

MOCK MURAL PROPOSAL

The Message

“BE THE CHANGE”

The Space

- ◆ Exterior wall, covered, low light exposure
- ◆ Hallway/transitional space located on the back entrance of the library
- ◆ Bulk of the design will cross over 100 square feet of the wall

The Design

- ◆ A rich range of colors fill a floral pattern that dynamically moves across the wall. The pattern will reference a late 60's early 70's aesthetic
- ◆ A rainbow stripe will connect the mural to either side of the wall to create a gradual transition from the negative space towards the mural's mindful message.



THE SPACE (100 SQ.FT)



DESIGN MASKED TO SPACE.



YOUR CUSTOM DESIGN.

Objective + Inspiration

Honoring the Past

This mural design is conceptually based off the history of desegregation in Gainesville High school during the 1960's. The mural will honor the first three black graduates of the school using the message "Be The Change". The mural will stand as a reminder of the brave elders that paved the way before them during a challenging time in history. The mural will respect the hardship of the past while encouraging students presently in the space to be courageous, to love on another dispute their differences and to ultimately "Be the change" they wish to see in the world.

Concepts to Consider for Inspiration

- ◆ History of the space, land and community
- ◆ Tell a significant story through images
- ◆ Honor student and school's achievements
- ◆ Honor nature, spread messages of sustainability
- ◆ Remind students of positive mantras to support mental health

Invoice

Invoices are determined by the cost per square foot. This example is created for an estimated 100 square foot mural.

Items determined for 100 sq.ft mural	Cost per item	Total
● Cost of Paint (est. 10 Gallon for 100 sq.ft)	1 gallon of paint = \$30	\$300
● Cost of Materials (not Paint)	Brushes, drop clothes, aprons etc.	\$200
● Cost for mural execution Per sq.ft	\$25 per square foot	\$2500
COVERED BY MINDFUL MESSAGES		\$3000

Additional Fundraising Tools

Embrace Your Murals Custom Campaign Page

Mindful Messages guarantees to pay for the cost of materials in addition to compensate for \$25 per square foot of your mural. That being said, your school is encouraged to embrace our platform for funding to raise money for any additional cost desired for your specific mural project.

When you are chosen as a destination for a Mindful Messages mural, your very own campaign page will be created. Your campaign page can be distributed out to parents of the students at you school, committees and to any additional members in the community that would be interested in supporting the making of your mindful mural.

The Schedule

Please Fill out our *2023 Application* to be considered as a space for mural execution.

- Mural A- August/ September
- Mural B- October/ November
- Mural C- November/ December

We can't wait to co-create together!

Sincerely,

The Mindful Messages Team

