

CERA STREET ART | MURALIST, FINE ARTIST



## OVERVIEW

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### MURALIST AND FINE ARTIST.

CERA is a mural artist currently based out of the Chicagoland area. In 2012, he received a BFA from the Milwaukee Institute of Art & Design with an emphasis in printmaking and graphic design.

After years of wheat-pasting both nationally and internationally, CERA extended his practice into large-scale painted murals.

His work is an integration of digital drawings, printmaking techniques, and painting; his projects spread across genres including street art, private commissions, public projects, and collaborations. This fluidity enables him to move his work through the public sphere and creates an accessible visibility to a variety of audiences.

Many of his paintings depict images of the figure, abstracted through both embellishment and concealment. Bold color and graphic patterns entice the viewer into a sense of excitement and wonder.

Throughout his career CERA has exhibited his work in Milwaukee, Chicago, Baltimore, New York, Philadelphia and Seoul, South Korea.

## PRICING

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**Standard pricing for Corporate Projects is as follows:**

**\$35 - \$70 per sq ft**

I do my best to work with your budget. Contact me to discuss!

A budget estimate will be provided at the beginning of the project, considering the basic concept, dimensions, and surface specifics. That estimate will be based on complexity, with final cost confirmed upon approval of the final mural design.

NOTE: CERA retains global copyright and pricing only includes the art itself on the wall.

NOTE: Additional fees will be added for creative work and considerations, such as...

- additional design revisions
- project delays
- expedited projects (rush fee)
- new approvers being added after project begins
- new designs i.e. new concepts / new designs
- licensing / media usage
- event appearances

GIVING BACK: CERA believes in community and giving back, and thus offers discounts for community, nonprofit, or mission-focused efforts.

## PROCESS

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- Project Request Submitted via Website
- Budget Estimate provided based on sq ft / surface
- Discovery Call re: Goals, Deadline, Aesthetics
- Custom Time-Bound Proposal Created
- 50% Deposit Invoice Sent
- Site Visit Conducted (if necessary)
- Project Intake Form Sent
- Project Kick-Off Call
- Project Overview Document Created
- Entire Project Managed from A-Z
  - includes project management, invoice, insurance, contract, and on-site delivery.

PROJECT PHOTOS



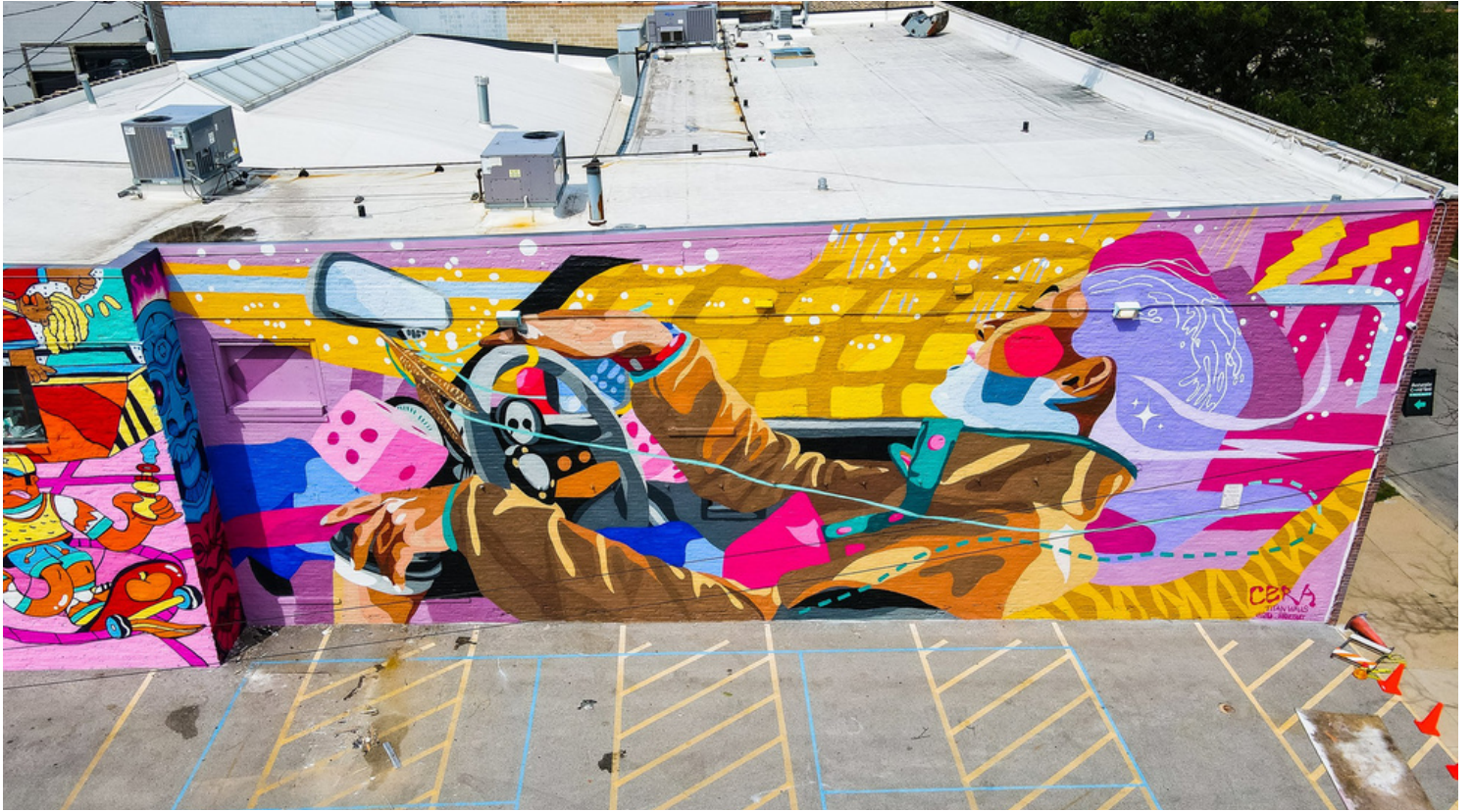
PROJECT PHOTOS



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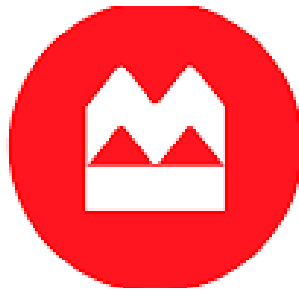


COMPANIES I'VE WORKED WITH



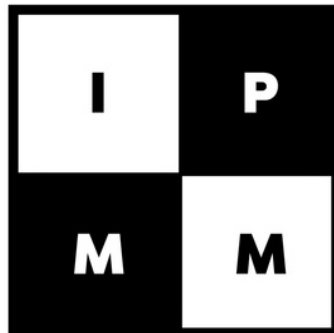
RALPH LAUREN

BMO



Sunnyside\*

Meta usbank



IPAINMYMIND



**MANAGEMENT / PROJECT REQUESTS**

EVAN LA RUFFA  
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**SCHEDULE A PROJECT REQUEST MEETING**

<https://calendly.com/cerastreetart/project-request-meeting>

