Mural Arts Philadelphia

Capacity-building & Technical Assistance Opportunities

Mural Arts brings a wealth of experience developing public art projects and rigorous programs that generate change in people, places, communities, and systems. Specific expertise offered to clients includes (but is not limited to):
- Building and managing public/private partnerships
- Integrating public art projects with robust engagement programs
- Designing projects to achieve social and economic impact
- Structuring long-term creative place-making strategies
- Collaborating with developers
- Artist recruitment, selection, and management
- Murals, mosaics, and other public art techniques
- Leveraging resources and fundraising
- Telling the story: evaluation, documentation, and communication

This proposal outlines a menu of engagement opportunities and related costs. Pricing excludes travel, accommodations, and expenses associated with hosting events, meals, or workshops.

Keynote by Jane Golden - $2,500
Jane Golden will offer a unique window into the evolution of and current practices at Mural Arts, highlighting moments of growth and learning along the way. The keynote will be tailored to the needs and opportunities present in your location, featuring a curated image and project selection. Jane's presentations consistently inspire audiences about the potential of muralism and socially-engaged public art to transform communities, and can be a very effective way to begin to build broad-based support for creative placemaking activities. A pioneer in building public/private partnerships in the arts, supporting artists to be change makers, and engaging communities as key collaborators and leaders, Jane provides a unique perspective on what it takes to be successful at this work. A one-hour keynote will be followed by a Q&A and/or networking reception.

Half-day / full day in Philadelphia - $3,000 / $6,000*
A delegation of up to 10 artists, civic leaders, and other stakeholders will travel to Philadelphia for an immersion into Mural Arts' practice. The day offers a customized combination of a guided tour of our work, visits to project sites, meals shared with Mural Arts staff and artists, and/or a workshop tailored to the needs and interests of the group. *Simple meals are included in the fee.

Half-day / full-day in your location - $2,500 / $5,000
A team of up to three Mural Arts staff, artists, and/or partners will travel to your location to provide customized support to local stakeholders. The day can combine intensive support to specific individuals or teams, site-assessments, and/or workshops accommodating up to 15 stakeholders.

Hourly Remote Consulting - $100 / hour
Mural Arts staff members will make themselves available to offer advice and expertise by phone on an as-needed basis.

Project Consulting – Fee variable depending on scale of the project
Mural Arts will collaborate to develop a scope that includes workshops, remote consulting, and/or collaboration on a demonstration project.

Note: A master plan mapping spatial opportunities and graphically displaying artistic possibilities might be useful and can be created by a planning firm or specialist. Mural Arts would be happy to recommend, collaborate with, or subcontract a qualified expert to provide this service.

About Mural Arts Philadelphia

We believe art ignites change. We create art with others to transform places, individuals, communities and institutions. Through this work, we establish new standards of excellence in the practice of public and contemporary art. Our process empowers artists to be change agents, stimulates dialogue about critical issues, and builds bridges of connection and understanding. Our work is created in service of a larger movement that values equity, fairness and progress across all of society.

Mural Arts annually produces 75-100 public art projects involving a range of people, sites, and issues in Philadelphia. Projects respond to: 1) needs and opportunities evident across the city, articulated by civic leaders, or identified in neighborhood plans; 2) project applications from community leaders; 3) topics relevant to youth and vulnerable adults enrolled in workshops in our three program areas: art education, restorative justice, and behavioral health. Programs and projects annually engage more than 25,000 people in the creative process, while docent-led tours offer 15,000 people exposure to the collection, and 100,000+ follow Mural Arts online. In 2016, we had more than 260,000,000 press impressions.

Mural Arts' specific approach and creative medium varies by project, but in general our approach includes four key components:

- **Look:** Change starts by looking beyond the surface. Our work starts with a genuine curiosity about what makes Philadelphia tick. We look for the issues that drive and make our city, and we look for the problems Philadelphia and its residents are grappling with daily.

- **Listen:** Listening as part of change is about learning and understanding. Each project begins with active listening: we ask questions, and foster dialogue among disparate groups. This is the listening that makes sure that everyone is heard, the listening that amplifies voices that have been muted.

- **Connect:** Connections begin when people picture themselves in each other's shoes. Once we have found our inspiration, we mobilize our partners and build a team of individuals—artists, participants, residents, nonprofit leaders, funders, policymakers—anyone who wants to help us make change happen. We connect people and institutions who normally do not talk to each other, and build bridges of dialogue over longstanding chasms of misunderstanding, distrust, or ignorance. The connections are not always comfortable or convenient. But they result in important conversations that spark change in attitudes, in understanding, and in hearts and minds.

- **Celebrate:** The art is simply the most visible part of a long and complicated process of collaboration, which in itself leads to substantive change. We create resources and opportunity. We create moments for reflection and celebration. We create hope and optimism about a different future. Our process of collaborative art making becomes a powerful vehicle for inspiring these other creative forces.

We are recognized as a force for excellence and innovation in public art. In the past six years, seven of our projects were selected by the Public Art Network's competitive Year in Review, the nation's only award program focusing on public art. A 2014 retrospective at the Pennsylvania Academy of the Fine Arts positioned our work as an international model for "social practice", a term applied to creative processes developed by artists and arts organizations to address social, economic, and environmental challenges. A recent study conducted by the Yale School of Medicine shows that Mural Arts' process leads to "collective efficacy," an increased ability for a community to address its own needs. It is a finding that offers hard evidence to the opening words of Mural Arts' mission: "We believe that art ignites change."

Our commitment to generating public impact through artistic processes is deep in our organizational DNA. Mural Arts was first established in 1984 as part of the Philadelphia Anti-Graffiti Network's effort to address the city's graffiti crisis. Founder Jane Golden was hired to reach out to graffiti writers and redirect their energies to constructive public art projects. In addition to addressing the problem of graffiti, our collective mural-making process proved to be a powerful tool for community revitalization. In 1996, the Anti-Graffiti Network was reorganized and the Mural Arts Philadelphia became its own entity.

Jane continues to serve as Mural Arts' Executive Director. Under her direction, Mural Arts has created over 4,000 landmark works of public art. Jane, a City employee, leads in collaboration with Joan Reilly, who serves as President and Chief Operating Officer of the Philadelphia Mural Arts Advocates. Joan brings decades of experience in organizing for the betterment of communities.