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LORENZ

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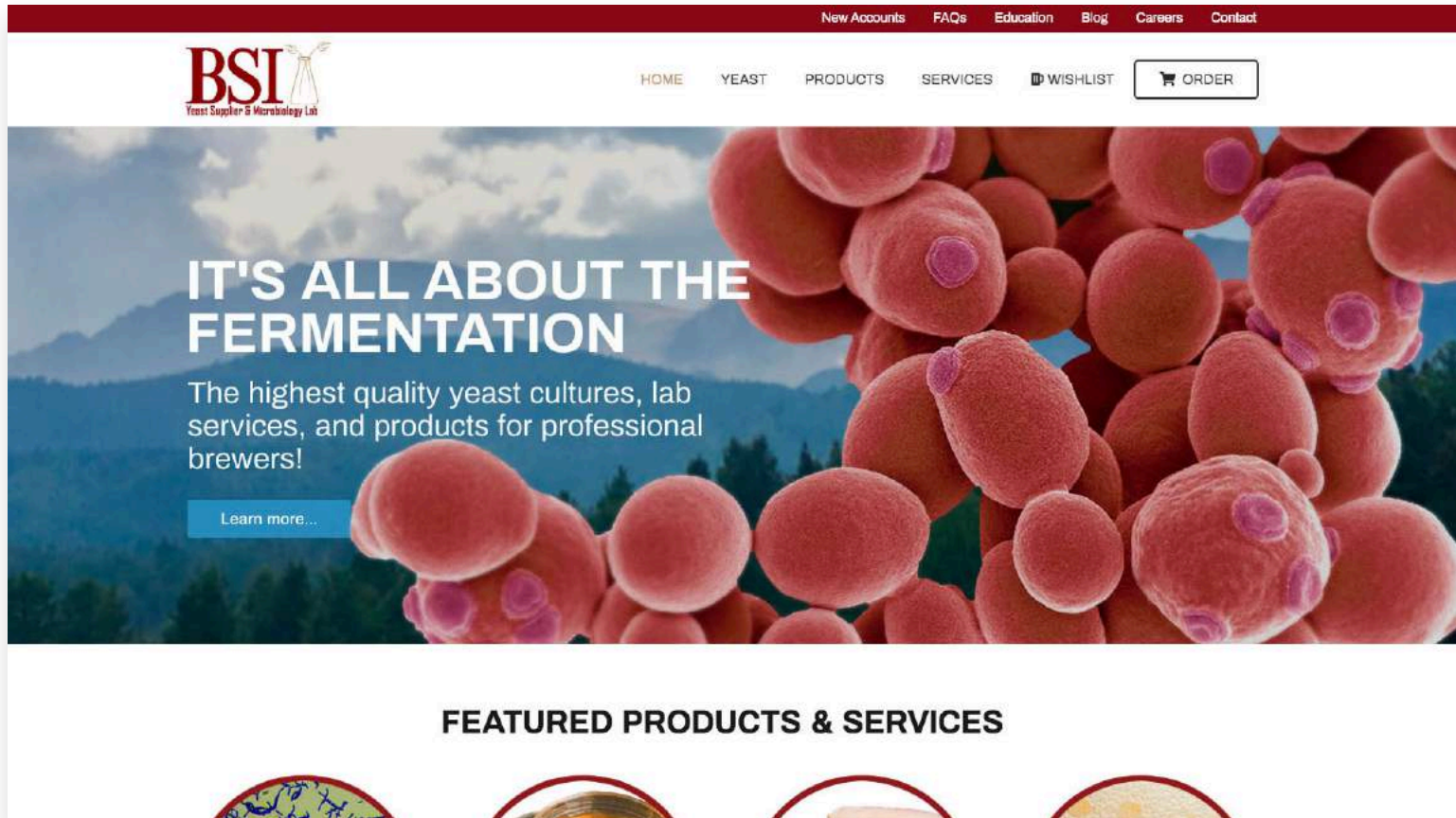
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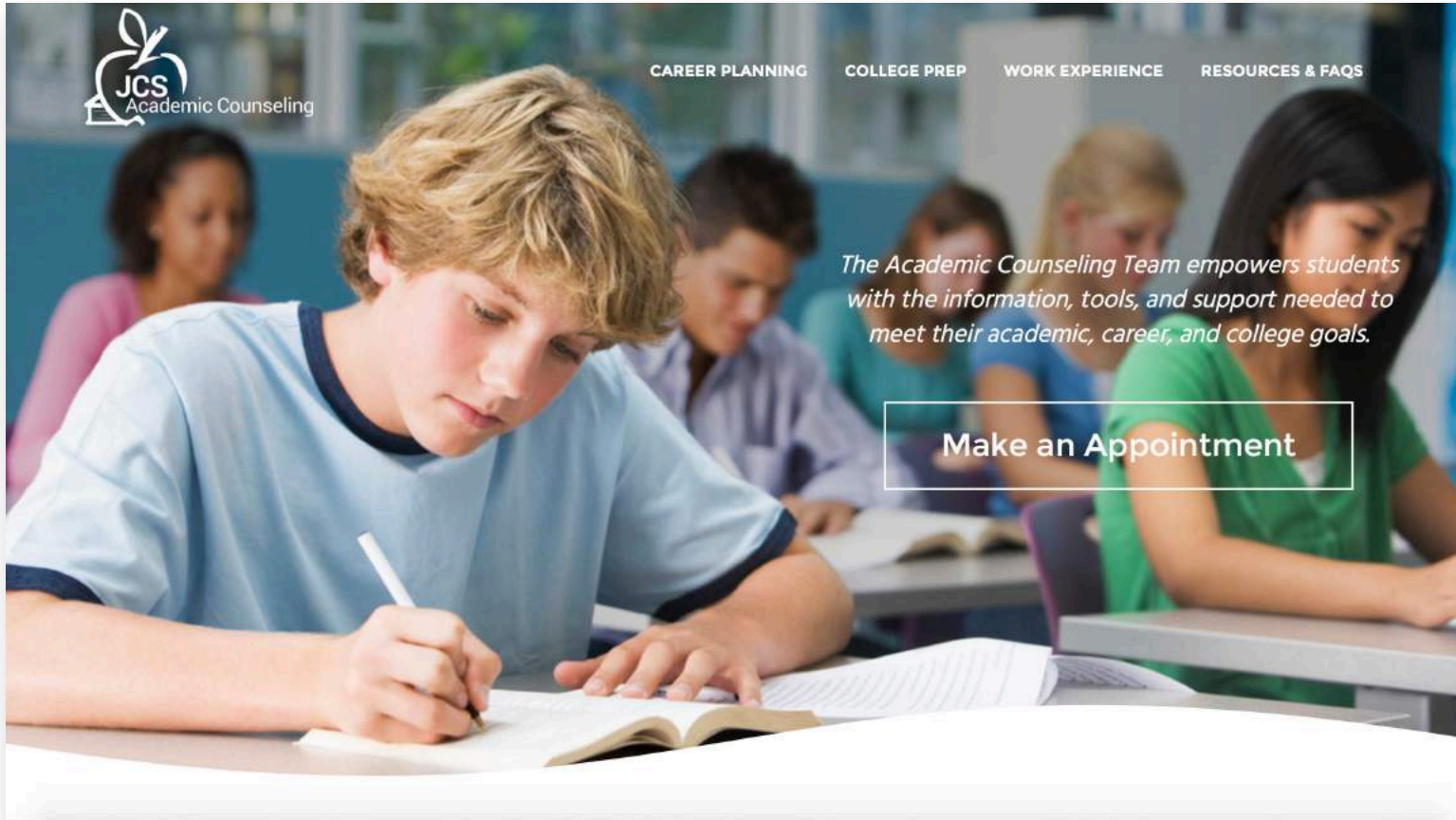
The Purkeys team is constantly monitoring the corona virus situation. At the moment, it's business as usual and we do not anticipate any disruption in our services. All of our



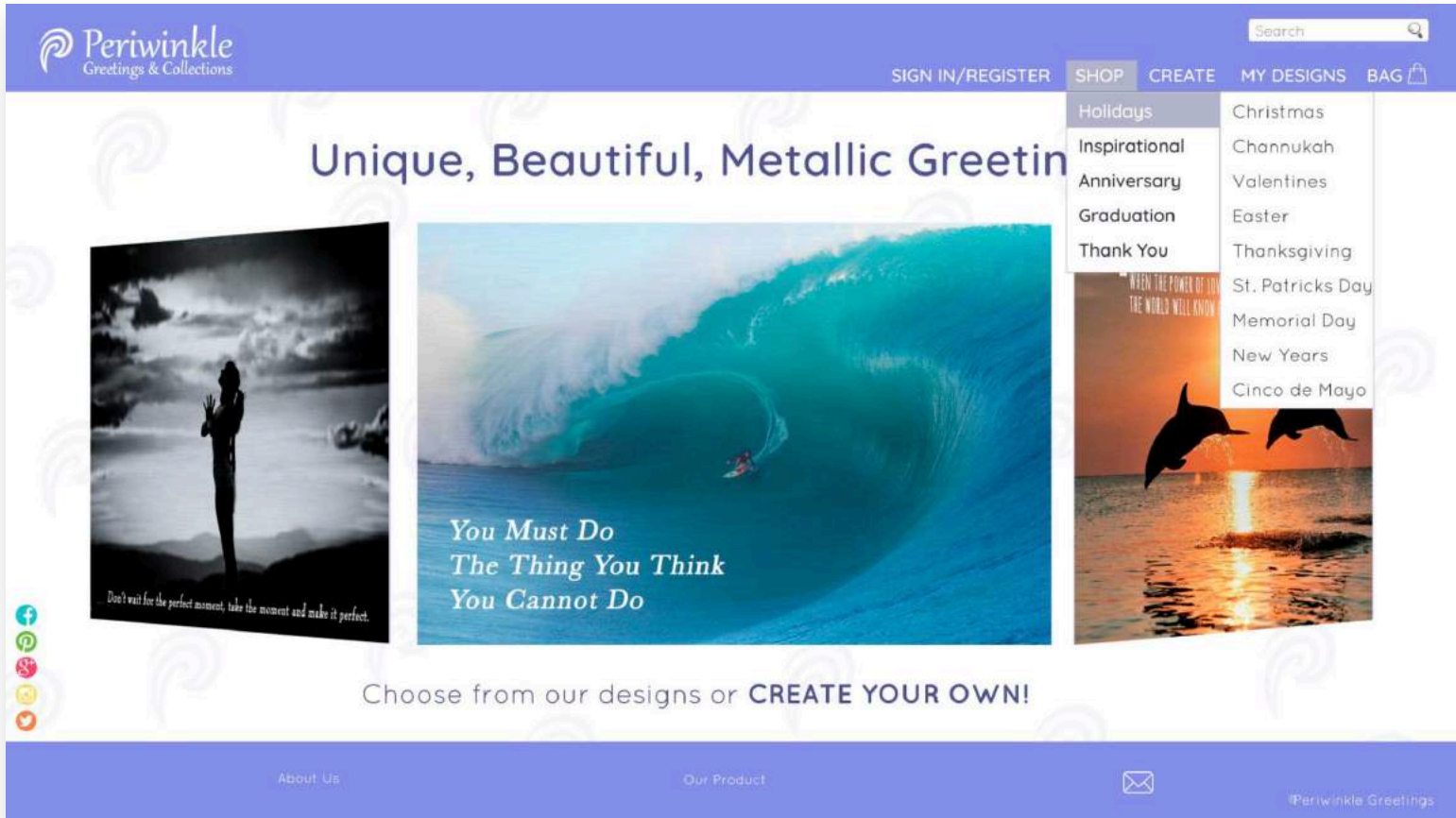
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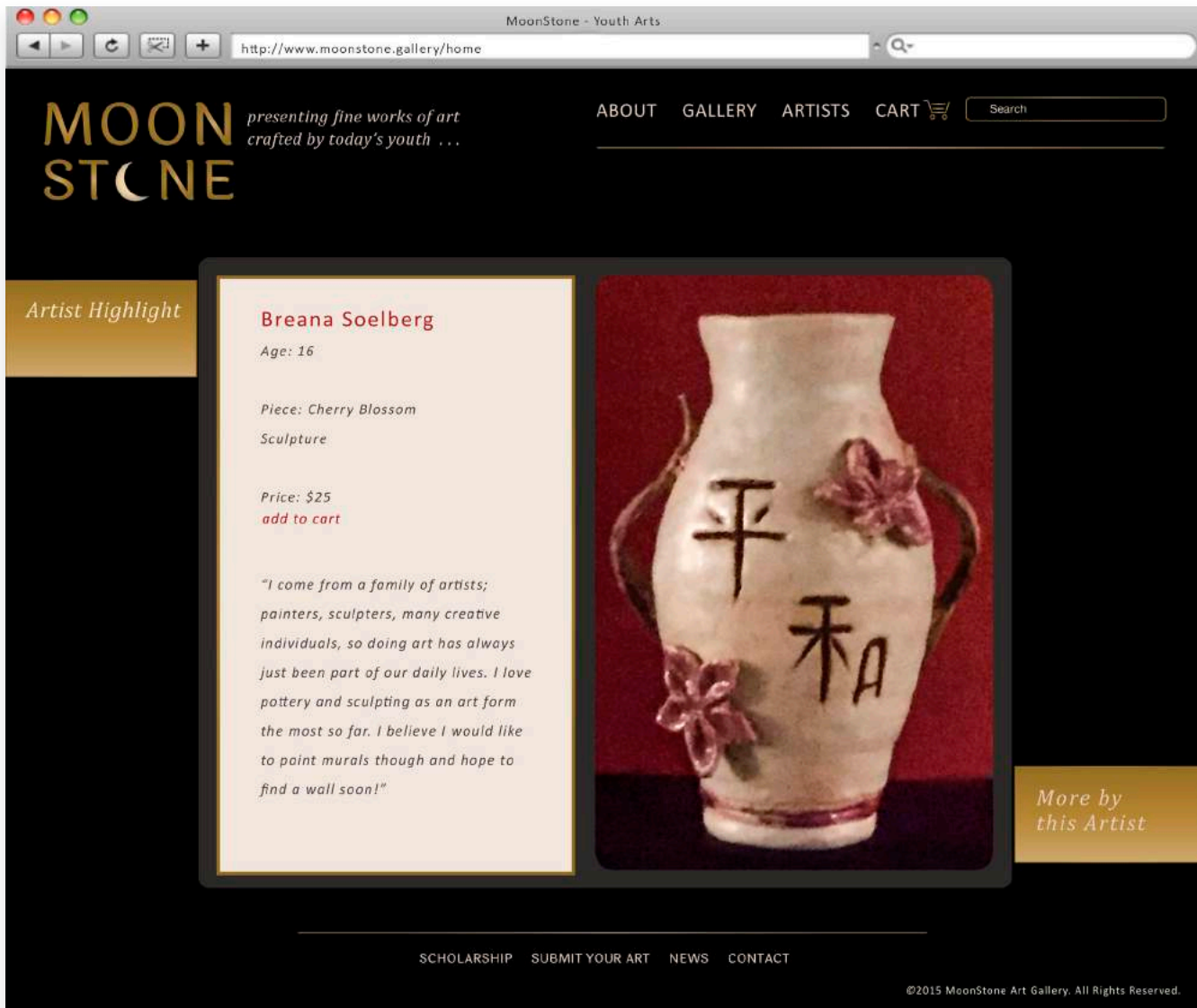
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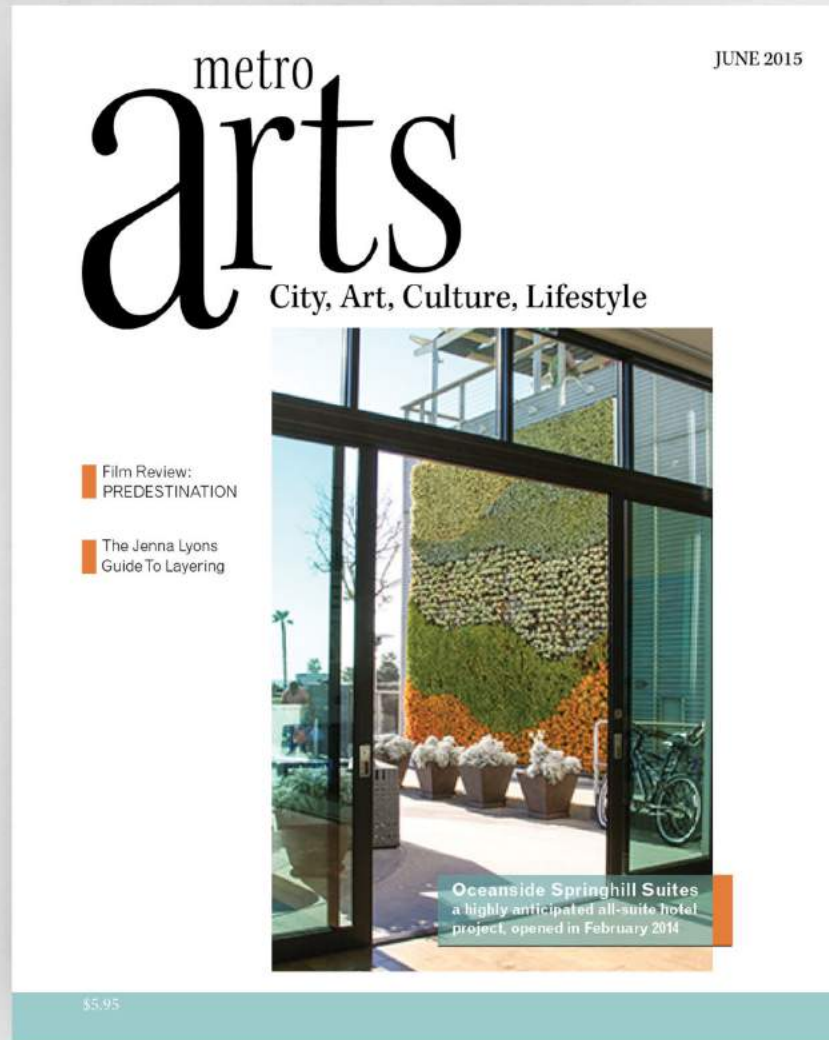


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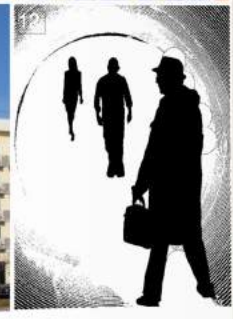


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The Jenna Lyons Guide to Layering

**"We just throw
everything on the floor."**

by Megan Chan

"We do this thing when we style, where we just throw everything on the floor it's like a pile style," J. Crew president Jenna Lyons said before the brand's fall 2015 presentation. "I have a very specific idea of how things should go together: when you have something shiny, you need something matte, when you have something soft, you need something hard. The combination of mixing textures is really important in terms of layering, but we also have very strict rules, meaning visually, does it look right? This applies to proportion as well. Those things are very important to us." Lyons explains that a skirt should never hang more than four inches below a long coat, and if it is short, it should be even closer. "We get weird about stuff like that."

And getting weird certainly paid off. This season's vibrant collection was inspired by the book "Checkered Past" in which Peter Schlessinger captures his ultra-chic friends such as Twiggy, Paloma Picasso, and Cecil Beaton living it up in London in the '60's and '70s.



Gina Lorenz

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"The energy of London and these iconic friends inspired the texture, color, and silhouettes of the collection," head designer Tom Mora told ELLE.com. "It is full of intense yellow, blue violet, pale pinks, and lush heather grays paired with textures like faux fur, gorgeous knitwear, burnished shearing, denim, and fringe."

When your clothes are bright and full of color, hairstylist and makeup artist Tré Ollivierre recommends going for a more subdued beauty look, as he did for J.Crew this season. "The look is polished as it is always for J.Crew," he explained to us backstage. "But since there is so much color in the clothes and since it is winter, we wanted the makeup to look fresh and a little flushed, like she just came from a day of skiing."

He achieved this by creating dewy skin with a moisturizer and primer mixed together, using foundation only where necessary. He used a berry lip stain from his own collection called "Tim" (available in Fall 2015) that has a bit of depth, but also sheerness. He then added a flush of color with blush (Stila Convertible Color in Lilium) on

the cheeks and the bridge of the nose to make it seem like she just stepped in from the cold. The eye is just a sheer wash of shine with a little bronze color on the very edge and underneath, plus mascara.

Some of the models wore their hair down, while others had it pulled back—like layering the clothes, this choice was also all about texture. If your clothes have a lot of detail and things going on, you should pull your hair back, explains Ollivierre. But if you have a simple scarf, it is much better to have your hair down and tucked into it.

We loved the wearable beauty look, but our favorite part of the collection? All that fringe—and Lyons agreed. "Yes, the fringe! But the chain mail fringe is my favorite," she told us. "I had that skirt on last night and tried to wear it, but the sample wasn't my size and I was like...tragic. Could you imagine me walking around in the snow in that chain mail fringe? It would have been a little odd, but I wanted to so badly." Yes Jenna, so do we.

METROARTS | 5



Art Scene

JUNE 2015

100 Artists, 100 Years

Oceanside Museum of Art
April 19 - July 26, 2015
Curated by Mark Elliot Lopez
The exhibition will feature works by one hundred distinguished artists who lived and worked in San Diego during the last century and who were, or are currently, Artists Guild members. They range from historically significant members such as Maurine Brown, Charles Fries, Alfred Mitchell, and Charles Beebe, to contemporary masters such as John Baldessari and Richard Alan Minitt. Established in 1918, the Artists Guild was instrumental in founding The San Diego Museum of Art in 1926 and, to this day remains an integral part of San Diego's visual arts scene. 100 Years will occupy fourth of OMA's first-floor galleries. Many major sculpture, painting, sculpture, printmaking, photography, ceramics, and art objects, drawings, and architecture, will be represented. Borrowed from local museums, institutions, private collectors, and artists, many of these works have never been publicly exhibited. Exhibition curator Mark Elliot Lopez notes, "This exhibition will be a rare opportunity for visitors to experience in one venue the diverse range of art created in San Diego over the past century. I believe San Diegans will be excited and proud to see the exceptional skill and creativity of the artists who have lived and worked in the area."

Oceanside Art Walk



Downtown Oceanside
June 5, 6-8pm
This evening is alive with vibrant arts, performances, music, poetry, activities, food, and fun for all ages. All free! Thousands of regional residents attended the Oceanside Art Walk, put on by dozens of businesses and showcasing dozens of local artists.

The Oceanside Cultural Consortium (OCC) was established in 2013 with the goal of establishing Oceanside and surrounding communities as an important arts, culture, entertainment and tourism hub. Designation that catalyzes economic prosperity and a high quality of life for Oceanside's future. Its members include nearly 50 different Oceanside arts, community, business, and civic organizations.
www.oceansideartwalk.org

Common Sense

The Belly Up Tavern
June 6, 8pm
Doors open at 8pm
Age 21+ only
Cost \$10-\$20
Common Sense has established itself as one of California's premier reggae rock bands. Influenced heavily by reggae, rock and ska, Common Sense has developed a new-sounds sound all their own.
<http://bellyup.com>

7 Billion Others

Museum of Photographic Arts (MOPA)
Sept. 12
Feb. 21 - Sun 10am - 5pm
Tue to Sun 10am - 5pm
7 Billion Others unveils the collective image of the voices, perspectives and faces of the 7 billion human beings living on this planet and shaping the ever-changing portrait of humanity. Identifying what separates and unites us within interwoven more than 6,000 individual walks, in more than 50 languages, and filmed in 84 countries. Four content refreshes will occur throughout the exhibition with updated thematic content.
www.mopa.org

Woolgathering

Artistic Reception and Dinner
Gallery
Reception June 6, 8-10pm
Exhibition May 9 to June 6
Cost is free
This exhibit showcases the new solo artist, Sergio Bledsoe's current stone, media sculptures and art figures. Bledsoe will be in attendance at the opening reception to meet, greet, and answer questions. Open to the public. Complimentary wine and Stone Beer will be served.
www.earthart.org



25 & Under

Art Contest Showcase
San Diego
June 6, 7pm - June 7, 5pm
Cost is free
A showcase event of the finest work by artists aged 25 & Under Art Contest work and hear the winners announced at the launch of San Diego's Young Artists.

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www.earthart.org

The Howard Adams 2015

Exhibition at Jerni Oregon St
June 26th, 5:30-6:30PM
Cost is free
This exhibit showcases the new solo artist, Sergio Bledsoe's current stone, media sculptures and art figures. Bledsoe will be in attendance at the opening reception to meet, greet, and answer questions. Open to the public. Complimentary wine and Stone Beer will be served.
www.earthart.org

Mainly Mozart Festival Orchestra

Sabot Theater
Michael Francis, conductor
John Katura Parker, piano
Saturday, June 6-7:30pm
Cost is free
Michael Francis' first season as Mainly Mozart Festival Orchestra's music director. For the just-announced 2015 season, he's going back to Mozart. The 2015 Festival will be a celebration of the past 27 years. Through a brilliantly curated selection of both favorites and works that have never been performed during the Festival, this year's performance will pay homage to what David Albreton achieved and give a hint to future programming.

La Jolla Festival of the Arts

UC San Diego Warren Field
June 20-21
Parking is free
More than 200 artists in an intimate setting of original art, entertainment and delicious cuisines, complemented with the wine and craft beer as you stroll the turf of UCSD Warren Field. This is not a street fair but an elegant and high quality showcase.
The Festival, produced by the Torrey Pines Kiewit, is a unique opportunity to combine support for creative programs and services that help those who have incurred 501(c)(3), the proceeds benefit the various sports and recreation opportunities for San Diegoans with disabilities. Take the opportunity to help support your community, meet special people and enjoy a wonderful day. The venue is completely created-accessible. Service animals permitted.
www.lajollaartfestival.org

Art in the Park

Spanockle Park in Coronado Village
June 21
9am-6pm
Art in The Park features more than fifty top artists in every genre including oil, acrylic and watercolor painting, etching, photography, wood and metal working, stained glass, ceramics and a variety of other unusual and distinctive art forms. The artists whose work is on display reside throughout San Diego County. They have been selected by a five person jurying process to insure consistent professional quality and originality. Many are represented in galleries and specialty shops throughout the San Diego area. Some have their own galleries/studios.
Participating artists show their work with us to enjoy the direct interaction with the art buying public. The artists must show their own work, so you are assured of the opportunity to converse with the actual creator of any art piece on display.
www.coronadoartssn.com

Carlsbad Art Walk

June 26th, 5:30-6:30PM
Carlsbad/Oceanside Art League Gallery
- Front Porch Gallery
- HomeLife Village Realtors & Art Gallery
- Lynn Forbes Gallery
- Oceanside Art Gallery
- The Foundry Studios at New Village Arts
- The Phantom Gallery
- Viz Art Ink
www.coartgallery.com
www.frontporchgallery.org
www.aculptureschool.net
www.vizartink.com

Jill Greenberg's Beautiful 80MP Images Send Clear Message About Importance Of Photography



Photography by Gina Lorenz

What happens when one of the world's foremost portrait photographers decides to turn to photograph still life paintings instead of people? There are no two ways about it. Jill Greenberg is fascinating. Her new work is beautiful, but there is also a clear artistic statement behind it. In this exclusive, we get to understand her direction and motivations behind "Paintings", her latest body of work.

Greenberg has spent decades as a successful portrait and commercial photographer, and pioneered the use of Photoshop and digital manipulation when Photoshop first launched.

Frustrated with the appropriation of her work and technique, her new body of work is not just a beautifully abstract, visual collection of still life images, but has clear meaning behind it, aimed at those who think copying, or using the photographic work others have produced, is okay.

Most photographers will produce something that links their previous body of work with their new one. A small breed are able to go off into a totally different

direction, yet still capture the essence of their visual aesthetic and vision in what they are doing, even if the genre changes completely. Irving Penn's still life, fashion and portraits, spring to mind. There aren't many who can do it, but it is interesting when photographers decide to jump off in a unrelated direction and how it connects their previous bodies of work together.

A smaller number will wrap that new work around a statement, commentary or belief of what is important to them. Greenberg managed to do all of this in her new work, "Paintings".

As a photographer, Greenberg is a name many associate from her fascinating series "End Times" of babies crying, meshed with her distinct light and post production style.

If you look around online, you'll read of her work which has been used without a license agreement, and her techniques copied. "Paintings" is a rebellion against this and sends a clear message, "you can't copy what I own, what I create, or the way in which I do it."

In the current era of free, shared and readily available learning, and creatives willing to show whatever they can, this is an interesting and topical statement.

Greenberg has even gone to what some might consider extreme by patenting the process behind her new work as a way to avoid unlicensed appropriation of the work or process behind it. But she is adamant she is trying to get people to take photography more seriously—and her ownership over her work in particular.

To emphasize both the importance of her technique, and the importance of photography as an artistic medium, once she has taken her photographs of her painting, the painting itself is destroyed and all that is left is the photographic print of the painting.

All of this is quite a position to take, but one that is very interesting, given how many people (and businesses) seem to think taking photographs produced by others and using them as they like is ok.

While her work may have a 'painterly' quality to it, "Paintings" definitely represents a *face-it-the-sand* approach, her

way of addressing issues she is not happy about.

"It's interesting in that my large format prints have always been mistaken for paintings since I do layers of Photoshop painting to enhance highlights and shadows—I wanted to continue that discussion, and comment on other ideas I had about photography's lack of respect in the art world and commercial world."

There has always been a long standing relationship between photography and painting but photography is seen as almost disposable by comparison. Photography equipment, and digital manipulation, once the domain of 'experts' are now open to anyone of us, with a consumer body a few lenses and a subscription to Adobe CC.

Why the change in direction from portraits to still life? From lots of creative retouching and complex lighting set ups to much more simple arrangements, getting it 'done' mainly in-camera?

"Ultimately photography became too limiting with regards to showing my hand, my mark-making and really just working with color and emotion."

Greenberg appears to be coming full circle, back to her early roots of wanting to be discovered almost purely by chance, when Greenberg found herself back in New York City from LA, where she had been living for more than a decade. Almost by accident, the lighting style for her new work was created, much as a result of the change in environment as she discovered the lighting from her sky lights:

"The skylights created striated reflections in the paint which I discovered quite accidentally. I had been working with photographing wet paint alone and on my prints since 2011 in L.A. and had not cracked that problem. I began to see the reflections in the convex blubs of the buildings out the window and then moved to a spot just below the skylights in my loft and when I covered a print completely in black paint I was just amazed with the results, the reflections appeared like fractals, and so I began to experi-

ment more and more with pigments and surfaces and techniques to get the best results. It began with experimentation and continues to be very experimental due to the fact that I shoot on a 18x24" glass support, she used both natural (the skylights mentioned) and artificial light. I experimented with stencils on my soft boxes with words like "copy", "steal", "f*ck you", "Greenberg", "dick prince", but ultimately "ahh" won out."

Greenberg shoots with an 80 megapixel Phase One digital back, allowing her to capture the highest possible detail in her "Paintings" photographs. She then uses Capture One software to enhance the hue and contrast and final files can be huge and are printed as huge murals for walls.

She explained more of the process and her motivation to move her current lighting set up, vastly pared back over what she would tend to do for her portrait or commercial work:

"I capture 200-400 images a sitting but only a handful are good. What's amazing is that I have the freedom to continue to play once I know I have something good, and push to try to make it better since I am shooting as I go—unlike a traditional painting where one might be petrified to make an additional mark when the painting is already great."

Many will doubtless be familiar with Greenberg who has been working in these areas since Photoshop launched. Her background explains the reasoning behind some of her relations with retouching and digital art:

"There are many kinds of photography. I come from a pictorial tradition over a documentary, so in that way it is relational. When I was a child I used to draw all the time, more regularly than shoot. In retouching my own work I had the opportunity to draw and color grade but I ultimately wanted to show my hand made marks—I really missed that part. I tried to show some of my marks but in Photoshop it ends up looking like a mistake. I really wanted to bring back mark-making into my practice as well as the tactility of pigment and medium. I feel that it's a

new medium! The synthesis of physically manipulated pigment and reflected light recorded with the highest resolution digital back."

While not using anywhere near as much Photoshop or retouching post production as she would normally on her work, she does talk about the importance of her more scaled back approach to both lighting and software:

"I have learned Capture One software and do the shoot alone with my Pevoto strobes and have become much more independent with my gear. Still life shooting is so much simpler than hiring a horse and setting up at horse stables with generators."

She clearly has a particular view on the use of Photoshop though and the importance of getting it right in camera:

"It's always crucial to get as much in camera as possible. I kind of hate photo-shopped composites now."

Whatever you might think of Greenberg's latest work, the message behind it is clear. For so many of us, having our work used either without rights given, or for free, or techniques copied, is the double edged sword to being able to become known for something, and being able to turn that recognition into a cachet, vision, brand or indeed, an income.

In my view, her work is not only beautiful in its abstract way, but the message she is injecting in it is also compelling—whether that's the use of stencils on softbox panels to project letters into her work, or destroying the very painting itself, only leaving digital files and prints of the original work.

Whichever way you cut it, this is a refreshing stand point to take in an era where we see more and more copying, appropriation of technique and ideas and less experimentation. If we steal or appropriate anything from her new work, it should be to make sure our work stands for something unique to us, and make that message as crystal clear as we can. After all, it's what sets us apart, and what sets you apart will only help to continue to propel you forward.

-David Geffin



Springhill Suites Marriott

Oceanside, California

Article compiled from SIBA, Ryan Company, Accroyd & JG Johnson Architects

Oceanside Springhill Suites, a highly anticipated 160,000 square foot, 140 room, all-suite hotel project, opened in February 2014 at the southeast corner of Myers and Mission Avenues in downtown Oceanside. The hotel features a sixth level pool deck and fitness facility, an independent 0.500 square foot restaurant with patio seating ("Hello Betty Fish House"), public meeting space, and below grade valet parking for all guests. Construction will operate as a San Diego franchise, owned by GF Prop, Marriot Group, LLC and managed by SARA Hotel Hospitality of Denver, Colorado.

The hotel was designed by SARA Interior Designs to exceed efficiency standards of the California Energy Code by more than 20%, with the goal of achieving Silver Leadership in Energy Efficiency and Design (LEED) certification from the U.S. Green Building Council. Sustainable design strategies include: highly efficient indoor plumbing fixtures designed to meet at least 20% reduction in potable water use, mechanical systems that are energy efficient and achieve greater than 50% savings, a strong focus on sourcing regionally manufactured materials that contain recycled content, and use materials and finishes that are non-toxic and enhance the indoor environmental quality.

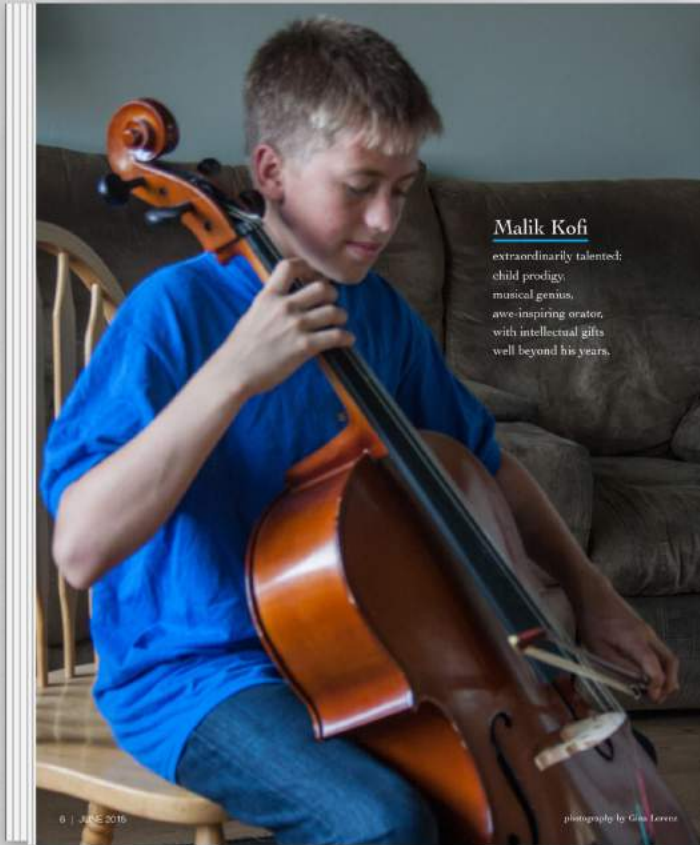


A living wall, located outside the main lobby lower level patio, is 16 by 16 feet, uses the G-02 system and was grown for five months prior to installation from cuttings. It is filled with contrasting colored succulents and has some trailing coral and ivy plants and blue coral. The contemporary design incorporates copper cone, red carpet and blue wave copertone, red carpet and blue wave copertone. A vibrant water wall, located outside the main lobby lower level patio, is 16 by 16 feet, uses the G-02 system and was grown for five months prior to installation from cuttings. It is filled with contrasting colored succulents that

plumbing fixtures designed to meet at least 20% reduction in potable water use, mechanical systems that are energy efficient and achieve greater than 50% savings, a strong focus on sourcing regionally manufactured materials that contain recycled content, and use materials and finishes that are non-toxic and enhance the indoor environmental quality.

A living wall, located outside the main lobby lower level patio, is 16 by 16 feet, uses the G-02 system and was grown for five months prior to installation from cuttings. It is filled with contrasting colored succulents and has some trailing coral and ivy plants and blue coral. The contemporary design incorporates copper cone, red carpet and blue wave copertone, red carpet and blue wave copertone. A vibrant water wall, located outside the main lobby lower level patio, is 16 by 16 feet, uses the G-02 system and was grown for five months prior to installation from cuttings. It is filled with contrasting colored succulents that





Malik Kofi

extraordinarily talented;
child prodigy,
musical genius,
awe-inspiring orator,
with intellectual gifts
well beyond his years.

6 | JUNE 2015

photography by Gina Lorenz

MALIK KOFI

11-year old child prodigy,
set to take classical music world by storm

by Kunbi Timaayo

Not only is the 11-year-old academically brilliant but his superior musical abilities leave audiences spellbound.

An impressive multi-instrumentalist, Kofi plays the piano, drums and guitar. However, his passion is for the cello.

"Malik is a musical prodigy," says Craig Hultgren, a cellist in the Alabama Symphony Orchestra, who has been Kofi's teacher for the past five years. "He has advanced technological and interpretative abilities as a child. Beyond that he also puts in the hard work to develop those talents."

Born into a working-class family in Birmingham, Alabama, Kofi's unique story is a testimony to excellence against all odds.

The product of a teenage mom, Kofi's maternal grandmother, Ruby Cox, has raised him as her own since he was an infant. She says Kofi came out of the womb curious and eager to learn. As far-fetched as it sounds, Cox says he started talking in sentences at 6-months-old, by the age of 2 he was putting puzzles together. He had mastered reading music at 4.

When it became obvious that Kofi had something special, 59-year-old Cox, a divorced mom of four who never finished collage, took the decision to homeschool her youngest grandchild along with his older twin brothers, Robert and Reuben.

She says she has a disciplined schedule and keeps abreast of what is being taught at top boarding schools. "In order for them to compete with the best in the world they need to be able to perform at a certain

level," says Cox, who also put her own four children through college.

Indeed, the twins now aged 23, are also musically gifted and exceptionally bright. They passed their SAT college entrance exam at 12-years-old and both went off to college at sixteen.

Cox, who happens to be a strict vegan, can't explain why Kofi is so bright but is convinced his diet is a factor. From the time he started eating solids he has been on a raw foods diet, eating mainly veg, fresh fruit, whole grains, nuts, seeds, and herbs in their whole, natural state.

"Junk food is like any substance abuse," says Cox. "Kids that eat junk don't focus, can't sit down, are noisy and disruptive and are not imaginative."

Although the family has a computer they do not own a television set or have access to an internet. If Kofi needs to do research he visits libraries and perhaps takes out a CD or DVD for background information, says Cox. She believes having no technological distractions, "keeps him focused and creative."



METRO ARTS | 7



Ethan Hawke
Sarah Snook
Noah Taylor

"What if someone was their own mother and father?"

photography by Gina Lorenz

**A Grand Time Travel Adventure
Powered By the Human Heart**

12 | JUNE 2015

written & directed by the Spierig brothers

PREDESTINATION

film review by Peter Travers

Ethan Hawke must stop murders before they happen in this trippy, time-traveling sci-fi romp

...and wrap your head around the plot of Predestination can only lead to madness. Don't miss the movie itself is a trip. Just jump on the rail and go with the Spierig brothers, Peter and Michael, as they whoosh into the labyrinth of their most fervid imaginations. If you get stuck and feel lost—and you will—don't sweat it. As writers and directors, the German-born, Aussie brothers had a solid starting place for Predestination: Robert A. Heinlein's 1960 short story "All You Zombies." Then they take it from there. It's, as they ever.

Ethan Hawke, at his mesmerizing best, stars as the Imperial Agent, a time-traveler with a mission to stop future murders before they can happen. Before you can say *Looper*, the agent is hanging out in 1970s New York and chatting up a drinking bar in 1970s New York and chatting up a bar (Sarah Snook) who writes magazine stories under the byline "The Unmarried Mother." The character's backstory involves growing up in an orphanage in 1940s Cleveland. Stay with me. The Mother is really an intersex creature forced to

transition into male form under bizarre circumstances that involve a 1960s government space experiment that...
Look, I could go on. Better that you just throw yourself into this tale and cogitate about it later. If getting stoned helps, so be it. One thing's sure: You won't be able to take your eyes off Snook, an Aussie actress who makes whatever sex she's playing almost irrelevant. You watch her. You hear her. You believe. It's a dynamic performance. Hawke, who worked with the Spierigs on 2010's *Daybreakers*, predestates to movies that don't play by the rules. Predestination sure as hell doesn't. Any frustration you feel about losing your bearings fades in the face of the film's ultimate kick.

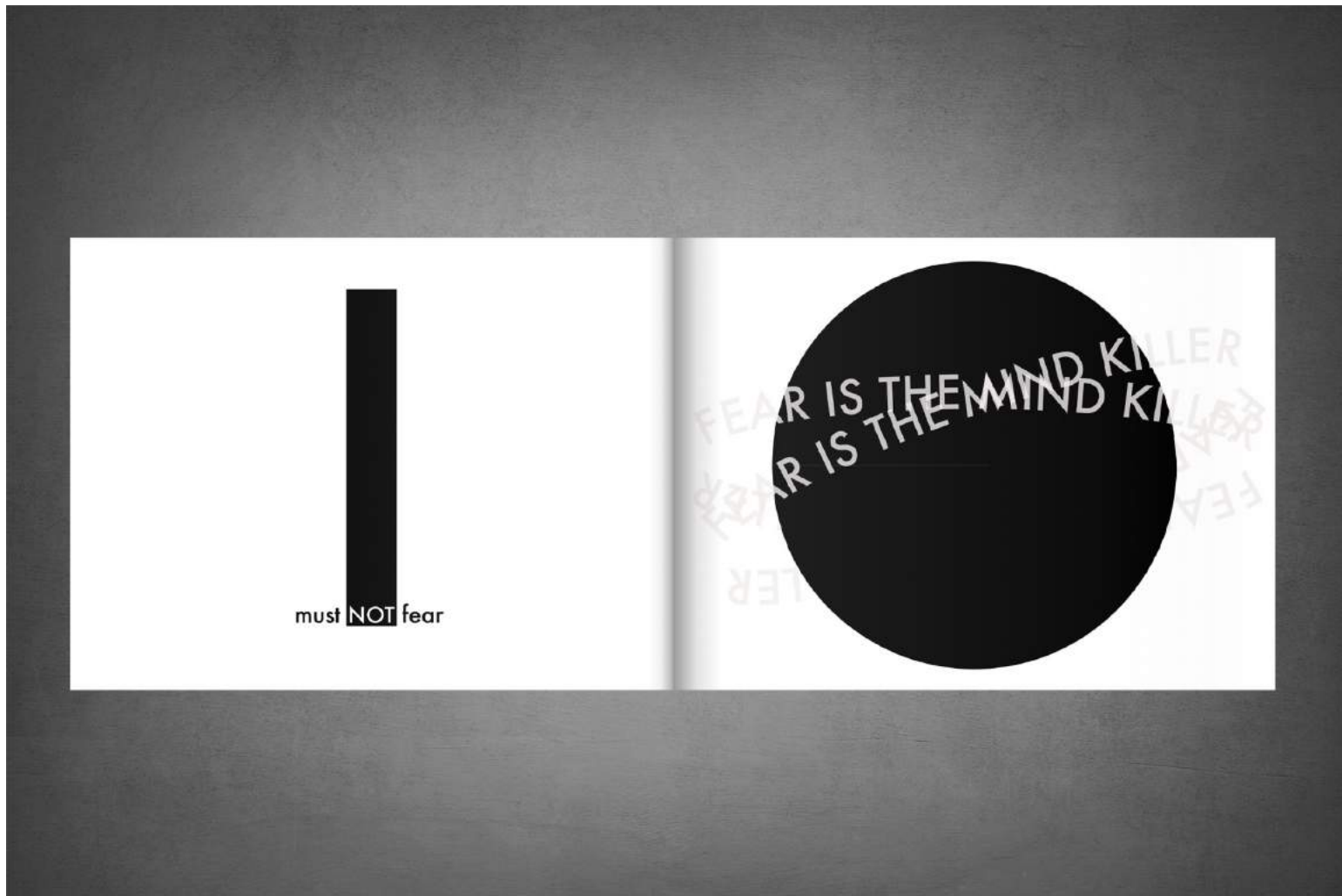
Based on the short story "All You Zombies" by Robert A. Heinlein

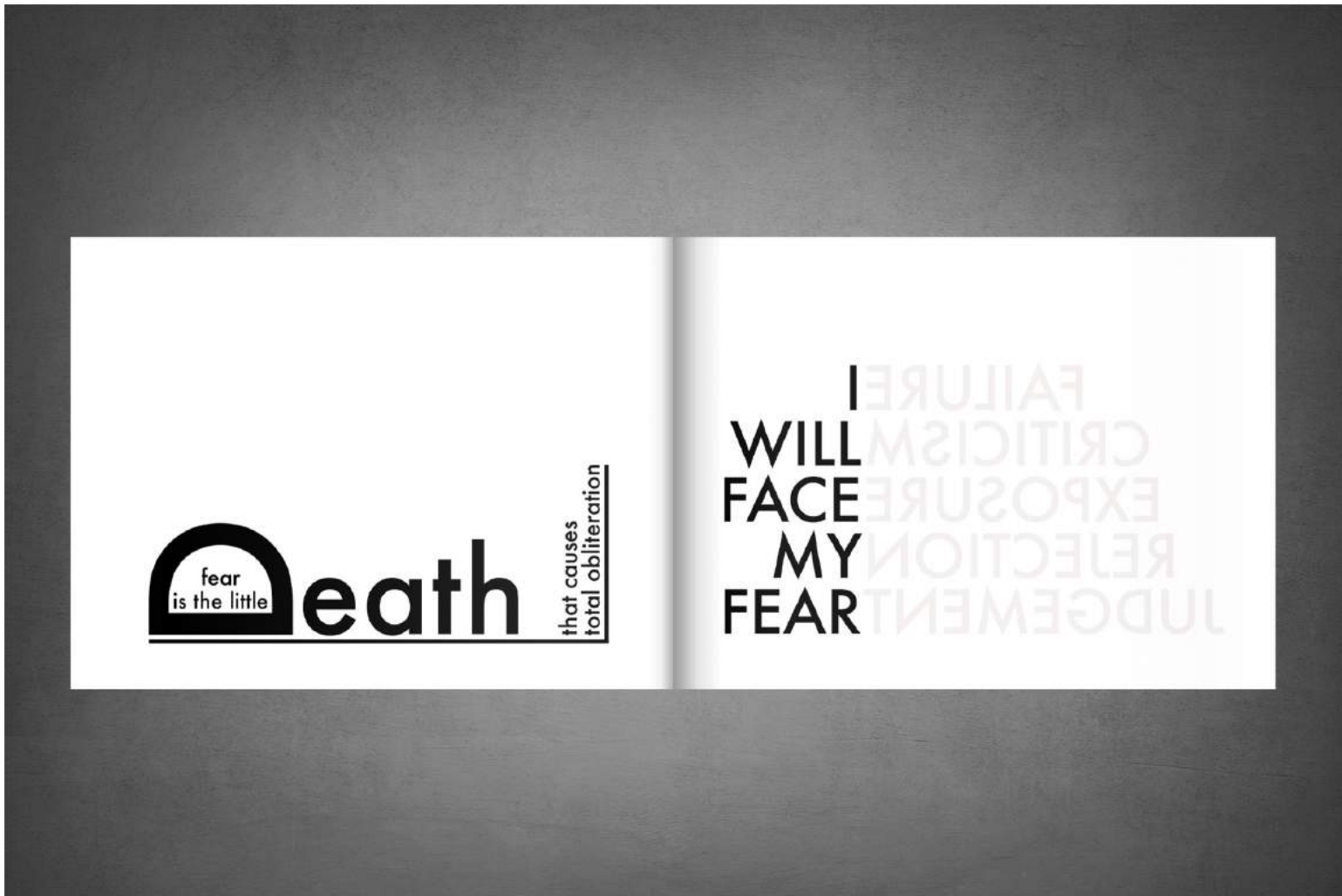
"What is time? If no one asks me, I know. If I wish to explain it to one that asketh, I know not." St Augustine

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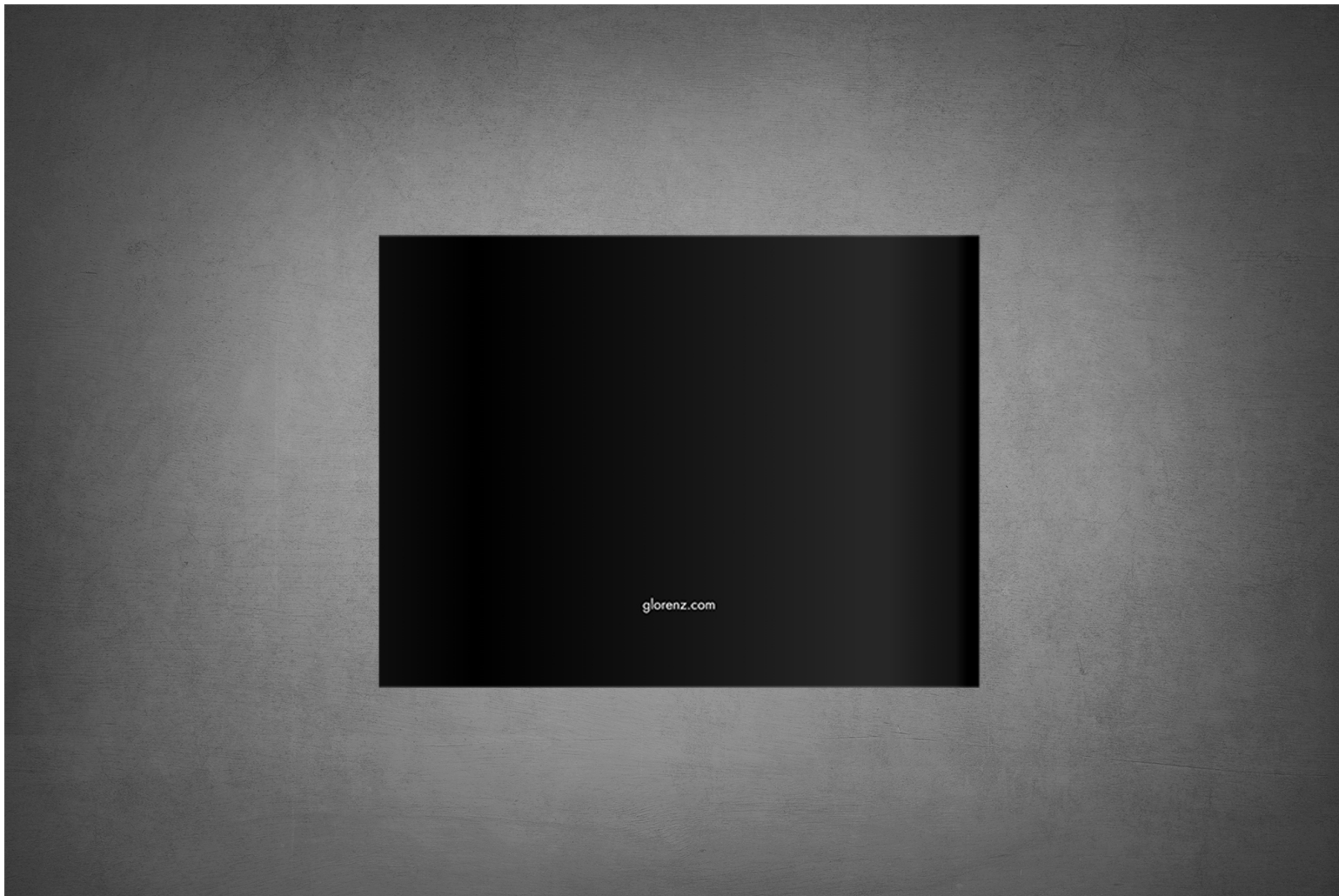




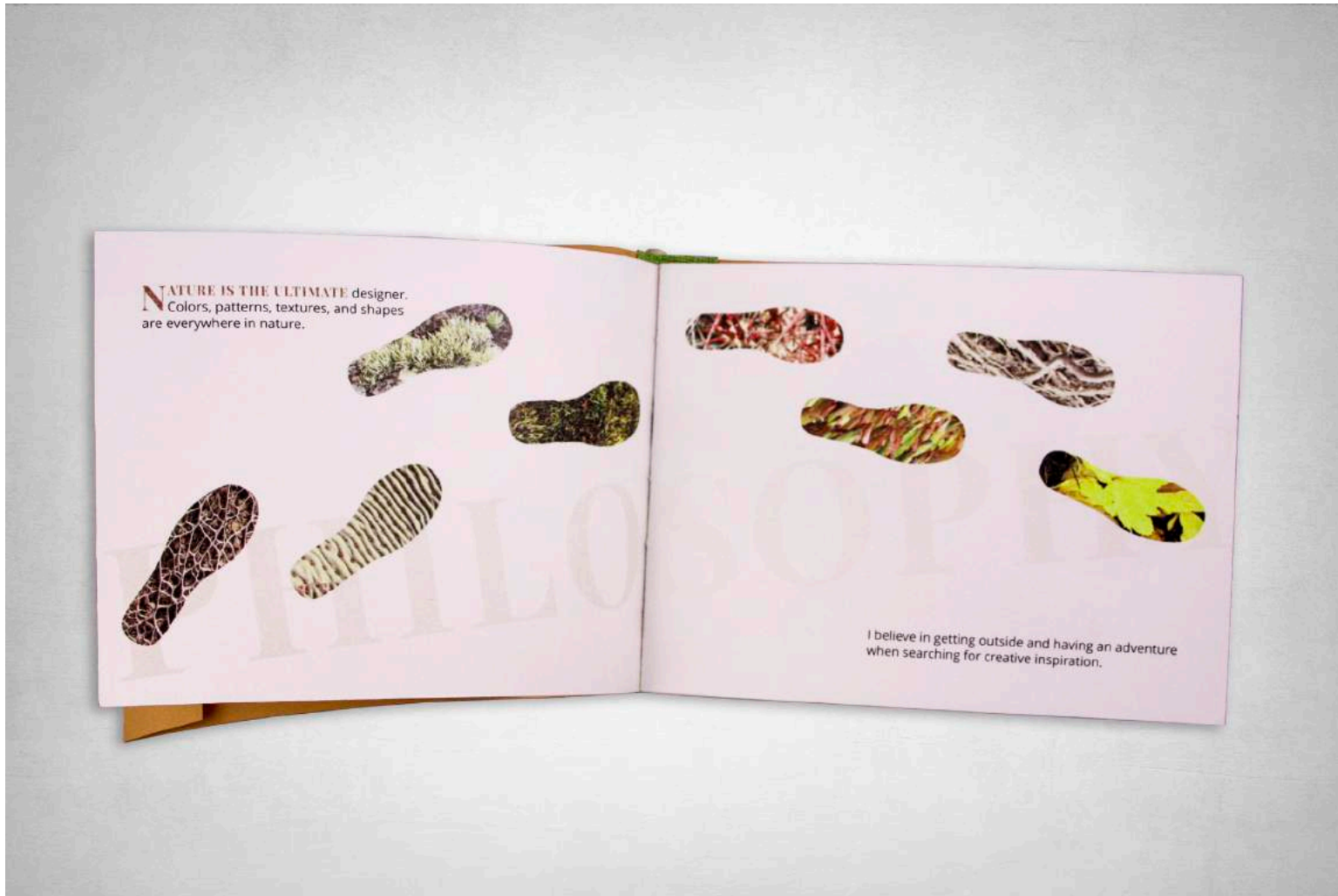














BY BEING IN NATURE and investigating it, we learn to understand color; what colors are complimentary, or contrasting, as well as how to blend and mix colors. Every color is already present in nature, along with every tone, hue and shade.



LINE AND SHAPE affect how you feel about what you are looking at. People often find nature calming and peaceful because it is filled with natural, curved lines and shapes.

Line causes your eye to follow a path. Line can tell a story. In nature, your eye may follow the line of the horizon, clouds, path, a river, or the branch of a tree.



Winslet Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890





Working to reduce water rescues and injuries, and to improve overall safety at the Oceanside Harbor, within all of its recreational zones. The goal of the Harbor Safety program is to promote a safe and happy environment for all, enabling visitors to safely utilize the many resources with an attitude of respect for one another, for the environment, and for the wildlife.

[VISIT ONLINE PROTOTYPE](#)



Problem

With almost 5,000,000 people per year coming to the Oceanside Harbor beach alone, not to mention for other recreational activities such as boating, paddleboarding, kayaking, site-seeing, and fishing, an educational program is needed. Current issues include high numbers of water rescues, boat rescues, confrontations, and wildlife encounters. The visitors need to be able to access informational and educational materials.



Play Safe!

Reduce Water Rescues
Learn Safe Behaviors
Have Fun!

Available on the App Store
GET IT ON Google play
FREE

**LIGHTHOUSE
HARBOR SAFETY**

Oceanside Beach Attendance

4,744,673 people



Water Rescues

2500



Minor Medical Aids

3743

Boat Rescues

20



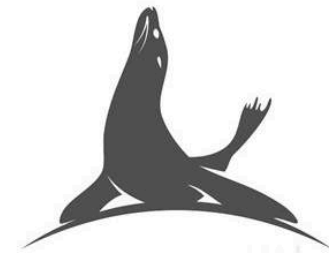
EMS Response with Oceanside Fire Department

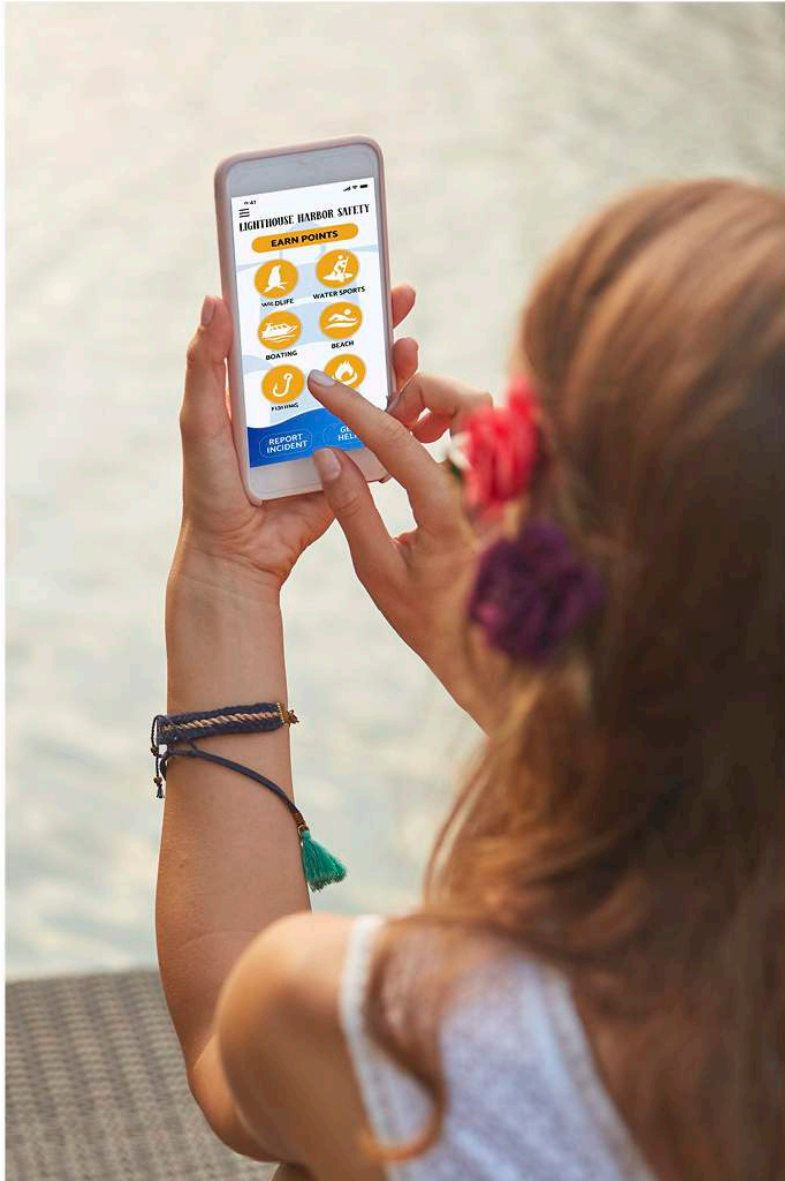
486



Sea Life Strandings

14





Solution

Create a mobile application that educates the public about safety rules and procedures for all activities throughout the harbor.

Goals and Expectations

1. To unify safety information and provide education for all individuals who visit the harbor for recreational purposes.
2. To make information easily accessible, serving public interest, city of Oceanside, Harbor and law enforcement teams (Police, Coastguard, Lifeguard, volunteers)
3. Promote peace, and safe practices throughout the harbor, leading to more harmonious coexistence between recreational users, and to fewer encounters and accidents in the Harbor.

Components & Scope

- » Logo, color scheme, typography
- » Mobile app
- » Outdoor signage to promote app

With the goal of creating a mobile application, I knew that the app would also need to be marketed to get the audience to know of its existence and try it out. I would therefore need signage. This signage would be placed throughout various hot spots throughout the harbor.

Brand

This project is a start-up with no existing branding and therefore will include naming and branding the app, color palette, type standards, and logo creation.

Concepts/Ideas

A big focus was to educate people since education would be the key that leads the harbor visitors to safer practices. I didn't want the idea of getting educated to feel stuffy as that would cause the younger generations to have no interest. I decided that if there were quizzes with points, and if I created a character to represent the application, that would lighten things up a bit.

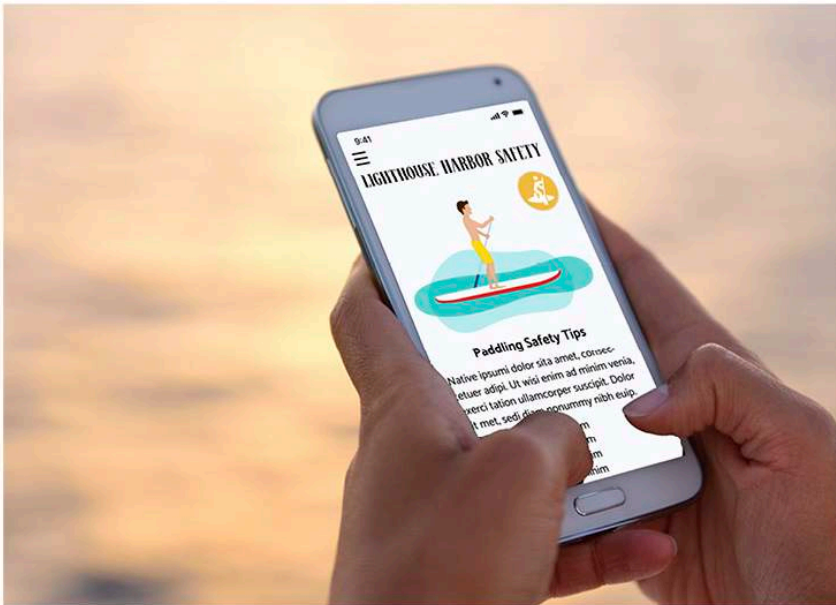
Competition

Competition was non-existent, however, consideration was regarding the city of Oceanside, the Oceanside Chamber of Commerce, and the Oceanside Welcome Center, and Oceanside Harbor Village. All of these had websites but none covered safety training. Neither were any similar apps found for other harbor locations to use as a basis for comparison.

Budget & Terms

\$90,000 total: \$20,000 at start of project; \$30,000 at design approval; \$40,000 at launch.





Restrictions and Limitations

We wish for this project to be aimed at being an educational tool for the public. Marketing within the app will strictly be used to encourage its use and participation.

Audience & Behavioral Habits

Harbor visitors include tourists, locals, and those participating in recreational activities (paddle boarding, kayaking, boating, etc). People within this demographic include every age, education, gender, culture and lifestyle.

The people who come to the Oceanside Harbor are diverse in their habits. A focus would be placed on the visitors that were less familiar with harbor processes and rules, those who have not made effort to learn proper etiquette or associated laws. Most visitors would be dressed casually or in recreational attire.

Geography

This project is local and specific to harbor needs within the United States. It is geared toward one specific harbor, but the idea and basic components could potentially be adapted and re-purposed for other harbors within the U.S.

User Testing & Personas

Personas were used for testing the app, each with their own situation that they would need to accomplish.

PERSONA #1

The Smiths

John 36 yrs, Stephanie 33 yrs, Henry 6 yrs, Lila 4 yrs old



The Smiths are visiting from Idaho.

They are staying in hotel that is walking distance from harbor.

During their stay they rent stand up paddle boards, as well as kayaks. They will be going to the beach while visiting. Henry and Lila really like the sea lions that seem to be everywhere in the harbor waters. The Smiths will eat at several of the harbor restaurants while visiting.

Problem: The Smiths have two young children and want to make sure they are safe while visiting the ocean and trying out new recreational activities as a family. They also want to make sure the kids are safe when playing and swimming at the beach. Having young children, they are interested in learning and teaching Henry and Lila everything about the ocean and harbor.

PERSONA #2

Stan

45 yrs old



Stan is a So Cal resident.

He just bought a small fishing boat that he will be keeping on a trailer and bring to the harbor to fish. Stan wants to put his boat in the guest slips for long weekends and holidays. He is also planning to set lobster traps. He noticed there are a lot of sea lions around the guest docks and is concerned about them. He doesn't care for those pesky creatures.

Problem: Stan wants to know what he can do to get rid of the sea lions when he visits but also doesn't want to get biten by them. He hasn't launched a boat on a boat ramp before. Although he has driven a boat around a lake before, he isn't familiar with the rules in the ocean and harbor.

PERSONA #3

Tamara

17 yrs old



Tamara is an Oceanside resident and will be graduating from Oceanside High School and attending USC (University Southern California) to study bio chemistry next year. She has a summer job working at the Harbor Fish and Chips.

Tamara has been surfing since she was seven years old and participates in surf contests. She is in the beach soccer club. Her family own two jet skis that friends like to borrow. Tamara is very active, friendly and out-going. She has a lot of friends and family from out of the area that come to visit. She loves to take them to the harbor.

Problem: As a surfer, Tamara is interested in knowing how to stay out of riptides. Friends of her family will be borrowing the jet skis and she wants to make sure they have access to the rules and that they stay safe.

PERSONA #4

The Ryans

Carl and Katherine are both 75 yrs old



The Ryans Live in Canada. They own a sailboat in the harbor and have to hire locals to clean boat every month.

Carl & Katherine come to Southern California every year from December to February and then again during July and August. During this time, they spend a lot of time in the harbor. They are members of the Oceanside Yacht Club. They like to go out sailing, ride bikes around the beaches, and go for lots of walks.

Problem: An Osprey has been making its self comfortable on their neighbor's boat mast and has been making quite a mess on their boat as a result. His feces lands on their deck and he drops fish bones and guts as well. Carl is frustrated with the situation and doesn't want to get a disease from the bird droppings. Katherine just noticed newly painted bicycle marks on the harbor road and is curious what that is all about. She also saw a sign for a new harbor safety app and wants to investigate it.

Strengths

Encouraging safe practices
Less injuries & rescues
People are less likely to get upset
Less confrontations
Incentives encourage use
Helping the local officials
Fun and helpful tool

Opportunity

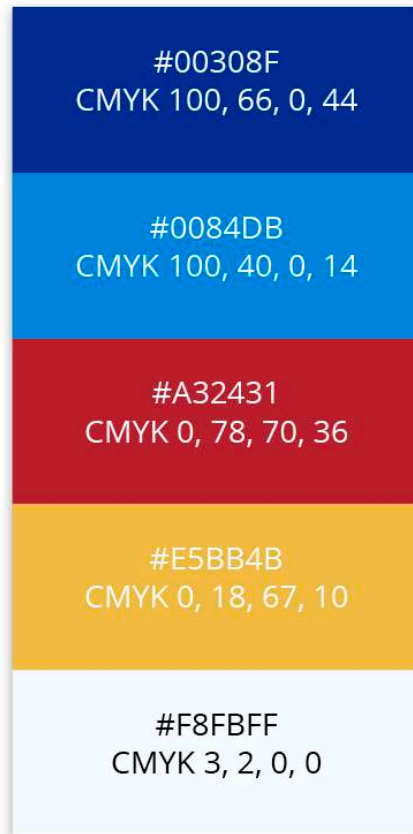
Educate the public
Reduce accidents
Reduce frustrations
Make information accessible
Modernize information access

Weakness

Users without mobile devices
People are lazy
People think they already know everything

Threats

Acquiring funding
Getting and keeping city interested



LOGO TYPE

OLD HARBOR OLD LIGHTHOUSE

PARAGRAPH TYPE

Catamaran **Catamaran Bold**

Lorem ipsum dolor amet master cleanse helvetica mixtape intelligentsia occupy kitsch craft beer drinking vinegar flexitarian chicharrones beard skateboard kogi leggings literally. Vape craft beer try-hard iPhone vice cliché. Yr enamel pin kombucha raclette live-edge tofu taxidermy vinyl paleo narwhal shaman godard gastropub.



LIGHTHOUSE
HARBOR SAFETY

1. FULL COLOR



LIGHTHOUSE
HARBOR SAFETY

2. BLACK ON WHITE



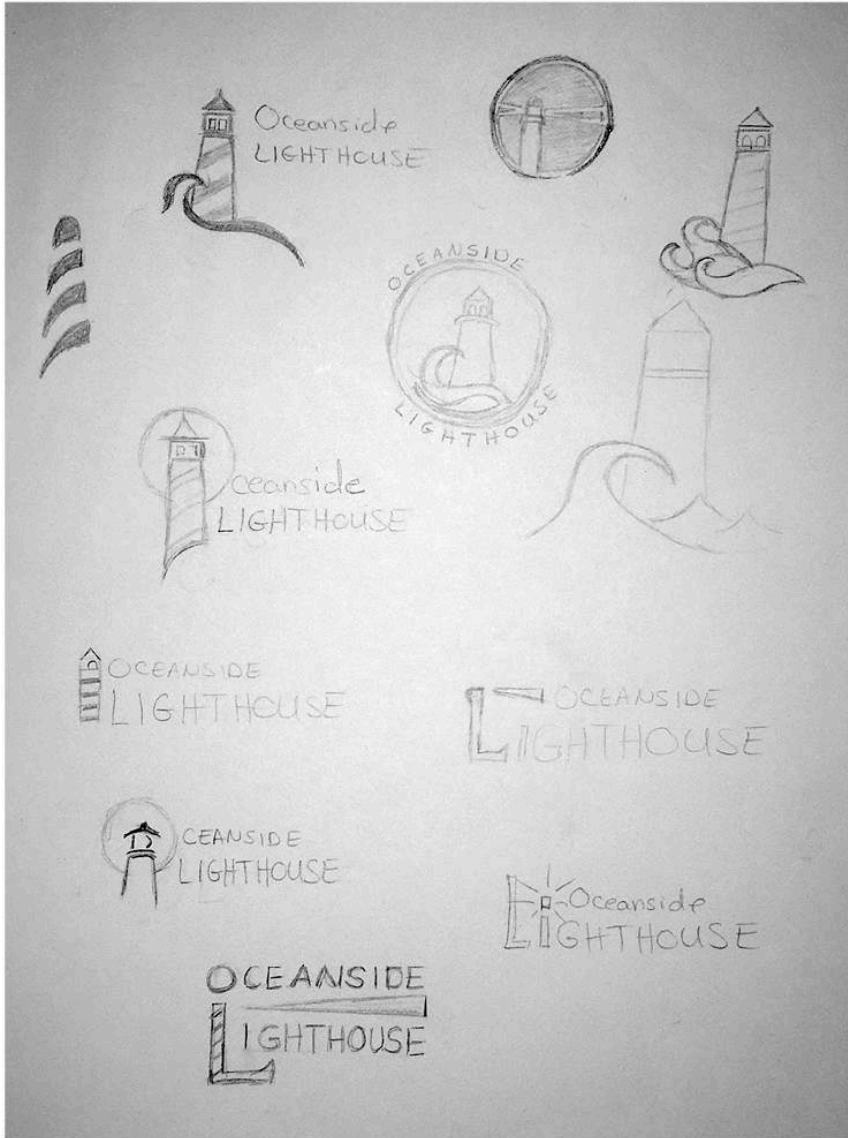
LIGHTHOUSE
HARBOR SAFETY

3. WHITE ON BLACK



LIGHTHOUSE
HARBOR SAFETY

4. GRADIENT



**OCEANSIDE
LIGHTHOUSE**

Keeping You Safe

1. Abril Fatface + Poppins

**OCEANSIDE
LIGHTHOUSE**

Keeping You Safe

2. Goudy Bookletter + Average Sans

**OCEANSIDE
LIGHTHOUSE**

Keeping You Safe

3. Cinzel Bold + Fauna One

**OCEANSIDE
LIGHTHOUSE**

Keeping You Safe

7. Eczar + Merriweather Light

**OCEANSIDE
LIGHTHOUSE**

Keeping You Safe

8. Ovo + Quattrocentro

**OCEANSIDE
LIGHTHOUSE**

Keeping You Safe

9. Rufina + PT Serif

**OCEANSIDE
LIGHTHOUSE**
KEEPING YOU SAFE

10. OH Starfish + OH Sailers Tattoo Sans

**OCEANSIDE
LIGHTHOUSE**
Keeping You Safe

11. Old Lighthouse + Blue Waves Striped

**OCEANSIDE
LIGHTHOUSE**
Keeping You Safe

12. OH Old Ship + OH Blue Waves Striped

**OCEANSIDE
LIGHTHOUSE**
Keeping You Safe

13. OH Seashells + OH Blue Waves

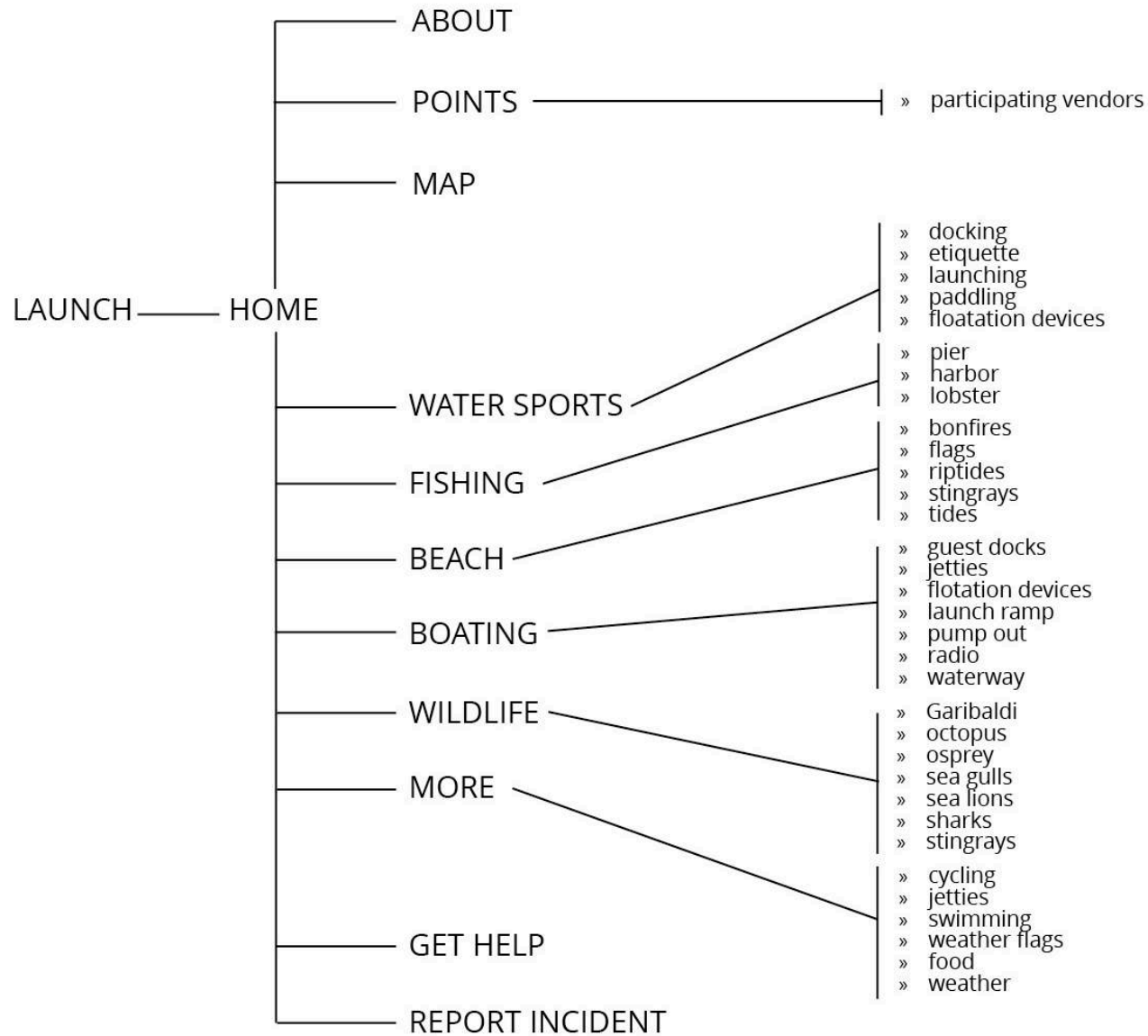
**OCEANSIDE
LIGHTHOUSE**

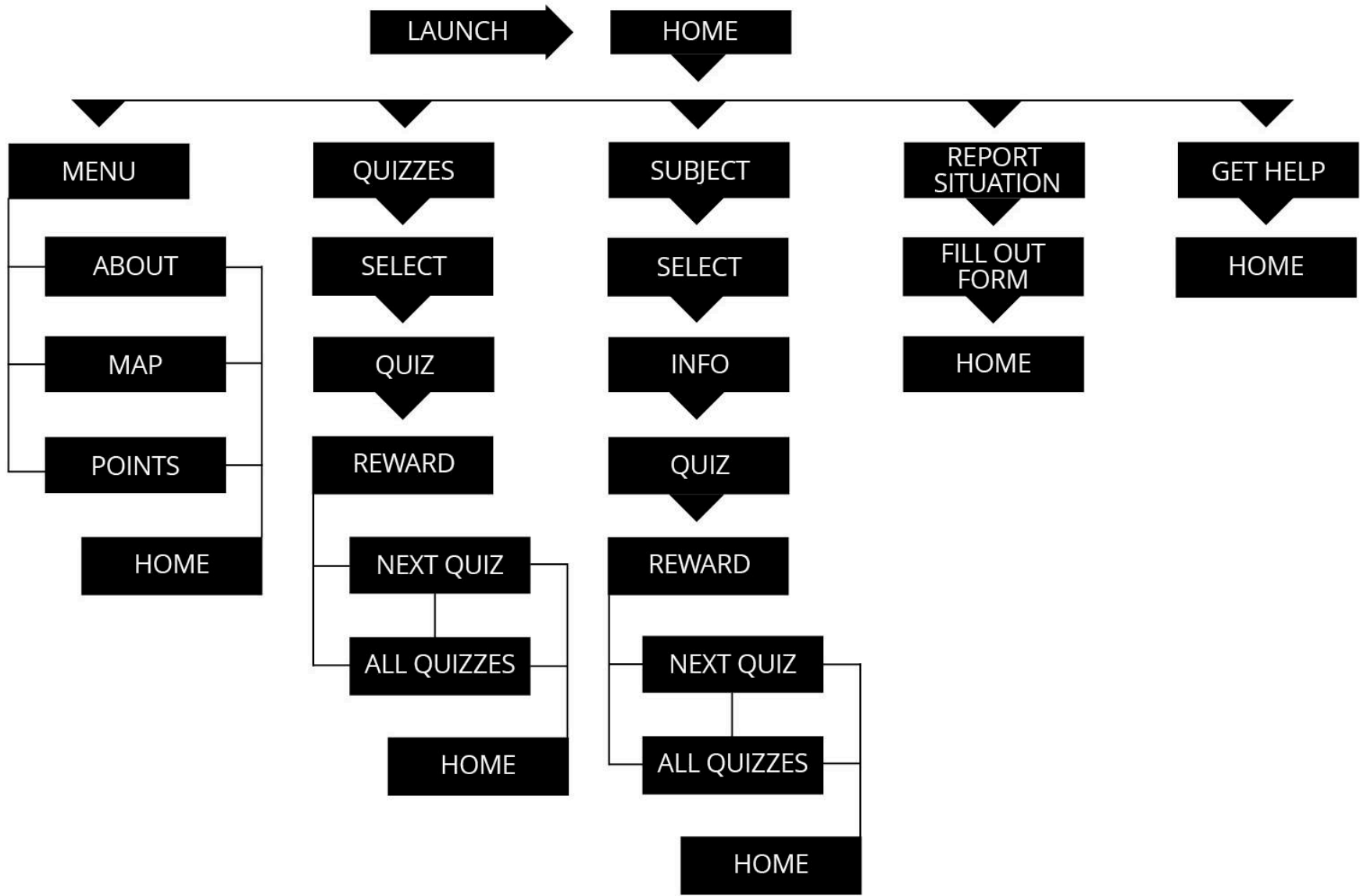
Keeping You Safe

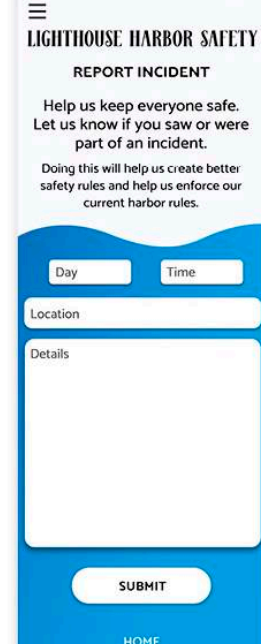
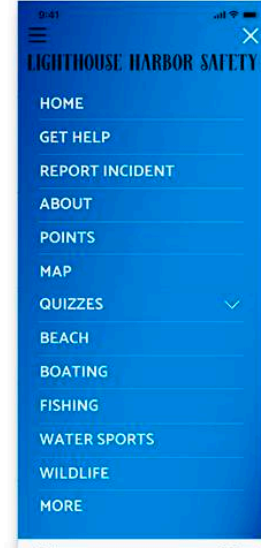
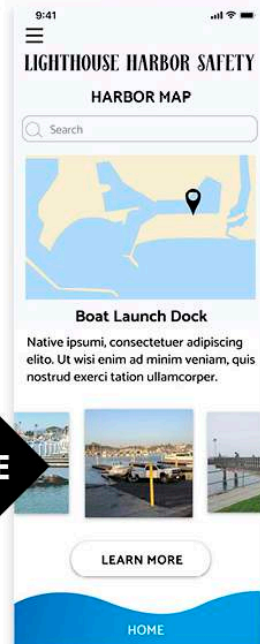
6. Vollkorn Regular + Raleway Medium

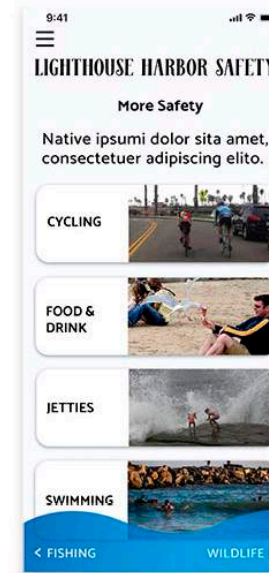
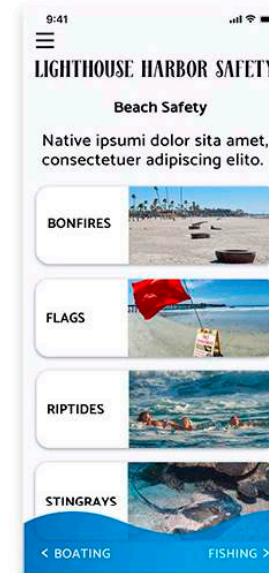
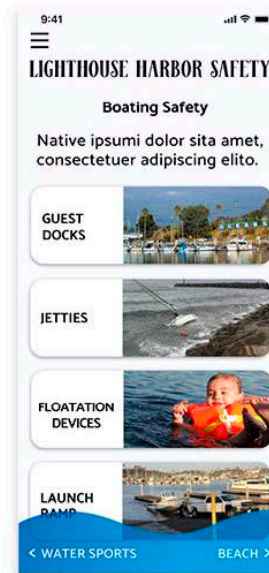
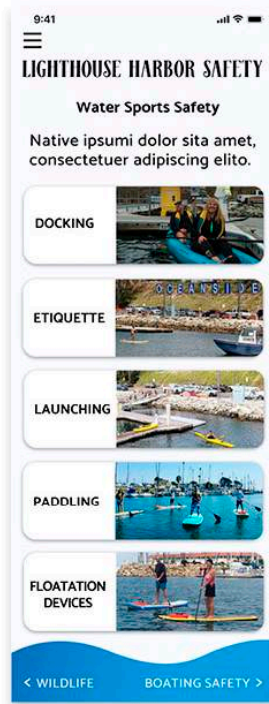
**OCEANSIDE
LIGHTHOUSE**
Keeping You Safe

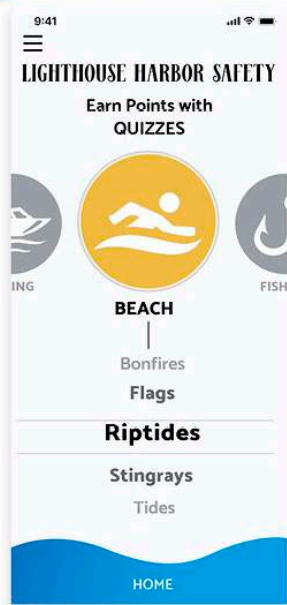
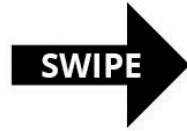
14. OH Old Anchor + OH Blue Waves













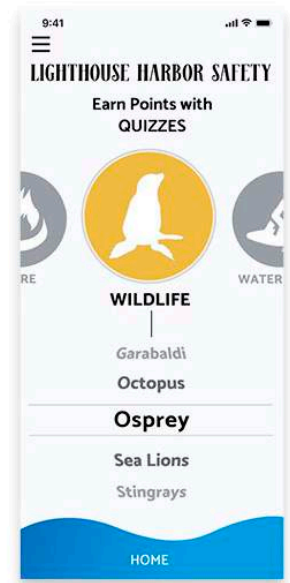
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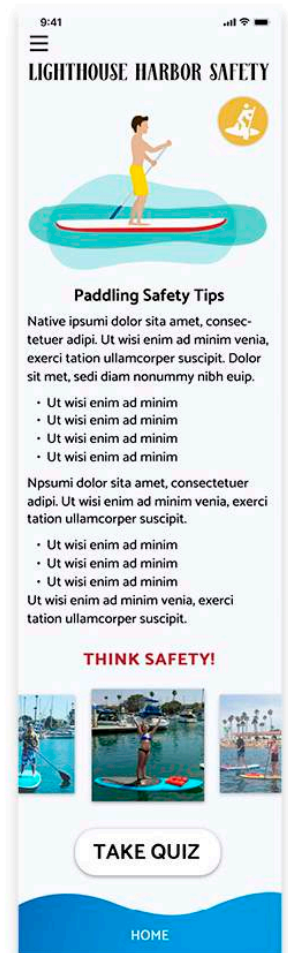
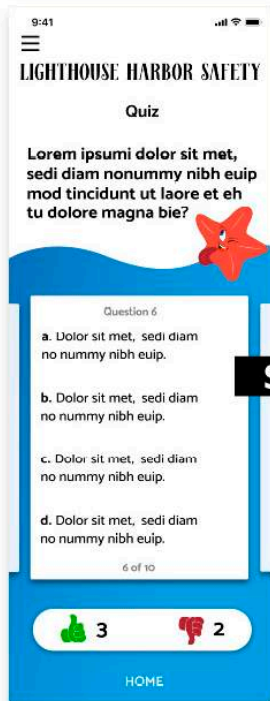


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recreation awareness sunny kayak paddle water outdoors active happy

excitement new sand seaweed docks fresh clean boats shells surf

whitewash birds fishing fish buoys wind sea life jet ski salty discover

learn activities education pier seagulls osprey crabs lobster whales dolphins

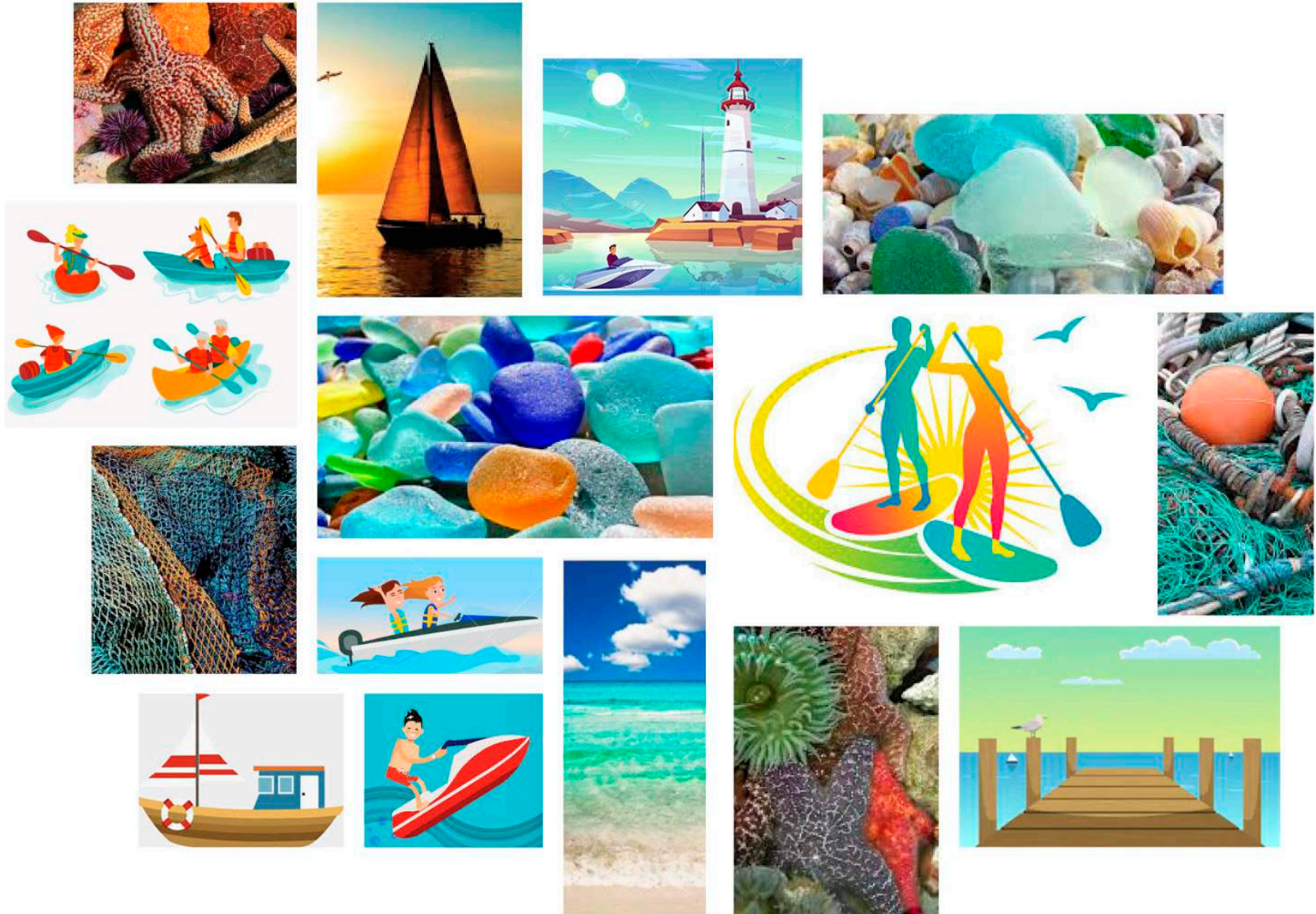
refreshing live beach suntan life vest safety dingy ocean oars pleasure

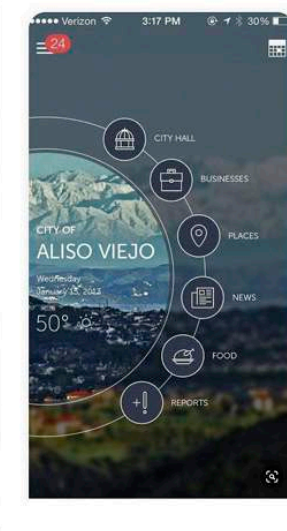
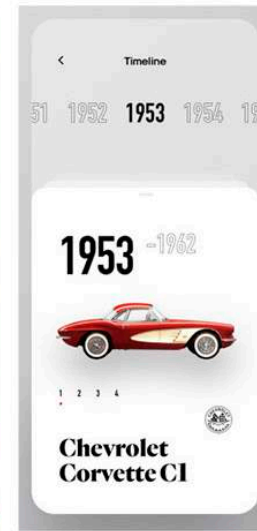
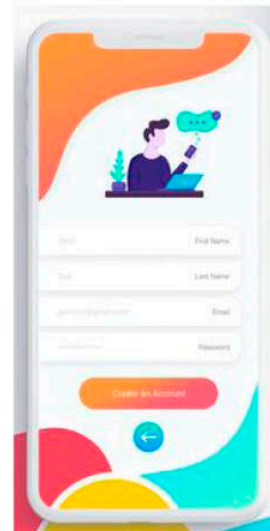
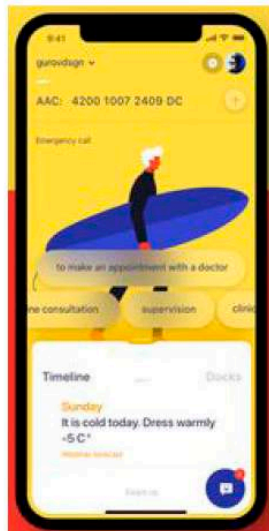
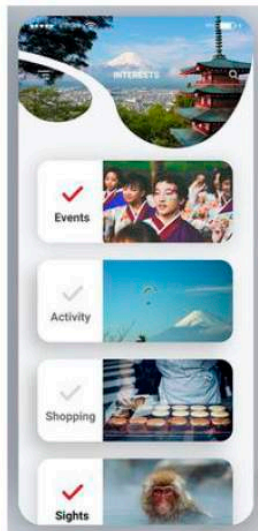
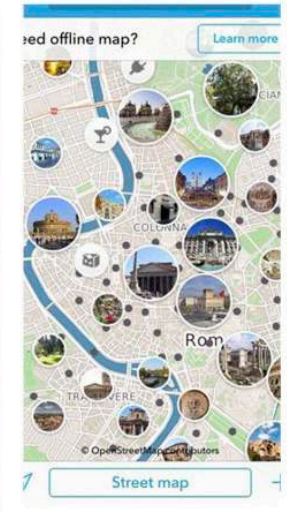
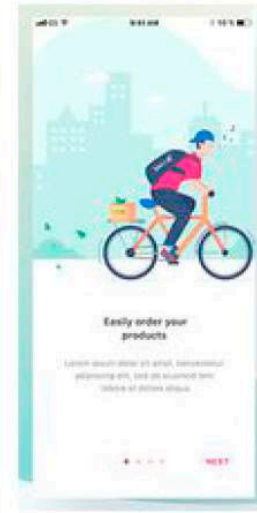
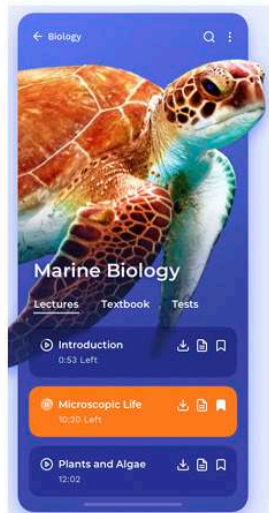
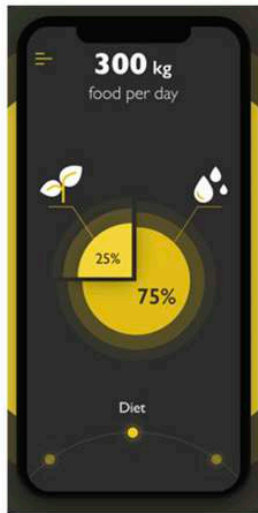
relax enjoy family chill shore coast waves barnacle village shops tide

fins jetty cool vacation tourist bonfire sunset fun marine starfish play

lighthouse umbrella sand castles mermaids pirate Garibaldi recreation camping

events boating sailing colorful cheery light beach umbrella sea glass







Music Festival Poster Design

"Hear the Sirens"

by Gina Lorenz

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[Discovery and Exploration](#) | [Inspiration](#) | [Design Sketches](#)

[Design Expansion Sketches](#) | [Initial Illustrator renderings](#)

[Development](#) | [Design Deconstruction & Simplification](#)

[Fine Tuning](#) | [Print & Display](#) | [Final Print Details](#)

An all-female vocalist music festival incorporating a variety of musical talents and styles: Indie, Trip-Hop, Folk, Latin, Southern, Soul, Reggae, Piano, Lounge, Jazz, Country, and Blues.

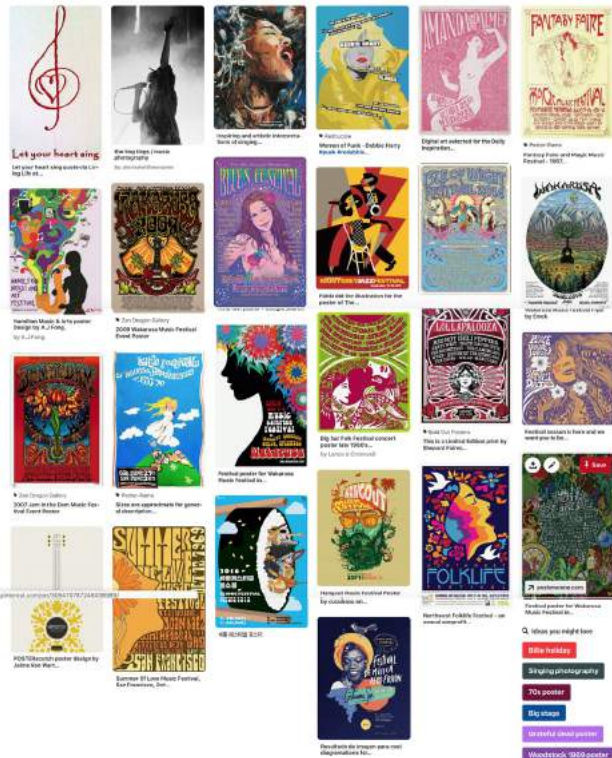
AUGUST 2019, (THREE-DAY FESTIVAL)

PASADENA ROSE BOWL, PASADENA, CALIFORNIA

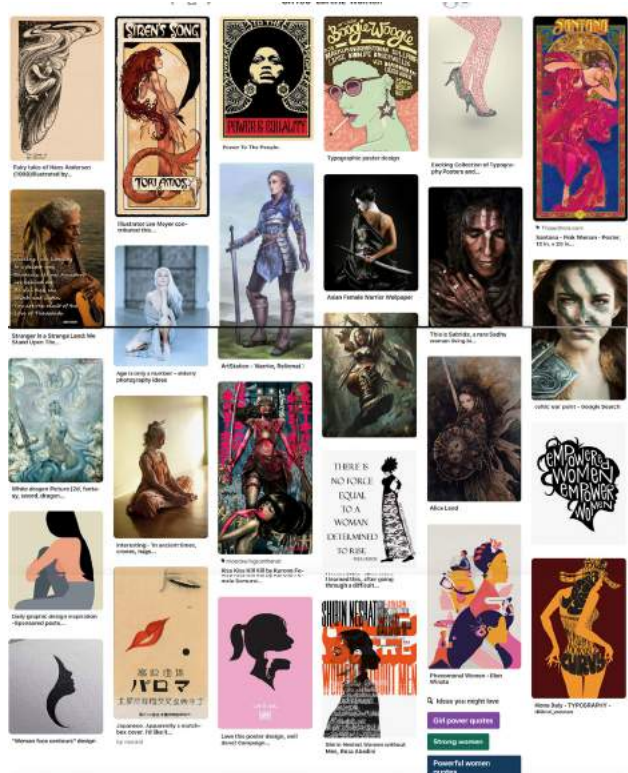
Hope Sandoval, Skye Edwards, Carly Simon, Joss Stone, Sheryl Crow, Sara Bareilles, Larkin Poe, K.D. Lang, Lily Alan, Nora Jones, Larkin Poe, Sarah Marie Young, Alice Tan Ridley, Saritah, Dolly Parton, Genevieve Chadwick, Irie Love, Lara Johnston, Alicia Keys, Nattali Rize, Tash Sultana, Beth Hart, Tracy Chapman

Discovery & Exploration

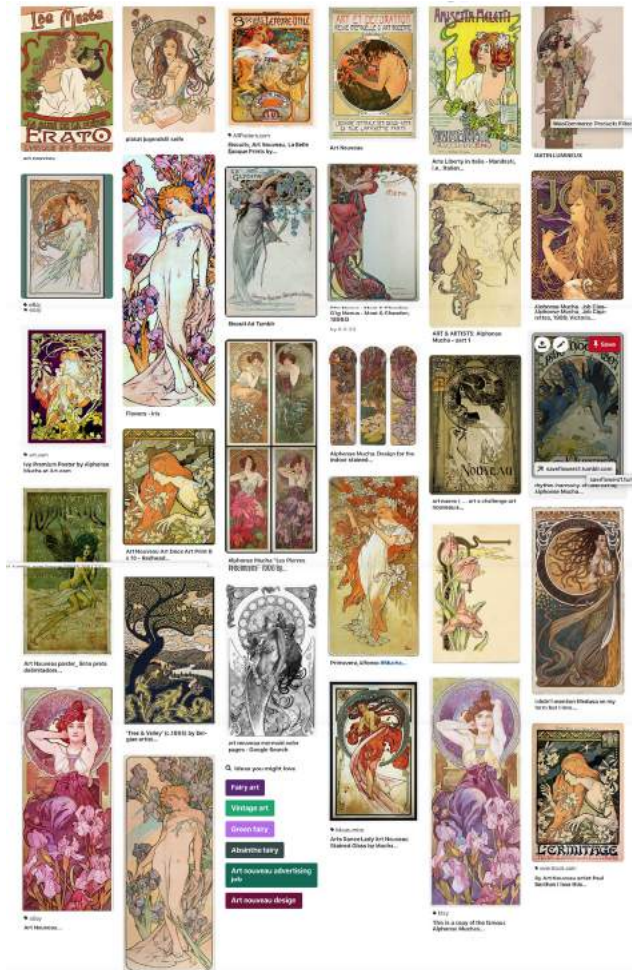




MUSIC



WOMEN



NOUVEAU

Inspiration

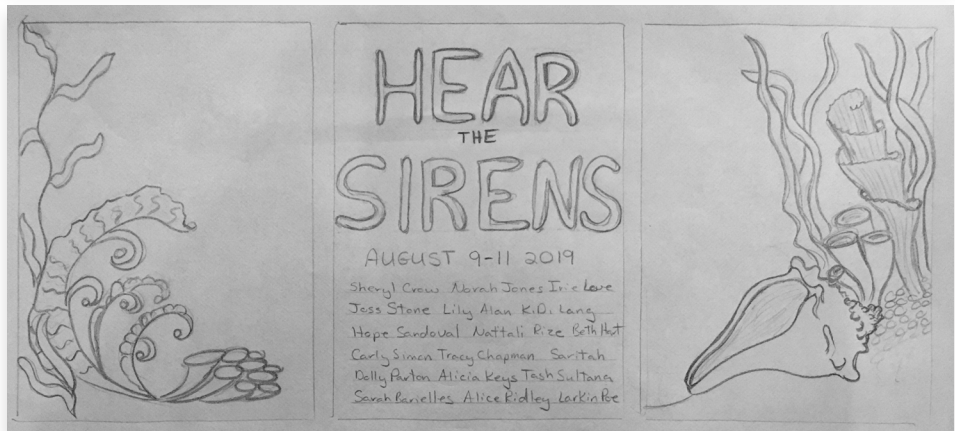
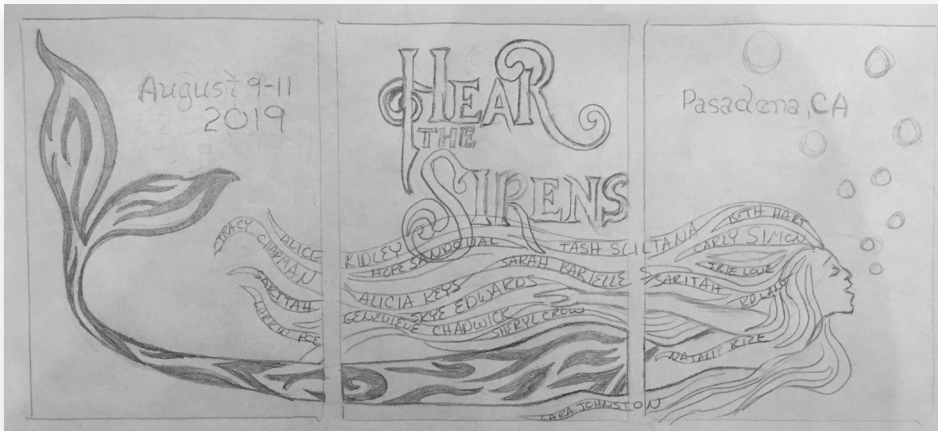
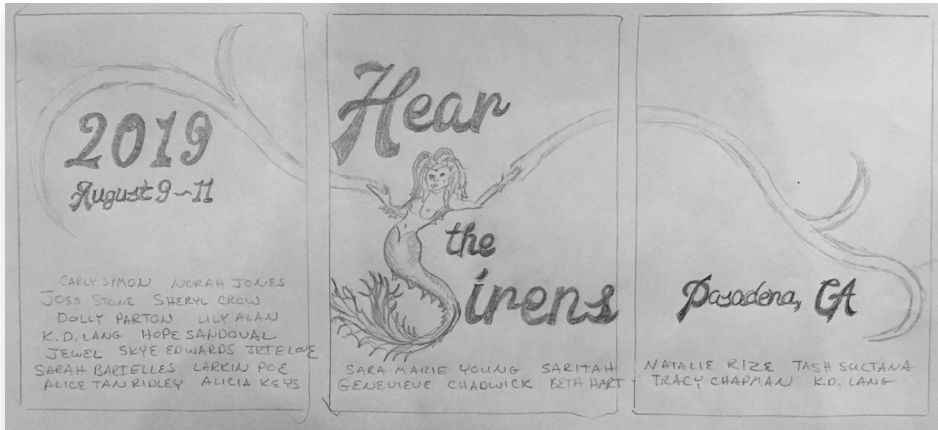
Pinterest boards were created from a collection of poster designs.

*Note: although the initial inspiration was to use a Nouveau style, that is not the style that was used in the end-result.

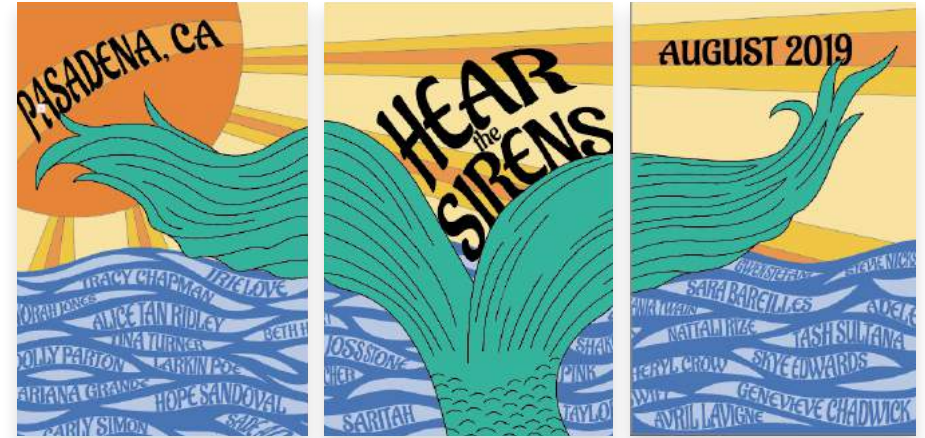
Design



Design Expansion Sketches

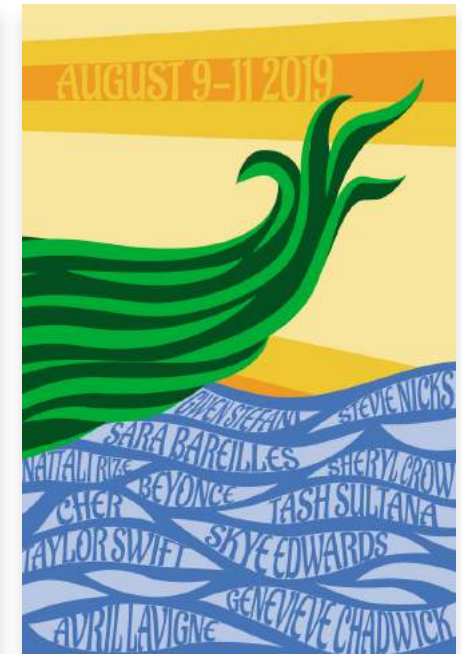
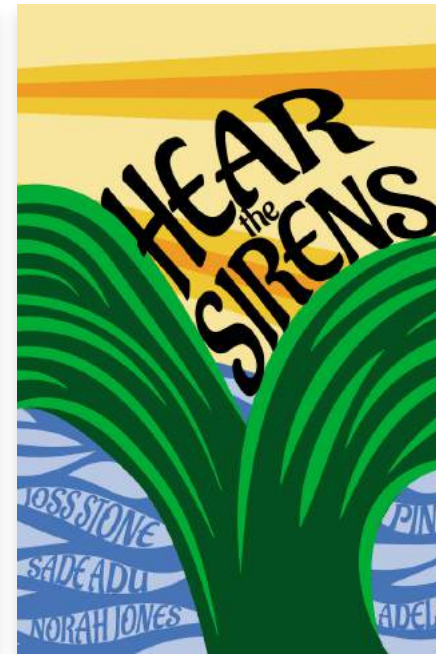


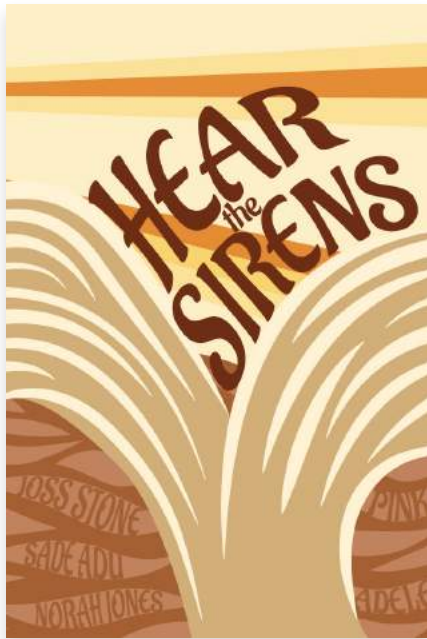
Initial Illustrator Renderings



Development

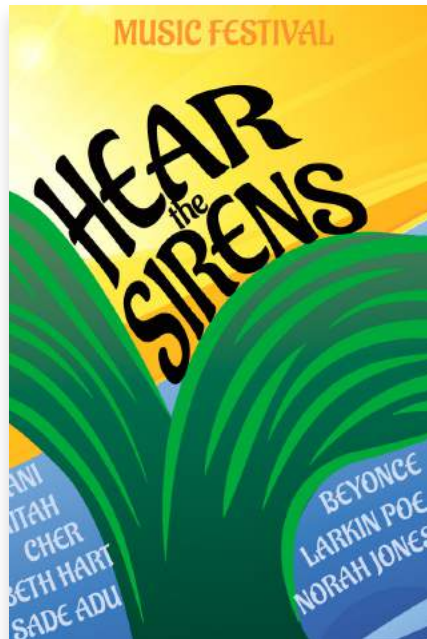
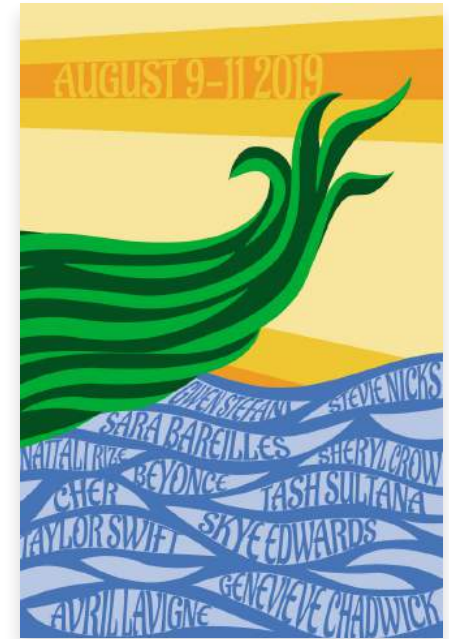
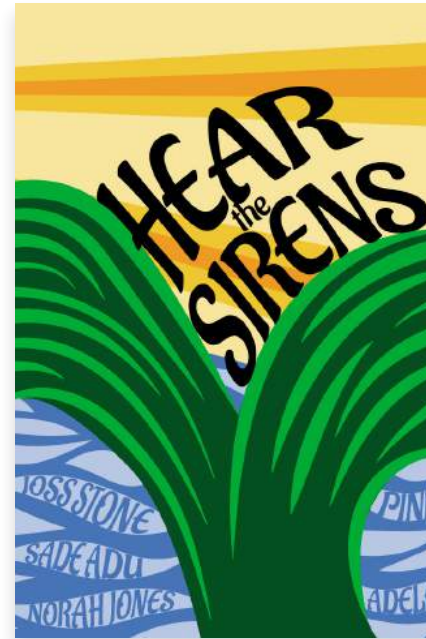
After selecting the final layout, color versions were implemented to create different moods and investigate potential impact on the overall design.





Design Deconstruction & Simplification

I played with adding different elements to my design such as gradients, different lines, shapes and text.







Pasadena Rose Bowl
California

HEAR THE SIRENS

www.hearthesirens.com

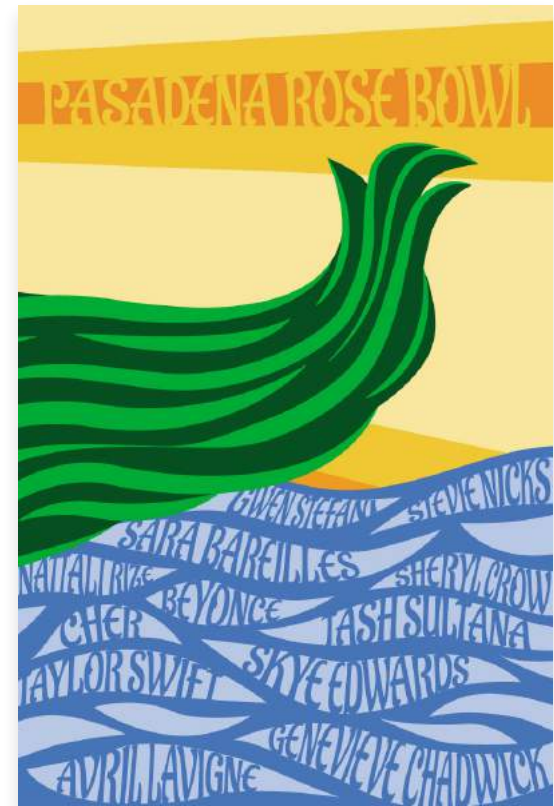
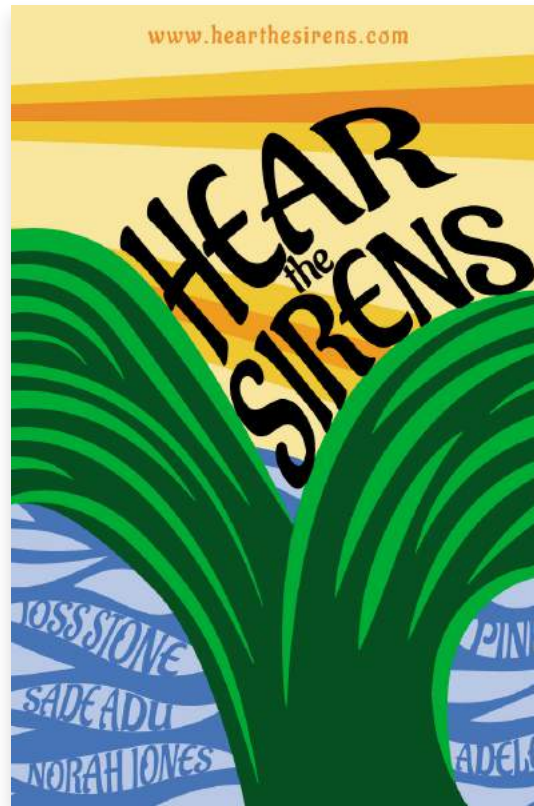
August 9-11 2019

*Tina Turner
Alice Tan Ridley
Dolly Parton Shakira
Carly Simon Joss Stone
Hope Sandoval Ariana Grande
Larkin Poe Sade Adu Saritah
Sade Adu Adele Tracy Chapman
Irie Love Shakira Shania Twain*

*Gwen Stefani
Skye Edwards Cher
Stevie Nicks Nattali Rize
Norah Jones Genevieve Chadwick
Sara Barielles Tash Sultana Pink
Norah Jones Beth Hart Taylor Swift
Avril Lavigne Beyonce Sheryl Crow*

Fine Tuning

Returning to my original design and color scheme, I reworked each piece of text,



Print and Display







Two Harbors, Catalina
MICROBREW FESTIVAL

September 12th - 13th



Location

The Two Harbors Catalina Island Microbrew Festival will be held on the beautiful white sand beach of the Isthmus Harbor. This harbor is a Southern California boater's paradise and a perfect spot for this event with its outdoor bar.

Project Scope

The project is a complete redesign package, providing logo, posters, mailers, tickets, wristbands, website and a mobile app for the Two Harbors Catalina Island Microbrew Festival.

This Festival is a fundraiser for the Sophie Tarbuck Scholarship Foundation. All proceeds will directly benefit the Avalon Schools, the only schools on the island of Catalina.

The event itself is meant to be a casual and relaxing, yet educational experience. There will be many beer vendors participating, exhibiting their brews and providing presentations filled with tips and techniques on brewing.



Goal

This event is intended to be a casual gathering that not just calls to the beach community of Two Harbors, but also draws those interested in beer and brewing, exposing them to this little town and island. The island of Catalina will be promoting the event to increase island attendance and business revenues. Easy island access is available through charter boats that depart from San Pedro throughout the day for non-boaters.

Audience

Welcome all adults, pirates, matey's, cabin boys, mermaids, beer sommeliers, brewers, hipsters, boaters, sun and fun lovers, beer scientists, beer crafters and artists, cooks, and of course, those just looking for a good time in a casual environment, at the beach, on an island. One thing is for sure though, don't bother attending unless you're 21 year or older. We will be carding! Many of these visitors will be new to Catalina and others will be regular visitors.

21+

Mood

A friendly, yet educational opportunity to explore everything you ever wanted to know about beer and brewing. This thirst-quenching event is full of every orange and brown hue, all topped with lovely foamy suds.





welcoming refreshing casual

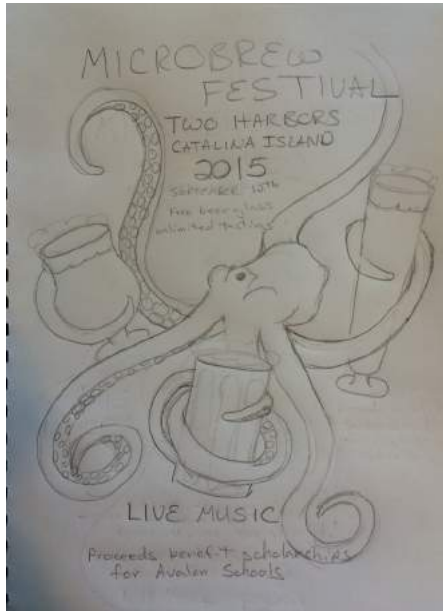
brews	stout	hoppy	foam	icy	barley	brewing	craft
stein	lager	pubs	suds	growler	barrel	bottles	pint
mug	pale ale	bar	consumption	pitcher	cask	glasses	brewers
keg	bitter	brewery	alcohol	drink	tap	microbrew	hops
pour	malt	drink	amber	craft	hops	ale	beer caps

gathering	annual	fall	welcoming	thirst	rustic	community	original
music	celebration	get-a-way	refreshing	relax	educational	fun	unique
friends	chill	enjoyable	picnic	natural	hobby	tradition	enjoyable
adult	casual	experience	quench	fresh	aroma	exploration	laid-back

boaters	cold	pirate	anchor	palm trees	shells	waves	beachfront
hiking	fish	telescope	buffalo	umbrella	current	sun	nature
harbor	gem	chest	octopus	bathing suits	coastal	surf	scenic
sailing	mermaid	treasure	cove	bikinis	beach	breezy	salty







TWO HARBORS, CATALINA
MICROBREW FESTIVAL
SEPTEMBER 12th



Live Music, Casual Beach Location,
Complimentary Beer Glass & Appetizers
Over 30 Breweries, Unlimited Tastings
www.twoharbors/microbrewfestival.com



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TWO HARBORS, CATALINA MICROBREW FESTIVAL

SEPTEMBER 12th

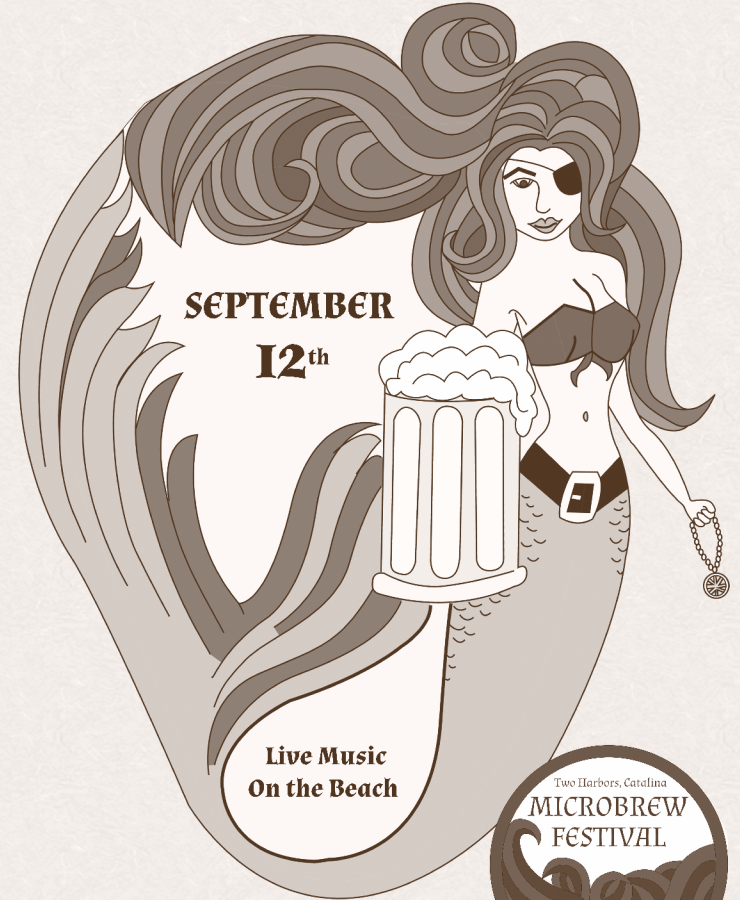


Live Music, Casual Beach Location,
Complimentary Beer Glass & Appetizers
Over 30 Breweries, Unlimited Tastings



TWO HARBORS, CATALINA MICROBREW FESTIVAL

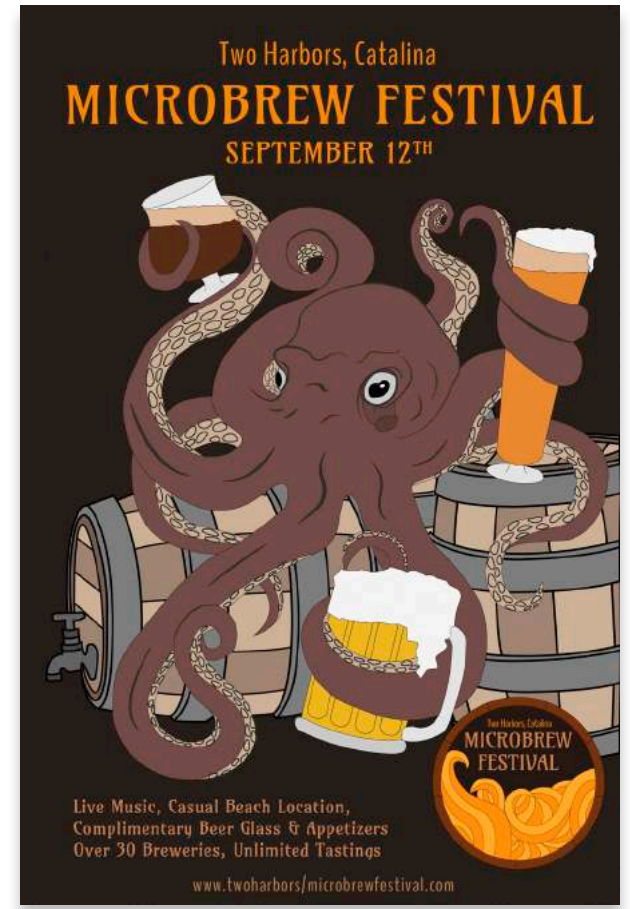
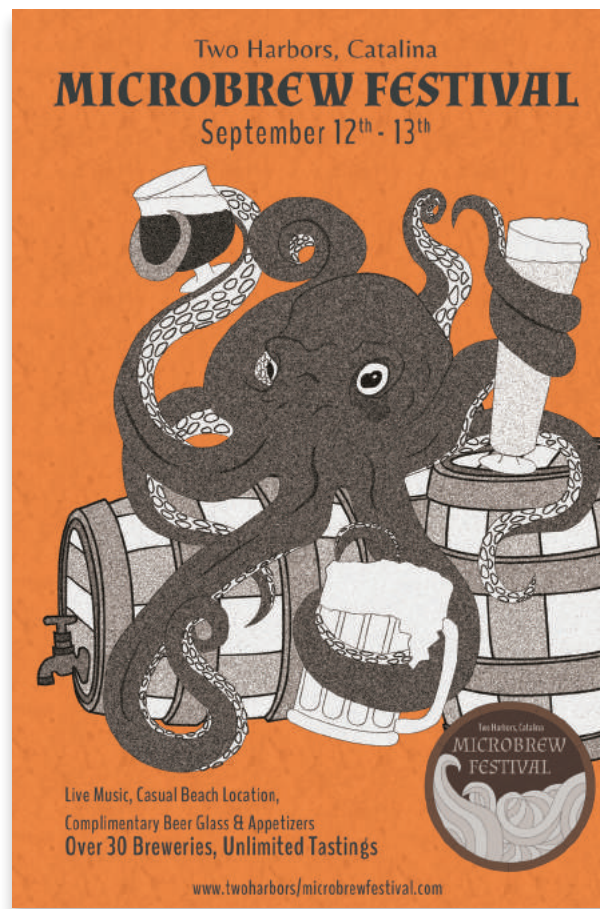
SEPTEMBER
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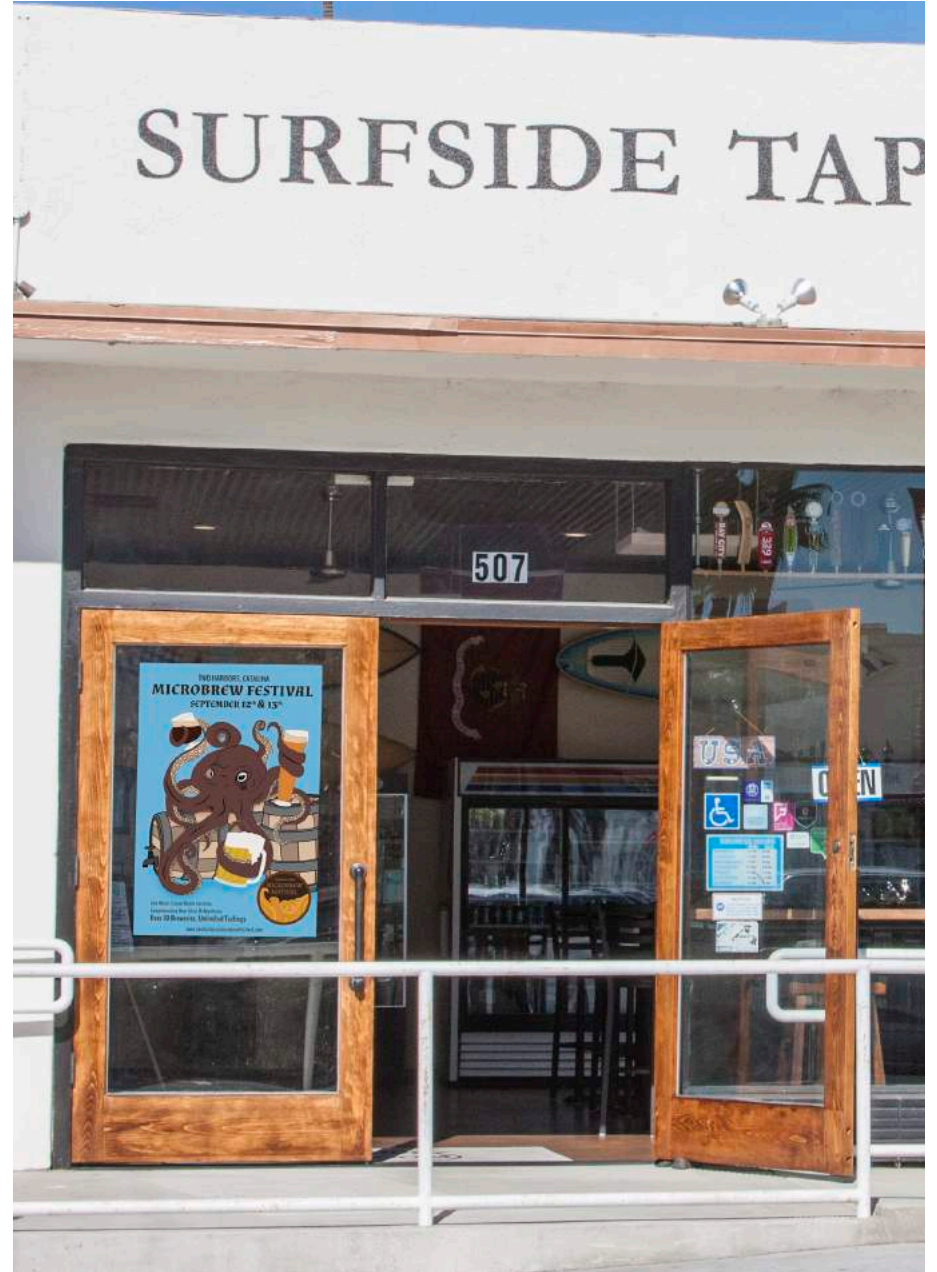


Live Music
On the Beach

**Over 30 Breweries
Unlimited Tastings**









PRINT & GRAPHIC DESIGN

AD MOCKUPS

Two Harbors, Catalina
**MicroBrew
 FESTIVAL**
 www.twoharbors/microbrewfestival.com

SEPT 12
 2018

\$45
 per person

Over 30 Breweries, Unlimited Tastings

Two Harbors, Catalina
**MicroBrew
 FESTIVAL**
 www.twoharbors/microbrewfestival.com

SEPT 12-13

\$40
 per person

Over 30 Breweries, Unlimited Tastings

COME JOIN THE FUN!

Two Harbors, Catalina
**MicroBrew
 FESTIVAL**
 www.twoharbors/microbrewfestival.com

SEPT 12
 2018

Aaron Lorenz
 22 Spectrum Dr.
 Long Beach, CA
 55562

SEPTEMBER 12-13
 www.twoharbors/microbrewfestival.com

Two Harbors, Catalina
**MICROBREW
 FESTIVAL**

The Two Harbors Catalina Island Microbrew Festival is held on the expansive beach of the Isthmus, a Southern California boater's paradise and a perfect spot for this event.

This fundraiser is for the Sophie Tarbuck Scholarship Foundation. All proceeds from the festival will directly benefit scholarships for the Avalon Schools, the only schools on the island of Catalina.

COME JOIN THE FUN!

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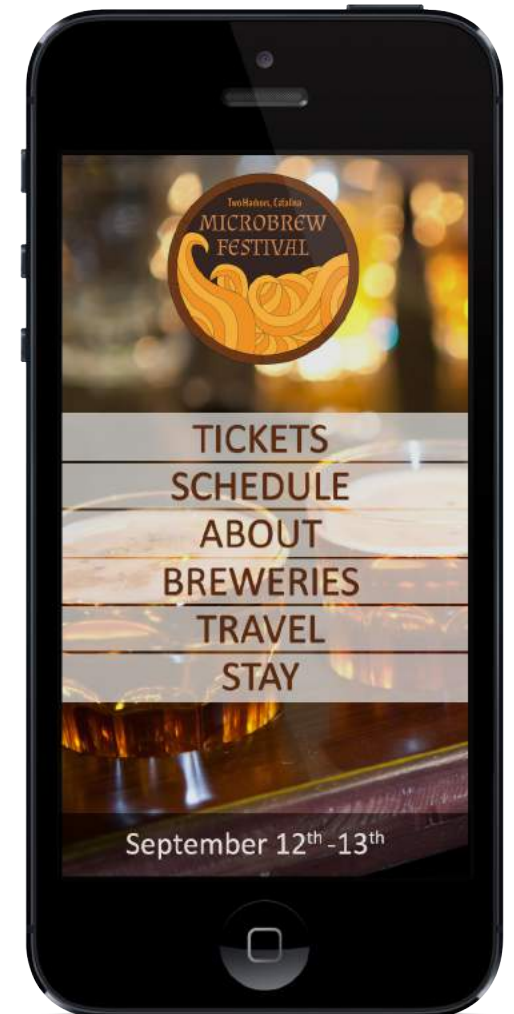
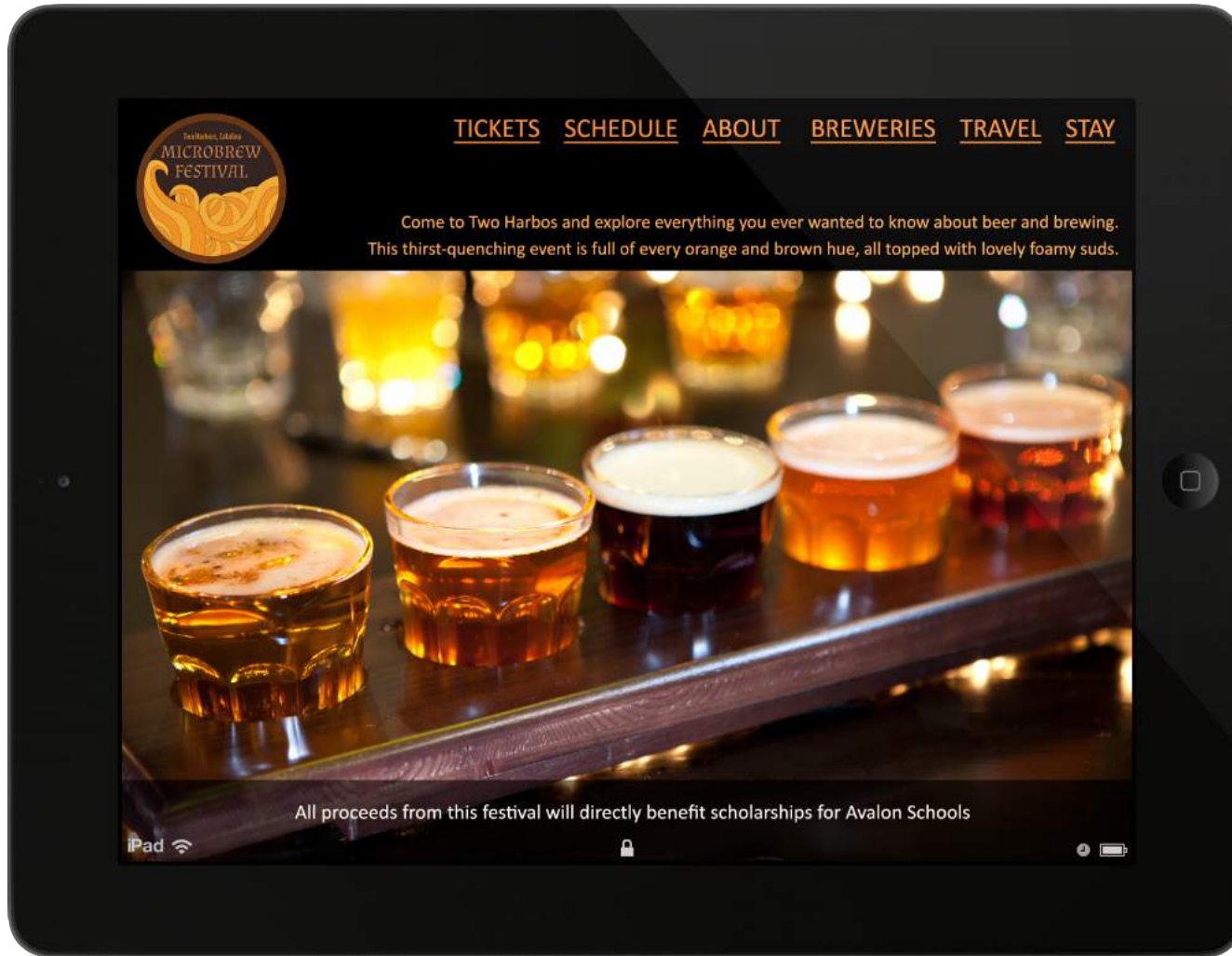




\$40 GENERAL ADMISSION
Gate Opens @ 11:00am







www.twoharborsmicrobrewfestival.com

TICKETS SCHEDULE ABOUT BREWERIES TRAVEL STAY

Come visit Two Harbors and explore everything you ever wanted to know about beer and brewing. This thirst-quenching event is full of every orange and brown hue, all topped with lovely foamy suds.

September 12th

ABOUT

All proceeds from this festival will directly benefit scholarships for Avila students.

This casual gathering calls out to those interested in beer and brewing. Many local So-Cal breweries will be participating, exhibiting their brews for tasting and doing presentations their brewing tips and techniques.

The Two Harbors Catalina Island Microbrew Festival is held on the expansive beach of the Isthmus, a harbor considered to be a Southern California boater's paradise.

SCHEDULE

Saturday 9/12	Sunday 9/13
9:00 am - 10:00 am Beer and Breakfast	10:00 am - 11:00 am Beer Tasting: Outbreak
10:00 am - 11:00 am Beer 101	11:00 am - 2:00 pm Suntanning, Sun Care, Wanted to Brew About Home Brewing & Open Tasting Tables
11:00 am - 2:00 pm Which Hops Make You Happy?	2:00 pm - 3:00 pm OK! Beer and Sinky Cheese
2:00 pm - 3:00 pm Brew and Food Pairings	3:00 pm - 6:00 pm Live Music, Last Chance to Get Your Swag!
3:00 pm - 4:00 pm The Impact of Carbonation on Pourage	
4:00 pm - 9:00 pm Live Music, Open Tasting Tables	

PARTICIPATING BREWERIES (more to come)

TICKETS

Tickets will go on sale June 1st.
No group discounts available.
Tickets available on first come, first served basis.
Tickets are good for two days of participation in all FESTIVAL events.

YOUR TOTAL:

ADULT \$45.00 ea + fees	1
SENIOR \$35.00 ea + fees	0
CATALINA CONSERVANCY MEMBER \$35.00 ea + fees	0

45.00

CHECK OUT

[DOWNLOAD PDF](#)

TRAVEL & STAY

BY BOAT ...

The Catalina Express will deliver you directly to Isthmus from San Pedro. You can also travel from San Clemente to Avalon and then catch the Catalina Flyer from Avalon to Two Harbors.

BY AIR ...

There are several ways to be delivered to the Catalina Island airport. Keep in mind that you will need bus transportation to Two Harbors.

Affordable Air Charter
A Shared Customer Service Team Call

WHERE TO STAY ...

Camping:
Click here for info & reservation for campgrounds at Two Harbors. We also have camping equipment rentals.

The Banning House:
Historic swains room lodge. Located on a hillside overlooking the Isthmus of Catalina and Catalina Harbor. Peaceful and relaxing.

Vacation Rentals:
Experience Two Harbors in a lovely vacation rental. Both properties feature magnificent ocean views with all the comforts of home. Casa Santa Cruz and Casa Santa Rosa are beautifully appointed with oversized decks to relax and unwind.

© Two Harbors Catalina Microbrew Festival

PHOTOGRAPHY



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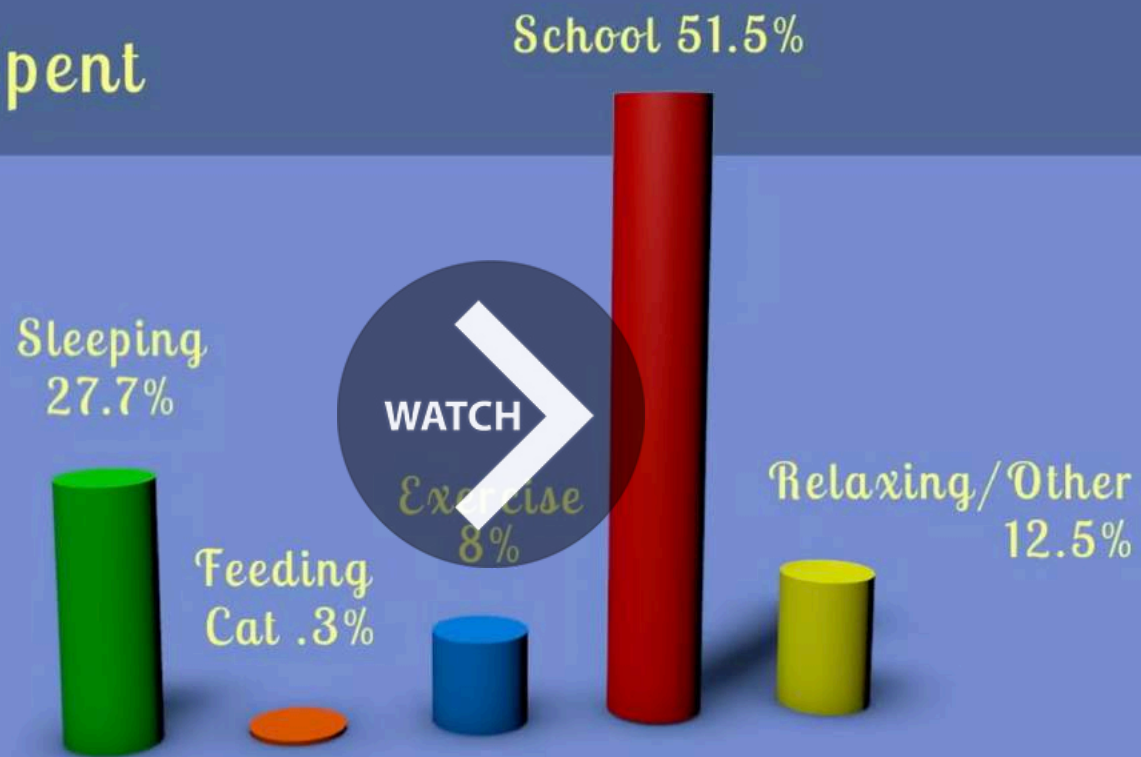




PHOTOGRAPHY

MOTION GRAPHICS

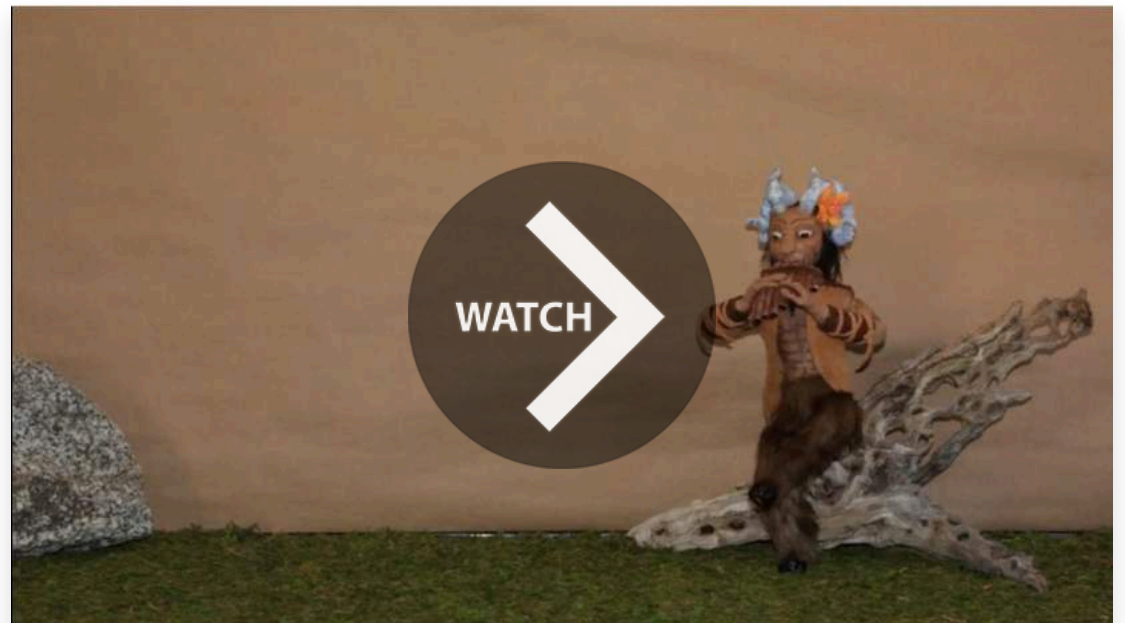
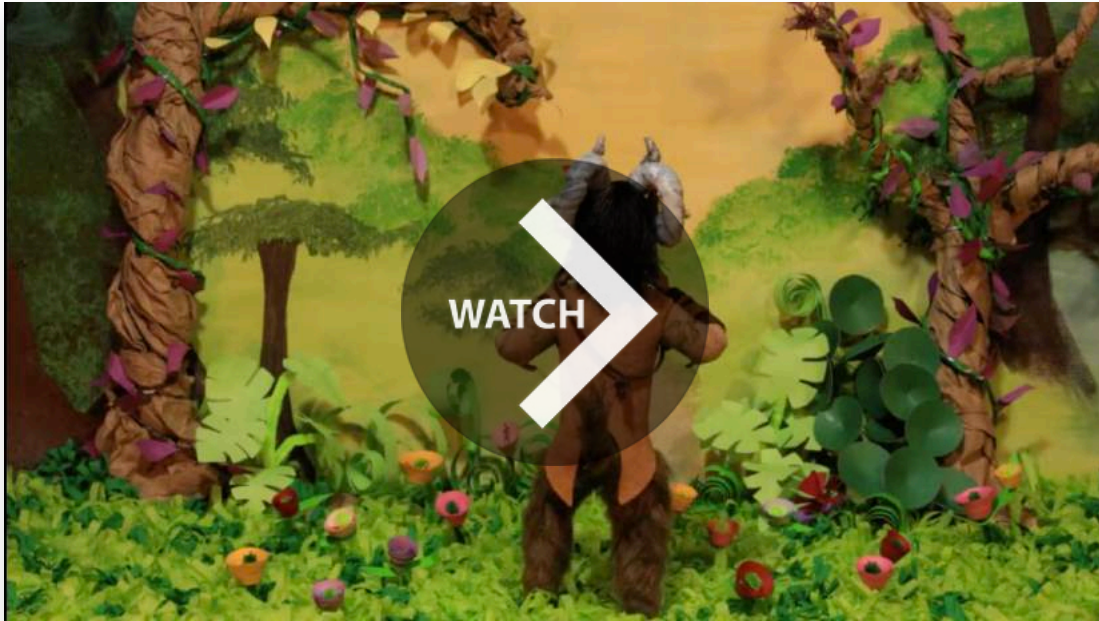
Time Spent





MOTION GRAPHICS

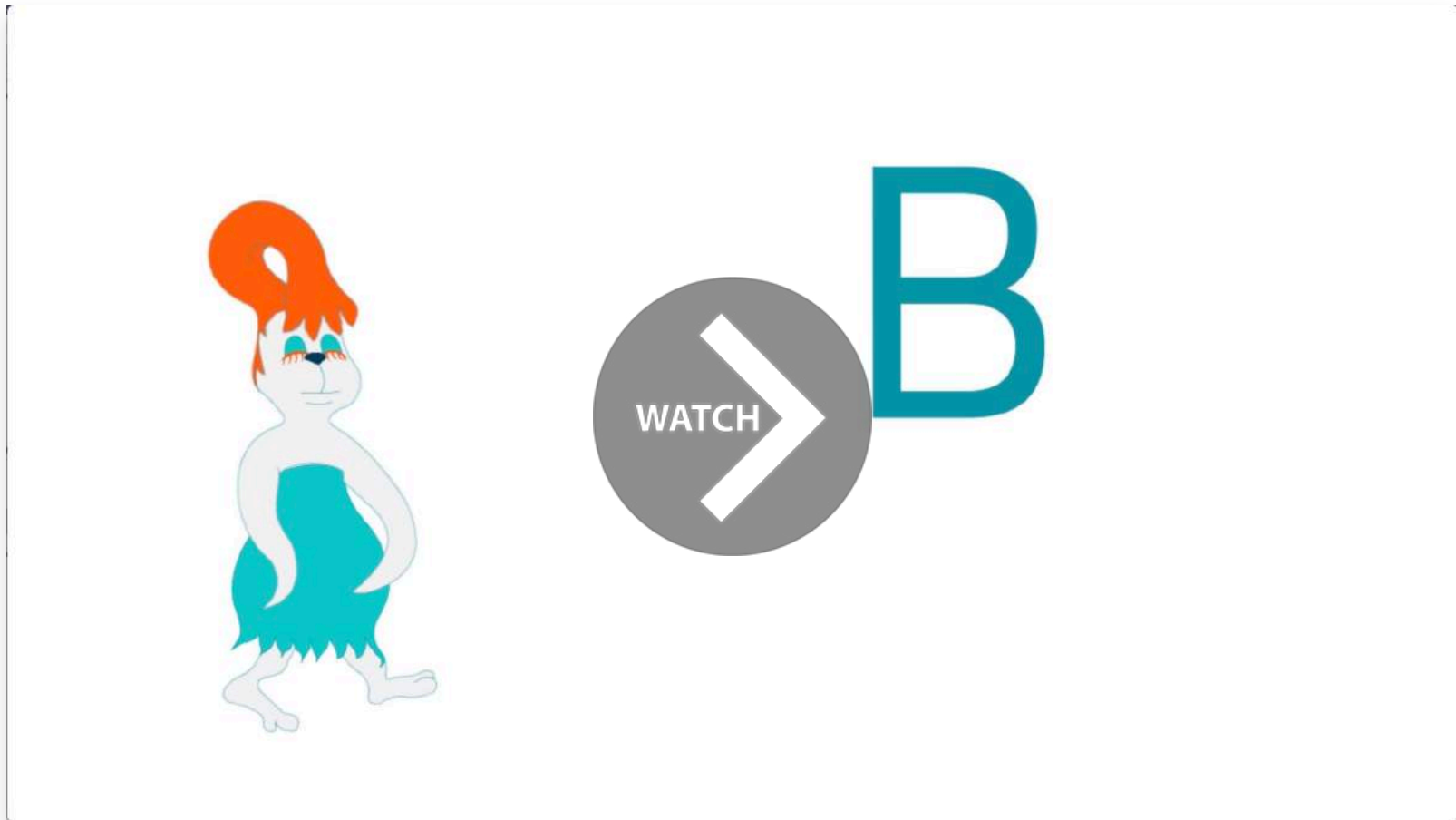
THE LOCATOR: VIDEO WITH GUI GREEN SCREEN INSERT



MOTION GRAPHICS

BECKONING SPRING: STOP MOTION SET & CHARACTER CREATION & ANIMATION





Gina
LORENZ