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Title **0060** 03/31/2025  
by **Sorell Tsui** in **Call for Artists - California Avenue Mural** id. 50120830  
sorell@abgartgroup.com

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**Original Submission** 03/31/2025

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Score n/a

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Notice of Public Record Please be advised that all information contained in this application is part of the City of Reno's public record and is available for public review. Once submitted, this document may become part of a permanent record and cannot be removed.

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I have read and understand the California Mural Project Call for Artists PDF checked

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[Click here to read the California Mural Project Calls for Artists PDF](#)

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Name Sorell  
Raino-Tsui STUDIO ABG

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Email sorell@abgartgroup.com

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Phone Number +15105650130

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Social Media Account Name/s (optional) @abgprojects @tsui.xiaorui @theartistelliot

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City and State Oakland California

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Please upload a current professional resume or curriculum vitae (CV), detailing professional artistic accomplishments, list of relevant past projects, and references from previous public art projects.

[ABG\\_CV\\_2024.docx.pdf](#)

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Images of Previously Completed work In the fields below, please upload a minimum of 3 images to a max of 5 images of previously completed work. Once you upload an image, you will be prompted to include required image information for each work.

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Image 1 of Previous Work

### [IMG\\_1756.jpeg](#)

Title SunnyDale Fabrics

Date Completed November 2024

Size 14ft x 16 ft

Location The Hub Community Center, SunnyDale San Francisco

Short Description of the Work Public art installation, C&C carved tiles with hand painted mural work, Three Dimensional wall relief

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Image 2 of Previous Work

### [IMG\\_1757.jpeg](#)

Title Chinese & Russian

Date Completed March 2024

Size 48 ft x 68 ft

Location 4200 Geary st San Francisco

Short Description of the Work Large mural, Public art requirement for a new senior housing development in a predominantly Chinese and Russian neighborhood.

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Image 3 of Previous Work

### [IMG\\_1761.jpeg](#)

Title Alamo Love

Date Completed May 2024

Size 20 ft x 60 ft

Location Alamo CA

Short Description of the Work Large scale mural depicting Alamo community elements with a 'love Alamo' theme. Redevelopment of a shopping plaza

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Image 4 of Previous Work

### [IMG\\_1758.jpeg](#)

Title Chinatown Fabrics

Date Completed November 2023

Size 20 x 44 ft

Location Oakland Chinatown, 7th and Webster st.

Short Description of the Work Mural for the Oakland Chinatown Improvement Council, embodying the diverse cultural fabrics of China

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Image 5 of Previous Work

### [IMG\\_1760.jpeg](#)

Title People's of Daly City

Date Completed December 2023

Size 8 x 16 ft

Location Daly City CA

Short Description of the Work Mural embodying the multicultural peoples of Daly City, using symbolic fabrics and cultural symbols

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## Letter of Interest

In this section you should address how you/ your teams previous experience and current artistic direction will result in a successful public art project for this space. Include information on how your previous experience qualifies you/your team to work on large corrugated concrete walls. This letter should also include information on how you would approach this project, particularly the community engagement portion.

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How does your previous experience qualify you for this project? What is your current artistic direction and how is it relevant to this project?

Studio ABG is the artists duo of Sorell 'Tsui Xiao Rui' Raino-Tsui, and Trent Elliot Thompson. We are the founders of public art production house ABG Art Group, and the artists behind its in house creative arm Studio ABG. We have vast experience in murals and public art of various mediums, having completed large scale sculpture reliefs and dozens of large scale murals. We possess deep experience in collaborating with other artists, both locally and internationally, and have completed many projects for private developers, city governments and various community organizations. We understand the complexities, problem solving and demands of executing large scale public works, in particular with city governments where the administrative needs and community engagement are paramount for a successful project.

Sorell Raino-Tsui is of mixed race Chinese decent, typically drawing on cultural heritage and cultural symbolism in his work. Together with Trent Thompson, we often create works that have significant cultural importance. Fusing multiple cultural elements together to create art that has broad and diverse appeal, using symbolism and abstraction to find universal common ground.

This project, as noted, has particular challenges in being very large, with a heavily corrugated surface. Corrugated surfaces are challenging to paint, but we have painted them in the past and have experience dealing with this challenge, and this scale. While much of our work does typically have higher levels of detail, we love to work in large elements of color, pattern and abstraction, which we believe is what this project calls for. We have extensive experience using paint sprayers and spraying tools, we own two paint sprayers and have a clear understanding of what it will actually take to execute this project.

Our aim would be to find relevant cultural elements and symbols that reflect the Reno area and this neighborhood in particular, and look for creative ways to infuse those elements into a broader, simpler abstract or pattern like design that can be executed cleanly on a corrugated surface. We are confident in our ability to find a strong balance of cultural relevance and diversity, mixed wit fun and bold colorful artwork that can liven up this transit area.

We have spent extensive time in Reno, I traveled there twice a year for many years for basketball tournaments with my son. I have always enjoyed exploring the area and its vast natural wonders. We have worked with the Reno artist 'OverUnder' Eric Burke on several occasions and have seen how Reno has embraced public art, and broadened its collection of dynamic public works in recent years. We would be honored to be included in your growing public art collection, and are confident we can bring and exciting and vibrant piece to this challenging site.

We listed the 5 images we thought most relevant stylistically, but we have produced many larger works. Please visit [abgartgroup.com/projects](http://abgartgroup.com/projects) for a more complete viewing of our projects, or our Instagram page for most current works @abgprojects

Thank you!  
Sorell & Trent

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How will you approach engaging community members in the project? Please provide an outline or preliminary idea for involving the community in design or decision making.

Community engagement is always a very important and complex part of successful public art ventures. It takes patience, thoughtfulness, empathy, good listening and communication skills, and experience to successfully engage the public for input. Studio ABG has a deep well of experience in this regard. In every public art commission we have won in the private sector, there was a community engagement expertise. In city government projects, community engagement and public stakeholder input is mandatory. We have worked with stakeholder panels, produced public meetings, and engaged in various forms of community outreach to get the job done. We believe successful community engagement starts with finding good partners. Partners that are highly localized and connected with the local community. It is much harder to break into the real community, as an artist group or outsider. In the past we have looked for senior groups, community centers, schools, churches, city programs and various other types of partners to help us spread the word and find our target community members. Finding pathways to meet them where they congregate, or learn when and where they gather, so we can engage them directly. For example, when we produced the mural at 4200 Geary, which is a predominantly Russian and Chinese neighborhood, we visited 3 local school, and 3 local senior housing centers. The senior housing centers were particularly fruitful, we gave a presentation of our vision to create a piece that was infused with Chinese and Russian symbolism. The seniors gave us tons of unique ideas, and important cultural context of elements we were able to add into the piece. Visiting the seniors in their homes became the most informative design insight exercise of the process. More recently we have helmed community outreach meetings for two separate projects, one in the Haight neighborhood of San Francisco, and one in Oakland. In both instances we were tasked with designing flyers and digital assets, and marketing the meetings to the local community. In those meetings we gave presentations on our vision for the piece and invited the community to engage and inform the design. The community always has a lot to say, sometimes they can be challenging and confrontational, it is up to us to always maintain a positive mindset and give them room to voice their honest opinions. For this project we would look to establish strong local partners, in both the city government and local leadership and build communication pathways to get the aggressively get word out. Ideally hosting several community meetings where we can discuss the project before any design work begins, getting specific input and direction from the community and allowing them to inform the design process. Perhaps meeting directly with local leaders, or senior groups for targeted input. This process can be repeated several times throughout the design phase, giving the community updates on the design and asking for additional feedback. We would always seek guidance and support from our local partners in best pathways to produce effective local outreach.

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I understand that this checked  
project may be split  
between multiple  
artists or require  
working with a local  
artist as an  
apprentice to the  
project.

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Open Meeting Law  
Waiver

WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW THE RENO ARTS & CULTURE COMMISSION AND THEIR REVIEW COMMITTEES TO CONSIDER CHARACTER OR COMPETENCE OF PERSON TO BE COMMISSIONED FOR THE CREATION OF ARTWORK FOR THE CITY OF RENO \* The Reno Arts & Culture Commission and their review committees will be considering on a future posted agenda your application for this public art opportunity for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my application will be considered by the Reno Arts & Culture Commission and their review committees. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to complete this commission and consent to the evaluation of my character and competence by the Reno Arts & Culture Commission and their review committees in a public meeting.

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I Agree.

checked

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# SUNNYDALE COMMUNITY CENTER 'The Hub' 'Remembering Sunnydale'

Conceptualized, produced, project managed, resourced, engineered and designed by Tsui Xiao Rui & Studio ABG.

3D tiles cut of high density exterior grade foam. C&C cut and installed to specifications.

Commissioned by Civic Design Studio and Mercy Housing.

INSTALLIED OCTIOBER 2024.

Budget \$40,000



Detail shots

4200 GEARY  
'Mural for Chinese and  
Russian Senior Housing'

Conceptualized, produced, project  
managed, resourced, engineered and  
designed by Tsui Xiao Rui & Studio ABG.

Painted in exterior grade house paint.

Commissioned by the TNDC and the  
CCDC.

1% art requirement on a new housing  
development.

2024. Budget \$100,000





love

Welcome beautiful  
**ALAMO**  
California

MURAL FOR  
OAKLAND  
CHINATOWN  
'Cultural Fabrics'

Conceptualized,  
produced, project  
managed, resourced,  
engineered and  
designed by Tsui  
Xiao Rui & Studio  
ABG.

Painted in exterior  
grade house paint.

Commissioned by  
Cut Fruit Collective  
and the Oakland  
Chinatown  
Improvement  
Council.

2023. Budget  
\$26,000



DALY CITY  
'People of Daly  
City'

Conceptualized,  
produced, project  
managed, resourced,  
engineered and  
designed by Tsui Xiao  
Rui & Studio ABG.

Painted in exterior  
grade house paint.

Commissioned by  
Civic Design Studio  
2023.

Budget \$8,000

