

City Center Building Mural Design Proposal

Completed by: Ali Hval
MFA student
School of Art & Art History
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In partnership with
The City of Mason City and the Mason City Chamber of Commerce





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Iowa Initiative for Sustainable Communities

Provost's Office of Outreach and Engagement

The University of Iowa

111 Jessup Hall

Iowa City, IA, 52241

Email: iisc@uiowa.edu

Website: <http://iisc.uiowa.edu/>

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Design Proposal for City Center Building Mural
Mason City, IA
January 9, 2018

OVERVIEW / SITE PREPARATION

University of Iowa School of Art and Art History MFA student Alexandra (Ali) Hval has submitted the enclosed design options for a painted mural on the exterior concrete block fire escape of the City Center building in Mason City. The designs are inspired by Frank Lloyd Wright's architectural plans and stained glass, and thus, both designs have strong vertical lines and geometric patterning. Ali Hval is only responsible for the design of the mural and another artist will be chosen to complete the mural with artistic license to alter the design, as necessary.

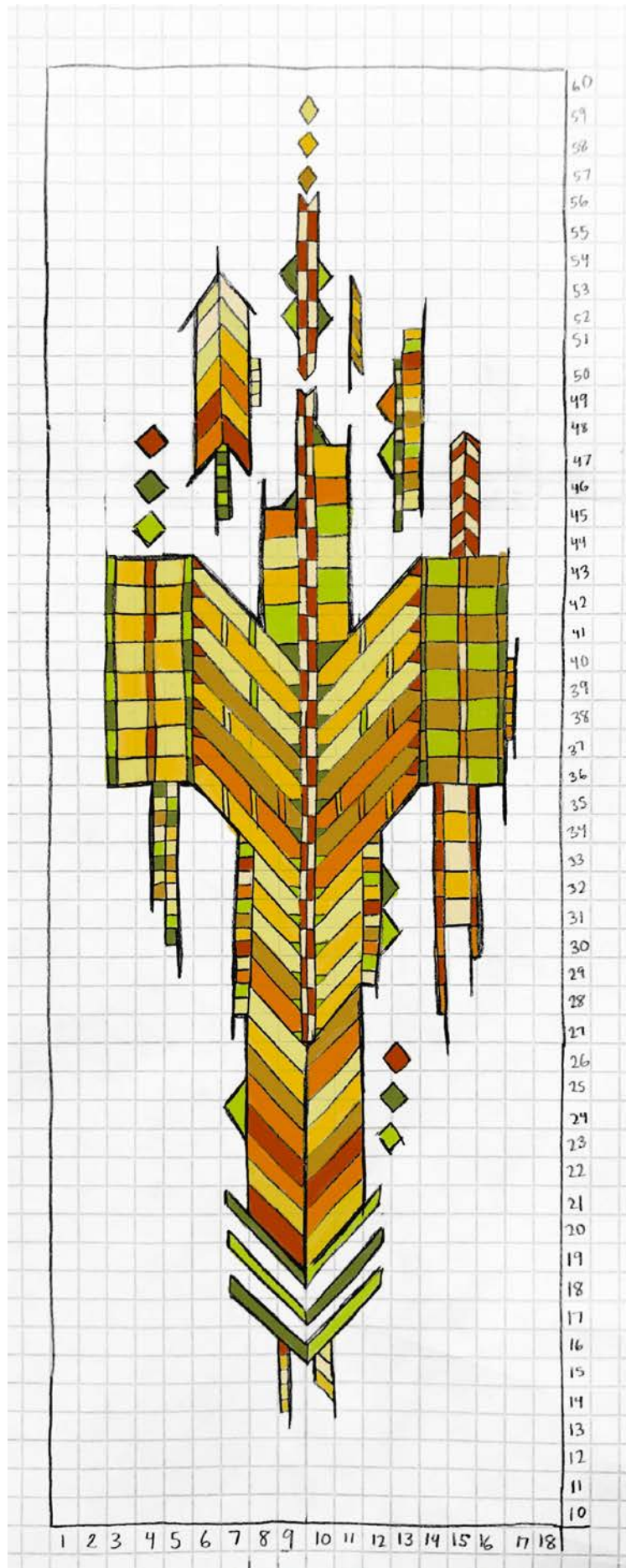
Before beginning the mural, the walls must be prepped by power-washing and clearing of any debris to ensure a clean, flat surface for the paint to adhere. Mason City may choose to prime the entire substrate, prime under the design portion, only, or not prime at all. However, priming the entire substrate is recommended.

MATERIALS LIST

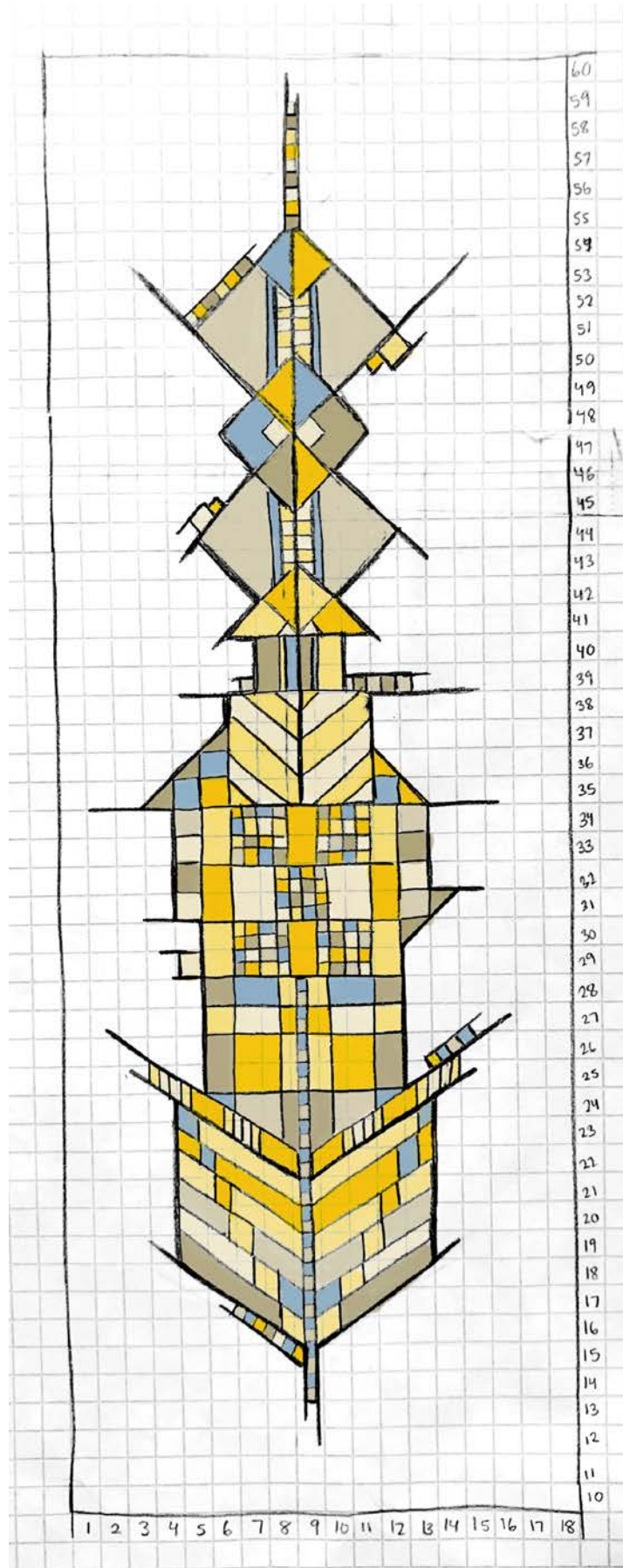
The cost of materials will depend upon numerous factors, such as the number of colors the artist elects to use, the level of detail of design retained, and type of paint selected.

- A set of disposable rags
- Exterior house paint with primer (Dutch Boy Exterior Paint purchased from Menards was used on the Brick Furniture building)
- Brushes in various sizes
- Blue painter's tape
- Multiple canvas tarps to protect lift floor and ground
- Mixing buckets
- Paint can opener
- Paint stir sticks
- L-level
- Other materials may be requested by the selected artists

DESIGN OPTION 1



DESIGN OPTION 2



DESIGN OPTION COLOR 1 PALETTE*

Composed of a series of warm yellows, orange, red, and greens, as well as black for the outlines. Outlines on the edges of the design are slightly thicker than those on the interior. All chevron patterns are positioned at a 45-degree angle.



DESIGN OPTION 2 COLOR PALETTE*

Composed of a series of warm greys, yellows, and slate blue, as well as black for the outlines. Outlines on the edges of the design are slightly thicker than those on the interior. Top triangles, chevron patterns, and squares will be square to the ground or at a 45-degree angle. Bottom chevron pattern from 16' to 25' is at less of an angle.



*color schemes between the two designs can be interchanged.