

# PREPARING FOR A MURAL



## Recognize Benefits of Mural Programs

- Develops beneficial community partnerships
- Creates a strong sense of community pride and self esteem
- Enhances visual appearance of community
- Provides opportunity to enhance the local economy through tourism
- Memorializes community culture, diversity, heritage and history
- Facilitates education of local children regarding their heritage

## Evaluate your community

Each community is unique and has its own personality. Using the criteria of public art benefits, determine your communities needs, wants and resources. Evaluate your communities strengths and weaknesses relative to community spirit and willingness to support community efforts. Be positive in this endeavor and reach out to citizens of different backgrounds and cultures. One of the most rewarding elements of Mural Programs is the camaraderie that often develops between groups and individuals that were previously not known to work together. Contact experienced mural program administrators and organizations for assistance where needed.

## Establish a Criteria for your Mural

- What do you hope to accomplish with this mural?
  - beautification
  - tourism
  - education
  - community pride
- Who do you want to reach with this mural?
  - local citizens
  - regional
  - national
  - international
  - specific interest group
- How is the mural being funded, who are you accountable to?
  - private funds
  - grants
  - public funds
  - donations
- What is the style of the mural?
  - traditional, contemporary

## Develop a theme for the mural

Historic  
Cultural  
Patriotic  
Beautification

## **Develop a budget for the mural**

Administration & supplies -

Who is responsible for preparation of wall or surface

Artists fee - design, mural, housing

Insurance, legal expense

Equipment - portable fencing, scaffolding, lighting

Quality mural paint, primers and sealers

Identify funds for long term maintenance needs for mural

Publicity, promotion, signage

Identify method of funding for mural

## **Choosing Site**

Likely longevity of structure, wall

Condition of wall

Paint on wall or panel

Permission and ownership of wall and mural

Agreement to provide lighting, maintenance

Extent of wall prep required

Insure dry environment for mural

## **Selecting Artist**

Call for Artists

Competitive vs selective process

Evaluation of artist's work

Design by maquette or sketch

Insurance from artist

Executing contract, defining cost, time, materials, scope of work

## **Oversight of Mural Painting**

Establish one contact person to represent committee

Develop protection against vandalism or graffiti

Maintain a meticulous photographic and written record of all activities, materials used and issues that develop

## **Publicity and promotion**

Plan for promotional activities and events, current and ongoing

Assign a responsible person for exposure and media contacts

Plan for photographic recording of events and media

Strive to involve citizens, local leaders, service clubs and schools

Conduct a special event for the dedication of the mural