

Brooklyn Busman
Artist Statement

Chill Dawg is a unique company that was created to produce a portable dog mat that offers a variety of trendy designs, while keeping your pets health in mind. The name Chill Dawg implies a double meaning of cool that is trendy as well as a reference to regulated body temperature. Chill Dawg mats keep your pet from overheating or getting dirty by laying on the ground. I focus on displaying advertisements that differ in appearance to the typical pet advertisements and hook the audience into wanting to buy something that not only is healthy for their pets but allows the buyer a form of self-expression.

The inspiration for this company, and specifically the cooling dog mat, comes from having a dog myself. Enjoying ourselves outside on a hot day, a concern came to me as I watched my dog, Zoey, laying on a hot and dirty sidewalk. I wondered if there was a way, I could keep her clean and comfortable while having her next to me outside of a restaurant. The cooling dog mat was then conceived as a way to protect pets while also allowing the buyer a variety of designs to choose from, in order to give them a sense of self expression, making pet care important and fun.