COMMUNITY PORTRAIT

2018
We expanded the idea of the traditional family portrait to encompass the larger extended family of Santa Monica residents. Setting up a temporary photo studio at Santa Monica Parks Day Festivals and local Farmers Markets, we encouraged complete strangers to pose with one another as if they were family members.

Line-drawing versions of the portraits were translated into graphic representations of the six Santa Monica Wellbeing Index dimensions: Outlook, Community, Health, Learning, Place & Planet, and Economic Opportunity. Furthering the idea that the Wellbeing Project findings reflect not just numbers, but real human beings.

The simple act of meeting one another before a camera lens became a gentle reminder that Santa Monicans have a familial bond and can be invested in one another and consider each other strangers no more.

The City cares about you and has your back, Just like your family.

@santamonicafamily
How you feel about your life, and your individual experience of your community influences your outlook on the world around you.
Human beings are social animals. Our relationships with family, friends, and people around us are central to what makes us feel good or bad about life.

COMMUNITY

74% can count on their neighbors
48% say they regularly stop to talk to neighbors
35% volunteer rate
15% see their friends & relatives socially less than once a month
29% feel they can influence city decisions
PLACE & PLANET
Your environment and your place in that environment matters. The physical and social environment affects you, whether natural or manmade conditions.

66% ride a bicycle to work
88% say Santa Monica is beautiful
66% live within a five minute walk of goods and services
10% spend leisure time outside at least once a week
58% spend leisure time outside at least once a week
LEARNING

Never stop learning. Lifelong learning, in and out of the classroom, promotes constant development, personal growth, and challenge.

67% have the arts and cultural opportunities they want

64% feel Santa Monica lacks events about nature and the environment
HEALTH

Good quality of life begins with physical and emotional health. When individuals, families and neighborhoods are healthy, a community thrives.

86% get more than six hours of sleep a night

62% are not active on a daily basis

36% stressed all or most of the time

21% eat five or more servings of fruits and vegetables a day (30% lower than the U.S average)
ECONOMIC OPPORTUNITY

A vibrant local economy, including jobs and opportunities for growth, creates an environment where people can afford to make ends meet and have the opportunity to achieve all they hope to accomplish.

- 17% worry about paying their credit card bills
- 61% doubt that their kids will be able to afford to live in Santa Monica when they grow up
- 25% worry about paying their rent or mortgage
- 15% worry about losing jobs
Santa Monica Family Portrait Team from ArtCenter College of Design

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Rachel Cho
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