

## ABOUT THE ARTIST



### **Juliandra Jones (PBJ Customs)**

Juliandra Jones a self-taught artist from Las Vegas, NV. After obtaining her degree in Criminal Justice and Pre-Law from the University of Nevada, Reno in 2014, Juliandra moved to Pittsburgh, PA where she began to explore social justice through her artwork. She has shown several pieces at various exhibits including the Canvas of Words Series, Pittsburgh Cultural Trust Showcase Noir (Pittsburgh, PA), Double Mirror Exhibit Southside Art Crawl (Pittsburgh, PA), and RAW Artists presents: MAGNIFY (Pittsburgh, PA). As well as exhibiting her work, she has also participated in performance art shows where she paints live while interacting with audiences.

Juliandra began her mural journey in 2020, she then took that passion and skill and started her own mural business, PBJ Customs, in 2021 after graduating from the "Own Our Own" Business Academy.

## LETTER OF INTEREST

As a self-taught artist with a passion for exploring social justice through my work, the opportunity to create artwork in the Hill District is very appealing. I believe in the power of community and using art to elevate the voices of all people. My goal is to create work that highlights the identity and emphasizes the defining characteristics of the community and space, as well as create a welcoming inclusive environment for everyone.

In 2020, I had the opportunity to participate in three group murals with amazing community artists. The relationships I built led to several public art projects where I was lead artist. Those included digital illustrations printed on vinyls, interactive wall murals, and asphalt murals in four communities. Building community pride was a focus of the 'Homewood Bulldog' mural found in front of Westinghouse High School as well as the interactive piece, 'Spread Your Wings' in the Beltzhoover community. At approximately 850 square feet 'The Future at Play' located on Fleury Way in Homewood, is my largest piece incorporating the current resources in the area, including children playing on the playground and interacting with the Oasis Fish and Farmery African crops. From both the collaborative projects and my individual ones I gained skills in executing others artistic vision with precision as well as designing and fabricating my own.

## PROJECT DESCRIPTION

A large scale mural is a great way to brighten the community with artwork that depicts both the history and future of the Hill District and the city of Pittsburgh.

The proposed design would include *The Pittsburgh Courier* in the background, paying homage to the first Black-run newspaper and a quote by Claude McKay (poet) who said that the Hill District is "the crossroads of the world". This design would also incorporate the rich history of jazz, depicting a beautiful Black woman singing in the foreground, with silhouettes of band members playing instruments behind her in bright colors. The space will highlight the neighborhood by incorporating elements of the past.

Client will have final say on sketch/design approval. I am open to feedback and ideas from the community regarding design elements in this mural project.

## PROJECT TIMELINE

Anticipated timeline of 1 week:

- Day 1 - Prep/Sketch
- Day 2-3 - Paint
- Day 4-5 - Details/Final Touch-Ups
- Day 6-7 - Rain Days

## COST OF PROJECT

Area of proposed mural: Approximately 40 ft. x 50 ft.

Costs are based upon the estimated area of 2,000 square feet at \$5/sq. foot:

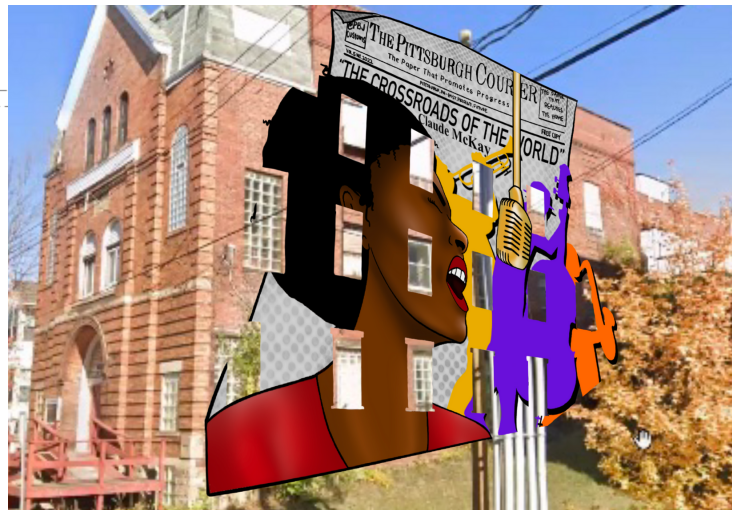
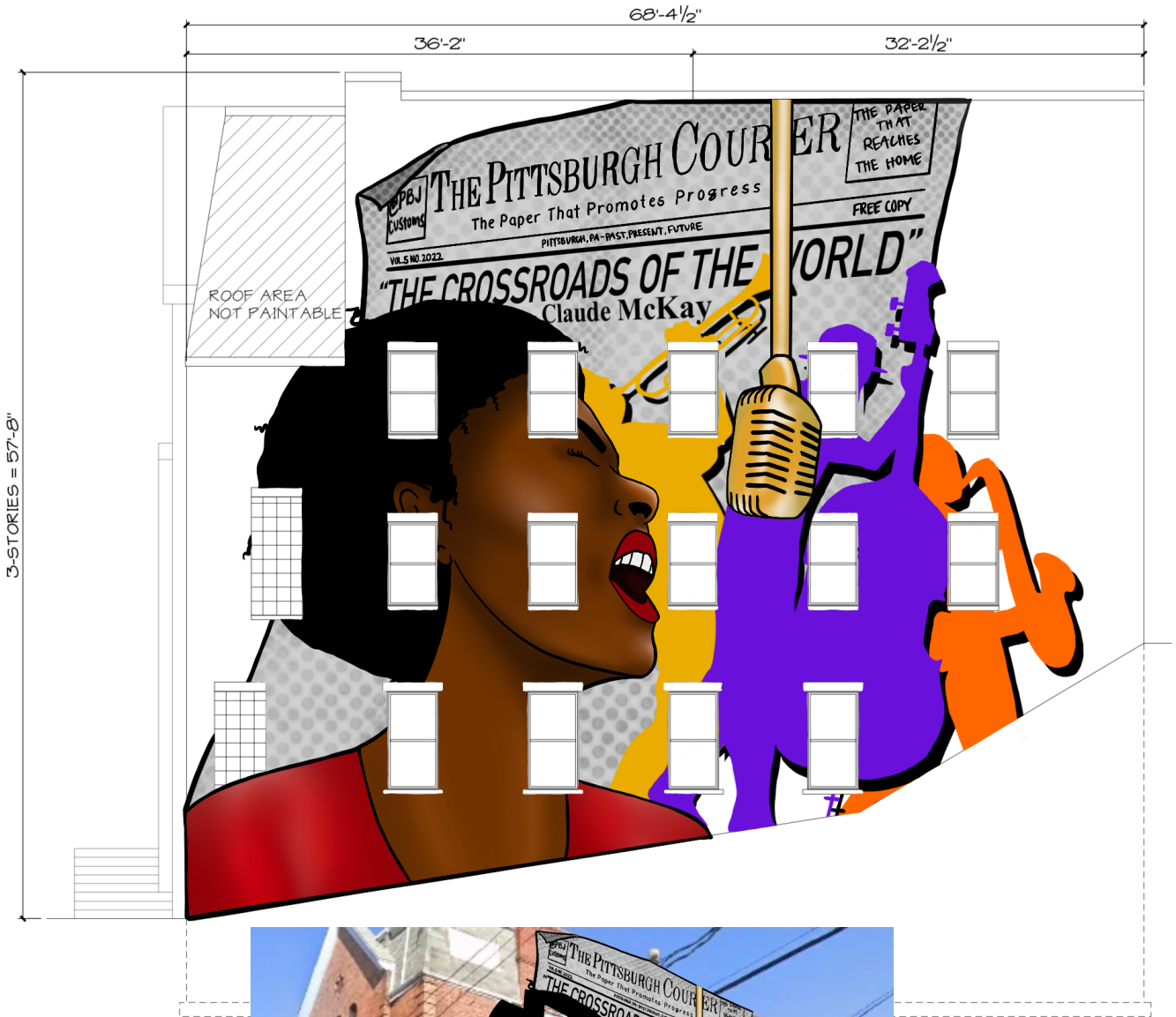
- Design Fee - \$1,000
- Project Management & Artist Fee - \$5,000
- Paint & Materials - \$2,000
- Assistant (\$50/hour for 40 hours) - \$2,000

**Total cost - \$10,000**

# Juliandra Jones

VISUAL ARTIST & MURALIST

## SKETCH / MOCK-UP



# Juliandra Jones

VISUAL ARTIST & MURALIST

public art projects/commissions

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## 'BEYOUTIFUL'

Designed and painted a mural in New Kensington, with assistance from Dejour Brown.

Rivers of Steel  
October 2021

## BARREL & FLOW FEST

Collaborated with Abjuration Brewing to design a beer, 'Sweet Delight,' for the Barrel and Flow Fest. Designed and created the beer label, as well as live painted at the event.

Barrel & Flow, BOOM  
Concepts  
September 2021

## PITTSBURGH'S CULTURAL DISTRICT GALLERY CRAWL

Displayed several artworks at Bae Bae's Cafe as part of the Cultural District Gallery Crawl.

Pittsburgh Cultural  
Trust  
September 2021

## 'THERE IS BLACK ART IN THE FUTURE'

Curated an exhibition on the façade of the Pitt Building in Downtown Pittsburgh. The exhibit opened on Juneteenth and features artworks of all Black Women

International Free  
Expression Project  
June - Aug 2021

## 'THE FUTURE AT PLAY'

Designed and painted a large scale mural on the East and South walls of Bible Center Church's Garage located in the community of Homewood. This piece was designed to add to the existing playground and garden beds.

Bible Center  
Church  
June 2021

## 'PATHWAY TO JOY'

Assisted Janel Young (JY Originals) on an asphalt mural located in Downtown Pittsburgh as part of the Allegheny Overlook Project which launched at the Three Rivers Arts Festival

Pittsburgh  
Downtown  
Partnership  
May 2021

## 'SEW TO HARVEST TRAIL'

Assisted Graham Projects on an asphalt mural located behind BCC in the Homewood Community. The path invites children and community members to play.

Bible Center  
Church  
April 2021

I'm a multi-faceted, self taught artist who likes to connect with people. I love helping my clients tell their stories through original art. I am interested in collaborations and creating custom pieces.

## contact

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(702) 969-2143

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www.pbjcustoms.com

instagram.com/pbjcustoms

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## skills & expertise

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- Traditional Painting
- Digital Painting
- Murals (Walls and Ground)
- Lettering
- Wood Cutting
- Epoxy Finishing

## education

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Bachelor of Arts, Criminal Justice  
w/ specialization in Pre-Law  
University of Nevada, Reno  
Aug 2011 - Dec 2014

# Juliandra Jones

VISUAL ARTIST & MURALIST

## public art projects cont.

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### COLORING BOOK KIT AND WORKSHOP

Organized, developed and produced a virtual workshop and coloring book kit with a group of artists based on urban art practices that relate and help youth express cultural, social and environmental issues.

Hemispheric  
Conversation  
Urban Art Project  
(HCUAP)  
April 2021

### CONDADO TACOS RESTAURANT

Developed an original sketch for the Condado brand and painted the bar top in their restaurant located in the South Hills Village Mall.

Revolucion Holding,  
Inc.  
Jan - Feb 2021

### 'SPREAD YOUR WINGS'

Designed and painted an interactive mural at the Beltzhoover B.N.C. The wings were designed to resemble colorful peppers as a way to incorporate the garden at the location.

Beltzhoover B.N.C  
September 2020

### NEW SPACE SPHERES PROJECT

Created two (2) designs for a public art project developed by Janel Young to retain Downtown Pittsburgh's vibrancy and energy in midst of the ongoing pandemic.

Pittsburgh Downtown  
Partnership  
Aug - Oct 2020

### THE ARTWALK

Developed an original design and executed the painting of a ground mural in front of Westinghouse High School, inviting residents and visitors to explore the history, culture and hope of the Homewood community.

The Homewood  
Experience  
July - Sept 2020

### SPIRIT WALLS: BLACK AF EDITION

Completed a mural on the side of Spirit on 51st street in Lawrenceville with a team composed of all Black artists.

Spirit Walls  
July 2020

## residencies

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### DISTILLERY ARTIST RESIDENCY

Accepted into in the 2021-2022 Distillery program at the Brew House Association. The residency includes a collaborative work environment, local mentorship, and engagement in the Brew House community.

Brew House  
Association  
2021-2022

## contact

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## publications

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Wimbley, Lacretria. "As important as the Fourth of July". Pittsburgh Post-Gazette, June 13, 2021

<https://www.post-gazette.com/local/city/2021/06/13/As-important-as-the-Fourth-of-July-Curator-discusses-Juneteenth-art-exhibit-significance-of-holiday/stories/202106130076>

# Juliandra Jones

VISUAL ARTIST & MURALIST

## awards & grants

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### ADVANCING BLACK ARTS IN PITTSBURGH

Awarded a \$15,000 grant to support the creation of a mobile art studio and "Pop Up with PBJ," a program that will provide predominately Black communities with access to art through free mobile art classes and workshops that would not otherwise be available to children through school.

The Pittsburgh Foundation & The Heinz Endowments  
2021

### BIPOC ARTIST MICRO-GRANT PROGRAM

Created by the Foundation's Center for Philanthropy and funded by the Mac Miller Fund, with the goal of awarding 75 micro-grants to Black, Indigenous and People of Color (BIPOC) artists to assist them in their work.

The Mac Miller Fund  
September 2020

### EXPLORING COVID IMPACTS THROUGH VISUAL ART

Awarded an artist grant to digitally create visual artwork reflecting the impact of COVID-19 in my community.

New Sun Rising and Riverwise  
July 2020

## contact

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## references

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### Dr. Cynthia Wallace

Executive Pastor, Bible Center Church  
Executive Director, The Oasis Project  
7238 Fleury Way, PGH, PA 15208  
cwallace@bcpgh.org  
(412) 242-4920

### Steve Davis

Executive Coach, Bible Center Church & Own Our Own  
President and Executive Coach, Davis & Associates  
7238 Fleury Way, PGH, PA 15208  
sdavis@bcpgh.org  
(412) 498-9731

### Janel Young (JY Originals)

painter, muralist, community leader  
Pittsburgh, pa  
jy.originals@gmail.com  
(412) 969-2888

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## PUBLIC ART PORTFOLIO



'BeYOUtiful'  
Acrylic Outdoor Paint  
Approx. 300 sq. ft.  
Rivers of Steel  
New Kensington, PA  
October 2021



'Kierra Eddisha Edwards' Memorial Piece  
Spray Paint on Shipping Container  
Approx. 160 sq. ft.  
Sankofa Village Community Garden Homewood,  
Pittsburgh, PA  
July 2021

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## PUBLIC ART PORTFOLIO



### 'The Future at Play' (East Wall)

Acrylic and Spray Paint on Brick Wall and Wooden Panels

Approx. 850 sq. ft.

Bible Center Church

Fleury Way, Homewood, Pittsburgh, PA

July 2021



### 'Homewood Bulldog'

Acrylic Outdoor Paint

Approx. 64 sq. ft.

The Homewood Experience

Westinghouse High School, Homewood,

Pittsburgh, PA

September 2020



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## PUBLIC ART PORTFOLIO



'Mask On'

Digital Illustration, Printed on Vinyls  
New Space Spheres Project (PDP & JY Originals)  
Downtown, Pittsburgh, PA  
September 2020



'Stay Safe'

Digital Illustration, Printed on Vinyls  
New Space Spheres Project (PDP & JY Originals)  
Downtown, Pittsburgh, PA  
September 2020



'Spread Your Wings'

Spray Paint on Brick Wall  
Approx. 100 sq. ft.  
Beltzhoover B.N.C.  
Beltzhoover, Pittsburgh, PA  
September 2020



'Black AF Edition'

Spirit Wall, Lawrenceville, Pittsburgh, PA  
July 2020  
Budget: N/A  
Collaborators: Camo Customz, Janel Young,  
Wavy Wednesdayyy, Dejour Brown, Atiya  
Jones, Natiq Jalil