

PETER CARELLA ILLUSTRATION

2001-2010: FREELANCE ILLUSTRATOR: Created original art for print ads, DVD animation and storyboards. Clients: Martha Stewart Omnimedia, Wendys, Johnson & Johnson, Pfizer, Novartis and SunCom. Designed and painted murals, 3D elements and window portals for: Macy's, Lord & Taylors, Sak's and Hudson's Bay Department Stores. Created six large paintings of New York City landmark Theaters for the Marquis Marriott Hotel. Designed and illustrated the comic book "First to Know" about a New York City TV news crew.

1998-2000: STAFF ARTIST: BERENTER, GREENHOUSE & WEBSTER INC.:

Responsible for creating original art for TV and print accounts. Clients included: Bed Bath & Beyond, Noodle Kadoodle, Mande'e's, Annie Sez, Starbuck's and Toy Biz.

1990-1997: FREELANCE ILLUSTRATOR, MURALIST AND DECORATIVE PAINTER: Created original storyboards, finishes and comps for the following clients: AT&T, Bell Atlantic, Barnes & Noble, General Electric, Goodyear, Goya, Mazda, Nintendo, Nynex, Kraft Foods and Kodak.

Commissioned to photograph and render as paintings various Brooklyn landmarks to decorate the Brooklyn Renaissance Plaza Marriott Hotel.

1995: COMPUTER ANIMATOR / BACKGROUND ARTIST: MUSIC PEN INC.:

Created twelve animated characters for the Interactive game "The Return Of Osiris". Responsible for all character rendering and animation. Created background art for Microsoft/Scholastic Interactive game "Magic School Bus Dinosaurs".

1988-89: ART DIRECTOR, GANNETT OUTDOOR OF NEW YORK:

Responsible for the design and execution of promotional and client assignments in outdoor and print.

1987: ART DIRECTOR, CONNECTICUT CONSULTING GROUP PROMOTIONS:

Designed a full range of promotional advertising including POP, FSI ads, Sales force support material, logos and direct mail. Clients: Kodak, Quaker State, Nivea and Cornelle Corningware.

1980-86: ART DIRECTOR, WILLIAM ESTY CO.:

Created TV and print ads for Nissan, Ponds and RJR Nabisco.

BFA THE COOPER UNION

Computer Skills: Illustrator, Photoshop, Quark, Painter, Flash and Animator Pro.

EXHIBITIONS: GROUP: First Street Gallery, "Fortieth Anniversary Exhibition",
December 2009 - January 2010. New York

GROUP: The Cooper Union, Hewitt Memorial Building,
"The Last Show" Cooper Square, New York, 2006

GROUP: New York University 80 Washington Square East Galleries
"Fourteenth Annual Small Works Exhibition"
New York, 1990

GROUP: Ammo Artists Exhibition Space "Plein Air"
Brooklyn, New York, 1990

SOLO: First Street Gallery, New York, 1985

GROUP: Artist's Choice Museum "The Figure in the Landscape"
New York, 1985

SOLO: First Street Gallery "Paintings and Drawings"
New York, 1983

SOLO: First Street Gallery "Recent Work"
New York, 1981

GROUP: The Art Gallery "Group Show"
Bethlehem Pennsylvania, 1979

SOLO: First Street Gallery "Recent Paintings"
New York, 1977

GROUP: Columbia University "The First Annual Comprehensive Exhibition
of Italian American Artists" New York, 1976

SOLO: First Street Gallery, New York, 1975

SOLO: First Street Gallery, New York, 1974

COLLECTIONS: Ms. Anne Beattie, Charlottesville, VA
Mr. Tom Shales, Chevy Chase, MA
Dr. and Mrs. Eugene Bremer, Munich, Germany
Mr. and Mrs. Steven Brill, New York City
Dr. Deena Harris, New York City

PUBLICATIONS: New York Art Yearbook 1975-1976

BIBLIOGRAPHY: Roberta Smith "A Sprinkling of Exhibitions Near Factories and the Water"
The New York Times March 31, 1983 pg. 4
Diana Freedman "How the Past Serves the Present" Artspeak March 31, 1983 pg. 4
William Pelicone "The Riddle of Art" Artspeak February-March, 1979
"Recent Paintings" Exhibition Review New York Arts Journal February-March
Lawrence Alloway "Artists and Friends" group exhibition review, The Nation
July 14-21, 1979, pg. 62
Exhibition Review Arts Magazine May 1979, pg. 37
John Perreault "Co-ops?" The Soho Weekly News June 24, 1976 pgs. 15-16

EDUCATION: BFA, The Cooper Union, 1973