BIANCA ROMERO

VISUAL ARTIST MURALIST CREATIVE DIRECTOR

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| BROOKLYN, NY



NEW YORK CITY BASED CONTEMPORARY VISUAL ARTIST & CREATIVE DIRECTOR

ORIGINAL PAINTINGS INDOOR & OUTDOOR MURALS CUSTOM ART INSTALLATIONS BRAND PARTNERSHIPS ART DIRECTION/CURATION FOR EVENT & BRAND CAMPAIGNS EXPERIENTIAL / EVENT DISPLAYS & MURALS

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BIANCA ROMERO X MAKER'S MARK LIMITED EDITION BOTTLE





ABOUT THE ARTIST

Bianca is a New York City-based contemporary mixed media artist, muralist, and Creative Director. She's known for her bold and colorful murals and paintings made of hand-cut collaged street posters layered with spray paint, and acrylic.

Her work is inspired by human emotion, identity, women's empowerment, and New York City. Bianca uses mixed media collage as a visual interpretation for exploring personal identity and the collective pieces that make us unique. She's heavily influenced by NYC's vibrant energy, urban textures & street art, and diversity. Romero's unique collaged art style is a direct reflection and embodiment of her mixed multi-cultural background South Korean and Spanish and growing up in New York City. As a first-generation American, the clash of cultures significantly impacted her perspectives, and collage art has helped her navigate her mixed identity, allowing her the creative outlet to explore the multifaceted human experience through her artwork.

Bianca has partnered with major brands including her recent NYC city-wide collaboration with Maker's Mark featuring custom billboards and limited-edition Maker's Mark Bottles, as well as a major mural collaboration with the city of NY Mayor's Office for her 'Stop Asian Hate' Mural Initiative, and more.

She's also done artwork for Oakley, William Vale Hotel, SOHO House, Coach, and much more. Her paintings have exhibited in galleries in NYC, Atlanta, Miami and beyond. With a background in brand marketing and event production, and experience working at Experiential Creative Agencies for major brands, Bianca strives to merge her agency experience with her creative side and artistic side



Press Features:

Bianca has been featured in CBS News, Artsy, Hyperallergic, ABC New York, Medium, NBC New York, Pix11News, Thrive Global, TimeOutNY, Bronx Times, FOMOFeed, AM NY Metro, Street Art NYC, BK Reader, NY1, Create Magazine, & more



MURALS



BLEND ASTORIA - RESTAURANT -OUTDOOR SEATING









LUDLOW FITNESS CLUB

BIANCAROMERO × MAKER'S MARK NYC COLLABORATION

In celebration of the resilience and strength of New York City, artist **Bianca Romero** partners with bourbon whiskey brand <u>Maker's Mark</u> for a city-wide mural campaign that highlights the eclectic, vibrant and resilient energy of NYC. 11 one-of-a-kind murals will be up throughout the city's many neighborhoods through 2020, plus limited edition bottle and merchandise.



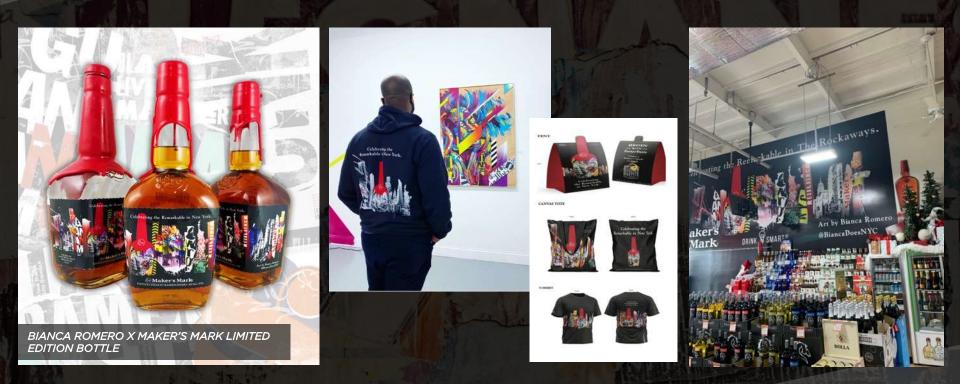
BIANCA x MAKER'S MARK Remarkable Nyc Collaboration



Maker's

"Ever since my grandparents established Maker's Mark in 1953, craftsmanship has been at the center of everything we do, from the creation of our delicious bourbon to the handmade values that have defined our iconic bottle," said Rob Samuels, Chief Distillery Officer, and owner of Maker's Mark. "We honor their vision and legacy today by celebrating the work of likeminded artists at our distillery campus at Star Hill Farm and beyond. We believe in using our craft to tell a story, and we're proud to partner with Bianca who so clearly pours herself into her work in a way that reflects the heart and soul of New York City."

BIANCA × MAKER'S MARK REMARKABLE NYC COLLABORATION



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MURALS -The stone age nyc

CREATIVITY

Bianca Romero partnered with The Stone Age – the 1st ever the premiere multi-sensory immersive cannabis-inspired experience in New York City. Fusing the worlds of NYC street art and cannabis culture, The Stone Age features creative works from renowned muralists, artists, and creators, including those impacted by the War on Drugs to create murals and art installations. Bianca created a fully immersive mural art installation for the "Creativity Room".

MURALS - SPREAD LOVE, STOP ASIAN HATE

Bianca Romero partnered with NYC Mayor's Office, NYC Immigration Dept, NYC anti- hate taskforce, and Thrive NYC, and painted her Spread Love, Stop Asian Hate 3,000 sq ft mural in Lower East Side NYC Delancey ST/Eldridge St, in response to the rise in Asian hate crimes. The project was covered by NBC, CBS, ABC News, Pix11, NY1, and more



MURALS -Pow wow mural festival

Bianca Romero was invited to be one of the artists at Pow Wow Mural Festival 2021, at the Worcester Massachusetts fest. Pow Wow Worldwide is one of the most coveted and elite festivals for muralists around the world, as it is curated by invite only, selecting only higher caliber artists.

CON CAL



and: Mariposa C.so L

MURALS -5 IRON GOLF CLUB

Bianca Romero was commissioned to paint the murals at 5 Iron Golf Club's new club location in NYC





MURALS - RIDGE HOTEL

Bianca Romero paints "Bloom" in honor of Spring. The mural features and image of statue of a woman, with flowers and plants breaking through cracks in her surface and bursting out into the light. The image was additionally inspired by the Kendrick Lamar lyric, "If I told you that a flower bloomed in a dark room, would you trust it?"







MURALS - OAKLEY

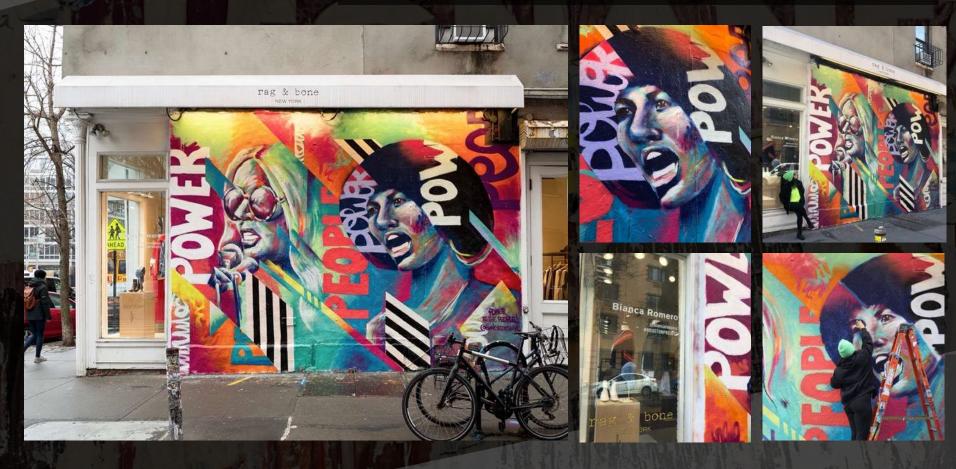
Bianca Romero was commissioned by OAKLEY to paint a mural for their NYC flagship store celebrating their partnership with Mets and celebrating Mets player Francisco Lindor



. SND: Marinosa C.se L

MURALS - RAG & BONE

Bianca Romero partnered with clothing brand Rag & Bone to create murals at their Houston St retail store in New York City to celebrate Women's History Month as part of their #HoustonProject. One mural is entitled "Power to the People" featuring Gloria Steinem & Angela Davis. The other mural is called "Unleash Your Inner Super Woman"



MURALS – BLEND ASTORIA Restaurant & Bar

Bianca Romero was commissioned to custom paint the covid-compliant outdoor seating area for BLEND ASTORIA



darinosa C.so L

BRAND COLLABORATION / COACH

Bianca released limited edition holiday prints in collaboration with COACH. Mini prints were available at NYC coach stores. As an activation Bianca live painted at the stores during the holiday season and hand embellished the prints



BRAND COLLABORATION

Bianca Romero was commissioned to create a winter display for "BOURBON LEENDS" Maker's Mark, Jim Beam, Knob Creek, and Basil Hayden's. Up in Greenpoint, Brooklyn through winter 2019



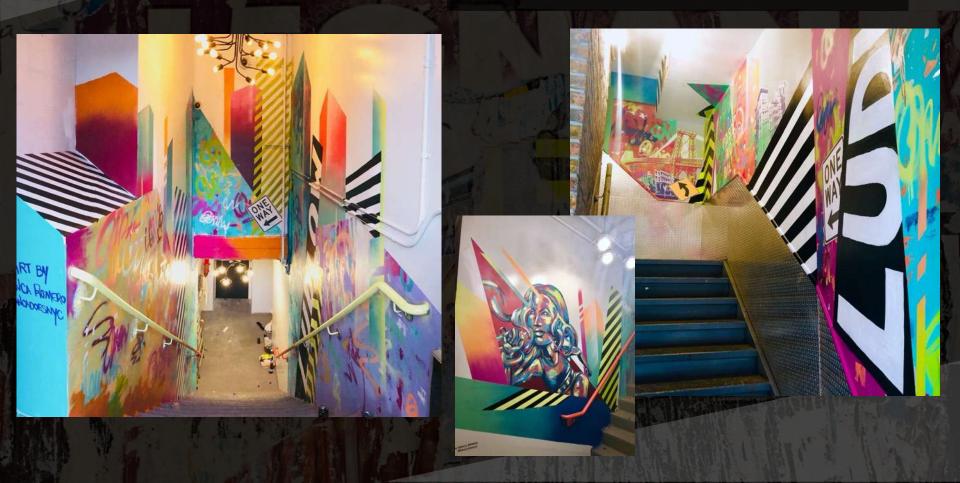






MURALS - LUDLOW FITNESS GYM

Bianca Romero was commissioned to design and paint the interior entrances for Ludlow Fitness Gym in Manhattan's Lower East Side, to celebrate the energy of New York City



MURAL/BRAND COLLABORATION FOR COURVOISIER, MAKER'S MARK, YAMAZAKI, HORNITOS, JIM BEAM, BASIL HAYDEN'S

Bianca Romero announces her work "Around the world in 60 Days" a mixed media mural that visualizes a journey around the world through liquor brands. Bianca was commissioned to create a 1,000 square foot mural using her unique style of collage, wheat paste, acrylic and spray paint. The mural features bottles of Yamazaki Whisky, Hornitos Tequila, Courvoisier, Maker's Mark, Jim Beam, and Basil Hayden's and travels through the culture of each brand's country of origin









ACTIVATIONS LIVE PAINTING



Rinnyamero Osinhozennic



at GUESS STORE

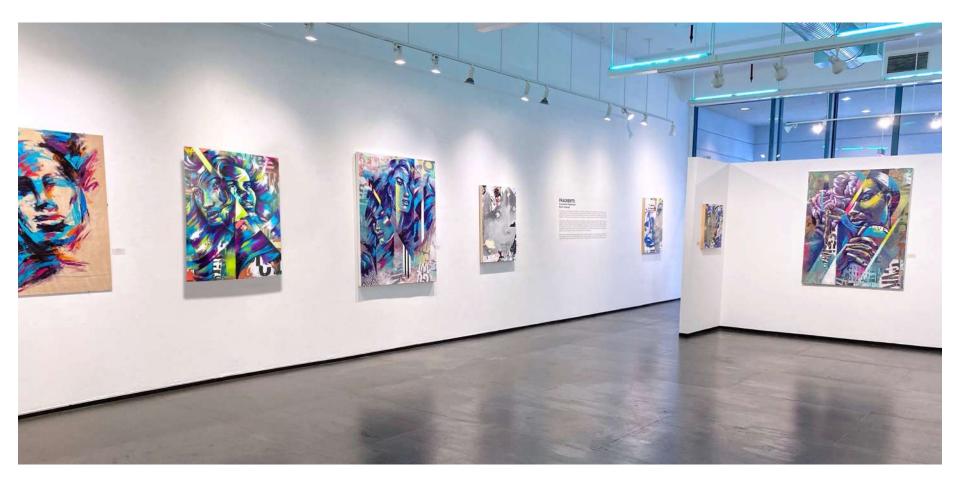




FUNKBOX PARTY W DJ TONY TOUCH

NYC HOMECOMING CONCERT SERIES WITH MUSEUM OF HIP HOP & CITY OF NYC. (Painting now exhibiting at the Universal Hip Hop Museum)

SOHO HOUSE - ZEGNA SHOE LAUNCH EVENT SERIES WITH SOUL IN THE HORN PARTY











Custom painting commission for new luxury apartment complex in New York City















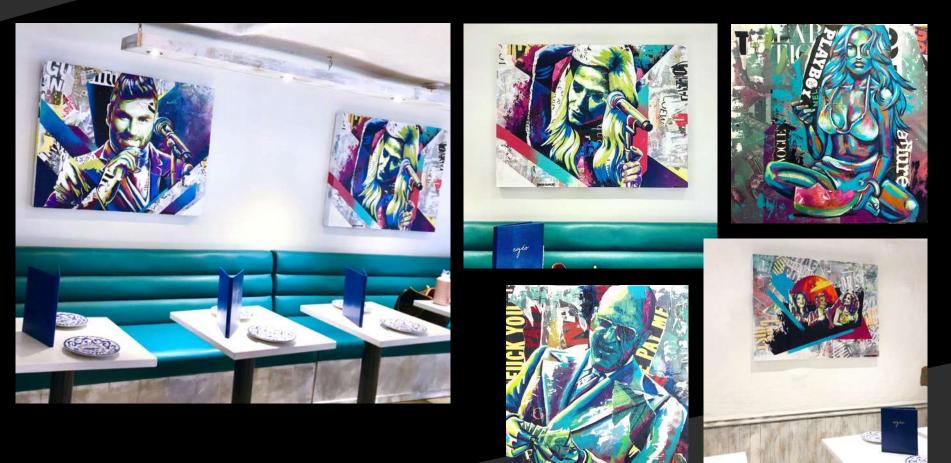




Collaboration with SAMO Al Diaz, Basquiat street art partner

PAINTINGS - EGEO RESTAURANT

Bianca Romero was commissioned to create 7 custom paintings for Egeo Restaurant in Astoria, Queens NY



MERCHANDISE | PRINTS & MORE











CUSTOM SKATEBOARD



LIMITED EDITION PRINTS

LIMITED EDITION GLASSWARE DESIGN FOR NYC BEER WEEK

SELECT EXHIBITIONS

2022 - Solo Exhibition "Where the Wild things Grow" New York, NY 2022 - ABV Gallery - Atlanta, GA 2022 – Jack Daniel's Art Beats & Lyrics Art Exhibition Tour 2021 - 'Fragments' exhibition - One Art Space Gallery - New York, NY 2020 - solo exhibition - Wallworks Gallery - New York, NY 2019 - VanDerPlas Gallery - New York, NY 2019 - 3rd Ethos Gallery - Brooklyn, NY 2018 - Bazemore Gallery, Philadelphia, PA 2017 – "Screens 2 Streetz" Hip Hop Film Festival 2017 Art Exhibition – National Black Theatre - New York, NY 2017 - MedAir Charity Gala Art Auction, New York, NY. Auction by Paddle8 and Sotheby's. Painting bought by Editor-In-Chief of Conde Naste 2017 - Fat Free Art Gallery - New York, NY 2016 - Art Basel, The Fearless Artist Gallery - Miami, FL 2016 - Bushwick Collective 5yr Anniversary Art Exhibition - Brooklyn, NY 2015 – WOMEN Art Exhibition– 72nd Anniversary celebration and fundraiser for the Women's Voting League of NY - New York, NY

REPRESENTATION

2021-2022: Gallery Rep – Bishop Gallery 2021 Artist in Residence – Bishop Gallery (May-Sept)

SELECT MURAL & ART Installations

5 Iron Golf Club – New York, NY The Stone Age Immersive Experience – 2021 – New York, NY Pow Wow Mural Festival 2021 – Worcester, MA Stop Asian Hate Mural – In partnership with NYC Mayors Office – New York, NY Maker's Mark x Bianca Romero Collaboration - New York, NY Blend Astoria - New York, NY Ruth Bader Ginsberg Mural – First Green Park – New York, NY Rag & Bone "Power to the People" Gloria Steinem & Angela Davis - New York, NY Ludlow Fitness – New York, NY Lombardy Walls – Brooklyn, NY William Vale Hotel - Williamsburg Brooklyn, NY Port Au Prince, Haiti Essex Modern City – San Antonio, TX Brooklyn Beer Garden – Bushwick Brooklyn, NY Bourbon Legends Window Store Display – Sponsored by Maker's Mark, Knob Creek, Basil Hayden's, Jim Beam - Brooklyn, NY Miami Art Basel - Wynwood, Miami, FL Mural Five Towns Wines - Sponsored by Courvoisier, Maker's Mark, Hornitos, Basil Hayden's, Jim Beam, Yamazaki Whisky - New York, NY Northcoast Music Festival - Chicago, IL Underhill Walls - Brooklyn, NY Bunsmith - Bar & Restaurant - Brooklyn, NY Mural & 3D Art Installation Brainfood Food Expo by Food Network - Brooklyn, NY

PRESS & ARTIST FEATURES



BIANCA ROMERO USES STREET ART TO CARVE OUT SPACE IN A MALE-DOMINATED FIELD



timeoutnewysrk.











News TV Features:

NBC New York, ABC News, CBS, PIX11, NY1, News12NY and more

Bianca x Maker's Mark Commercial https://vimeo.com/500953349 InTheKnow Mini Documentary - https://www.intheknow.com/post/bianca-romero-art/

Print Features:

Medium – How Stars are helping change the world: Bianca Romero TimeOutNY Hyperallergic – Artists & Activists March Over BK Bridge for Womens Rights amNY - Ruth Bader Ginsburg Tributes UP Magazine - Best of 2019 - http://www.upmag.com/bianca-romero/ Thrive Global – Bianca Romero Artist Feature Street Art NYC - Bianca Curates & Paints Lombardy Walls Medium - Female Disruptors in the Creative World Create Magazine - https://createmagazine.com/read/2019/5/31/bianca-romero BK Reader – Bianca Romero Artist feature Spoiled NYC - <u>https://spoilednyc.com/bianca-romero-030919/</u> Street Art NYC - Interview with Skillosophy Co-Curator & Artist Bianca Romero



Stars Making a Social Impact: Why & How Blanca Romero Is Helping To Change Our World























CONTACT BIANCA

FULL LIST OF WORKS & ARTWORK IS AVAILABLE ON WEBSITE AND UPON REQUEST

Website: <u>www.BiancaRomero.com</u>

Instagram: <u>@BiancaDoesNYC</u>

FOR PROJECT, PAINTING AND GENERAL INQUIRIES

Contact Bianca Email: <u>bianca@biancaromero.com</u>