

Murals!



How to put a mural in your neighborhood

MuncieArts and ARP

MuncieArts and the Public Art Committee has been working with Muncie Action Plan, Neighborhoods Associations, and the City of Muncie, to put together a fair and feasible process for installing murals in neighborhoods as part of the ARP Program Funding.

Goals:

- Murals / Public Projects should be high quality and last for at least 10 years without major upkeep
- Mural artists and designs are vetted by the community in a competitive process
- Communities work together to come up with a theme, and the artists come up with the designs.
- Each mural is unique and adds to Muncie's overall public art collection in a meaningful way.

How to start



Theme Selection

What is the best theme for your
neighborhood?

**Theme should be
BROAD
not PRESCRIPTIVE**

*We want to see a mural that
celebrates our neighborhood history
of connection and collaboration*

vs.

*We want a mural with Mr. Buttons
sitting on a sunflower surrounded by
children.*

Theme Selection

What is the best theme for your neighborhood?

Community Input:

Gather key words that are “visual”

Talk to Everyone!

Most will not reply to a survey. Some of your neighbors are not on facebook. How can you include more than just the gatekeepers?

Get advice when you need it!

If you are having trouble coming to a theme, come talk to us.

Be able to show that a vote or some kind of theme vetting took place.



Theme Selection

What is the best theme for your neighborhood?

Subjects to avoid

Or think about carefully...

- Honoring specific historic people
- Focusing heavily on historic events
- Focusing on religion or religious imagery
- Depicting humans, cultures, or specific jobs/uniforms in general

There are a lot of ways to talk about a subject without using the literal images. Work with an artist that understands the context.



Beau Stanton painted this mural on a Los Angeles school in 2016. Later this month it will be removed, following complaints from community members.

Artist Route:

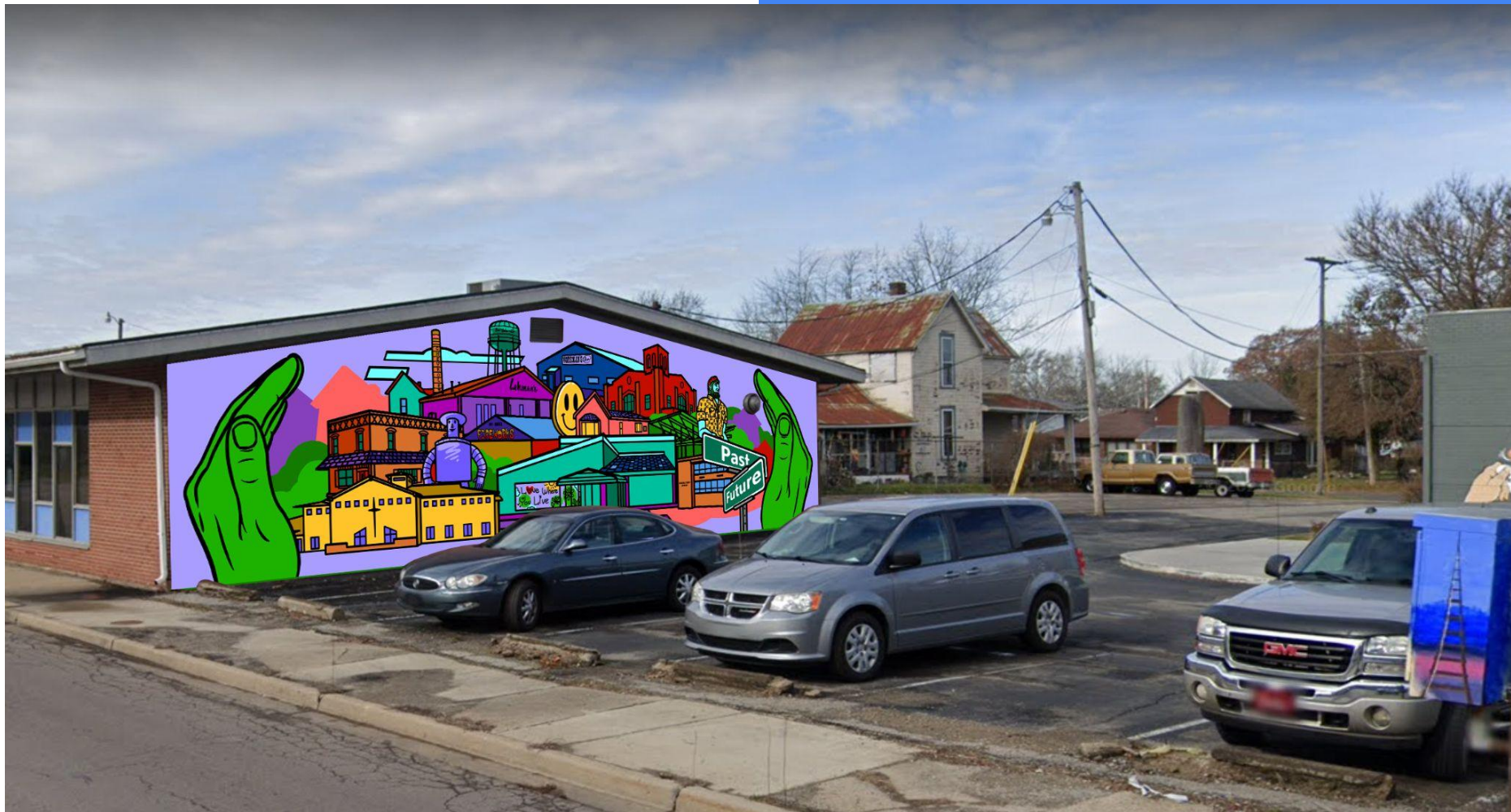
*If you have decided on the artist,
then have the community vote on
the theme...*

- Work with MuncieArts to select one artist.
- Pay one artist for three preliminary designs, no less than \$500 (or more from their preliminary payment)
- Community votes on their favorite design.

Theme Route:

*If you have decided on a theme,
then have the community vote for
the artist....*

- Work with MuncieArts to select two to three artists from the pool.
 - Each artist is paid to create a preliminary design with a stipend no less than \$500.
 - Designs are circulated and voted on by community.
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Artist Selection

Who is the best person for the job?

Goals:

Avoid favoritism and nepotism

- Is someone you already know the best person for the job?

Public Safety

- Is the artist insured?
- Are they professional?
- Can they legally work in the US and collect payment for a public project funded with a national grant?

Longevity of the product

Do they use the right materials?
Are they able to execute the size and scope of the project? Do they have experience?



MORE LOVE

At the starting point of my design process I try to remind myself that I usually get the best results when I lean into whatever my current inspiration happens to be. As a child of the 80s whose art career was mostly inspired by graffiti art, lately I've been feeling pulled towards doing a text based mural which pays homage to the bold "blockbuster letters" early NYC graffiti artists started painting on subway cars. The balanced wrap around format of this wall seemed well suited to recreating the symmetrical layout often seen on those subway art masterpieces. For the message being promoted by the text, I landed on "MORE LOVE" as a positive and inclusionary idea that I think most of us can get behind. While searching for more imagery I kept coming back to the logos for the Thomas Park/Avondale & South Central neighborhoods. I enjoyed the playful simplicity and graphic representations of nature displayed in the dandelions, grass and trees and I love the description of dandelions as "a tenacious and determined flower, much like the residents in our area." That description felt right in line with the bold graphic quality that was already taking shape in my design, and I'm a huge fan of dandelions, so this is how these bold abstract renditions of them became the supporting characters in this mural design. The last thing I added to the composition was the giant ladybug, which besides being a beautiful insect, is commonly regarded as a symbol of good luck, fertility & rebirth, protection, and adaptability.



Artist Selection

Who is the best person for the job?

Steering Committee

1. Committee works with Muncie Arts to determine the shortlist of artists based on the theme and site
2. Community must have a point person for the project period
3. MuncieArts helps committee contact artist(s).
4. Committee works with community to select finalist through a competitive design process
5. Finalist is hired by MAP for the project

Site Selection

Where is the best location for a project?

- Who owns the site?
 - Are they willing to sign a moratorium or contract for 10 years of upkeep?
 - If a business or personal property, is this an entity you want to highlight?
 - Is the site visible?
 - What are the materials of wall? Does it need repair first? Does it require maintenance?
 - Who is paying for the repair / upkeep?
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Site Selection

Where is the best location for a project?

Good sites for murals:

- Privately or city owned walls that belong to established businesses, nonprofits, or citizens who are reliable and trustworthy.
 - Brick that has been sealed and painted already
 - Painted concrete or cinderblock
 - Other siding that is or can be painted, is relatively smooth
 - Sites no exposed to hard rain, wind or extreme sun
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Site Selection

Where is the best location for a project?

Not so good sites:

- Wet areas where flood, running water, or rain is common (underpass, bridges)
 - Old-Unpainted brick
 - Crumbling brick or concrete that will not be repointed / repaired before base coat
 - Walls behind heavy bushes, or in locations that are hard to access
 - Walls with preexisting graffiti coating (you can't always see it)
 - Businesses you do not want to promote or who will gain excessively from the mural, or might change frequently (Vape, Liquor, Rental property)
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**Making it
Happen**



Getting Started

How does it all work?

Know before you begin:

- Invite artist and create a timeline, working with them to determine dates.
 - Artist will need at least 2 weeks or more of secure housing / hotel
 - Artist might need access to a car or assistants
 - Artist will need on site storage for supplies
 - Artist may only be available during a certain period of time
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Who does what?

How does it all work?

Artist:

- Provides supplies, paint, equipment
- Determines own travel, transportation
- Provides proof of liability insurance
- Signs contract
- Completes all aspects of project within determined time frame.

Neighborhood / MAP

- Preps site to artists specifications
 - Creates contract
 - Holds funding and pays artist (usually 25% up front, 75% upon completion)
 - Collects W9 for tax reporting
 - Creates press release and documentation
 - *Assists with or covers hotel stay
 - *Assists with or covers equipment rental
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What do we pay them??

How does it all work?

Competitive Rates:

Emerging Artists:

\$18-25 per square foot

Established artists:

\$25-50 per square foot

\$500 for a single design proposal

Underpaying an artist does not help the community flourish. It takes advantage of emerging artists who might not know what to charge or might not feel they can ask for what they need. Underpaid artists make it harder for artists everywhere to make what they deserve.

Let's do this!

We can help!

Set up a meeting with MuncieArts

Email: erin@munciearts.org
