

How I do a
MURAL IN A DAY



by
Art Mortimer

HOW I DO A MURAL-IN-A-DAY PROJECT

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Following is a general outline of the Mural-In-A-Day process as I have organized it:

1. Research phase. Collect information on the mural theme and on the town; visit the town to see wall, meet people and do research in person; talk with mural people about their vision for the project.

2. Design phase. Work on design ideas in studio; send a rough sketch to the mural committee for input and/or approval; create a more accurate black & white version of approved idea and send to committee; execute a full-color, to-scale final rendering and submit it to committee.

3. Preparation phase. organize list of needed materials, supplies, scaffolding, etc., and coordinate their purchase or procurement w/ committee; organize logistics of painting day; plan painting process for mural; committee solicits and selects volunteer artists (approx. 12-15) to participate on paint day, forwards photos of their work to Master Artist (me). Wall surface is prepared to receive the mural by the committee.

4. Week before Painting Day. I travel to the town and spend the week before painting day laying the design out on the wall, pre-mixing all the colors to be used, and organizing the painting day project with the committee. A few volunteer artists being available to help with this stage of the process is very helpful, although not absolutely necessary; it is a great learning experience for anyone who is interested in doing murals.

5. Friday Evening before Saturday Painting Day. A 1-2 hour workshop is scheduled at a convenient location for all the volunteer artists to meet with the Master Artist (me) and the committee. At this workshop they will learn all there is to learn about the project, fill out necessary paperwork (releases, etc.), and I will describe the project to them and take them over to the wall to bring them up to speed on what we will do on painting day.

6. Saturday, Painting Day. Volunteers and Master Artist meet at the wall at 8:00 a.m. or so, get organized and paint like crazy all day, working to get the mural finished by approximately 5-5:30 p.m. —just in time for the dedication, signing of artists' names to the mural, speeches, introduction of volunteers, presentation of certificates of appreciation, etc., etc.

7. Saturday night. A party including dinner and drinks is thrown by the committee for all the artists and their guests (immediate family and/or friends), and committee members and community supporters. This is EXTREMELY IMPORTANT. It gives the artists a chance to socialize, get to know each other, talk about the day's work, celebrate their accomplishments, network, meet community members, receive acknowledgment from the community, and feel like their volunteer contribution is appreciated. Also,

presentations of gifts of appreciation can be made to the artists at the party (photos of the group of artists, gift wine bottles, T-shirts, -- you name it). The committee gets to celebrate its accomplishment, too.

8. **Sunday.** I go home (whew).

COST: My fee includes research, designing the mural, organizing the project, laying the design out on the wall, pre-mixing all the colors, organizing the volunteers, supervising the painting on mural day, and applying finishing touches at the end of the day.

My fee does not include preparing the wall; the purchase of paints, brushes and other materials and supplies; application of a protective coat to the mural, if desired; or the cost of a place for me to stay for 1 week prior to and during the painting day. These items are to be provided by the sponsoring agency or other community resources

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