



MB Art Center Mural Project

Leadership Manhattan Beach
Class of 2022



Presenters- Greg Cicchino, Rita Crabtree-Kampe, Betsy Rubino



Leadership Manhattan Beach

Manhattan Beach Art Center Mural Project

LMB wishes to donate a Community Created Mural to the City of Manhattan Beach.

- **A local artist will create a paint-by-number style mural design**
- **The MB community, including preteens through adults in a one day event**
- **The artist will add finishing touches**
- **Location: 11th St. south-facing parking lot wall at the MB Arts Center**

Purpose: Develop community spirit by promoting inclusion, collaboration, creativity & mental well-being; while increasing visibility of the MB Art Center

11th St. Parking Lot Wall: Mural



A Common refrain from
MB residents:

“WE have an Arts Center?”

“WHERE is the Arts Center?”



WHY A MURAL?



2020 MBCC approved the MBAC Revitalization Project

- Phase 2.3 identifies the need for murals in strategic places



This public art will be a landmark for audiences

- Art Exhibits generate only 200-300 attendees over 10 weeks



You can't find your audience if they can't find YOU!

Promoting Community

The 2020 Parks Master Plan

Common Themes B: Create a Sense of Community

Our Project Design Promotes Community Pride

Emotional Well-Being
Relationship Building



SCOPE AND SEQUENCE



1. Request submissions from local artists, review, select muralist
- 2. Present Mural Project to MBCC, get feedback & support**
3. Present Mural design to CAC
4. Canvas neighborhood, send postcards, survey
5. Artist Meet & Greet
6. Report data, request design approval from MBCC
7. Outreach to community
8. Community Painting Party
9. Ribbon cutting; participant & sponsor recognition

Proposed Mural Design



Artist: Nichole Blackburn
Celadon Studios and Big Sky Countries

Timeline



Jan 10	Design chosen
Jan 18	MBCC- Donation, feedback & support requested
Jan 20- Feb 14	Neighborhood canvassing; postcards & survey Host Neighborhood “Meet the Artist” event
Mar 1	Report data and request City Council approval
Mar 15-Apr 15	Community participation sought
April 30	Mural created
May	Ribbon Cutting- community & sponsor recognition

Benefits



- Promotes unity, mental well-being, & relationship-building among the MB community
- Upgrade the space and beautify MBAC entrance
- Increase visibility for MBAC resulting in:
 - a) Increased attendance
 - b) Increased art appreciation
 - c) Increased cultural acuity
- A public art landmark
- Symbol of pride and community for MB residents

LEADERSHIP MANHATTAN BEACH

THANKS YOU

FOR YOUR SUPPORT AND GUIDANCE

