



**Mural Application**

**Jona Cerwinske**

**220 Collins Ave**

**Miami Beach**

**Marela Properties**

# 220 Collins Ave Mural

Historic Preservation Board First Submittal – October 6th, 2016

## Scope of work:

- Painting of a permanent mural on the north façade of the building abutting the community garden next door. The mural will be black and white and it will span the entire length of the building.

## Zoning Information:

Address:	220 Collins Avenue
Folio number:	02-4203-072-0001
Zoning District:	RPS-4 and within the Ocean Beach District Overlay
Prior use:	Condominium
Proposed use:	Hotel
Proposed super graphics:	Wall Mural

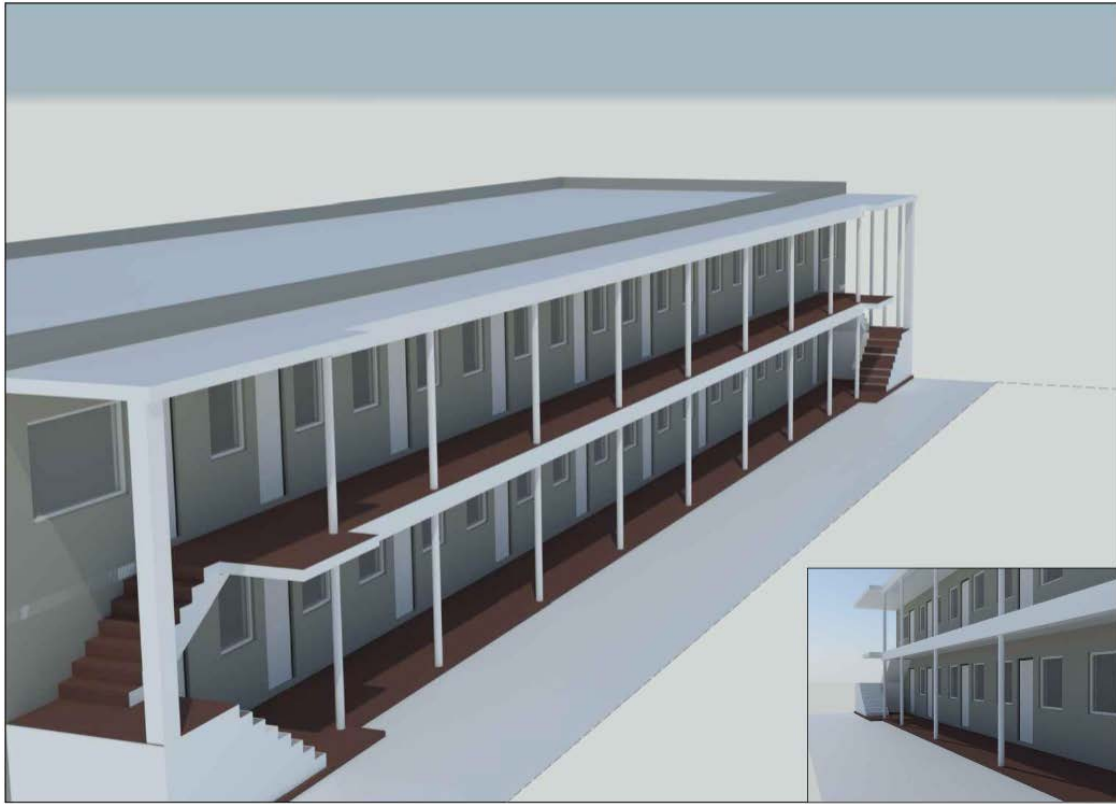
## Proposed size of Mural:

- North façade Wall mural      130' wide x 23' tall

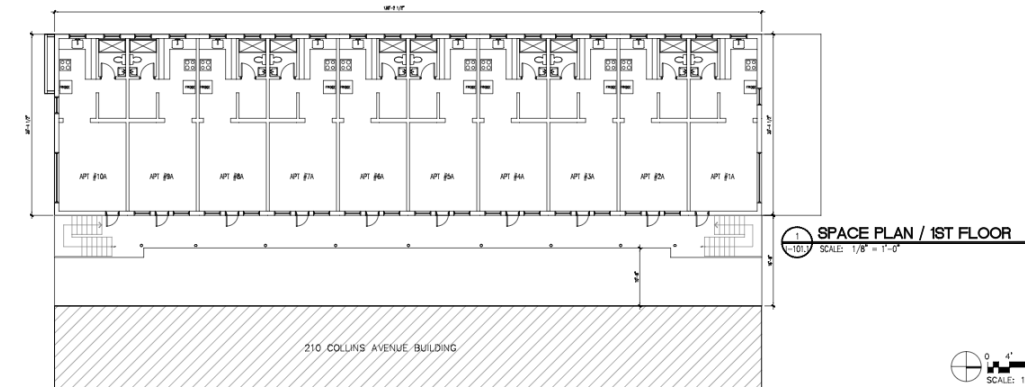
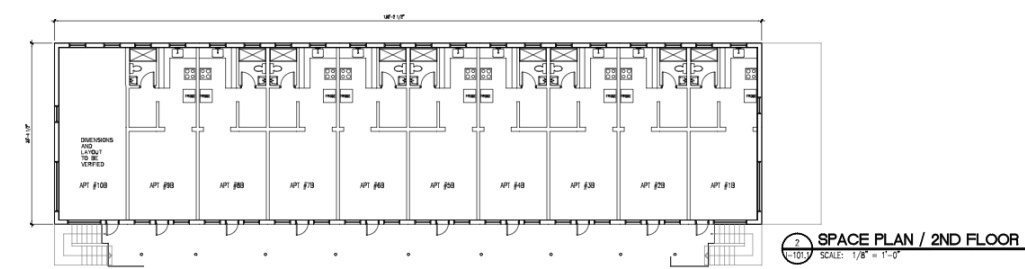
Historic District: Ocean Beach District contributing building

Building: 220 Collins Ave, Krenwal Association

# Building Site



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NO. 001	DESCRIPTION	DATE
001-01	ISSUED TO CLIENT FOR REVIEW	10/25/16
<small>LEOTTA DESIGNERS INC. 300 COLLINS AVENUE, SUITE 200 MIAMI BEACH, FLORIDA 33139</small>		
<small>IMPROVEMENTS FOR:</small>		
<b>MARELA GROUP</b> 300 COLLINS AVENUE MIAMI BEACH, FLORIDA 33139		
<b>10TH FLOOR</b> <b>AXONOMETRIC VIEW</b>		
SCALE	DATE	BY
1"=50'-0"	10/25/16	1011
<b>I-101.1</b>		



<small>LEOTTA DESIGNERS INC. 300 COLLINS AVENUE, SUITE 200 MIAMI BEACH, FLORIDA 33139</small>		
<small>IMPROVEMENTS FOR:</small>		
<b>MARELA GROUP</b> 300 COLLINS AVENUE MIAMI BEACH, FLORIDA 33139		
SCALE	DATE	BY
1/8"=1'-0"	10/25/16	1011
<b>I-101.1</b>		

## Jona Cerwinske

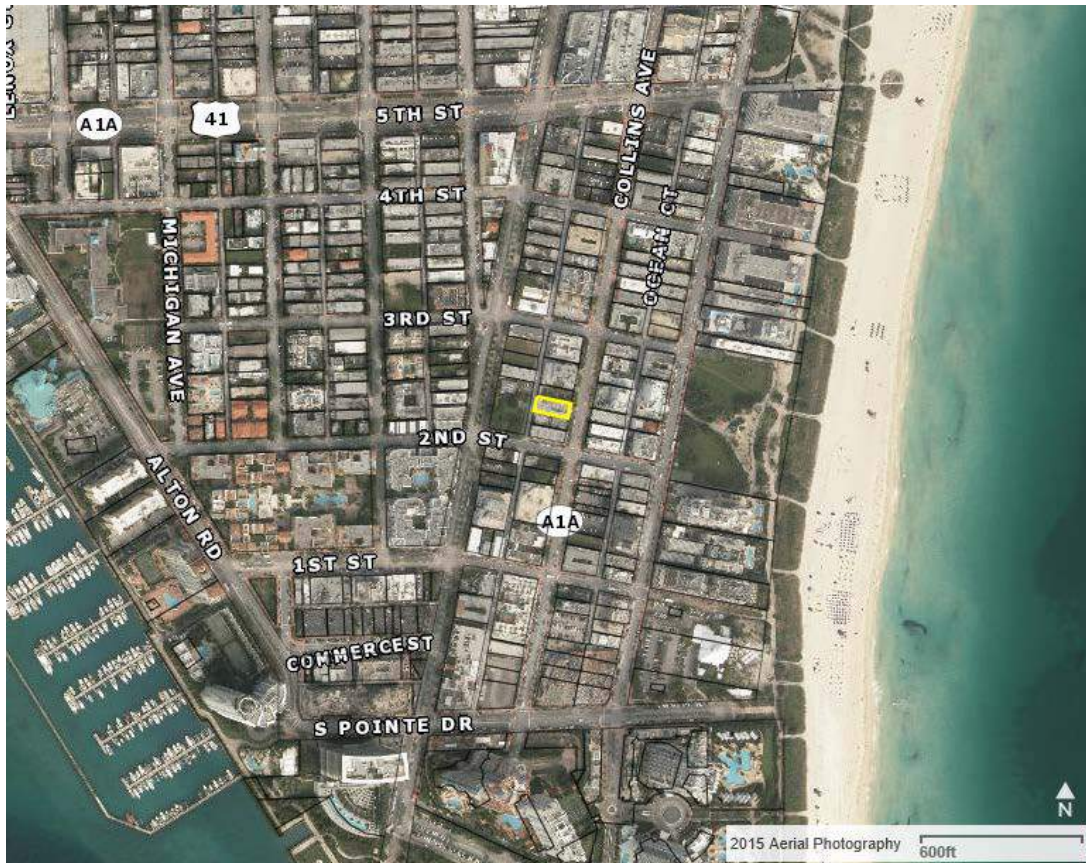
As a local artist from Miami, Jona has created a name for himself in a relatively short time period. He started doing graffiti art and murals before Wynwood was the artist's playground it is today. His canvas? Anything he can get his hands on that speaks to him in a positive way. His signature black and white graffiti art has sprouted up around the city in exhibitions and galleries and on everything from clothes and cars to his friend's living room wall. Upon first glance, it looks like someone just picked up a Sharpie and started scribbling or doodling, but given a few more moments of observation, the depth of his work is revealed. Each piece is its own expression, with no two being the same. The intricate patterns and details make it nearly impossible to replicate anyway. There's a complexity and dexterity involved in creating such pieces, coupled with the three-dimensional mediums used, that makes his work stand out and very visually-intriguing.

Jona's following and fan base expands beyond just Miami. His art has gotten the attention of many celebrities and notables in the art and music worlds, including Lenny Kravitz, who's now a good friend and mentor. He was also sought out to create a piece with Nike in honor of former Miami Heat player LeBron James. The collaboration led to the creation of an entire mural in Wynwood. Preferring not to disclose its exact location or how long it will be up for until it's painted over, Jona wants to keep an element of secrecy and avoid it becoming an almost tourist attraction from over-exploitation. But, granted that it was a project done with Nike, he says they're making limited edition art pieces of it, and will probably end up putting it on some kind of merchandise. He is also well known for drawing elaborate designs on exotic sports cars. He was also commissioned to paint the walls of the Dragon Lounge atop Katsuya at the SLS South Beach. He has been commissioned by the City of Miami on several occasions for public murals. Some examples are provided below and on the following pages.





# Proposed Canvas

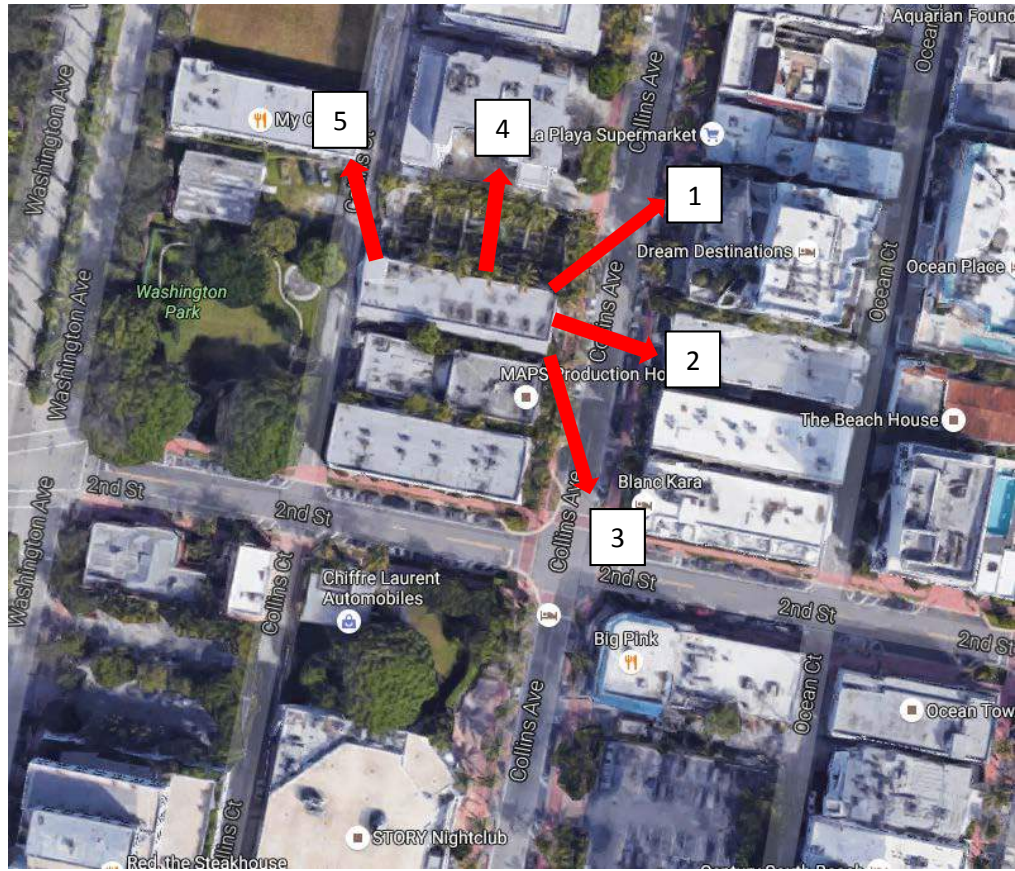








## Surrounding buildings





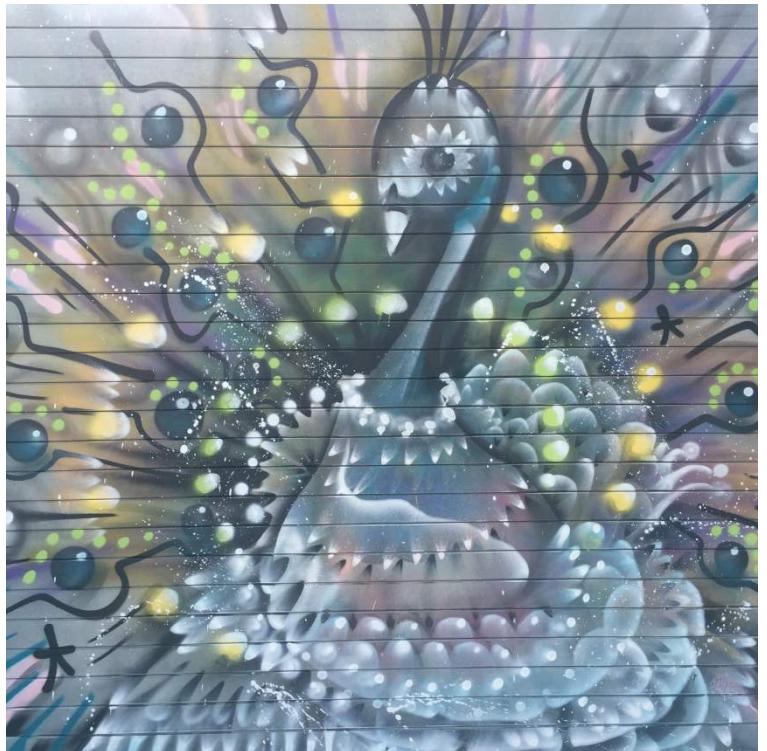








## The Moorings





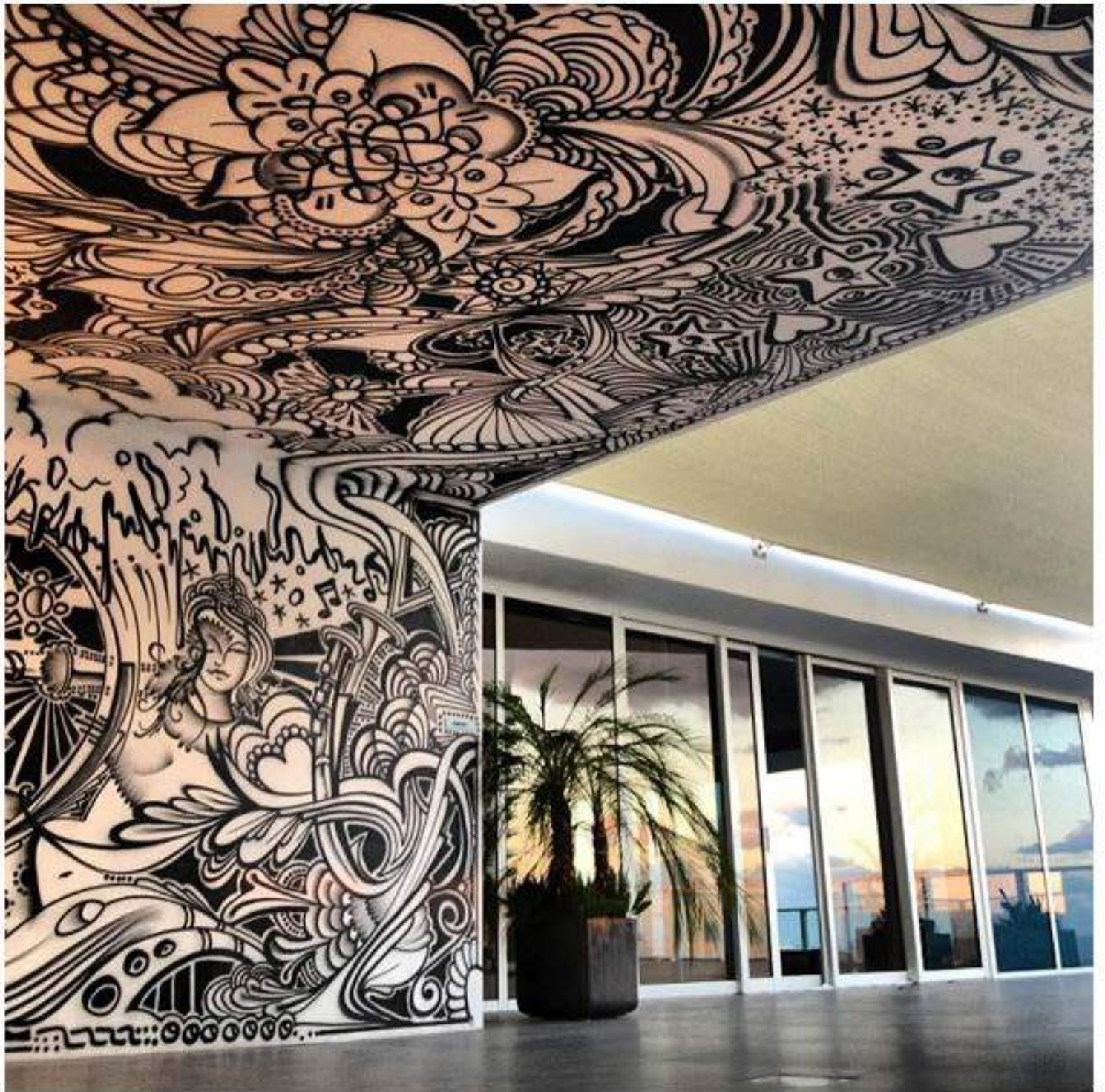
## Jona's Other Works











# Mural rendering

9000 / 8/10/10



Novi 7  
C. Bach Collins Concepts ... 2015 © Jan Fendler



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## Renderings of North Façade

