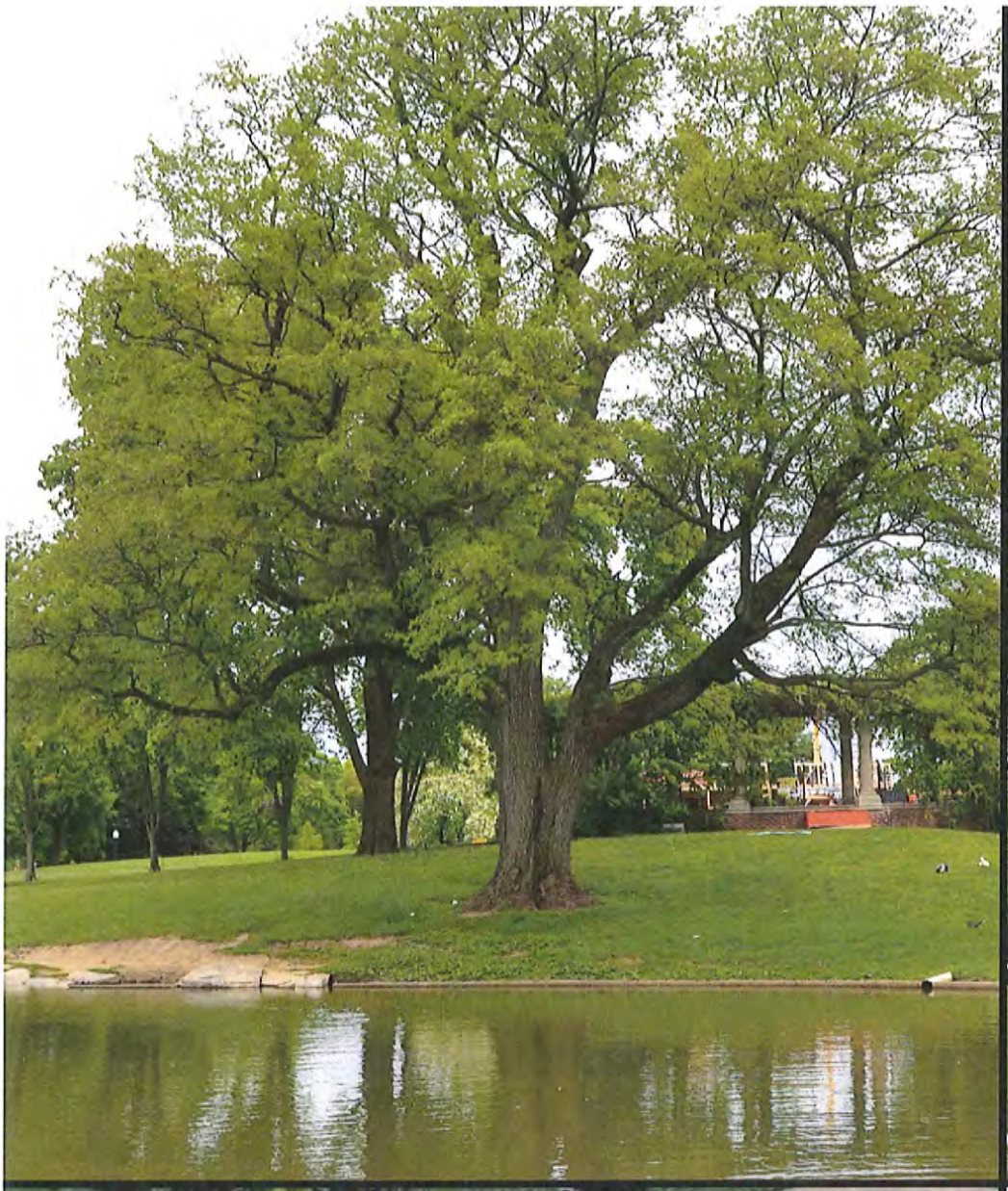
MATERIALS

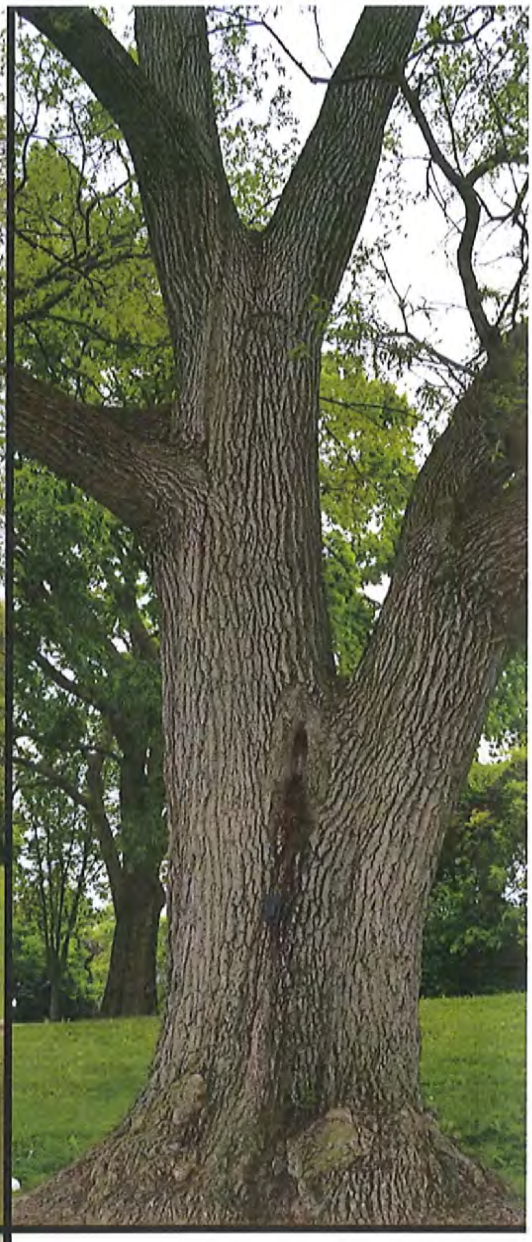
- Aluminum Round Duct Pipes - 4" Diameter and 8" Diameter
- Duct Reducers
- Duct Cap - 4" Diameter
- Duct Cap - 8" Diameter
- Krylon Make It Stone! Textured Spray Paint in Various Colors
- Aluminum Sheet Metal
- Aluminum Rivets
- Formica/Laminate Countertop Sample Chips (in slate/natural stone finishes)
- Flexible Polyurethane Scalloped Molding
- Ultra-thin Gauge Aluminum or Galvanized Steel Wire

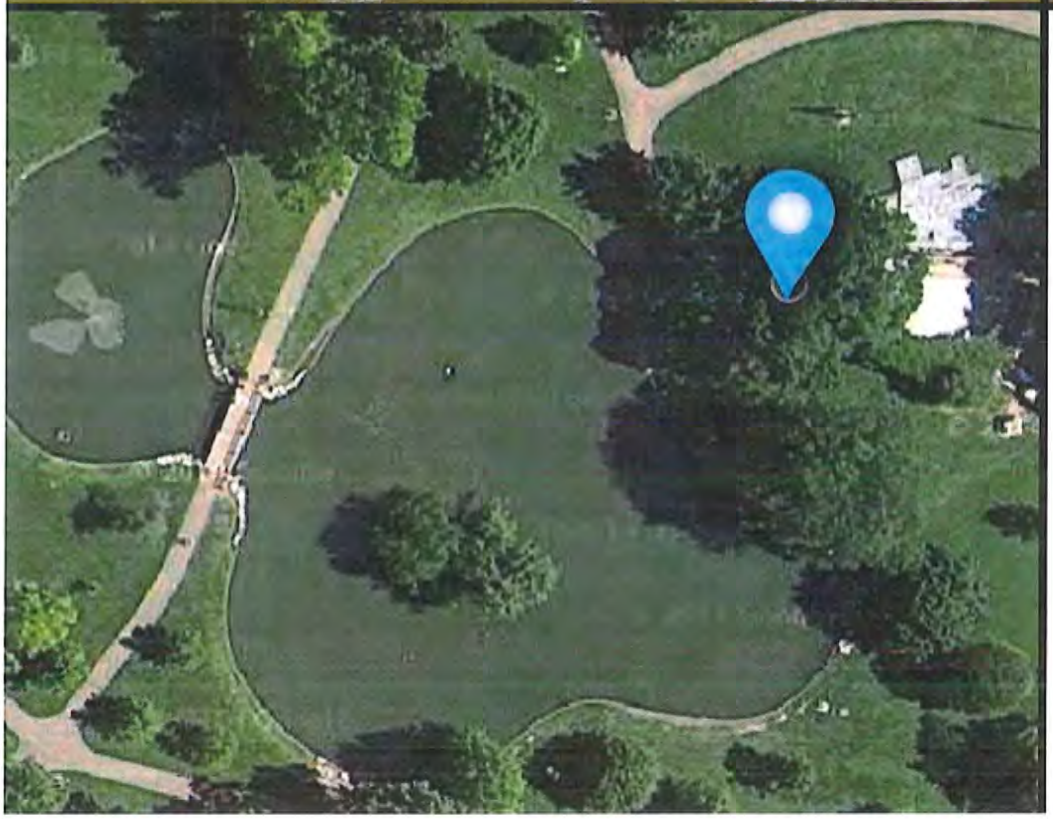

Turret A
Dimensions
8" x 18"
Turret C
Dimensions
6" x 20"
Turret E
Dimensions
6" x 10"
Turret E
Dimensions
10" x 20"
Turret D
Dimensions
8" x 20"
Bridge A
Dimensions
15" x 12"
Bridge C
Dimensions
25" x 15"
Turret B
Dimensions
8" x 20"
Bridge B
Dimensions
15" x 15"

HOW IS IT ATTACHED TO THE TREE?

Ultra-thin wire will be looped tightly around the tree limb -- 2 loops per turret and as needed for the faux-bridges. Having two loops be turret will ensure that these structures do not turn inadvertently from wind or weather. Once the castle is in place the wire will not be overly visible (see the images above); however, additional concealment will be afforded from fake plastic ivy and painting the wire to make the tree. The additional individual windows that go directly on the tree will be supported by a single wire loop. The wire will be threaded through 2 small holes drilled in the back of the "tree castle" components.







LOCATION

These images show the tree in Schiller Park that I would like to use for my design, if granted approval from the Columbus Recreation and Parks Department's Forestry Office. The GPS corrdinates for this tree are:
39.941619, -82.993136

treemendous! PROPOSAL

ABOUT THE ARTIST

K. Cramer
ART | ILLUSTRATION | DESIGN

ARTIST STATEMENT

My design and artistic sensibilities are very aligned to the whimsical nature of the Treemendous project. I love creating worlds of wonder and magic for children of all ages to enjoy, having worked on last year's Tiny Doors project with Keebler as well as creating the 3D anamorphic sidewalk art in Bicentennial Park on the Scioto Mile in 2013. I grew up chasing goblins and conversing with faeries in my backyard and through the wandering paths cut through a neighboring forest. From as far back as I can remember, I called this imaginary world "The Land of Faerical" (a portmanteau of the words faerie and magical). By the time I was 5 or 6 years old, I had written countless little story books about my magic land.

Last year, during the Tiny Door project, I brought one aspect of that story to life by creating a miniature version of the enchanted doorway leading to "The Land of Faerical." This year, I would love to continue this theme by creating Faerical's grand castle – home to King Oberon and his daughter Princess Zekara. I drew inspiration from the work of illustrators Arthur Rackham, Brian Froud, and Michael Hague. I also looked a the architecture of historic castles in Germany and the Czech Republic to help connect this design to the village's German heritage.

3996 Brookshire Court • Columbus, Ohio 43227 • **PHONE:** (740) 803-3634
WEBSITE: www.KCramerArt.com • **E-MAIL:** Kenny@KCramerArt.com

OBJECTIVE

Seeking full-time and freelance opportunities that utilize my creative skills to produce a quality product and assist in my growth as a visual communications professional

EDUCATION

August 2006 — *Marietta College | Marietta, Ohio*
Bachelor of Fine Arts degree in Graphic Design
» Editor-in-Chief/Art Director for the 2005 and 2006 College Yearbook
» Graphic Design Assistant in the Office of College Relations

EXPERIENCE

June 2011 – present — *Columbus Recreation and Parks Department | Graphic Designer | Columbus, Ohio*
Responsible for designing and illustrating marketing materials for prgrams managed by the Office of Special Events, including Jazz & Rib Fest and the Scioto Mile.

April 2010 – present — *Freelance Designer and Illustrator | Clients include: The Columbus Zoo and Aquarium, Roto Studio (formerly COSI Studios), the San Francisco-based marketing firm 183 Degrees, and Doctor Brownshoes, LLC in Washington, D.C.*
Projects range from design and illustration to website development
» Produced original concept art and detailed interior/exterior architectural elevations for Kidopolis, a kid-sized town blending old-fashioned small-town architecture with whimsical iconography and housing a variety of fun, interactive learning experiences, at the Museum of Natural Curiosity, located a few minutes south of Salt Lake City, Utah
» Created concept art and architectural elevations for several installations at the King Abdulaziz Center for World Culture in Dhahran, Saudi Arabia

October 2006 – April 2010 — *Canine Companions for Independence | Development Assistant | Delaware, Ohio*
Responsible for maintaining national branding guidelines, designing promotional materials (direct mail, publications, tradeshow display, etc.), managing online communications, photographing events, and creating short video documentaries for the North Central Region of Canine Companions for Independence, a national nonprofit organization that provides assistance dogs to people with disabilities

AWARDS & RECOGNITION

January 2013 — *Columbus American Marketing Association | Columbus, Ohio*
Best Illustration for *Scioto Mile Falls: A 3D Visual Adventure*
Outdoor Advertising for *Scioto Mile Falls: A 3D Visual Adventure*

May 2006 — *Society for News Design Contest | The National Post | Toronto, Ontario*
First Place in the Art and Illustration Category
Honorable Mention in the Art and Illustration Category

February 2006 — *Art Department 2006 Annual Juried Show | Marietta College | Marietta, Ohio*
Best of Show in Two Dimensional Category
Honorable Mention in Graphic Design Category

November 2005 – July 2006 — *Published Limited Edition Giclée Prints | The Gallery | Marietta, Ohio*
Published and sold prints of the following illustrations: *Opening Night at the Hippodrome, We Shall Not Forget, An Endless Journey with Pa-paw,* and *Childhood Dreams*

QUALITFICATIONS

Professional Capabilities
Advertising Design, Art Direction, Conceptual Drawing, Digital Illustration, Editorial Design, Informational Graphics, Logo and Corporate Identity Design, Motion Graphics, Packaging Design, Photography, Photo Retouching and Color Correction, Prepress, Print Production, Promotional Design, Publication Design, Traditional Illustration, Typography, Web Design

Computer Skills | MAC and PC Platforms
Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Flash, Adobe After Effects, AutoCAD, QuarkXPress, Actionscript 3.0, HTML, CSS, PHP, MySQL

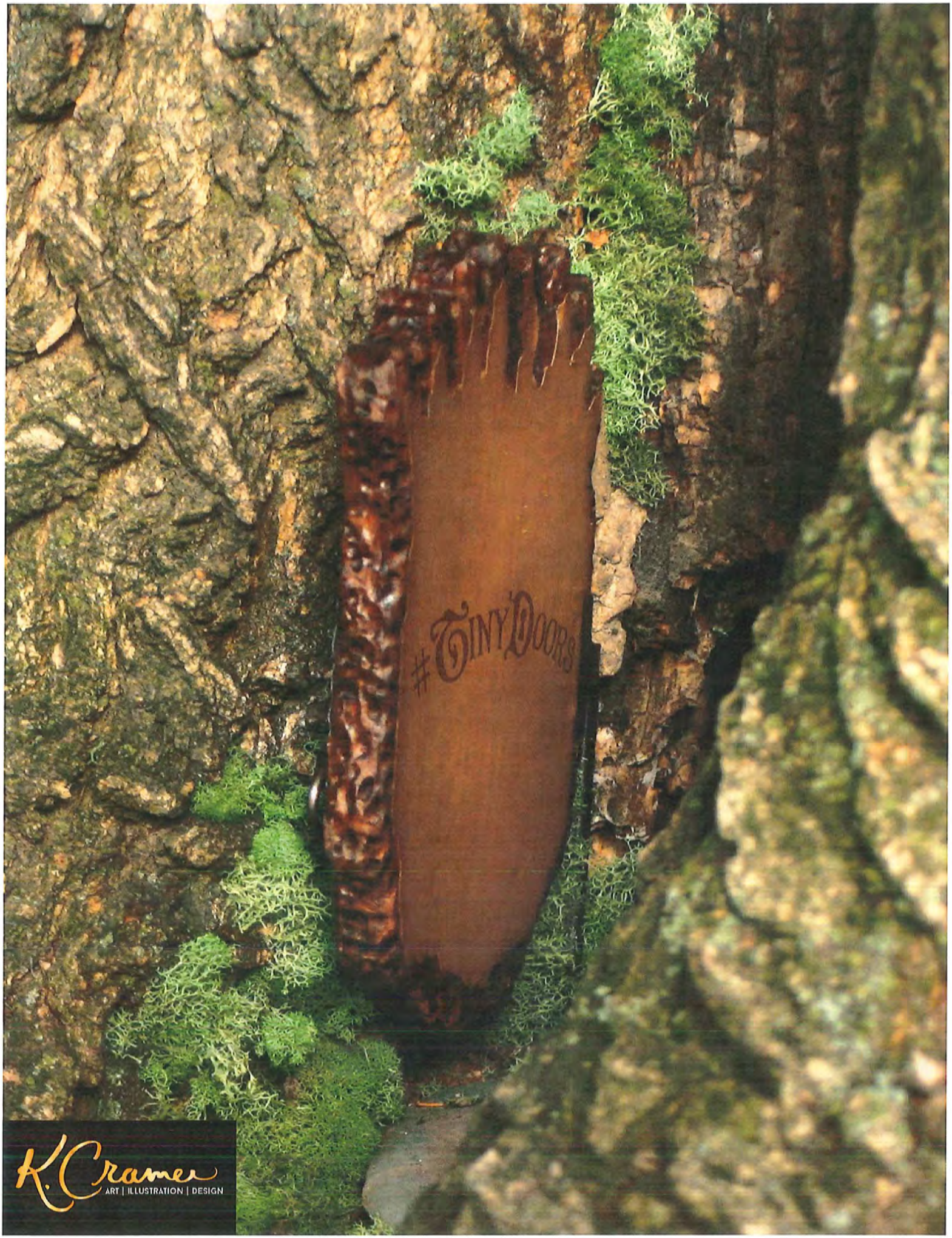
treemendous! PROPOSAL

SAMPLES OF PAST WORK

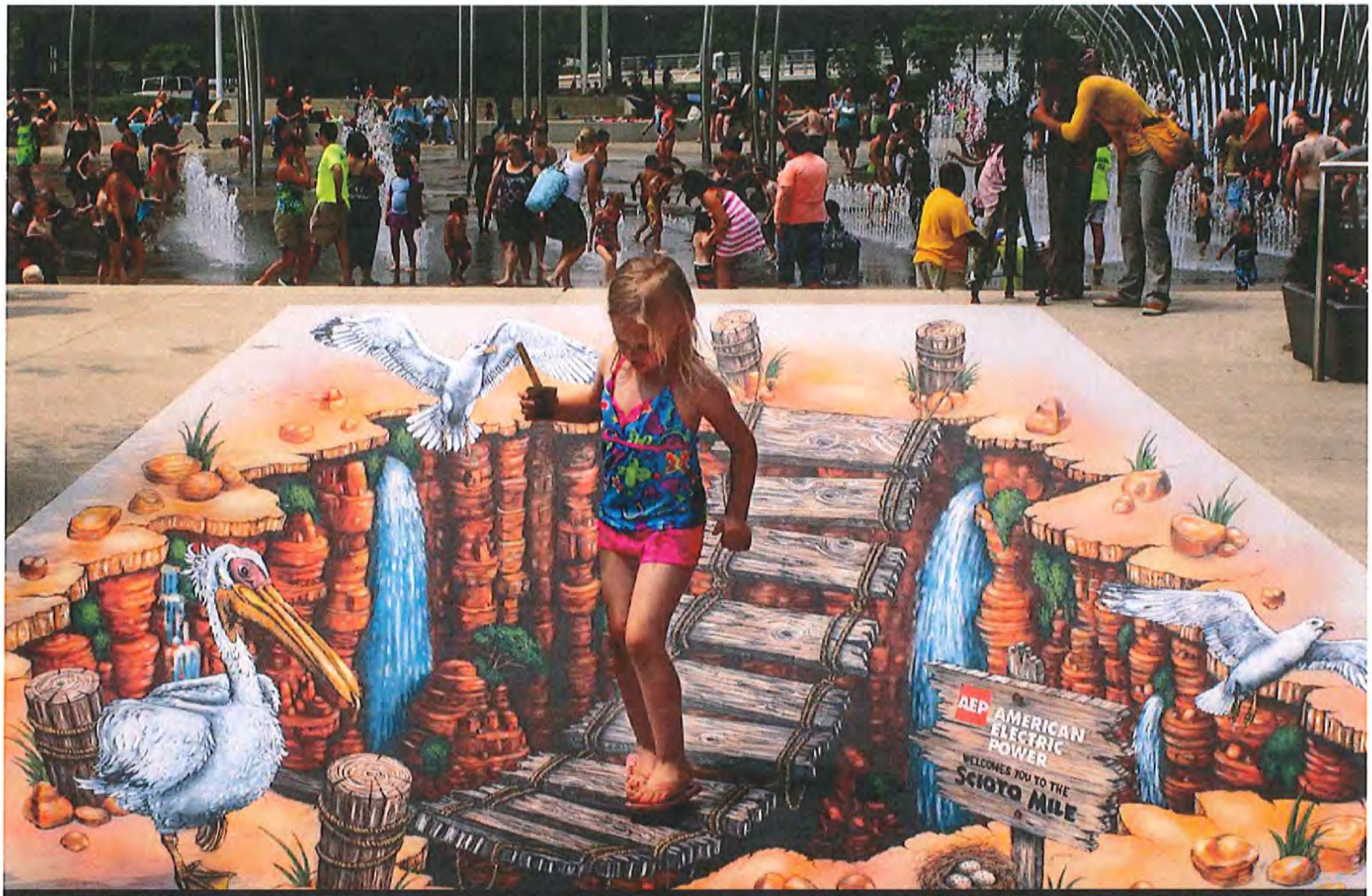
K. Cramer
ART | ILLUSTRATION | DESIGN

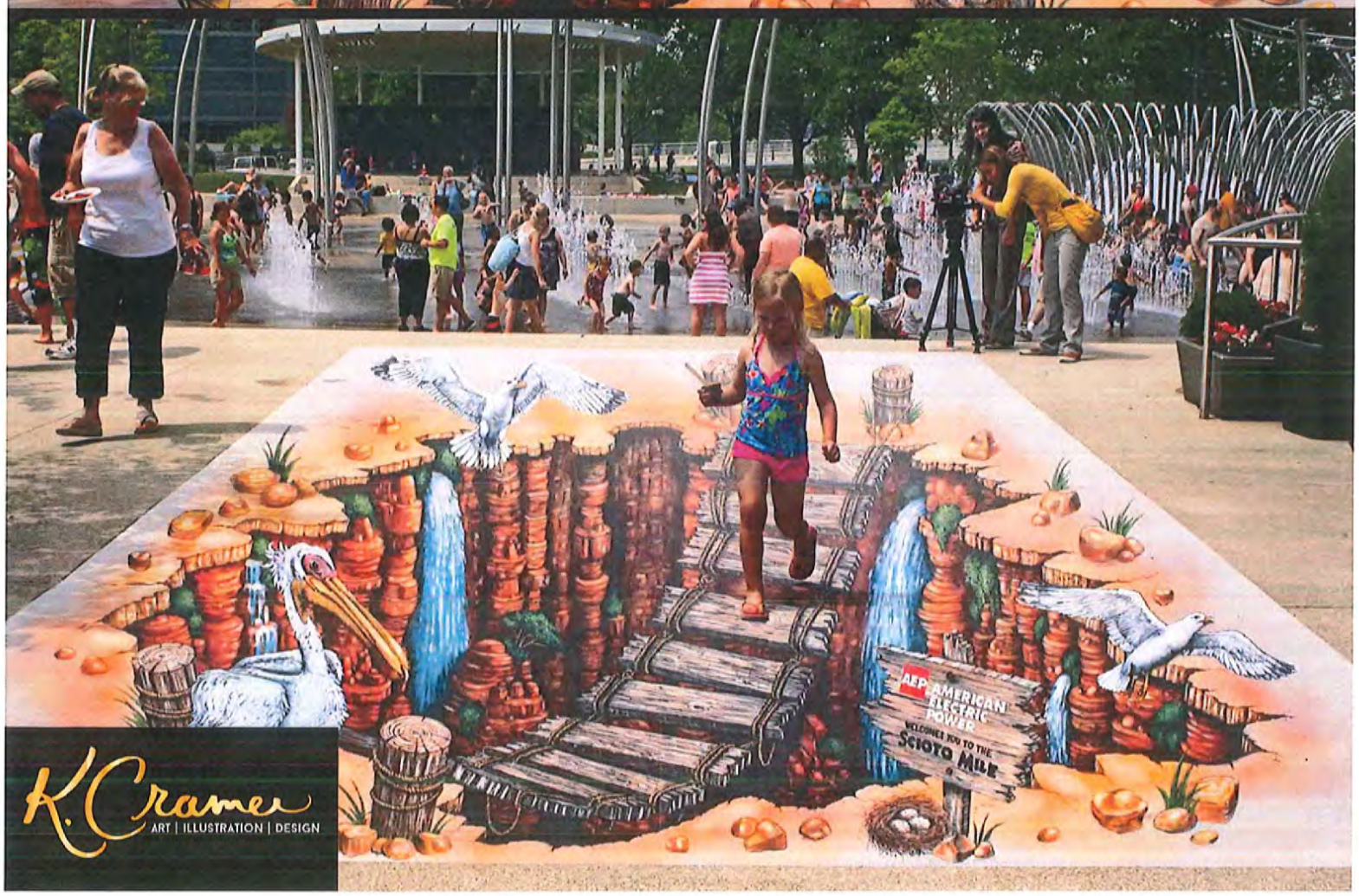
K. Cramer
ART | ILLUSTRATION | DESIGN

K. Cramer
ART | ILLUSTRATION | DESIGN

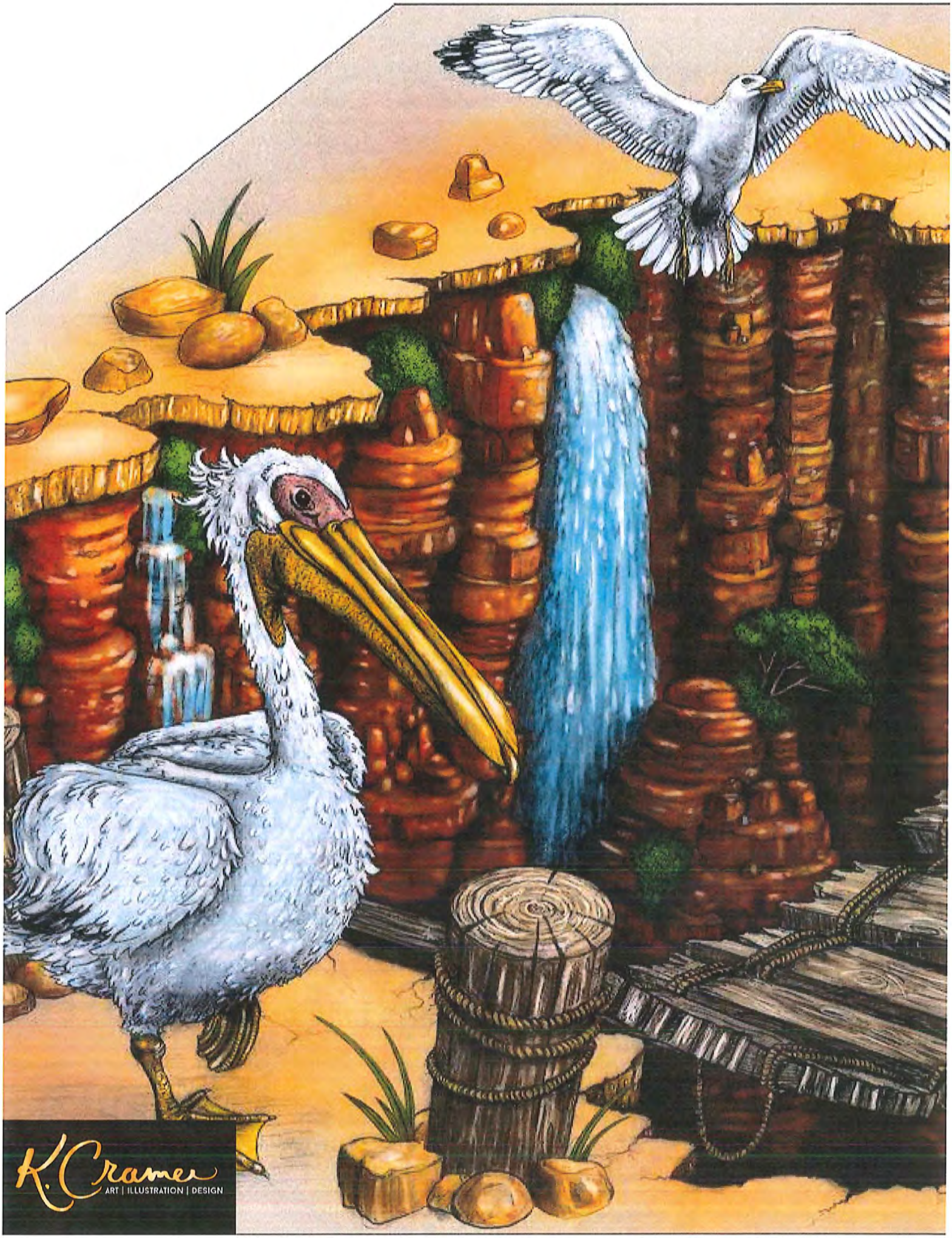


K. Cramer
ART | ILLUSTRATION | DESIGN



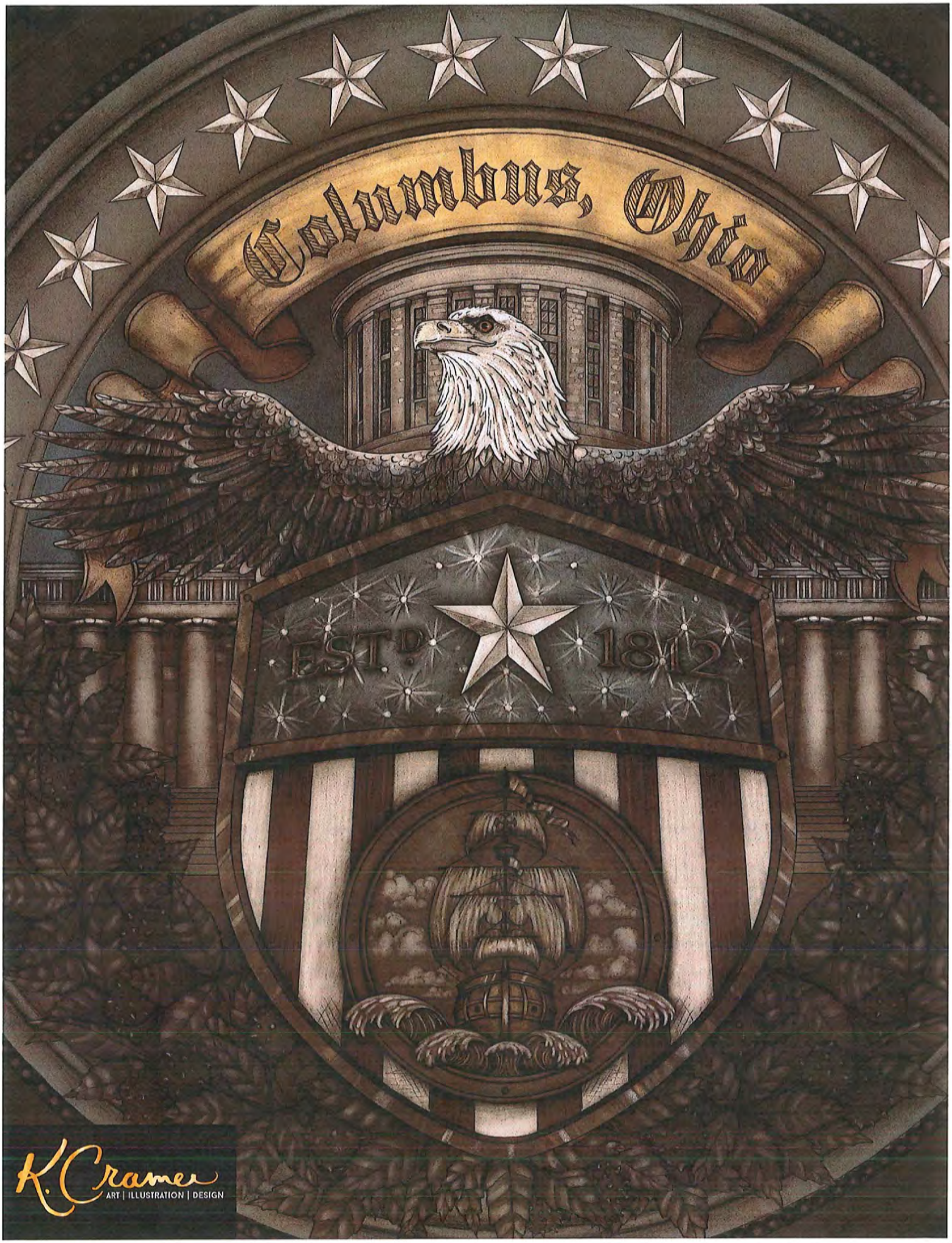


K. Cramer
ART | ILLUSTRATION | DESIGN


K. Cramer
ART | ILLUSTRATION | DESIGN

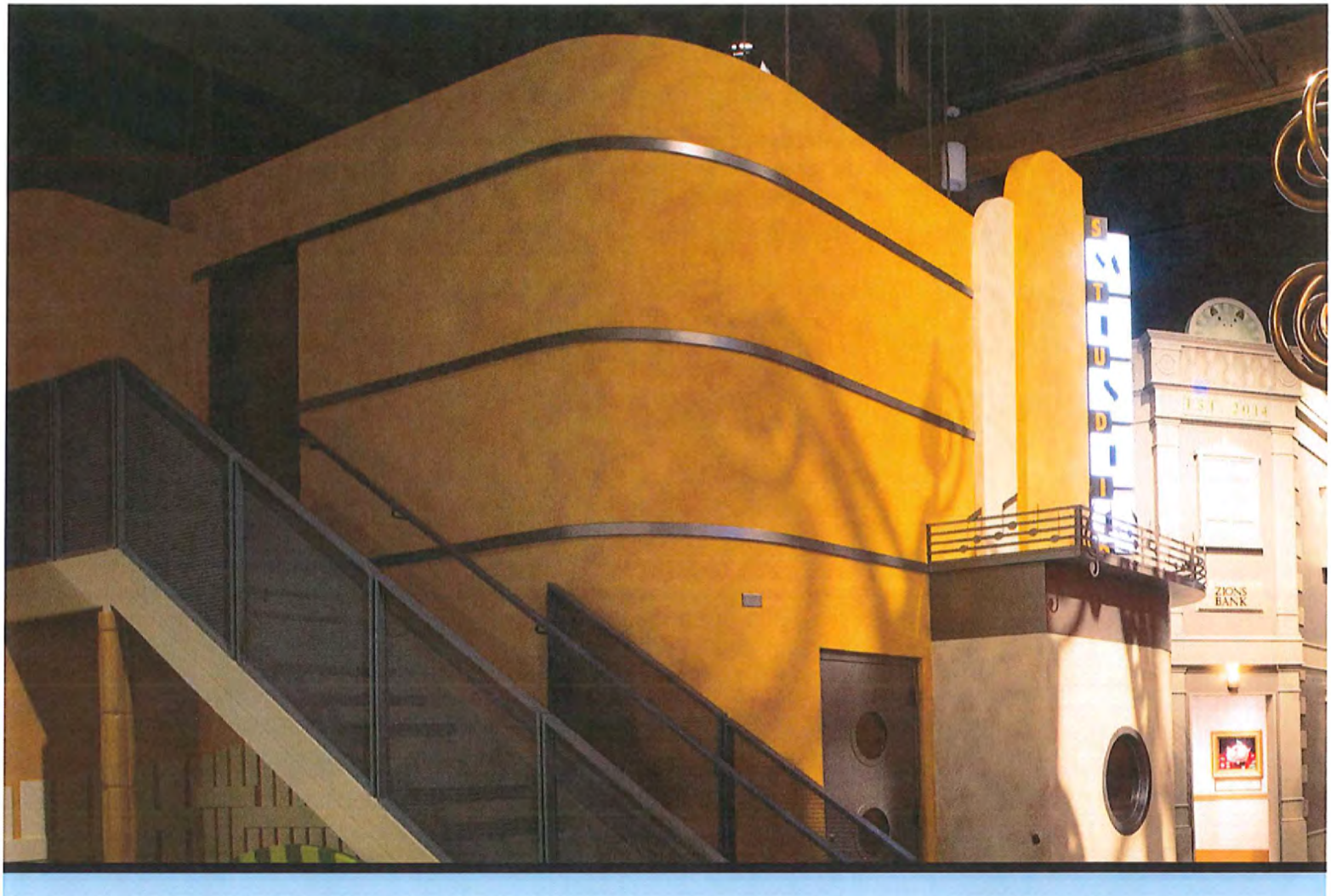
K. Cramer
ART | ILLUSTRATION | DESIGN

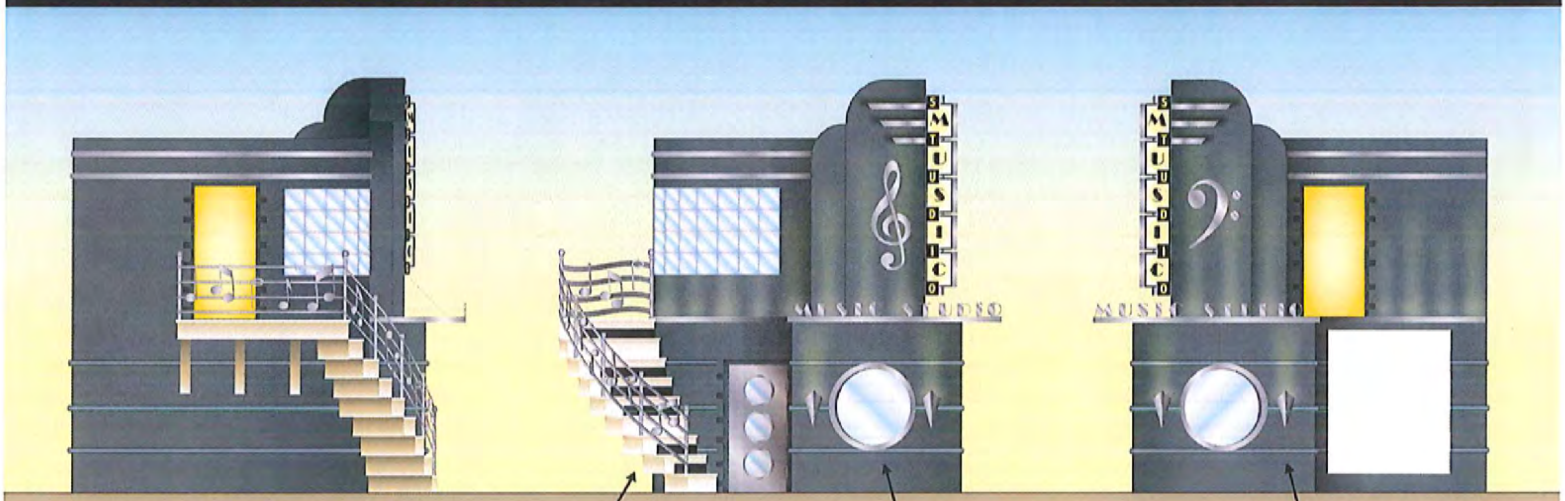
K. Cramer
ART | ILLUSTRATION | DESIGN


Columbus, Ohio
ESTD. 1812
K. Cramer
ART | ILLUSTRATION | DESIGN

LIBRARY
ADVENTURE LIVES ON EVERY PAGE
K. Cramer
ART | ILLUSTRATION | DESIGN

K. Cramer
ART | ILLUSTRATION | DESIGN





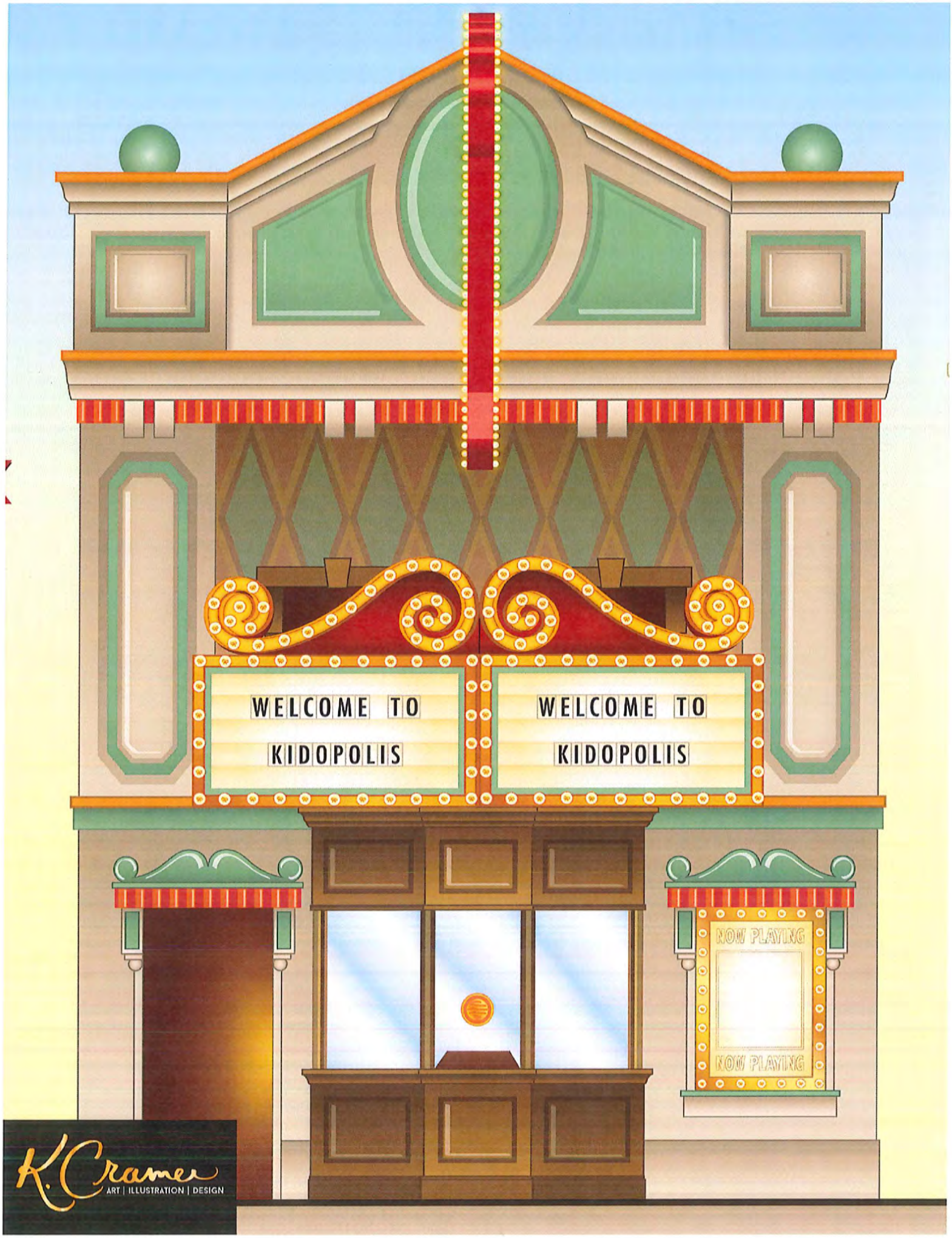
Piano keys staircase with music staff and notes railing. If budget allowed, motion or pressure sensors could be make this an real working keyboard. This stair case represents a complete ocative plus one additional D with the top step (so 9 white keys/steps and 6 black keys/kick boards). The notes on the railing are currently random and just for visual effect. However they could be changed to relect each steps individual notes (basically the C Major Scale with an extra D at the top).

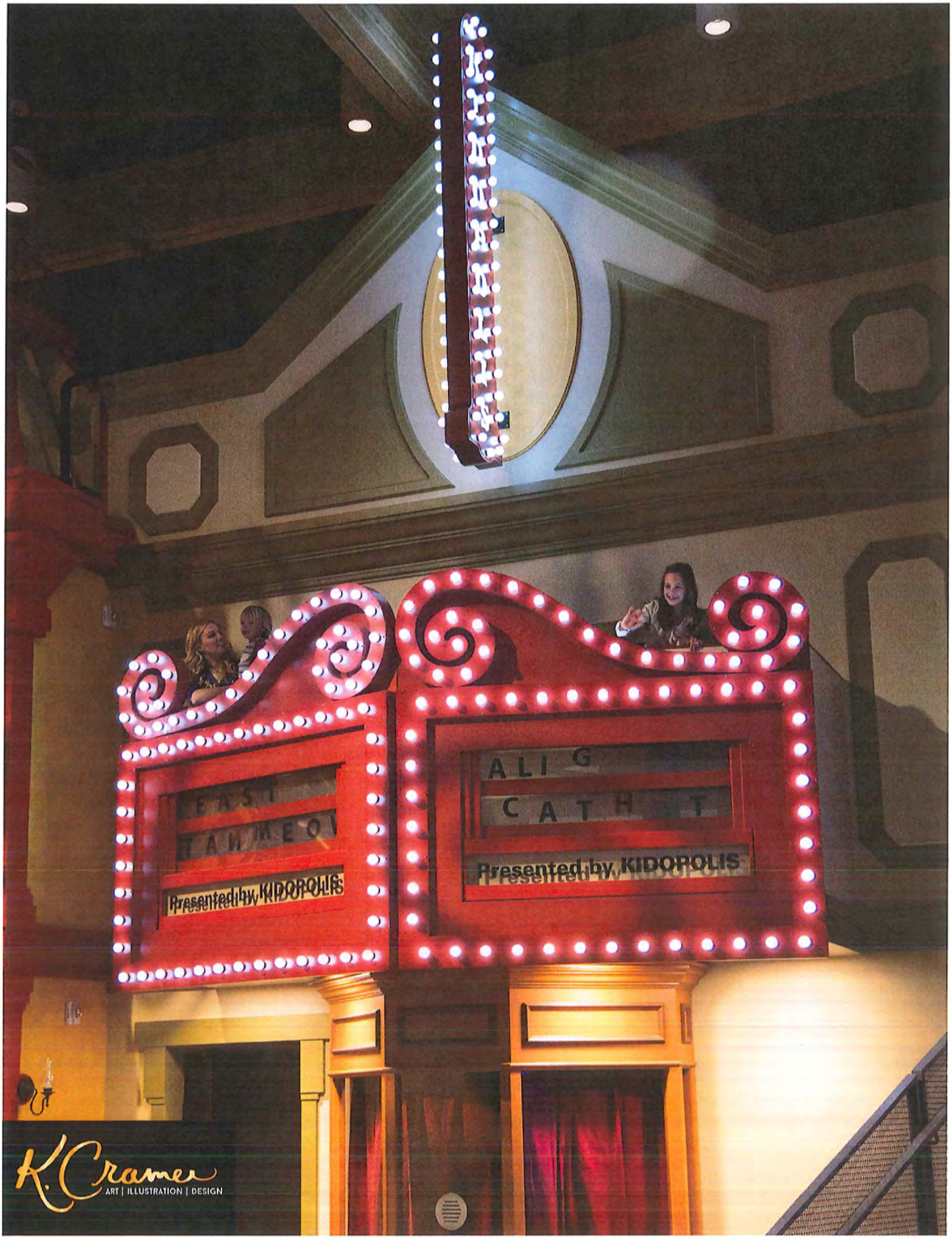
Real Window for Video Capture / Story Studio

Faux Window using mirror or other material to create symmetry

K. Cramer
ART | ILLUSTRATION | DESIGN

N
S
W
E
AIR MAIL
POST OFFICE
CUSTOM POSTCARDS
K. Cramer
ART | ILLUSTRATION | DESIGN


WELCOME TO
KIDOPOLIS
WELCOME TO
KIDOPOLIS
NOW PLAYING
NOW PLAYING
K. Cramer
ART | ILLUSTRATION | DESIGN



K. Cramer
ART | ILLUSTRATION | DESIGN

Grand
DOWNTOWN COLUMBUS
ILLUMINATION
COLUMBUS RECREATION AND PARKS DEPARTMENT

Santa
STOP
here
Grand
DOWNTOWN COLUMBUS
ILLUMINATION
COLUMBUS RECREATION AND PARKS DEPARTMENT
K. Cramer
ART | ILLUSTRATION | DESIGN

ARTIST STATEMENT

My design and artistic sensibilities are very aligned to the whimsical nature of the Treemendous project. I love creating worlds of wonder and magic for children of all ages to enjoy, having worked on last year's Tiny Doors project with Keebler as well as creating the 3D anamorphic sidewalk art in Bicentennial Park on the Scioto Mile in 2013. I grew up chasing goblins and conversing with faeries in my backyard and through the wandering paths cut through a neighboring forest. From as far back as I can remember, I called this imaginary world "The Land of Faerical" (a portmanteau of the words faerie and magical). By the time I was 5 or 6 years old, I had written countless little story books about my magic land.

Last year, during the Tiny Door project, I brought one aspect of that story to life by creating a miniature version of the enchanted doorway leading to "The Land of Faerical." This year, I would love to continue this theme by creating Faerical's grand castle – home to King Oberon and his daughter Princess Zekara. I drew inspiration from the work of illustrators Arthur Rackham, Brian Froud, and Michael Hague. I also looked a the architecture of historic castles in Germany and the Czech Republic to help connect this design to the village's German heritage.