

“ Making Progress”

The Design : Location, shape, texture, color and its purpose.

The locations texture was a big consideration, since it's a brick wall, we wanted to focus on big bold design elements. The shape of the wall is very long with the largest surfaces being on the east and west facing walls. Taking this into account, we built the narrative to read from left to right. This is also a natural way for the viewer to read an image.

Although we are applying a new base coat, we wanted to honor the original blue color of the swim center. We felt that the color of the building is already a landmark in the neighborhood. We chose warm tones as a contrast to the blue, this will bring a vibrancy and warmth to the building.

Lastly, and most importantly is the narrative. We focused on the location and the story it tells. It is a place that is focused on progress, specifically self-growth. In this pursuit you will find a community of people with similar passions and goals. These people will inevitably become friends, comrades and perhaps family. In time this location becomes a second “home”.

The design focuses on forward motion. It starts with a main figure (left), we use birds and graphic elements to lead the viewer to the right side of the building. Where the home is located, we then use elements from the home to frame the doorway. This is used to help the viewer attach the narrative to the location.











Timeline and Checklist

EQUIPMENT RENTAL (WEEK BEFORE ARRIVAL) MARCH 2022

- Arrange rental of scaffolding
- Total equipment rental 2-3 weeks

MURAL INSTALLATION (SECOND AND THIRD WEEK) MARCH-APRIL 2022

- Project image
- Paint mural (Using Exterior Acrylic Paint - mixture of Sherwin Williams and Kelly Moore)
- Total installation process around 2 weeks

MATERIALS

- Exterior House Paint
- Buckets
- Projector
- rollers/roller poles
- paint sprayer
- misc. tools
- Drop Cloth
- Tape
- Brushes
- generator (if there is no power source)

- Design process starting February 2022 - March 2022

City of Petaluma Mural

Target budget	\$	25,000.00				Total
Artist Fee	Artist Payment	\$ 3,250.00	for	1		\$ 3,250.00
	Design	\$ 5,000.00	for	1		\$ 5,000.00
	Installation (including labor)	\$ 11,000.00	for	0		\$ 11,000.00
Material Cost	Material Cost	\$ 2,500.00	for	1		\$ 2,500.00
	Scaffolding	\$ 500.00	for	1		\$ 500.00
Contingency	For unforeseen expenses	\$ 1,250.00		1		\$ 1,250.00
Insurance	Cost for liability insurance	\$ 1,500.00	for	1		\$ 1,500.00
Total cost of the trip						\$ 25,000.00
You're over budget by						\$ -