

CID Postcard Mural Project

ISRD Application

Overview

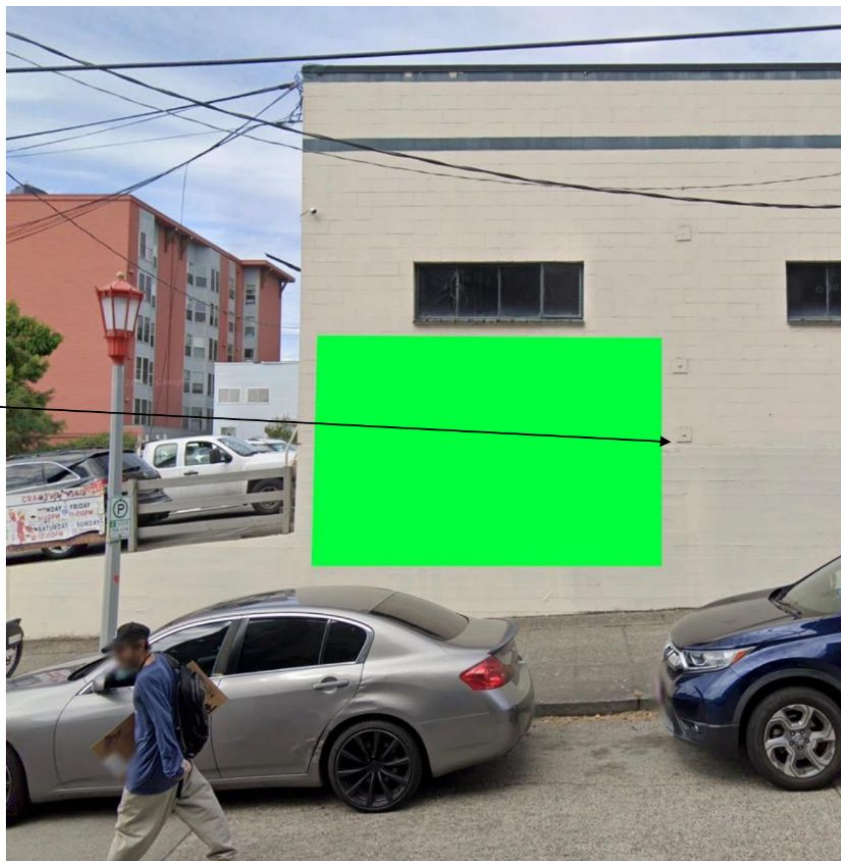
- This project is part of an investment by the Office of the City of Seattle's Office of Economic Development (OED) to improve safety and the overall environment at 8th Ave S. and S. Lane St, and we are committed to improving the physical and perceived safety of the space,
- Murals are a proven way to uplift an area by adding art, color, and vibrancy. They help transform the physical environment, improve safety perception, and are a key component of Crime Prevention Through Environmental Design (CPTED),
- Our goal is to install a mural that encapsulates the spirit of the CID neighborhood, welcomes visitors, and transforms the 8th and Lane area into a destination that increases overall foot traffic.

SITE PLAN & LOCATION

CANVAS / WALL

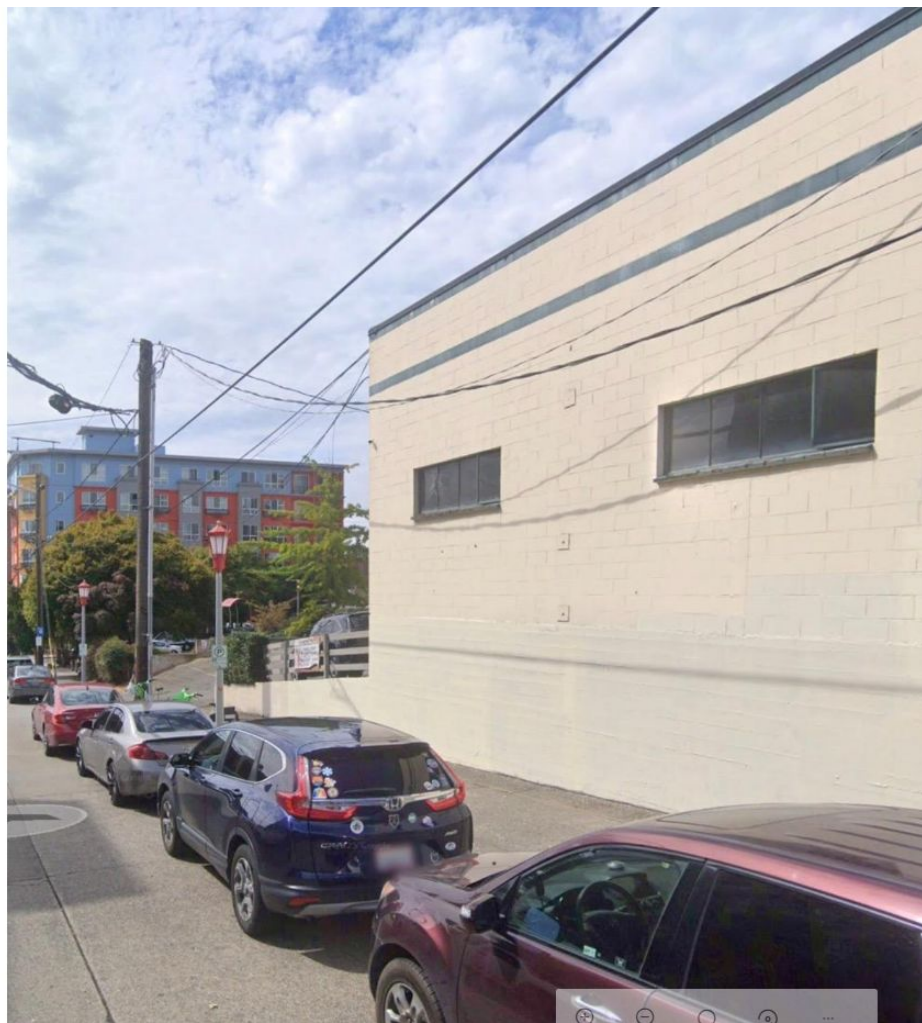
MURAL LOCATION

- Location:** 637 8th Ave S, Seattle, WA 98104
- Artwork:** 8' H x 12' W (on Mural Cloth) *TBD
- Wall:** 17.5' W wall edge to bolt plate (+/- 13.5' H to window)
- Surface:** Painted masonry (cinderblock)
- Facing:** South
- Notes:** Bolt plate in middle of wall
Car parking in front
Wall needs to be pressure washed prior to install



ADDITIONAL VIEWS

MURAL LOCATION



ARTIST SPOTLIGHT



- Victor is a first-generation Chinese American with roots in graffiti and style writing. Born and raised in Queens, New York, now based in Los Angeles,
- Victor co-owns Greetings Tour LLC, which launched in 2014,
- The company focuses on large-scale murals inspired by vintage "Greetings from" linen postcards,
- Imagery inside each letter reflects the city's landmarks, history, and heritage,
- Often collaborate with local artists,
- 65+ murals across 27 states,
- Featured in Forbes, Condé Nast Traveler, Vogue, and Elle Décor.
- Past clients include: Art Collection at Bermuda's Hamilton Princess & Beach Club (Bermuda), Bloomingdale's (Santa Monica), Lululemon (Toronto), Abercrombie (Columbus), Ralph Lauren x Vogue (New York), CBRE (Pasadena Towers), Golden History Museum (Colorado), as well as the cities of Oxford, MS, East Lansing, MI and Springfield, OH.

PORTFOLIO:



PROPOSED MURAL DESIGN:



- 5-panel artwork depicting and highlighting representation of: Little Saigon, Chinatown, Japantown, and Filipinotown, and a nod to the CID's historic jazz scene,
- The mural will be painted on a mural cloth and installed onto the wall. In the scenario the mural needs to be moved, it is possible,
- Each panel features landmarks and cultural elements unique to its community,
- Vibrant color palette with rich detail and strong contrast,

MAINTENANCE

PREPARATION & PROTECTION

WALL PREPARATION

CLEANING & PRIMING SURFACE

A properly prepared wall will ensure a vibrant & longer lasting mural. The paint that we use is top quality exterior enamel for commercial purposes. Please keep in mind that there's a lot of longevity factors based on different types of build materials, colors, directional face and environments. We recommend having walls fully prepped at least one week prior to the mural start date due to the unknown factor of weather.

It is recommended that the surface be pressure washed with TSP, rinsed thoroughly and allowed to fully dry prior to installation. We will paint a white border that will be easier to cut and mask around if doing future painting on the building.



MURAL PROTECTION

UV & ANTI-GRAFFITI COATINGS

We use the highest quality materials to create our murals since they are meant to be timeless landmarks. Once our mural has been painted, you can go the extra step to add protection to extend the longevity of the artwork.

"MuralColors provides a comprehensive solution for artists, mural programs, and building owners."

Our flagship product line is the MuralColors™ Preservation System. ColorShield™ UV Paint Preserver and OverCoat™ UV Paint Protector work together to maximize protection for painted surfaces, from murals to monuments, acrylic to aerosol, and canvases to concrete walls. ColorShield™ and OverCoat™ exceed public art commission requirements for conservation-grade semi-sacrificial coatings."

