

ARTIST INFORMATION

Artist #1 Primary Contact:

Monica Durr
1342 Charles St
La Crosse, WI 54603
715-680-1506
hello@monicadurr.com

Artist #2 Secondary Contact:

Tylar Oehler
3009 North Ct #305
Onalaska, WI 54650
608-412-4237
contact@tylardesigns.com

Artist #3:

Matthew Bergs
2318 Meadow Ln #2
Eau Claire, WI 54701
715-680-0796
artofmatthewbergs@gmail.com

OUR STATEMENT OF INTENT

Our planet is suffering and we want to do our part. Even though we are not part of the city's climate action plan committee, there are choices we can make as members of the La Crosse community to realize those plans. It's paramount that we help guide the public towards making manageable, sustainable choices and learning about safer, environmentally friendly energy solutions. If we want to successfully achieve carbon neutrality by 2050, we need to promote and inspire a conversation on reimagining our way of life. In order to begin having this conversation with the La Crosse community, we desire to create high-quality, eye-catching designs that attract and invite community members to share their experiences, learn about the city's climate action plan, and connect with one another as we all transition into a greener future.

We are confident that we have the expertise necessary to accomplish your vision of this project. Monica received a bachelor's degree in art (graphic design, photography,

and printmaking) from UW-La Crosse in 2018, Matthew attended UW-Eau Claire, where he received a bachelor's of fine art in Illustration in 2019, and Tylar received her associate's degree in graphic design from Western Technical College in 2021. Monica and Matthew are siblings, but both worked at LAXprint.com, a print shop in La Crosse. In July of 2020, about one year of working there, Matthew moved back to Eau Claire in order to focus more on his art. Because of this, Tylar began working at LAXprint.com, which is how Monica and Tylar met. Working as graphic designers there, we all worked with many customers, ranging from individuals to large corporations. This wide range of customers provided us with many different design opportunities, including banners, yard signs, flyers, brochures, business cards, booklets, plastic & metal signs, and much more. From large projects to small projects, we did them all. We have even worked one-on-one with other city employees through departments such as the parks and health departments. Monica and Tylar left LAXprint.com this summer (after nearly three years for Monica, shortly after a year for Tylar), both choosing to pursue their own businesses where they continue to sharpen their graphic design skills and knowledge.

With our combined graphic design and printing experience, and our strong passion for saving our planet, we have no doubt we would excel at the task at hand. We want to do what we can with our voice and talents to help our city reach its goal of carbon neutrality by 2050.

EXAMPLES OF PREVIOUS SIMILAR WORK

Please use this Google drive link to access the examples of our work. Below we have our portfolio websites for you to explore further if you so choose.

[Click here for Design Examples!](#)

Monica's Portfolio Website:

<https://monicadurr.godaddysites.com/graphic-design>

Tylar's Portfolio Website:

<http://behance.com/tylaroehler/>

Matthew's Portfolio Website:

<https://www.artofmatthewbergs.com/>

PROPOSED SCHEDULE*

February 10th - Application is due

February 17th - Present to Steering Committee + Board, virtually

February 24th - Selected as designers for Climate Action Plan Community Perspectives Installation

March 1st - Provide first draft/concept design for critique

March 7th - Provide second draft design for final revisions

March 10th - Submit final high-resolution digital image to be printed on 33" wide x 81" tall banner

March 16th - Attend dedication/opening

**This can be adjusted/edited to better fit the expectations of the selection committee. We are both very flexible and know we can meet any expectations that come our way.*