

SERENE ILLUSTRATIONS

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Born: Canada, 1993
Ethnicity: Chinese

BIO

Serene is a Chinese-Canadian creative and an expert daydreamer, utilizing her passion for storytelling to produce digital and traditional imagery that evokes child-like wonder and captures nostalgia. With an artistic journey spanning over 9 years, Serene has established herself as a freelance traditional painter and digital illustrator, lending her creative support to independent musicians, writers, and fellow artists. Her work is a delightful fusion of her interests in mental health, East Asian history and mythology, and the boundless realms of fantasy. Beyond her artistic pursuits, her versatile background includes her academic education in business and her years of entrepreneurial experience, having founded and nurtured three successful start-up ventures. Through her art, she strives to create awareness and appreciation for the beauty of Asian cultures and the stories of marginalized communities. Her creative endeavors are a testament to her dedication to building bridges of understanding and fostering a more inclusive world. When Serene is not painting, her hands stay busy sewing, crafting, and thrift flipping. Serene's work has been featured at Toronto Pearson Airport, College TTC station, Gardiner Museum, Oriole Community Centre, Scarborough Museum, Downsview Airport, VIBE Arts, and more.

SUMMARY OF CONCEPTUAL DESIGNS

I am pleased to present the conceptual designs for the City of Pickering's Community Banner Series. These seven paintings are thoughtfully crafted to celebrate the unique elements that make Pickering special, highlighting its rich heritage, vibrant culture, diverse community, and stunning natural landscapes. Each piece incorporates a backdrop that reflects a distinct aspect of Pickering, bringing to life the essence of the city in a way that is suitable for public display. These artworks not only build appreciation for public art but also emphasize the inclusivity and diversity of Pickering's community across age, race, and gender.

CREATIVE PROCESS

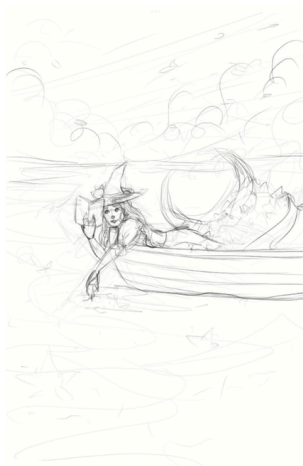
This page provides context for how my creative process typically works. Please note that my “sketch” stage is meant to provide a rough artistic interpretation of my concept. The “color mockup” stage is meant to give viewers an idea of what colors I will be using. The final painting will be much more polished and detailed than what is provided in these two initial stages.

COLLECTING STARLIGHT

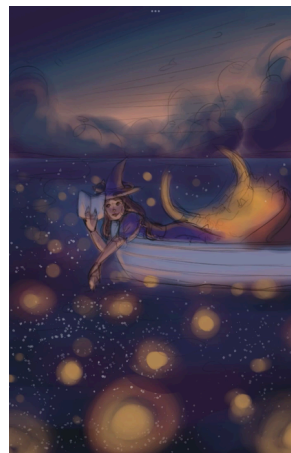
REFERENCES & INSPIRATION



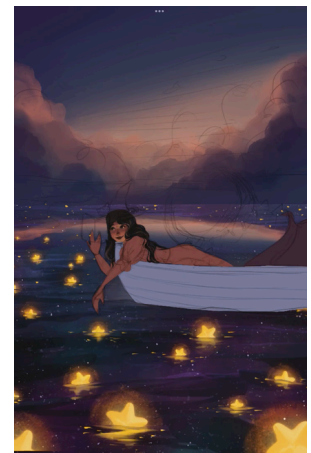
SKETCH



COLOR MOCKUP



WORK IN PROGRESS



FINAL



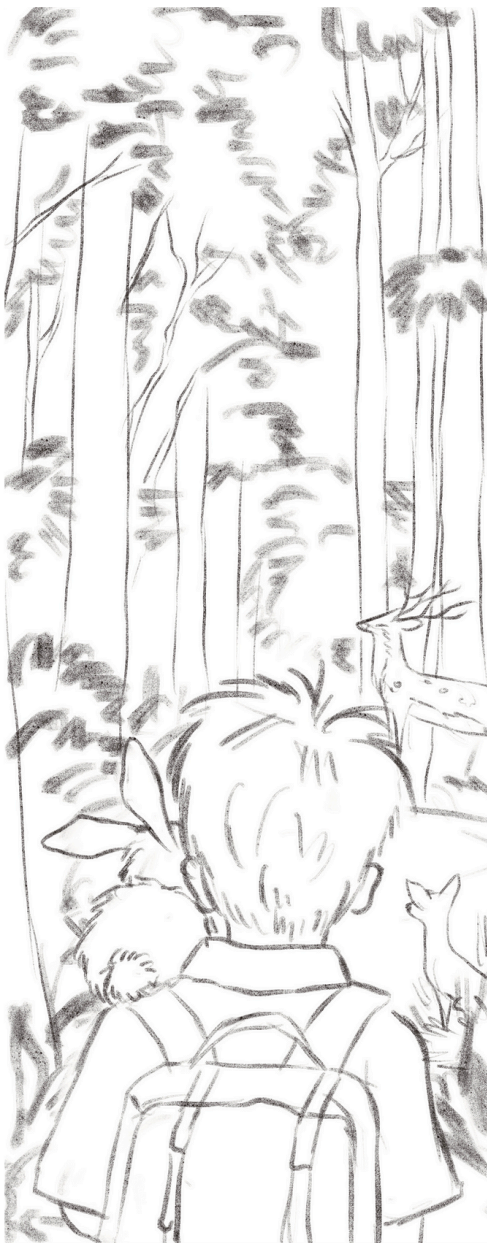
This whimsical illustration depicts a witch procrastinating on her responsibilities of collecting starlight. Instead of fishing for fallen stars for her next potion, she's engrossed in her book of spells. As a child, I loved the idea of where shooting stars might land and what they might look like when you found them. Much of my paintings are inspired by fleeting thoughts like this one, which help me create a full-fledged backstory for my characters.

PAINTING CONCEPTS

Painting #1- Rouge National Urban Park

This painting captures the natural beauty of the Rouge National Urban Park, with its lush greenery and diverse wildlife. The scene includes various wild life and a natural curiosity and innocence from a young boy, underscoring Pickering's commitment to preserving its natural environment and promoting inclusivity.

SKETCH



COLOR MOCKUP



Painting #2- Pickering Museum Village

This artwork features the historic Pickering Museum Village, highlighting the city's rich heritage and history. The painting portrays a young girl on her way to explore the 19th-century buildings, emphasizing the city's dedication to preserving its past while celebrating its diverse present.

SKETCH



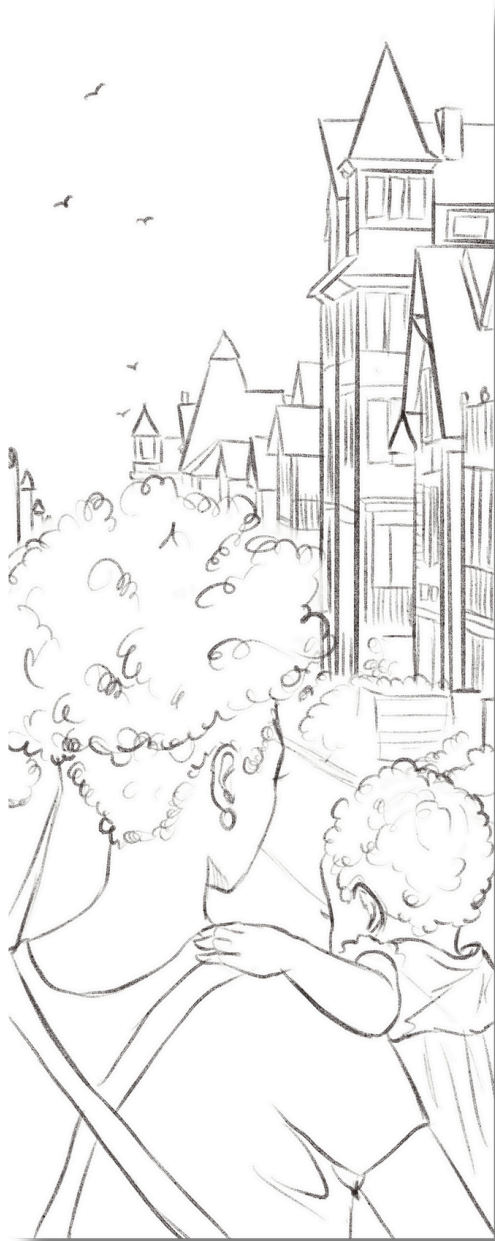
COLOR MOCKUP



Painting #3- Nautical Village

The scenic Nautical Village serves as the backdrop for this painting, showcasing Pickering's picturesque waterfront and maritime heritage. The depiction includes a mother and her child enjoying the charming neighborhood, reflecting the city's inclusive and welcoming nature.

SKETCH



COLOR MOCKUP



Painting #4- Pickering Farmer's Market

This painting captures the lively atmosphere of the various Pickering farmer's markets. The scene depicts an old man visiting the bustling with vendors, showcasing the local produce and artisanal goods. The diverse community depicted in the market setting reflects the city's commitment to inclusivity and cultural richness.

SKETCH



COLOR MOCKUP



Painting #5- Pickering Festivals

Set against the backdrop of a vibrant festival, this painting brings to life the joy and excitement of Pickering's annual celebrations, such as the Pickering Ribfest and the Pickering Village JAM Festival. The colorful depiction of an old woman joining festival-goers enjoying music and dance represents the city's dynamic cultural scene and community spirit.

SKETCH



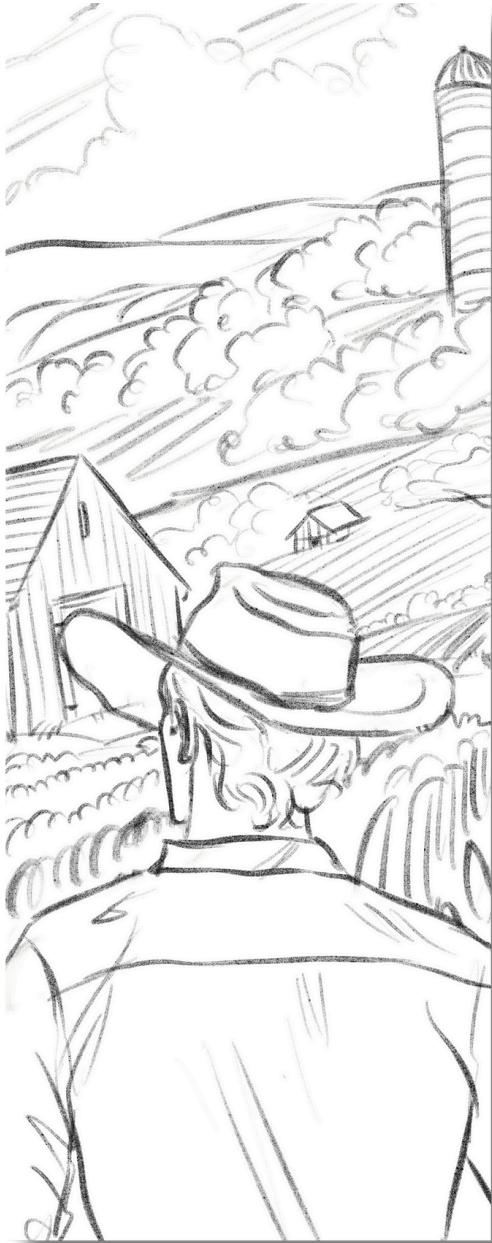
COLOR MOCKUP



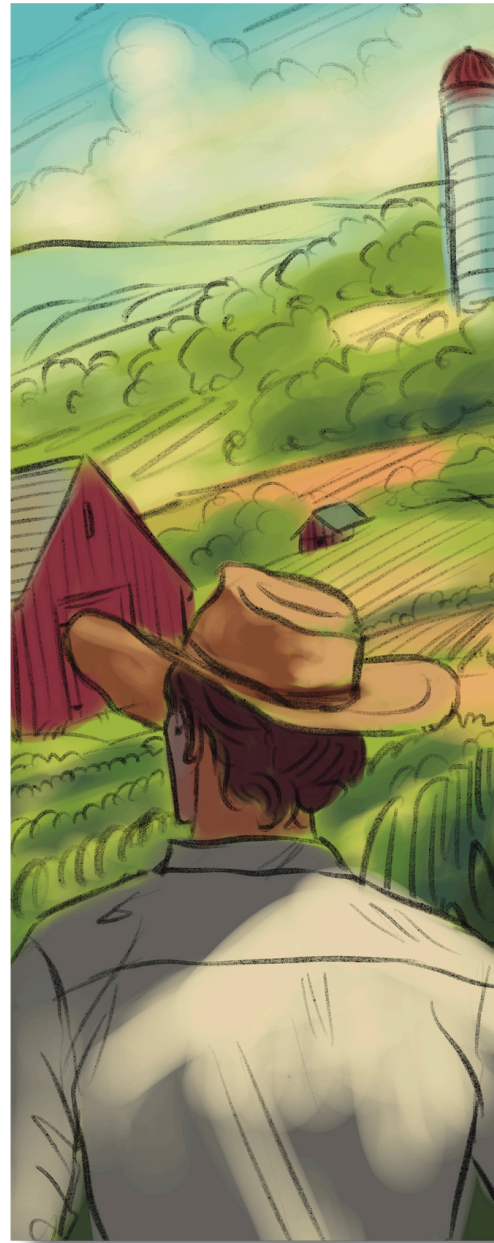
Painting #6- Local Farms

Highlighting Pickering's agricultural heritage, this painting features a local farmer with vibrant fields and orchards. The artwork celebrates the city's rural charm and the community's connection to the land.

SKETCH



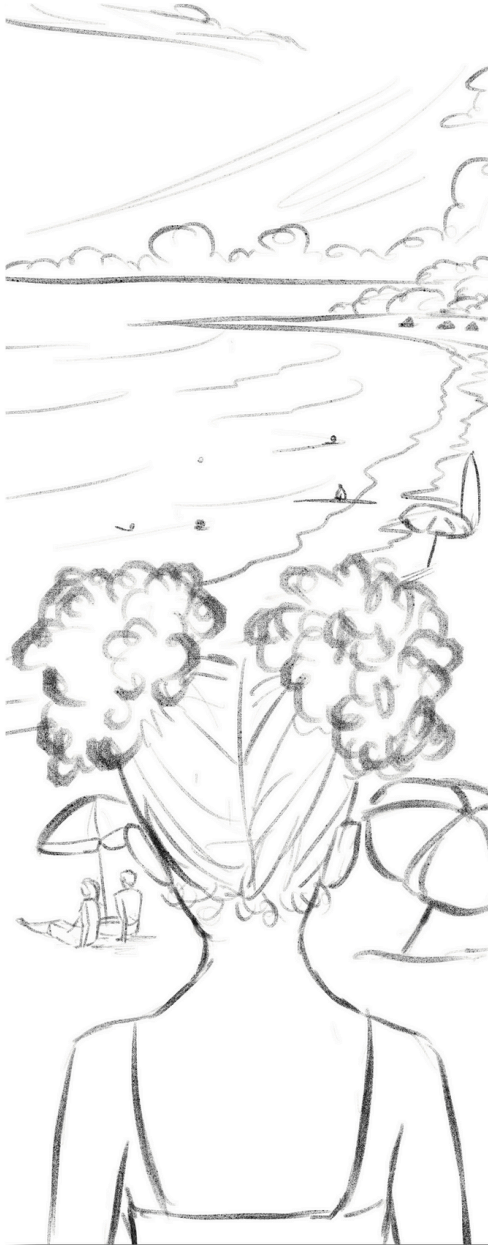
COLOR MOCKUP



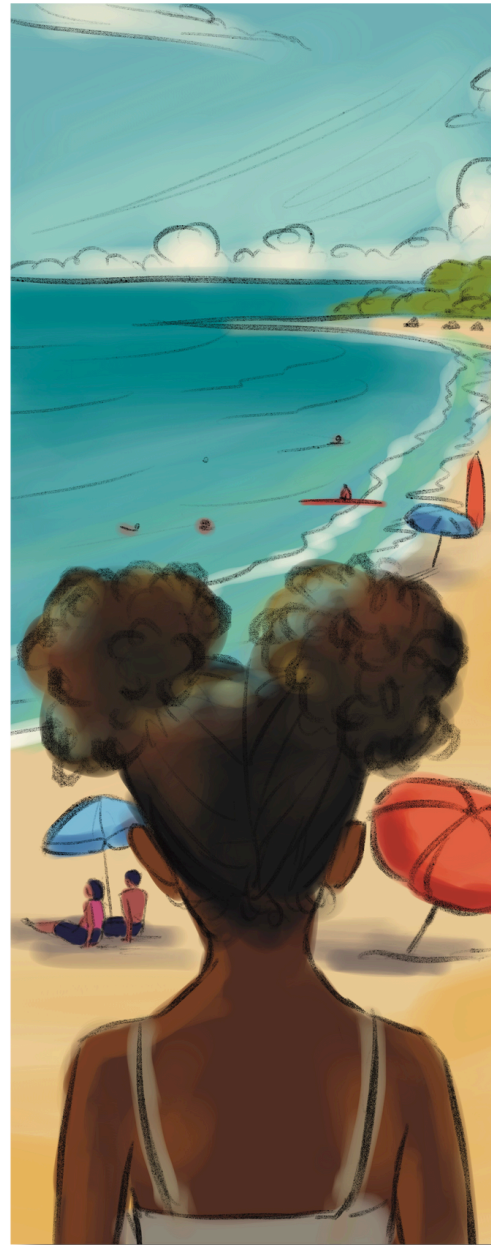
Painting #7- Beaches Along Frenchman's Bay

Set against the serene beaches of Frenchman's Bay, this painting showcases the stunning waterfront views and recreational activities. The diverse beachgoers depicted in the scene reflect the city's inclusive community and the natural beauty that makes Pickering a beloved destination.

SKETCH



COLOR MOCKUP



Summary

These paintings are designed to be visually engaging and suitable for public spaces. They reflect Pickering's heritage, history, culture, diversity, and natural elements, providing a comprehensive representation of what makes the city unique. By highlighting various aspects of Pickering and emphasizing the inclusivity of its community, these artworks aim to build appreciation for public art and foster a sense of pride and connection among residents and visitors alike.

