



MURAL PROPOSAL

Location: Natural Grocers
1301 W. 23rd St. Lawrence, KS

This proposal is for an exterior mural on the north side of the Natural Grocers building. This building is located in a commercial area, thus neighborhood approval or participation isn't necessary. In addition, the Natural Grocers facility is a newer construction and has no historical significance to be considered in the design process. There are no technical issues to address. Drainage, building surface, etc. are all satisfactory for a quality, long lasting mural.

Dimension of Mural: The proposed project is 576sq ft. The lower portion is 6ft 8in x 57ft 9in. The upper curved portion is approximately 25ft x 13ft 4in high, to be painted in a quarter circle shape. See image.

Proposed Mural Description: Van Go will work collaboratively with Natural Grocers to develop imagery consistent with a preferred theme/message. *Imagery utilized in this proposal is meant to convey only a general sense of scale and complexity and is not indicative of the final design.* Van Go will produce artwork on-site at Natural Grocers. Approximately 20 youth ages 14-18 will be employed for this project between February and April of 2018. This mural will be executed by experienced artists using professional grade acrylic paint. The building face will be properly primed and prepped before painting. A high quality exterior varnish will be applied and will secure the longevity of the mural. The subject matter of the mural will be determined by the client during the mural design process. Design elements are expected to be fruit/vegetable/community related. There will be no logos, words, or commercial imagery in the mural. See attached examples of Van Go's past murals.

Mural Process: Van Go designs all commissioned work with a collaborative process that includes the client, lead artists, and Van Go teens. There will be 2 interviews with the client. The first to gather information to create a design and a second to receive feedback and get design approval. After the first meeting, the teens will work together to create imagery and ideas that will be combined into the final design. After many hours of sketching, talking and planning, the lead artists will weave the best ideas into the final design. This will be presented to the client for approval at the second meeting and the painting process will begin.

The lower portion of the mural will require the use of 4' scaffolding. Van Go will rent scaffolding from Sunflower Rentals and will educate staff and teens on safe usage. The upper portion of the mural will be completed by a smaller experienced team of staff and artists using an electric lift. Van Go's liability and Worker's Compensation insurance will cover any unlikely accidents.

Mural location: 576sq ft - Concept Proposal images



Art Samples



104"x58"



104"x47"



104"x58"