

THE MURAL PROCESS: HOW IT WORKS

Urban Brushfire murals typically take between 2 months and 1 year to complete, depending on the size of the mural. There are 3 parts to the mural process: design workshops, painting the mural, and the dedication ceremony. Each of these parts provides a creative and fun environment for participants to develop a sense of ownership and to feel integral to the design and success of the project. No prior art experience is required to participate. Urban Brushfire will provide everything needed to produce a mural that is beautiful and reflective of the participants who designed it.

THERAPEUTIC DESIGN WORKSHOPS

These workshops engage the participants in discussions and group work to address ideas and feelings in order to identify mural themes. The sketches developed during these workshops will reflect these discussions and will, in turn, be reflected in the final mural design. The workshops also include an educational component that will address mural history, color theory, painting and mural grid techniques.

PAINTING THE MURAL

The mural will be painted on a surface using a non-toxic water-based paint. The participants will paint the mural under the guidance of the lead muralist of Urban Brushfire. The process of painting an outdoor mural provides an added opportunity to do education and outreach directly at the mural site in the form of a street outreach campaign. This might include, for example, information and resources distributed by artists, educators, and volunteers on the themes addressed in the mural.

MURAL DEDICATION CEREMONY

The ceremony is a celebration of the completion of the mural, the participants, and the themes addressed. This is the time for the mural to be given from the team of muralists to the greater community. Urban Brushfire will provide consulting support as needed to make this ceremony wonderful and meaningful.

This public celebration is an opportune time to create a marketing and fundraising campaign to raise awareness in the community about the organization and themes addressed in the mural.