



TELEPHONE ALLEY MURAL

EXTENSION DESIGN CONCEPT



RYAN PETERSEN
CREATIVE CONSULTING



TELEPHONE ALLEY MURAL

NOTICE TO RECIPIENT:

THIS DOCUMENT CONTAINS COPYRIGHT INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL AND PROTECTED FROM DISCLOSURE. IT IS STRICTLY PROHIBITED TO USE, DISSEMINATE OR COPY ANY OF THE CONTENT CONTAINED IN THIS DOCUMENT AND COMMUNICATION.

THANK YOU.



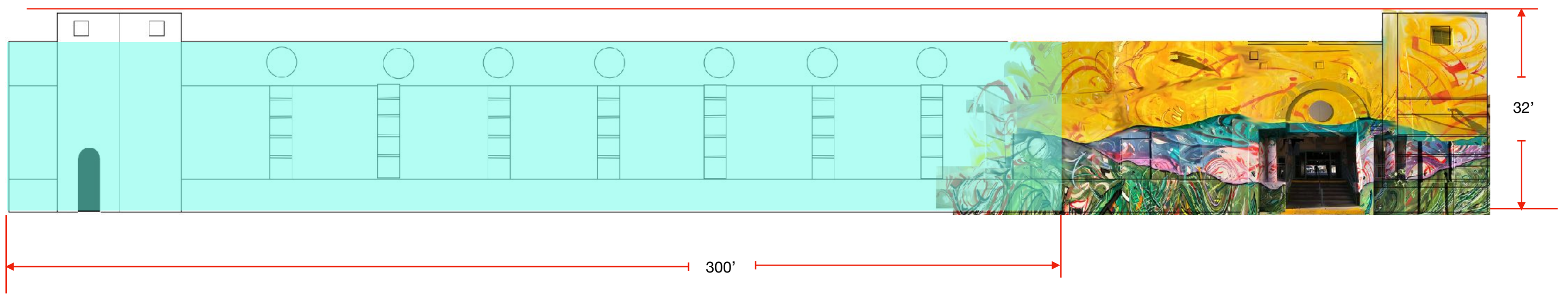
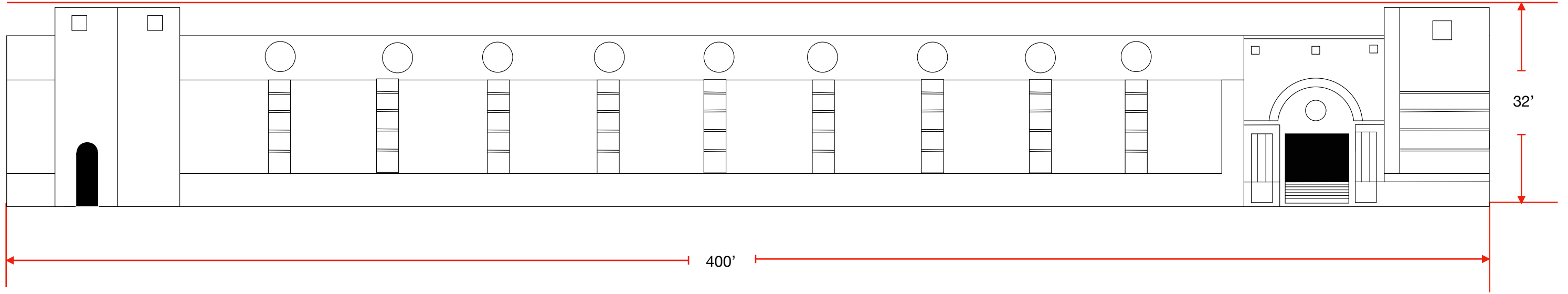


PROPOSED SPACE

TELEPHONE ALLEY
ENTIRE BACKSIDE OF KELLER STREET
PARKING GARAGE



TELEPHONE ALLEY ENTIRE BACK OF KELLER STREET PARKING GARAGE



EXTENDED SPACE

The mural design will flow out onto the corner of Western Avenue, inviting viewing to look into the alley



VIEW FROM WESTERN AVE



VIEW FROM GOLDEN CONCOURSE

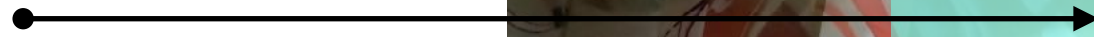


This entire vine, which was originally incorporated into the mural design, was removed one week after painting the mural.

Recommending extending mural around this corner to address, fix, and clean up this space which currently now looks unfinished and feels like an after thought.

EXTENDED SPACE - CONTINUED

WOULD LIKE TO FURTHER DEVELOP THE MURAL INTO THIS SPACE





LOCATION SELECTION

Being a local artist with a passion to beautify my hometown, support local business, and provide welcoming and safe spaces for the people who live and visit here.

The Keller Street Parking Garage is an asset to business owners and a convenience to patrons, yet it's constantly threatened by vandalism. Even when painting crews come in to paint over the "tagging", the color variation leaves an indelible scar on the building's facade. The crews just can't seem to get there fast enough as there is always inappropriate graffiti. Unsightly vandalism and tagging rob the local area of both aesthetics and a sense of safety. Citizens, business owners, and visitors do not feel safe in such a space that shows signs of abandonment and lack of supervision.

I'm proposing to paint a mural extension that will expand the entire length of the Telephone Alley (Keller Street Parking Garage wall). This abstract design will be elevated and sophisticated which will breathe life, energy, and momentum into the space through the use of abstract forms. I instantly saw how one long mural could become two cohesive murals stretching the entire length both starting and ending from both sides simultaneously depending on how it was viewed (see page 12). The artwork will represent and suggest rhythm and gestures of music that unfold into the rolling hills of Sonoma Country with a main intention to revitalize the historical "golden concourse" without having to literally spell it out.

The benefit of creating murals is multifold. It weaves Petaluma culture and history through local spaces for all to enjoy, it creates a welcoming atmosphere for residents and visitors, and it hides the unceasing, unsightly marks of street vandalism. Taggers are less likely to paint on a mural created by a local, respected artist than they are to claim a blank, unowned wall, prime for the taking. In the rare event that a tag is left, I will be available to paint over it or incorporate it into the the overall design of the piece.





MURAL EXTENSION CONCEPT

MURAL CONCEPT

EXPLORE





MURAL EXTENSION CONCEPT

A BLEND OF SOUND, MUSIC, AND LANDSCAPE



MURAL ARTWORK CONCEPT



PLEASE NOTE THIS IS A CONCEPT RENDERING AND ACTUAL COLORS AND DESIGN WILL SLIGHTLY VARY

EXPANDED MURAL CONCEPT EXPLAINED

On a daily bases, people from the community would walk up to the mural saying that a “pop of color” from Kentucky Street caught their eye and that they had to come see that was going on. As they approached the mural, I could see them curiously walking into the alley with a sense of wanting to explore more. Regularly, I received multiple inquires about if the mural would continue down the rest of the alley.

While working on the mural and engaging with the community I quickly realized that the alley space itself, being quite narrow, created a unique experience for the viewers. As you can't see this mural from afar there is no other choice but to step into a 32 foot tall experience of color. The two main views of the alley created a “forced perspective” from either directions: One from Western Avenue looking north into the alley towards the golden concourse. The other is from the pedestrian entrance of the golden concourse, looking south, down the alley towards Western Avenue. I instantly saw how one long mural could become two cohesive murals stretching the entire length both starting and ending from both sides simultaneously, depending on how it was viewed.

VIEW FROM WESTERN AVE

While viewing from Western Avenue up the alley towards the golden concourse, a forced perspective of the mural builds tension as the artwork continues into the alley. Starting from a more abstract framework that suggests musical notes, gestures, and flow, the piece builds into the alley representing musical tension one might experience in a song or in a sheet of music. As the artwork builds you can see a finished piece at the end. However, unless you walk down to the other side you won't be able to make out what it is exactly. As you walk the piece you will be fully engaged in the artwork and thus the experience of having to “Walk the Mural” to see how the mural unfolds; similar to how one must listen to an entire song to appreciate and understand its meaning.



VIEW FROM GOLDEN CONCOURSE

While viewing from golden concourse side of the the alley towards Western Avenue, a forced perspective tells a different story of releasing tension. Starting with a more complex and finished piece, the abstract landscape would be slowly washing away as you view down the alley as if the wind is blowing the color off and out of the alley into the streets. From the landscape and elemental perspective this also suggests and represents the cycles of time and seasonal changes from spring to winter and how the leaves fall from the trees in autumn. A tree with all its leaves in bloom on one end (the mural's right landscape side), and a tree losing its leaves on the other (the “framework” under painting left side).



TELEPHONE ALLEY MURAL BUDGETING

ESTIMATED MURAL EXTENSION PRODUCTION COST: \$88,000

MURAL PRICING IS BASED ON THE TOTAL SQUARE FOOTAGE + THE COMPLEXITY OF FINALIZED DESIGN.

THE FINISHED MURAL PROJECT WILL TOTAL APPROXIMATELY: 12,800+ SQ FT. (32' X 400')

THE EXPANSION IS APPROXIMATELY 32' X 300'+ @ \$10 PER SQ. FT = \$96,000 ADJUSTED TO \$88,000

(NORMAL MURAL RATE IS \$35 PER SQUARE FOOT. COMPARABLE 1%-2% PUBLIC ART PROJECT RATES NATIONALLY AVERAGE \$35-40 PER/SQ. FT)

INCLUDES:

- CONCEPT AND DESIGN
- SITE PREP
- ALL LABOR
- ALL PAINTS & MATERIALS
- ALL EQUIPMENT
- INSURANCE + ADDITIONAL INSURED
- PERMIT(S)
- ARTWORK PLAQUE DESIGN + INSTALLATION (TITLE OF ARTWORK STILL TBD)



THANK YOU

LOOKING FORWARD TO YOUR FEEDBACK



RYAN PETERSEN

CREATIVE CONSULTING

WWW.RYANPETERSENART.COM

707.206.1200