

2014/15 Worldstudio AIGA Scholarships Coyne Family Foundation Award

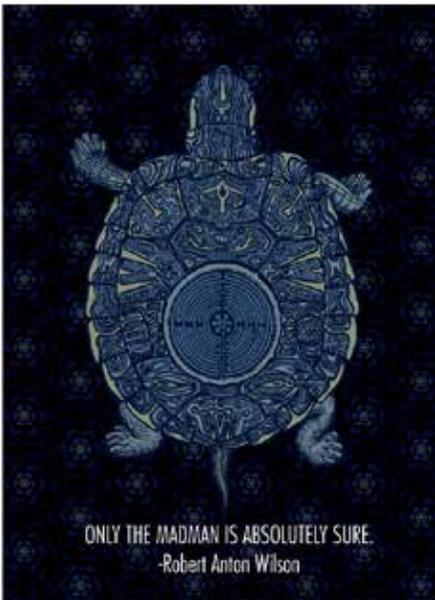


WEREME GUERRA-MARTINEZ

Illustration

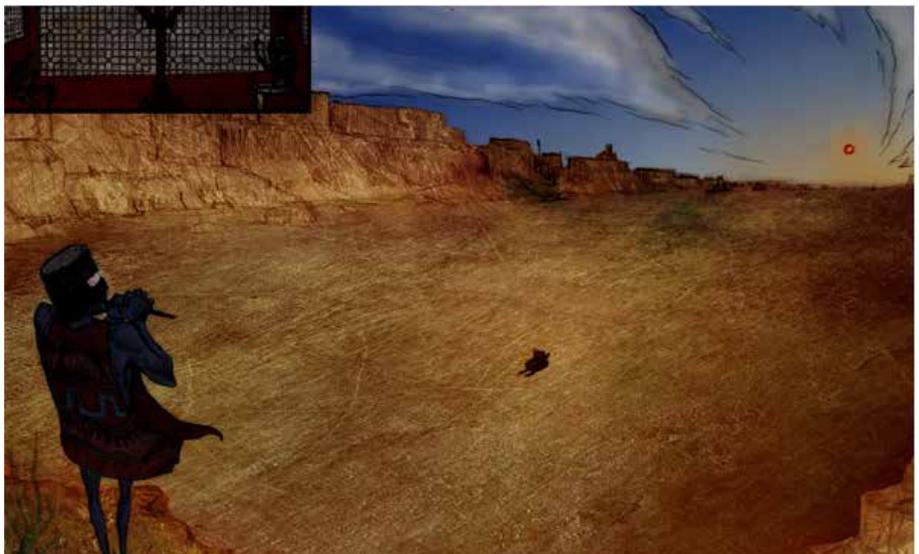
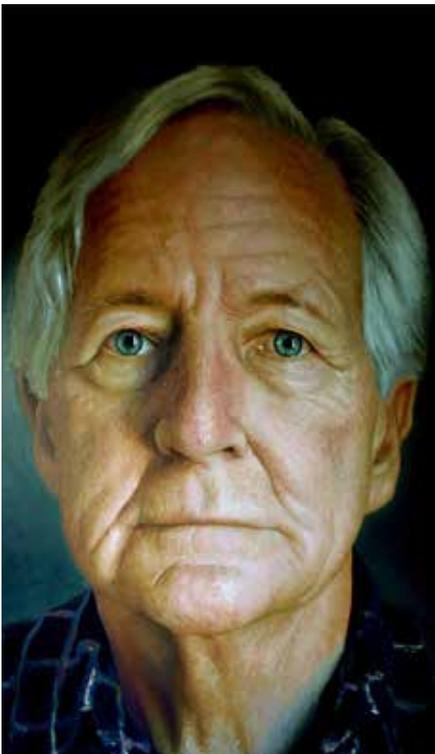
Freshman

Art Center College of Design



My name is Wereme Sebastian Guerra-Martinez. I was born in Colotlan, Mexico, and moved permanently to California in 1999. My parents traveled a lot and I experienced living in diverse parts of Mexico, including deserts, jungles, mountains, lakes and coasts. As such, arriving in the suburbs of the Napa valley was a great culture shock. Having had such a beautiful impression of Mexico from my childhood, I was horrified to see it devalued as a third-rate culture in California. I retained my love for Mexican culture and sought to promote its values. After high school, I returned to Mexico for three years to travel, work and study on my own while rediscovering my roots.

My commitment to serving my community begun as a freshman in high school, when I taught art classes at children's summer art camp and a high school in California. I've also taught at a middle school and a culture center in Mexico. I love painting murals and have done murals for a public high school's Latino clubs and another for a public middle school where I led Latino leadership class on the mural. I have also painted murals for Mental Health Services in my town and a non-



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the professional association for design

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profit environmental group in Mexico. I have volunteered as an English teacher for Native Spanish speakers in Napa and St. Helena, California as well as private classes in Mexico.

In addition to my Mexican roots, my father was adopted into the Cheyenne Native American culture soon after I was born, and Cheyenne art has had a very strong influence in my illustration work. The Cheyenne philosophy of love of life, appreciation, friendship, service, faith, forgiveness and joy have been instrumental in my evolution as an individual, but also as an artist.

While in Mexico, I traveled and worked on a graphic novel, a large commission from the U.S. and a clothing line with silk-screened images that I illustrated. I'm very goal-oriented and driven in my work teaching children, my graphic novel and other side projects. My mission in life is to promote faith in the good of humanity regardless of your culture or creed. Because I believe it is a worthy goal, it keeps me focused and inspired to get up in the morning to create uplifting images that speak of the world's hidden magic and beauty, and the goodness of individuals. However, it has become clear to me that in order to express what's in my head and in my heart with my art, I still need a lot more training, so I have decided to return to school so that I can make the difference I want to make in this world.

