

# **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!

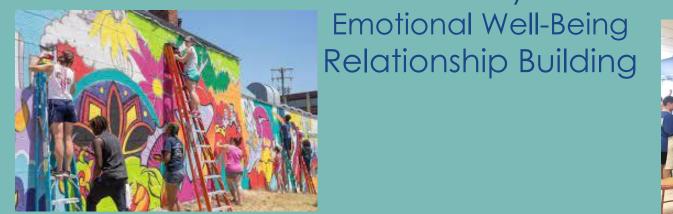
# **Promoting Community**



The 2020 Parks Master Plan Common Themes B: Create a Sense of Community

**Our Project Design Promotes** 

Community Pride **Emotional Well-Being** 





# 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**



Design chosen Jan10

**Jan 18** 

MBCC- Donation, feedback & support requested

Jan 20- Feb 14 Neighborhood canvassing; postcards & survey

Host Neighborhood "Meet the Artist" event

Report data and request City Council approval

Mar 15-Apr 15 Community participation sought

Mural created

April 30

Mar 1

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



# THANKS YOU FOR YOUR SUPPORT AND GUIDANCE

