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City Hall Mural Port St. Lucie, FL

Revised Proposal



CLOSE-UP FRAGMENT



CONCEPT

The mural draws inspiration from the City of Port St. Lucie's logo, interpreting its iconic heart to embody the phrase "Heart of the Treasure Coast." We incorporated a family of cranes symbolizing community and togetherness. One crane, with its wings open, conveys power and bravery, representing protection, while another symbolizes care, support, and love for the younger generation.

This design reflects the warmth and love within the community. Local landmarks, along with natural elements like calm water and palm trees, create a sense of place and strengthen the connection to the environment. The vibrant heart at the center, surrounded by decorative details, symbolizes the city's heartbeat—alive and thriving. The mural's design will stand out from a distance, showcasing both its beauty and meaning.

PREVIOUSLY PROPOSED DESIGN



CONCEPT

The motif of the composition draws inspiration from the Primary Logo of the City of Port St. Lucie with its slogan, "Heart of the Treasure Coast." We find the image of the sandhill crane with a heart beautiful and empowering.

Identity is important for every city, which is why we decided this magnificent bird should be part of the City Hall mural. By playing with the composition and color palette, we created a design where the crane gracefully covers the heart with its wings, symbolizing protection and harmony.

The heart is depicted vibrantly, surrounded by beautiful decorations, symbolizing the heart of the city, alive and pulsating. Gorgeous palm leaves and clear, calm water at the bottom right add layers to the composition, evoking a sense of natural beauty and enhancing the overall balance of the mural. The mural will be visible from a distance.

CLOSE-UP FRAGMENT



LOCATION FOR PROPOSED DESIGN 1 AND 2
DIMENSIONS OF ARTWORK 12' 6" by 64' 3"



List of proposed project materials:

- Primer (prior painting to prevent absorption) / White Multi- Surface Exterior Primer;
- Spray paint / Montana Black 400ML (The Nitro-Combination based formula ensures a high coverage, matte finish, perfect control and handling. Weather and winter-proof)
- Preservation coating / UV / MuralShield™ Innovation designed for the conservation of fine art murals. It offers UV protection, consolidation, and weatherproofing. The film is flexible and completely clear, producing a luster to glossy finish
- World's Best Graffiti Coating / MuralShield™ Provides vandalism protection against aerosols, thick paints, and corrosive materials (Once applied, vandalism can be quickly and easily removed using a hot water pressure washer alone, or by using our removers. The Coating is then re-applied to the affected area before leaving)

Expenses	Value, \$
Artist fee	\$41,000
Materials, spray paint, about 120 cans	\$1,500
Materials, Primer	\$100
Materials, Preservation coating / UV / MuralShieldTM 4 gal	\$500
Materials, World's Best Graffiti Coating / MuralShieldTM 4 gal	\$350
Shipping MuralShieldTM	\$250
Other materials and supplies	\$400
Equipment for 14 days	\$2,500
Travel expenses for 2 people from NY	\$700
Travel expenses in FL	\$400
Accommodation	\$2,300
Insurance has been obtained	
TOTAL	\$50,000



Timeline:

We are flexible with the timeframe. We will need approximately 10 to 14 days to complete the mural, starting November 1st or later.

Preliminary Installation Plan and Required Equipment

Preferable equipment: boom or scissor lift, if possible to use on-site.

Priming: 1 day

Grid and outlining: 1 day

Painting: 6-7 days

Application of MuralShield™ and World's Best Graffiti Coating: 1 day

Photographing the final mural: 1 day

Maintenance. General information:

Proper preparation of the site and mural production will guarantee that this Public Art piece will continue to enhance the community for years.

Well-prepared surfaces, high-quality paint, and a final clear coat are as essential to a long-lasting mural as a plan for routine maintenance that includes retouching, cleaning, and properly removing graffiti.

Building maintenance is also important to the life of the mural. Continue to maintain the grounds that the building reside on.

It is important to inspect murals annually to ensure that instability, damage, or potentially damaging conditions are detected before major damage or deterioration occurs. All inspections as well as any work that is subsequently carried out should be documented. Spring is an excellent time for an annual inspection.

The maintenance plan and conservation policy should incorporate:

- a schedule of regular inspection;
- an outline of maintenance activities for mural and site (e.g. cleaning and minor repair);
- documentation of condition, maintenance, and treatment work.

Annual routine recommended:

- gentle washing with sponges;
- painting areas of loss;
- MuralShield™ reapplication (if necessary)
- World's Best Graffiti Coating (when needed)

