

Catalogue Essay for Keri Rosebraugh's

LA Beauty

By: Ali Ahmed



“I have lived in Los Angeles for many years, and I feel that if you look in the right areas, you can find true beauty in anything.” – Keri Rosebraugh

Keri Rosebraugh is an artist/activist who uses the stroke of her paintbrush to voice her opinions and positive messages about environmental conservation to the people of Los Angeles. Her environmental activism isn't relegated solely to the final product of the artwork but also literally in the canvas itself, as Keri Rosebraugh consciously utilizes recycled billboard vinyl for her murals and paintings. She provides a model for leading by example and she shows the practicality of introducing simple environmentally friendly methods that we can all introduce into our daily lives.

As an artist genuinely concerned for the welfare of the environment, Keri Rosebraugh has made a conscious effort to promote community cooperation in ensuring the future of our environment. Keri Rosebraugh's use of visual arts as a medium of promoting her environmental-friendly ideas is an example of activism at the grassroots level, and proves how each and every one of us can come together as a community to forge common interests.

Finding nature in a concrete jungle as Angelinos doesn't require one to travel outside our very own confines. As depicted so beautifully on canvas, *LA Beauty* shows there is a coalescence of nature and urban modernity that exists within the urban sprawl of Los Angeles. Perhaps the most interesting aspect about Los Angeles is the fact that it has no monolithic or distinct cultural attributes used to describe it.

Los Angeles can be urban; rural; concrete; green; mountainous; desert. It is said that only in Los Angeles can one off-road in the desert, snowboard in the mountains and surf in the Pacific Ocean all in one day. The pace of life in this city is undeniably fast, which is why seeking out nature within an urban setting becomes so vital to a great many of us to maintain a sense of peace and calm in our hectic lives.

LA Beauty is an art-piece that should resonate with anyone raised in an urban locale (Los Angeles or not). For some of us urban-dwellers it becomes imperative for us to seek out natural settings. The artist implores those who may “get down on the negatives of city living” to take the initiative of seeking solace in the various natural environments that exist throughout Los Angeles – whether it's in a local park, beach, mountain range, desert, or even a grassy field near an industrial park.

The artist originally hales from Portland, Oregon where lush green vistas are a norm. Her first impression of Los Angeles was that of “large freeways, smog, loud bustling and crowded streets.” After reassessing the way she looked at her surroundings, she was able to see and observe different and natural elements within the same spatial boundaries. Re-training the eyes to capture a more comprehensive view of one's surroundings helped Keri Rosebraugh notice the environmental beauties that at times escapes some of us. Eventually, she began to notice “cacti, desert flowers, and types of birds and species I had never seen before.”

The theme of individuality within an urban community is dominant in the artist's line of thinking and expression. The onus is on the individual to take his/her own initiative and carve their own environmental niche within Los Angeles that can be so fulfilling and play such a cathartic role in each of our lives. The diversity of Los Angeles (i.e. culture, environment) provides so many options to seek solace from the stresses of our daily lives. Thus placing *LA Beauty* under the sub-topic of “Community” is very fitting.

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Desert sky in nearby Mohave Desert



Big Bear Lake



The Pacific Ocean