

Plans

- Site Visit
- Sometime between December, January, February
- Research & Document
- Photograph, Story telling through photographs.
- Introduce myself to local community members
- Community engagement listening sessions
- Finalize Artwork
- Present final art to the community
- Install Mural
- Estimated 2 weeks to complete

Timeline Of Mural

The mural installation will take 2 weeks to complete. I plan on working 8-9 hour days that will be scheduled from 7:00am to 6:00pm. Below is the schedule that I plan on using.

Travel to Reno Drive/Fly 2 days

Aerial Equipment Receiving 1/2 day

Priming the surface 1 day

Outline of the mural 1-2 days

Creating the artwork 12-14 days

Finishing touches 1 day

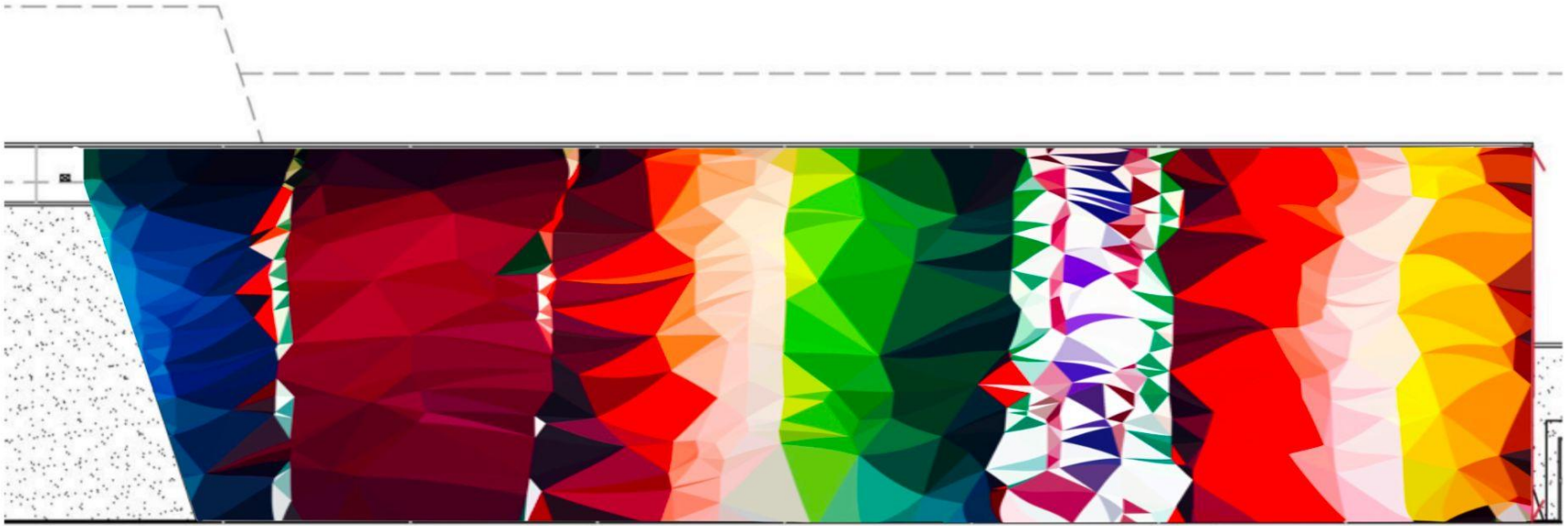
Inspiration

- Unique environmental landscape (Truckee River) (flora & fauna)
- Vibrancy in color & spirit
- Local individuals
- Family oriented
- Education (UNR, TMCC)
- Artistry
- Historic Washoe County
- Rich culture (Native Americans)
- Celebrations (Hot August Nights, Hot Air Balloon Races, and Rib Cook off)
- Welcome & hospitality (Downtown Central BID)
- Safety

In my opinion, one of the greatest struggles of public art is that over time, the content and imagery has participated in manifesting in the systematic invisibility of the contributions of local individuals. That being said, Reno has individuals, especially those who are unique to the communities who I am interested in creating an opportunity to showcase through a mural. I would like to symbolically uplift not only some individuals, but of the community as a whole. With this submission, you will be able to view my ability to conceptualize language into visual poetics; creating and executing a culturally responsive project that meets the needs of not only high end stakeholders, but also the diverse communities of Reno.

- The piece opens to a world of color, difference and individuality. The separate colors and shapes create the harmony of the integrated whole.
- The result is a brilliant collaboration, with all elements working together representing all people, ethnicities, ages and genders.

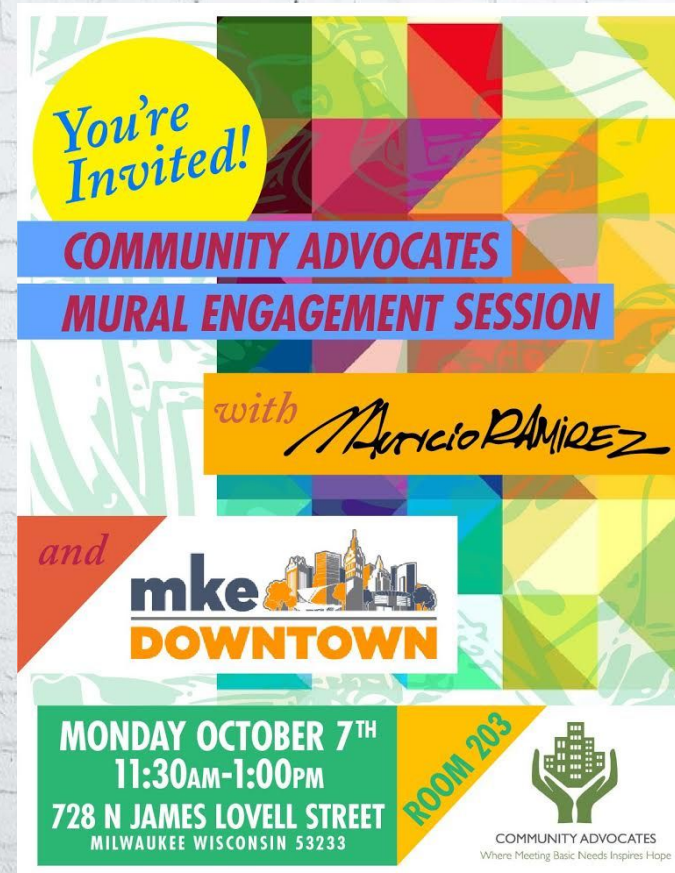
Possible Background Concept



Community Engagement

Part 1. I plan on setting up a few community engagement meeting sessions to learn more about Reno communities through shared storytelling. I'll also be providing a few initial designs to help get the ball rolling on what interests the community, visually.

-Community Driven, Artist Led



You're Invited!


COMMUNITY ADVOCATES
MURAL ENGAGEMENT SESSION

with *Muricio RAMIREZ*

and **mke DOWNTOWN**

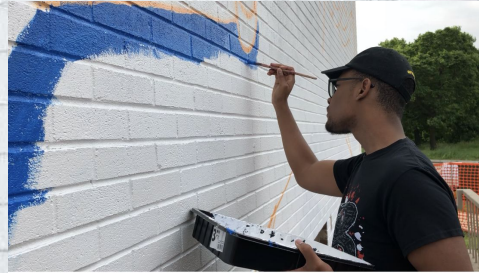
MONDAY OCTOBER 7TH
11:30AM-1:00PM
728 N JAMES LOVELL STREET
MILWAUKEE WISCONSIN 53233

ROOM 203


COMMUNITY ADVOCATES
Where Meeting Basic Needs Inspires Hope

Community Engagement

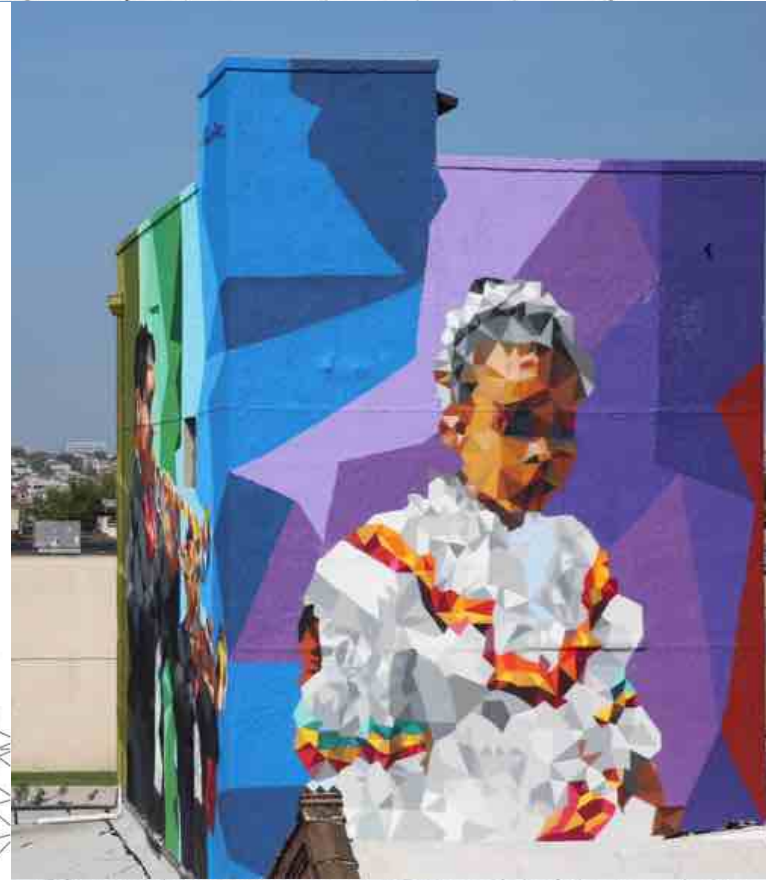
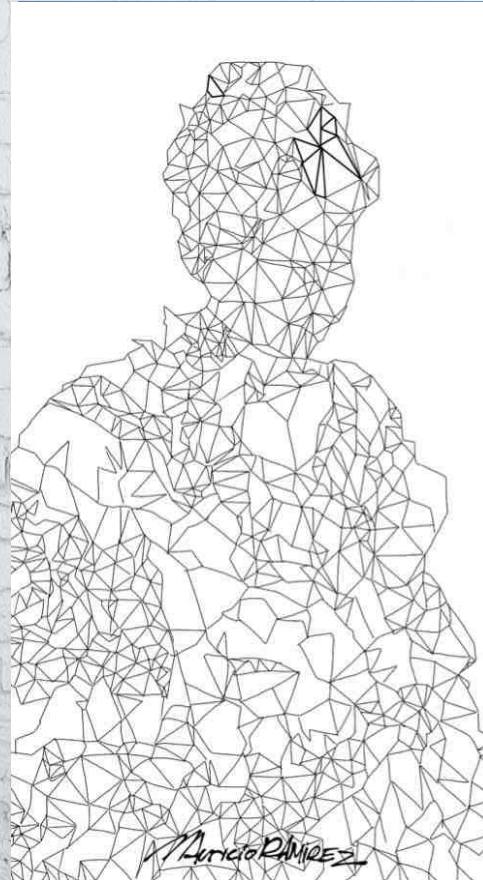
Part 2. The community engagement aspect of this mural experience consists of 3 parts. The second part is setting up 2 days where the local community members of all ages can come and help paint a portion of the wall. I will have outlines to guide them through the painting process and will be alongside them. I strongly believe that participation goes along way to make a mural memorable. I have utilized this exercise in my past work has brought nothing but positive outcomes. Below are a few images from when I have engaged the local community by having them help paint the mural.



Example [Video](#)

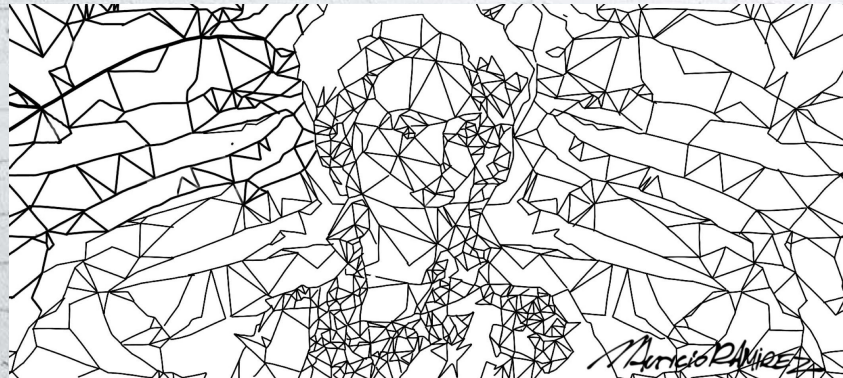
Community Engagement

Part 3. The third part of my community engagement is to create an official coloring sheet of the mural. I believe that the community members who did not get a chance to help paint the mural can now find themselves coloring the mural on their own time. I plan on releasing the official coloring sheet to local schools and workplaces. By doing this, I believe that the mural can live into peoples homes and supply their own narrative to the outlines.



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Artwork Materials

Primer

Base Coat/Primer - The only way to ensure that the mural will have the longest lifespan possible is to prepare the surface by power washing the surface and then double coating the wall with the highest grade primer. The primer that I will use on this wall is a product of Sherwin Williams called LOXON. This primer is specific for concrete bricks and masonry stucco. The coating works best for these surfaces because it is vapor permeable, which means that it will allow the brick to breathe, ultimately setting up the mural for longevity.



Video Link [Example](#)

Artwork Materials

Top Coat/Paint - The top coat I plan on using are 2 products. The first product I plan on applying is a product from Sherwin Williams called Duration/Resilience. Duration Premium Exterior Coating is formulated with PermaLast® technology and infused with advanced acrylic co-polymers for long-lasting performance. Duration is self-priming and provides a mildew-resistance coating. This product has been given the highest UV rating as well as durability. These are the two factors that I think about when selecting the highest grade paint. The second product I plan on using in conjunction with the SW Duration/Resilience is called Montana GOLD. It is a water base exterior acrylic that will enable me to create some of the most detailed parts of the mural. I ensure a premium mural application with these two products.

Top Coat/Paint

