

LAUNCHING A MURAL PROJECT

& BEAUTIFYING YOUR COMMUNITY

Caroline Cassagne & Francesca Vega





Caroline Cassagne



Francesca Vega



PRESENTATION OVERVIEW

WHAT IS PUBLIC ART

WHY PUBLIC ART MATTERS

EXAMPLES

PLANNING

CALL TO ARTISTS & SELECTION

TOOLS & TEMPLATES

OTHER IDEAS



Maggie Boudreaux, Ruston Cultural District Bulldog Sculpture for Origin Bank, 2025, Ruston Cultural District.

PUBLIC ART IS...



**OFTEN FUNDED WITH PUBLIC
DOLLARS OR VIA PHILANTHROPY
FOR THE COMMUNITY**

**A REFLECTION OF THE ARTISTS'
STYLE & PROCESS**

**TYPICALLY SELECTED THROUGH
A CALL TO ARTISTS &
SELECTION COMMITTEE**

PUBLIC ART IS NOT...



**A PRIVATELY COMMISSIONED
ARTWORK**

ONLY FOR A SPECIFIC CLIENT

**TAILORED ONLY TO A
CLIENT'S PREFERENCES**

**BY A HANDPICKED ARTIST
SELECTED WITHOUT
COMMUNITY INPUT**

Artist Unknown (British), *Portrait of a Woman*, c.1600, The Metropolitan Museum of Art.

WHY IT MATTERS

BENEFITS:

- Sense of place & identity
- Higher rates of social cohesion
- May assist with crime prevention through environmental design
- Deters graffiti
- Employs artists
- Slows traffic

- Rice University, Kinder Institute for Urban Research



Marc Fresh , *Tiger Lagoon*, 2023. LSU Cultural District, photo courtesy of CPEX.

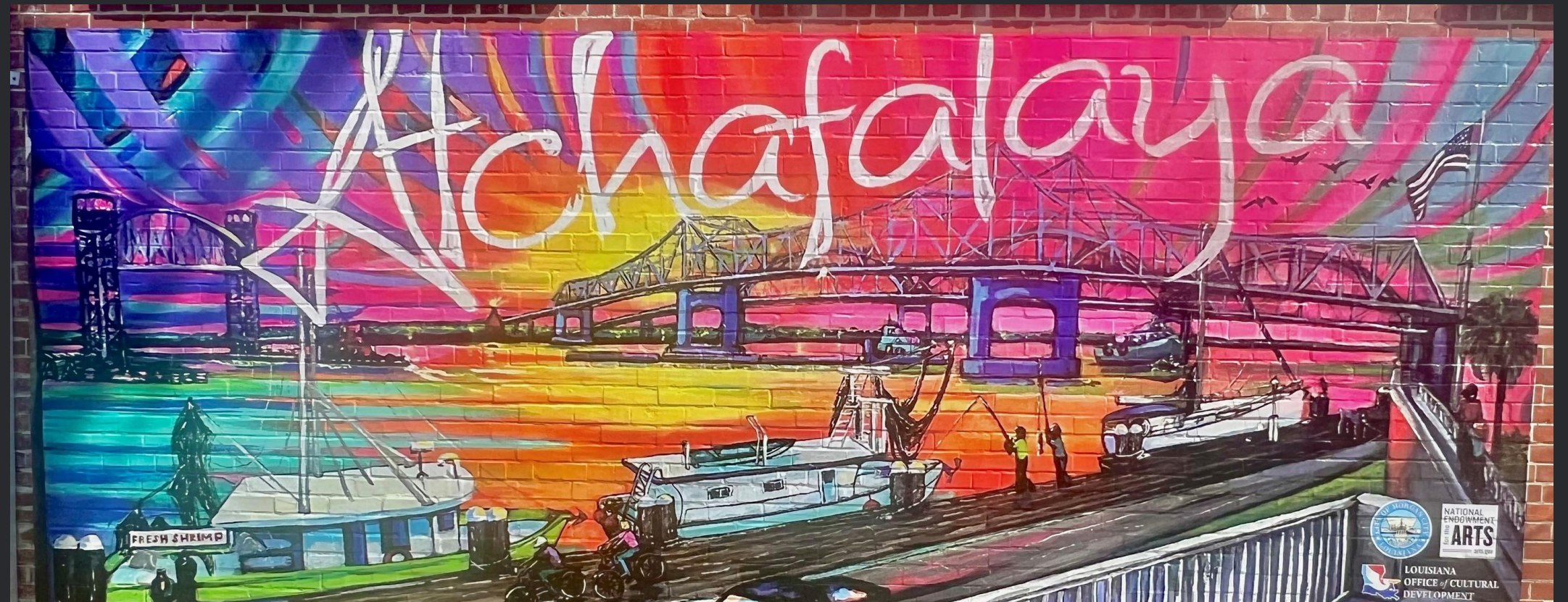
MURAL PROJECTS

ANHA X LDOA

This presentation topic grew from a collaboration between the Atchafalaya National Heritage Area and the Louisiana Division of the Arts, supporting mural projects across Louisiana Cultural Districts and the Atchafalaya region.



Chastity Sayer Smith, Atchafalaya Mural, 2024. Bayou des Glaises Cultural District, photo courtesy of Bayou des Glaises Cultural District.



Andrea Matte, Atchafalaya Mural, 2024. Morgan City Cultural District, photo courtesy of Office of Cultural Development.

EXAMPLES



Hannah Gumbo, *Only Rain Down the Drain*, 2019. Downtown Lafayette Cultural District, photo courtesy of Hannah Gumbo.



Antione Prince, *Treme/7th Ward Cultural District*, photo courtesy of District Liaison Cheryl Austin.

SMALL PUBLIC ART PROJECTS

Storm drain art projects in Lafayette - brings awareness to proper waste disposal and the impact on waterways.

Rain barrel art projects in New Orleans - make rain collection barrels more aesthetically pleasing and interesting to look at.

MANAGE EXPECTATIONS

KNOW YOUR LIMITS

Projects can be big or small. Stay aware of your constraints:

- Know your goals
- Consider the community's goals
 - Know how to include your community
- Stick to your budget
- Parameters and feasibility matter



Brandon 'BMike' Odums , *The People*, 2025. Lafitte Greenway Cultural District, photo courtesy of Office of Cultural Development.

COMMUNITY INPUT & SITE SPECIFICITY

Engage the community and stakeholders when launching a mural project. Murals should inspire and uplift, not create conflict. Site specificity is key. Artists should respond to the community, the call, and the space itself.



Ellen Ogden , Renoir Cultural District Mural, 2025. Renoir Cultural District, photo courtesy of The Red Stick Project.



LOUISIANA
CULTURAL
DISTRICTS



Atchafalaya
NATIONAL HERITAGE AREA



LOUISIANA
MUSIC
TRAIL

CALL TO ARTISTS!

APPLY NOW

LOCATION: SUNSET
CULTURAL DISTRICT

DEADLINE: APRIL 21,
2025



1. THE OVERVIEW

Contact: Louisiana Cultural Districts Program

Contact Email: arts@crt.la.gov

Call Type: Public Outdoor Mural

Eligibility: Louisiana Local

State: Louisiana

Application Opens: March 19, 2025

Entry Deadline: April 21, 2025, at 11:59PM

Projected Date of Project Completion: No later than October 1, 2025

Total Budget: \$10,000

OVERVIEW:

The Sunset Cultural District is seeking submissions from qualified artists to further enhance the culture, color, and beauty in Sunset, LA by commissioning a mural. The artwork must pay homage to Zydeco pioneer Clifton Chenier and feature Cleveland Chenier. The project is intended to highlight the Chenier's contributions to the Zydeco genre, acknowledge Sunset's iconic connection to the rub board, and celebrate the local community. Artists may discuss conceptual designs with the project manager/contact Francesca Vega prior to submission of an application.

SCOPE OF WORK:

The development and design of the artwork should consider the following:

- The project involves painting directly onto the wall. The selected artist will be responsible for any necessary preparatory work on the wall, as well as providing scaffolding and materials. The building owner will coordinate with the artist to ensure access as needed.
- Project should adhere to the overview as stated above.
- Project should honor Clifton and Cleveland Chenier.
- Project *may not* use lyrics from Clifton Chenier's discography.
- Project *may not* use the mural's likeness for any profit-generating purposes.
- Project should reflect the community in which it is located and encourage a sense of place.
- Project should encourage interaction with the site when installed.
- Artist should include any maintenance details.
- Artist must adhere to the concept as approved by the Art Jury. Any deviations or proposed changes should first be consulted with the Art Jury.
- Artist must be present at the unveiling date, which will be mutually agreed upon with the artist, building owners, and Louisiana Office of Cultural Development.
- The mural should contain the following acknowledgement: the official logos of the Louisiana Division of the Arts, Louisiana Cultural Districts Program, Atchafalaya National Heritage Area, National Endowment for the Arts, & St. Landry Parish Tourism Commission. This is for acknowledgement and should not affect the overall design of the mural. This can be included via placard or another method decided upon by the artist. Logos will be provided to the selected artist.

WHO

- Who wants the piece and how do artists get in touch?

WHAT

- What type of art? 2D mural? Sculpture?
- What's the budget?

WHEN

- When does the application open?
- What is the entry deadline?
- When does the piece need to be completed?

WHERE

- State? Town?

2. THE SPECIFICS

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WHY

- Is there a specific theme?
- What is and is not allowable?

HOW

- Is it privately-owned? Public? A business?
- Is it located in a historic district?

LOGISTICS

- Do funders require any logos?

2.1 THE SITE



3. THE ARTIST'S PROPOSAL

PROPOSAL REQUIREMENTS:

- Statement of Interest
 - Why the project resonates with you
 - A thorough description of the piece you are envisioning along with how it connects to the theme of the mural explained in the overview
 - A mural design concept or preliminary drawing is strongly preferred
 - An explanation of your ability to manage the scope of work
- Minimum of five (5) JPG or PNG image files of previous relevant work
- A formal CV or resume demonstrating past relevant experience in PDF form
- Brief artist biography in PDF form

The proposal must also include the concept, materials, installation requirements, details of maintenance, and budget. Please note that the brick is highly textured.



Artists are encouraged to visit the mural location to consider site specificity in their proposals. The mural will be installed on the east-facing wall of the Funky Flea located at 829 Napoleon Ave., Sunset, Louisiana, 70584.

- STATEMENT OF INTEREST = How well will the artist connect with the community
- PREVIOUS WORK = demonstrates mural/sculpture/etc. experience
- BIOGRAPHY = may be used for any press
- IF YOU WANT DRAFTS OF THE ARTIST'S IDEAS FOR THE SITE YOU CAN MAKE THAT REQUIRED!



Chastity Sayer Smith, Atchafalaya Mural, 2024. Bayou des Glaises Cultural District, photo courtesy of Bayou des Glaises Cultural District.



Andrea Matte, Atchafalaya Mural, 2024. Morgan City Cultural District, photo courtesy of Office of Cultural Development.

4. THE BUDGET

BUDGET:

The completed project budget will not exceed \$10,000. The total project budget must cover all services from development through final completion. This includes but is not limited to artist fees, travel, community meetings, materials, design, wall preparation, installation, transportation, project coordination, and other direct costs.

- Artist will submit qualifications via [Submittable](#).
- Art Jury reviews all submissions and selects three finalists. The Art Jury may include (but is not limited to):
 - Representative of the Chenier Family
 - Building owners
 - City/town officials
 - Community stakeholders
 - Cultural District liaison
 - Louisiana Office of Cultural Development staff members
- Finalists may be invited to interviews/final presentations
- Art Jury will select one artist to be awarded the commission grant

EVALUATION CRITERIA:

- Artistic excellence and originality as evidenced by the representations of past work images and other supporting materials.
- Appropriateness of artist's medium, style, and previous experience as they relate to the project goal/setting.
- Adherence to the mural's theme and a demonstrated ability to manage the scope of the work.
- Ability to create site-specific or site-reactive works.
- Availability to participate in the design and implementation of the project as required.
- The Jury may also give preferences to Sunset- or Acadiana-based artists or artists with connections to the local community. Local residency is not required.

ELIGIBILITY:

- Artists from all backgrounds are encouraged to apply.
- Must have some demonstrated experience with executing art in the 2D public art realm.
- The artist must be a Louisiana resident.
- The Sunset Cultural District aims to be a welcoming place where people from all backgrounds, experiences, and perspectives can thrive and feel a sense of belonging. We are committed to treating all individuals with respect and dignity in matters of housing, employment, municipal services, contracts, purchasing, and public accommodation regardless of their identities including race, color, sex, religion, national origin, age, gender identity, gender expression, sexual orientation, size, ability, ancestry, marital status, immigration or residency status, and/or military status. We encourage ALL artists to apply.

BUDGET CONSIDERATIONS:

- Artist fees
- Material: vinyl? paint?
- Rentals
- Artist travel and transportation

BUDGET SHOULD BE ALL INCLUSIVE

4.1 POTENTIAL FUNDING SOURCES



Upcoming Funding Opportunities		
Hide fields Filter Grouped by 1 field Sort ...		
<input type="checkbox"/>	Grant Name	Administering Organizat... About Grant/Program
GRANT TYPE Count		
Arts & Culture 37		
1	Museum on Main Street	Louisiana Endowment for the The Smithsonian Institution's Museum on Main Street (MoMS) program brings high o
2	Percent for Art	DCRT - Division of the Arts The Percent for Art law, enacted in 1999, stipulates that whenever more than \$2 millio
3	Louisiana Art Project Grants	DCRT - Division of the Arts Louisiana Project Grants Provide A System For A Funding Arts Projects In All Regions .
4	Native American Graves Protection and Repatria...	Department of the Interior - I Federal grants are available to museums, Indian Tribes, and Native Hawaiian organiza
5	NIVA Emergency Relief Fund	National Independent Venue Since it could take many weeks, even months for the funding to flow, the NIVA Emerg
<input type="checkbox"/>	Lisa Libraries Grant Program	The Lisa Libraries The #CreateLouisiana French Culture Film Grant is supported by TV5MONDE USA, Co
7	Accelerating Promising Practices for Small Librar...	National Leadership Grants fo Accelerating Promising Practices for Small Libraries (APP) is a special initiative of the N
8	Collections Assessment for Preservation Program	IMLS Foundation for Advanc The Collections Assessment for Preservation (CAP) program is a joint effort of IMLS an
9	Inspire! Grants for Small Museums	Museums for America In 2017, #CreateLouisiana launched a new partnership to showcase the state's deep c
10	Museum Grants for African American History an...	IMLS The goals of the Museum Grants for African American History and Culture program (A
11	Museums Empowered: Professional Developme...	Museums for America Museums Empowered: Professional Development Opportunities for Museum Staff is a
12	Museums for America	IMLS The Museums for America program supports projects that strengthen the ability of an
13	National Leadership Grants for Museums	IMLS National Leadership Grants for Museums support projects that address critical needs
14	Native American/Native Hawaiian Museum Servi...	IMLS The goal of the Native American/Native Hawaiian Museum Services (NANH) grant pro
15	Shuttered Venue Operators Grant	U.S. Small Business Administr The Shuttered Venue Operators Grant (SVOG) program was established by the Econo
16	South Arts Express Grants	South Arts South Arts believes that rural communities deserve great art, and can require specializ

5 . THE SELECTION

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CONSIDERATIONS

- If you're depicting a person, have a member of that family included.
- Have a stakeholder from the neighborhood or community where the mural is installed.
- Consider including funders, local government, and building owners.

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SUBJECTIVE vs. OBJECTIVE

- Consider using both

KEEP NOTES

- Artists may reach out for feedback

7. ELIGIBILITY

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- Do you want an artist from a specific location? Community?
- Do they need to be a registered vendor?



Sarah Melancon, Breau Bridge, photo courtesy of Atchafalaya National Heritage Area

8. LOGISTICS

NOTIFICATIONS:

Notifications of an award will be issued in April or May 2025. A full timeline will be provided to the chosen artist, and a professional services agreement may be required. The project contact may request up to two rounds of recommended changes.

All proposal documents, including renderings, will become the property of the Sunset Cultural District, and will be used solely for educational and promotional purposes for the Cultural District, not for creating reproductions for sale. Each artist's proposal and/or renderings may be exhibited for the Jury and community consideration. The chosen artwork *will not* be replicated for commercial use. The mural's likeness *may not* be used for any profit-generating purposes.

NOTE: *"The Sunset Cultural District and the Art Jury reserve the right to change, modify, or revise the Call to Artists, in part or whole, at any time before the submittal deadline without prior notice. Any change, modification, or revision can be found on [Submittable](#). The Sunset Cultural District and the Art Jury also reserve the right to reject any or all applications or proposals, to reject any artist, or to terminate the selection process for any project without prior notice."*

PAYMENT PROCESS:

Upon notification of selection, the artist should complete the following steps:

- Submit a W-9 and invoice to Acadiana Center for the Arts (AcA).
- Meet requirements needed for payment stipulated by Acadiana Center for the Arts (AcA), the fiscal agent for the Sunset Cultural District.
- Meet the requirements needed for payment stipulated by the St. Landry Parish Tourist Commission. The artist will need to submit an invoice to the St. Landry Parish Tourist Commission and will be awarded directly.

Please note that funds were provided by matching support from agencies within the Louisiana Office of Cultural Development and the St. Landry Parish Tourist Commission.

SCAN FOR
TEMPLATES AND
RESOURCES!



ECO-ART





BRANDON BALLENGÉE, *COLLAPSE*, 2012. MIXED-MEDIA
INSTALLATION, RONALD FELDMAN FINE ARTS, NEW YORK, NY.

WALLS PROJECT X
KLB FOR EARTH
DAY 2024



FORECAST



MAKING IT PUBLIC FOR LOUISIANA ADMINISTRATORS



REGISTER by October 8

OCTOBER 17 -18

IN-PERSON TRAINING





Caroline Cassagne

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atchafalaya.org



Francesca Vega

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louisianaarts.org

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