

2001 to Present: FREELANCE ILLUSTRATOR: Created original art for storyboards, print ads, animation and book publishing. Clients: Martha Stewart Omnimedia, Wendys, Johnson & Johnson, Pepsi, Pfizer, Toyota and Bud Light. Designed and painted murals, 3D elements and window portals for: Macy's, Lord & Taylors, Sak's and Hudson's Bay Department Stores. Created six decorative 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.:

Created original art for TV and print accounts. Clients included: Bed Bath & Beyond, Noodle Kadoodle, Mande'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: DIGITAL ANIMATOR / BACKGROUND ARTIST: MUSIC PEN INC.:

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

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

Designed and produced Gannett promotional advertising and client assignments in outdoor and print.

1987: ART DIRECTOR, CONNECTICUT CONSULTING GROUP PROMOTIONS:

Designed a full range of promotional advertising including POS, 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, InDesign, Photoshop, Quark, Painter, Flash and Animator Pro.

## PETER CARELLA Exhibition History

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EXHIBITIONS: GROUP: "Annual Family Exhibition" La Mama Galleria.  
December 23rd 2014 - January 3rd, 2015. New York, New York

GROUP: "'Scapes" The Brooklyn Waterfront Artists Coalition.  
July 27-August 18, 2013. Red Hook, Brooklyn, New York

GROUP: "On the Waterfront" The Brooklyn Waterfront Artists Coalition.  
May 11-June 16, 2013. Red Hook, Brooklyn, New York

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 November 13, 1980

"Recent Paintings" Exhibition Review New York Arts Journal Febuary-March 1979

Lawrence Alloway "Artists and Friends" group exhibition review, The Nation  
July 14-21, 1979, pg. 62

Exhibition Review Arts Magazine May 1976, pg. 37

John Perreault "Co-ops?" The Soho Weekly News June 24, 1976 pgs. 15-16

EDUCATION: BFA, The Cooper Union, 1973