



# *Love in the Market*

*Mural Project*

Presented by PDA Property Manager, Talia Wu and Pike  
Place Market Artist and Gallery owner, Brooke Westlund

## **Mural Purpose and Summary**

**The Down Under Shops, while a unique and charming part of Pike Place Market, struggle to draw foot traffic, particularly from visitors unfamiliar with the area. To raise awareness of the lower-level shops and drive more visitors to this hidden gem, we plan to capitalize on the nearby Gum Wall attraction by installing a photo-op Love in the Market-themed installation, including a permanent mural on the landing outside the south entrance to the lower-level shops. Local artist and Pike Place Market gallery owner, Brooke Westlund has designed the "Love in the Market" mural, and if approved, she will be the artist to paint the mural on the exterior wall of the Leland, turning the space into a vibrant backdrop for photos, perfect for sharing on social media platforms like Instagram, which will promote the market and further build awareness around the downunder shops.**

**In addition to the mural, we propose "love locks"—padlocks that visitors can purchase from downunder businesses to attach to the surrounding chain-link fence. This installation will tap into a global tradition of other love lock installations seen on bridges and monuments all over the world; from Paris' Pont des Arts to Ponte Milvio in Rome, to the Brooklyn Bridge in New York, right here in Seattle.**

**Our hope is that the Mural and love lock installation not only raises awareness of the lower-level shops but also encourages visitors to enter the stores, purchase locks, take photos, share on social media, and participate in this beloved tradition. In turn, this initiative will provide shop owners with a unique opportunity to increase sales and engage with a wider audience, all while enriching the vibrant community at Pike Place Market.**



Located on the exterior wall of the Leland Building below the public restrooms, on the 4th level near the south entrance to the Down Under Shops, on the landing just after the hill climb leading to the Gum Wall. Below South Public Restroom.

Immediate tenants are: Conscious Wear and House of Silver and Gold.

Proposed location.

Brooke Westlund will paint over existing paint with an outdoor satin finish paint (noted on the next slide). Although the mural is outside, it's protected by the



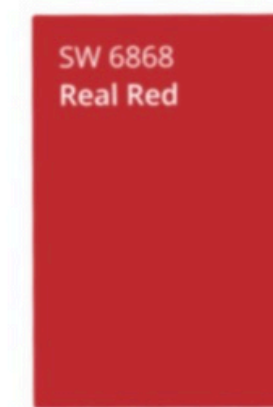
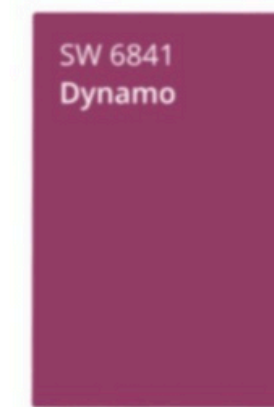
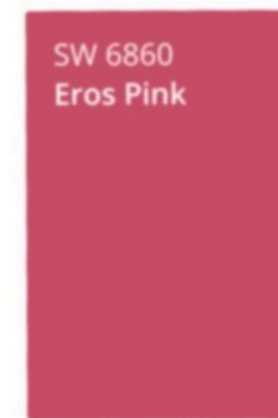
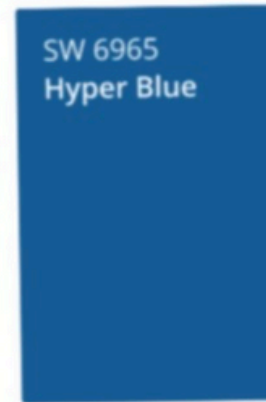
Sherwin Williams  
Exterior Satin finish



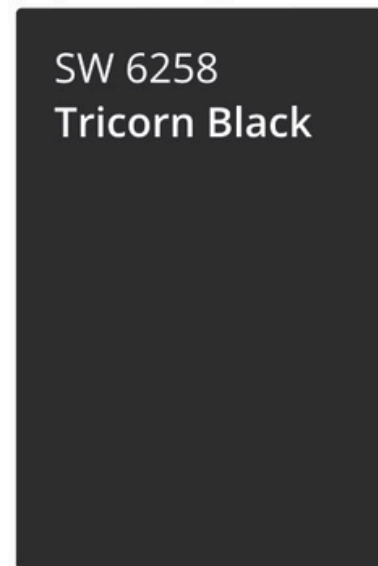
Heart Colors



Background Color



Acrylic Spray Paint



Text and Outline Colors

MONTANA GOLD 400ML - COLORS



Malachite Light. 100% Magenta. Red.

# Love in the Market Signage, and love lock materials and dimensions



Sign dimensions: 8.5 x 11

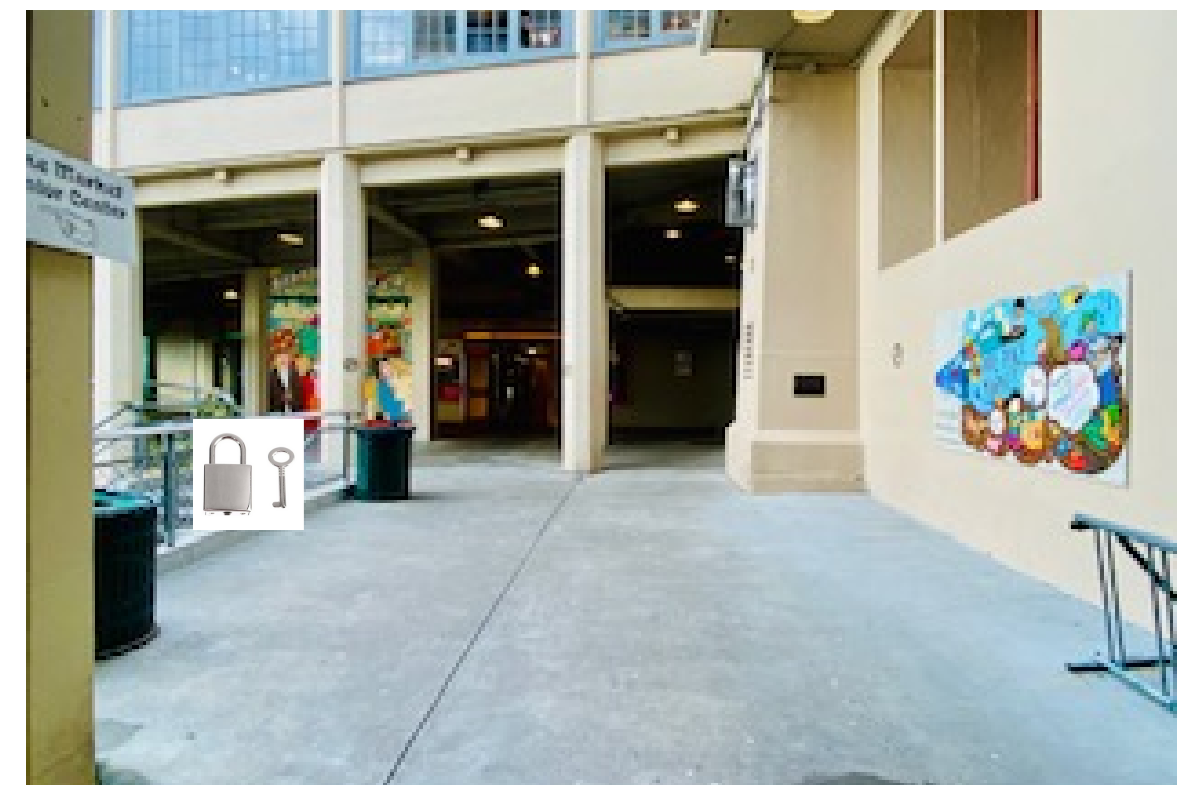
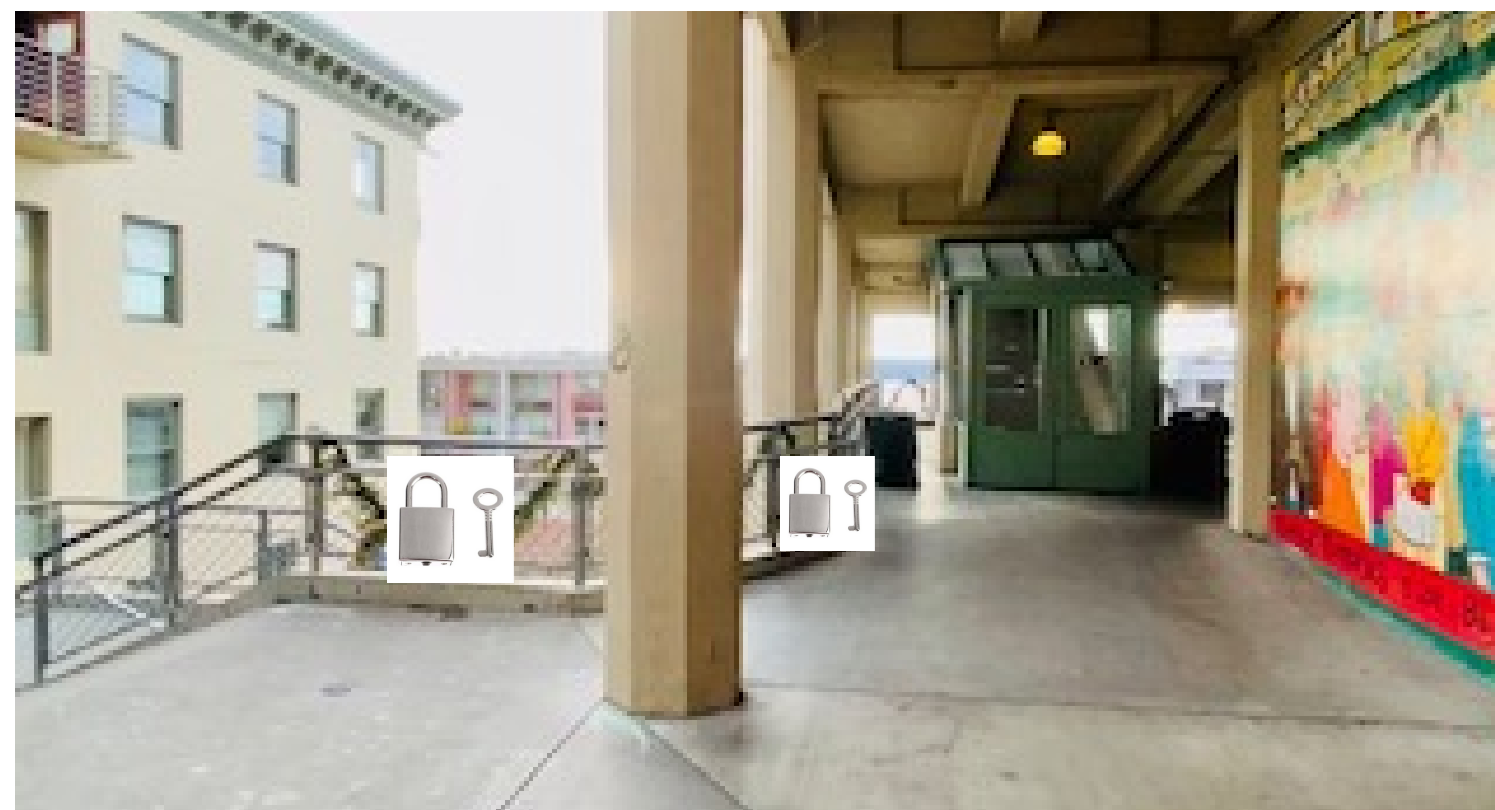
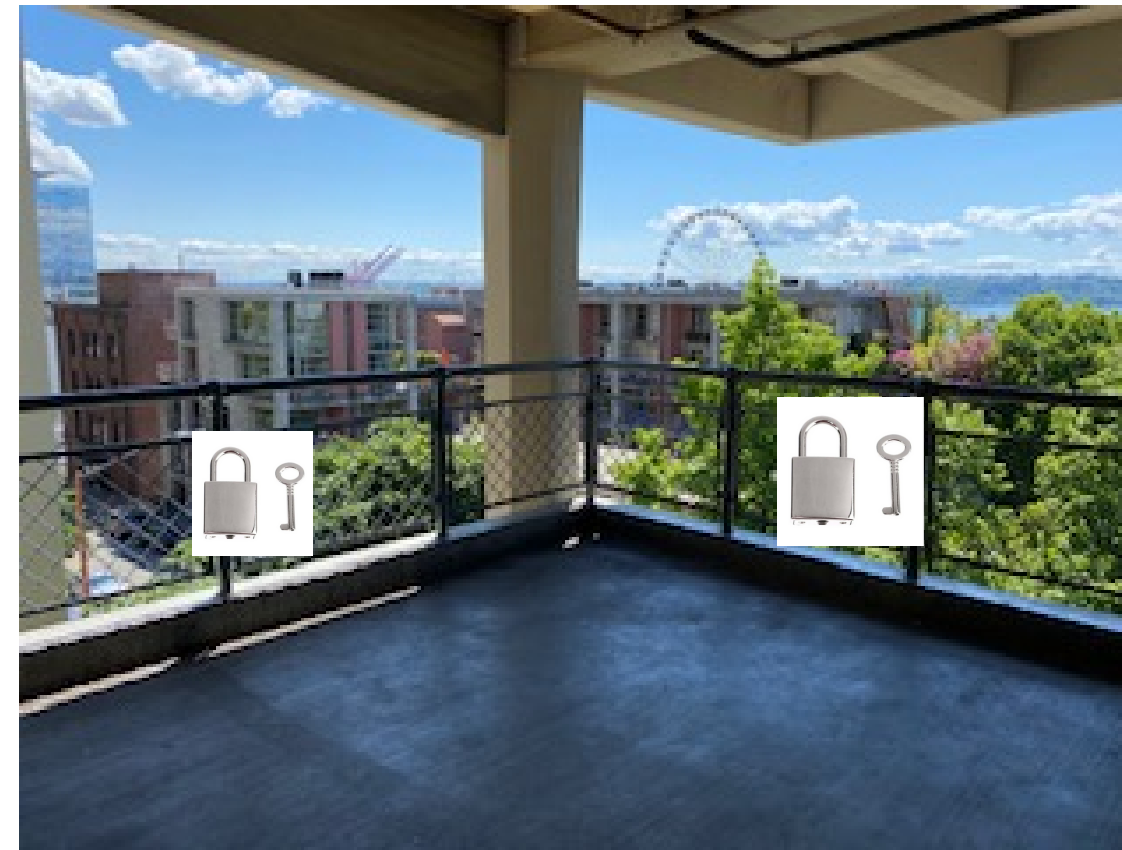


Love locks are made of various materials including: steel, stainless steel, and brass.

\*locks will vary in size with an average lock size like the one in the above example of: 3 x 1.5

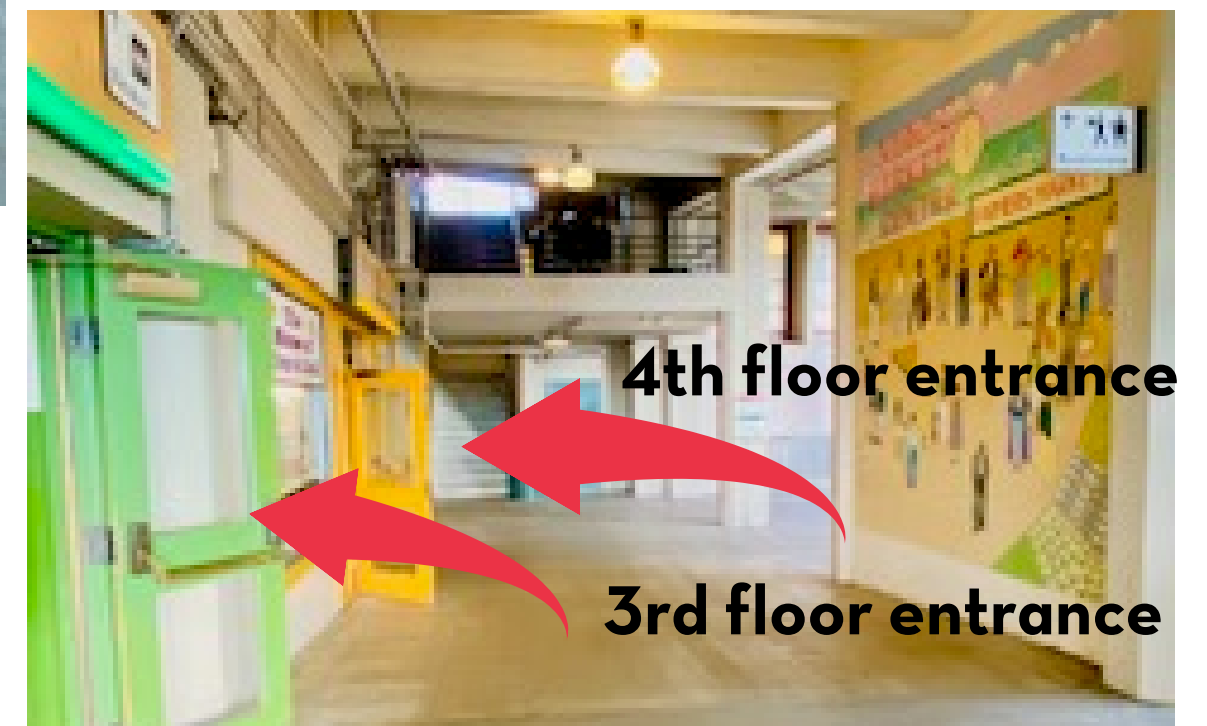
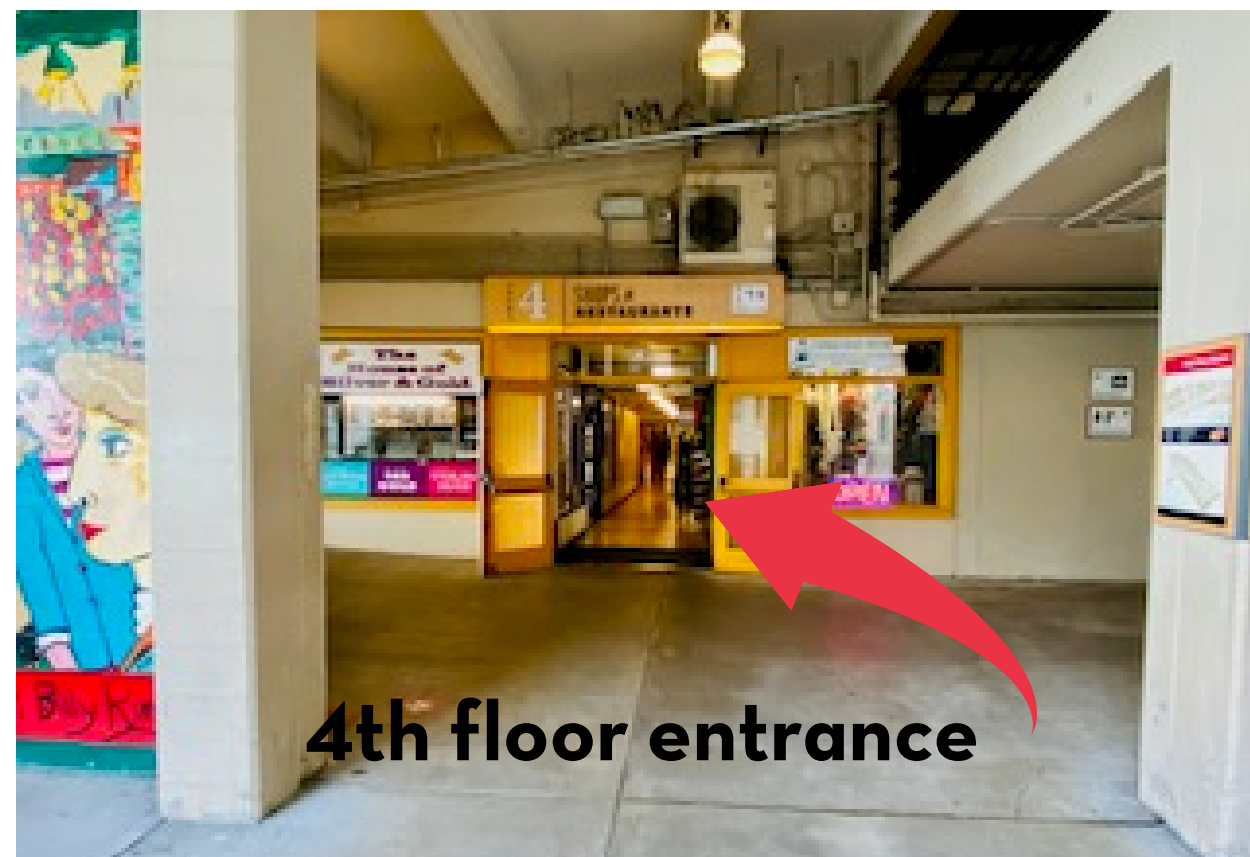
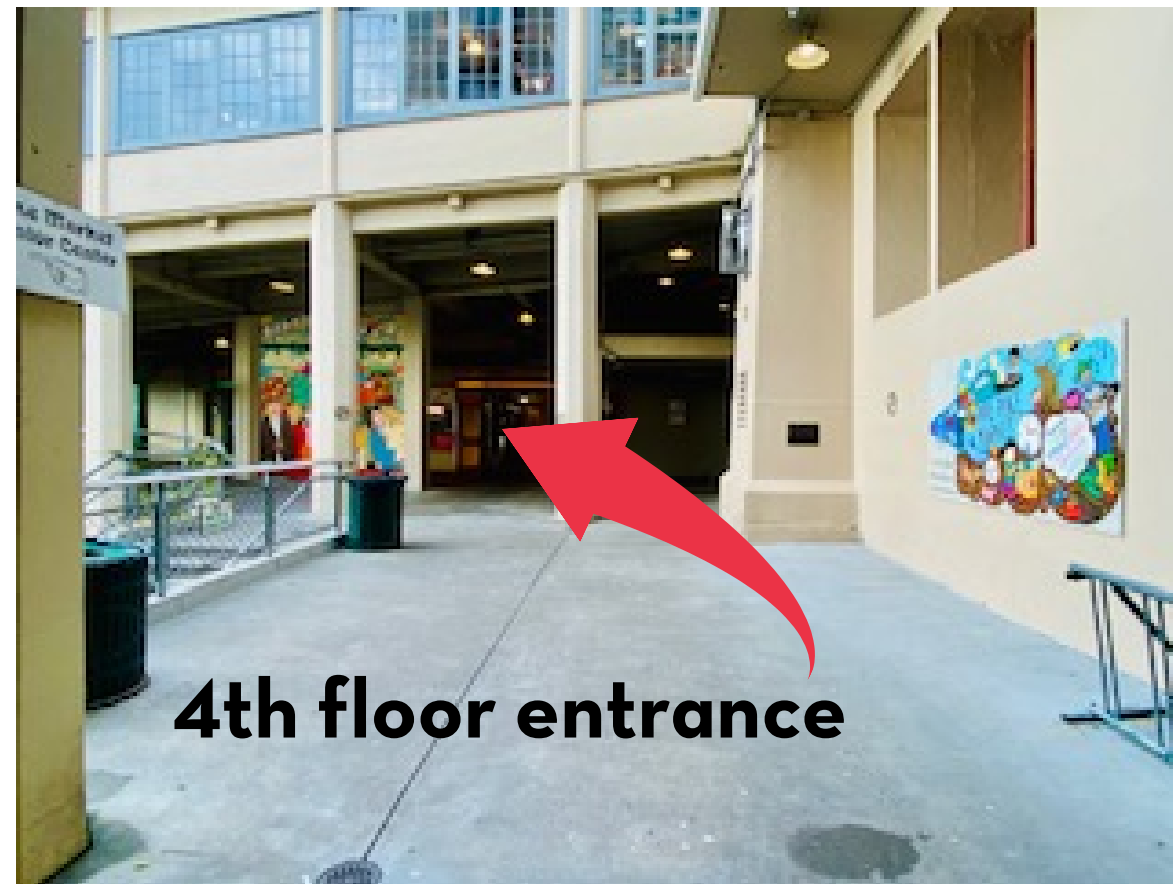
# Photo Gallery chain link fence for Love Locks and signage: 4<sup>th</sup> floor landing outside 3<sup>rd</sup> and 4<sup>th</sup> floor downunder south locations

Chain link fences surround the 4<sup>th</sup> floor landing to the west, south, and around the stairs leading down to Western Ave



# Photo Gallery Mural Location: 4<sup>th</sup> floor landing outside

## 3<sup>rd</sup> and 4<sup>th</sup> floor south entrances to the downunder



## A silver metal padlock with a U-shaped shackle. The body is rectangular with rounded corners and a brushed metal finish. The shackle is attached to the top and has a smooth, polished surface. The padlock is shown from a slightly low angle, casting a soft shadow on the white background.



## Mural Love Lock Location

Most of the landing where the mural would be painted is bordered by chain-link fencing. The locks would be attached to this fencing. The dotted arrows indicate where the fencing is located.

## Signage

Informational signs, like the example shown to the right, will be posted on the chain-link fencing to let patrons know that locks can be purchased in the DownUnder shops. This aligns with the overall effort to drive foot traffic to the DownUnder businesses.



# Removing Love Locks

**Removal:** In the event that the "Love in the Market" lock project becomes wildly successful, and we face a situation similar to the one with the Gum Wall, where over time the accumulation of gum, or in this case, locks require removal, the locks can be removed in various ways, the easiest and most efficient way is with bolt cutters, as has been done in other cities with love lock installations like the Pont des Arts and Pont de l'Archevêché bridge.

**Disposal:** The most effective way to dispose of large quantities of padlocks or "love locks" is to recycle them at a scrap metal facility. Many scrap metal yards, including West Seattle Recycling, will accept padlocks.

## Marketing Opprtunities

The Seattle Times wants to hear the stories of anyone who has placed a “love padlock” on the pedestrian bridge headed in and out of the Seattle Ferry Terminal in downtown Seattle. Similar to the popular “love lock” bridges found in European cities, a significant amount of padlocks hang from a small chain-link fence railing on the bridge, right in front of The Forge Lounge bar along Marion Street. We’re interested in learning why those locks are there, and why people see the ferries as places of romantic connection.

Please contact reporter Miguel Otárola at [motarola@seattletimes.com](mailto:motarola@seattletimes.com) or 206-464-2225 if you or someone you know has placed a lock on that pedestrian bridge and would like to share the story behind it. Whether the romance is still going strong or has since dissolved, we’d like to know.

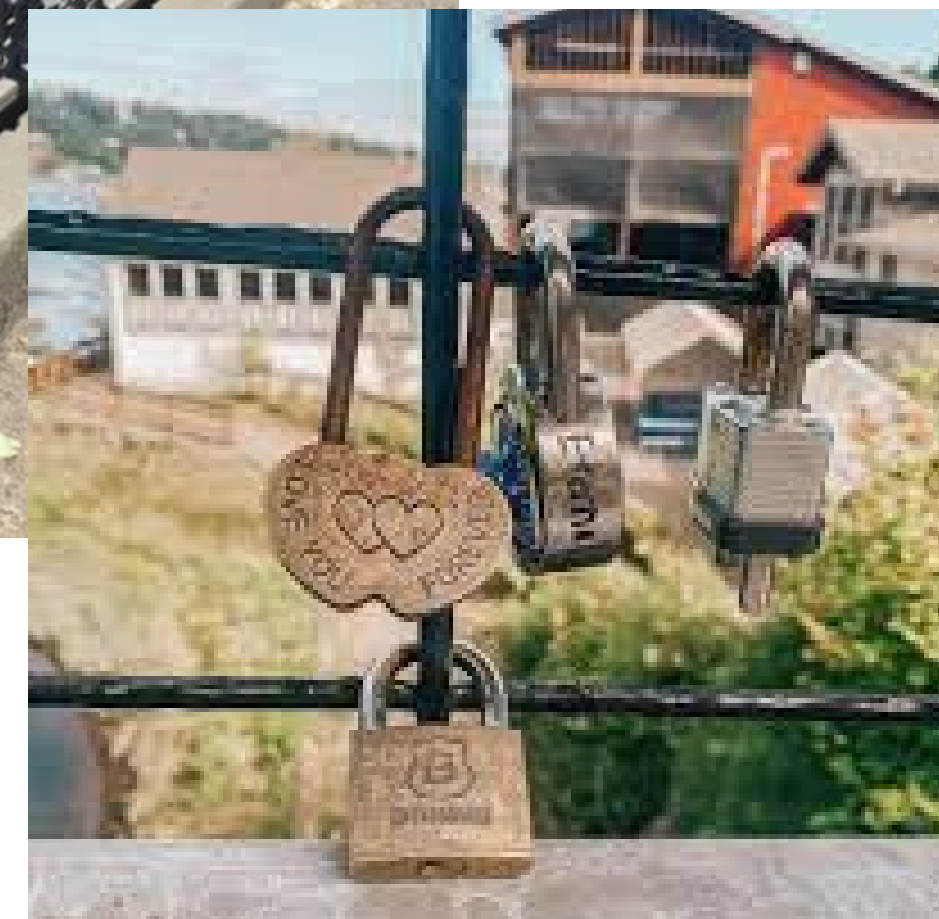
Miguel Otárola: [motarola@seattletimes.com](mailto:motarola@seattletimes.com)

By Miguel Otárola  
Seattle Times staff reporter

## Social Media Posts



#Lovein the Market  
@pikeplacemarket



# About the Artist: Brooke Westlund

**Brooke Westlund, a native Seattleite, has always loved art. She studied photography, art history, and business at Western Washington University. She has slowly developed her unique style and built her career as an abstract and mixed media painter, exploring a multitude mediums over the years. Her work explores her love of life, the city, and all that it encompasses: texture, simplicity, complexity, movement, color, spontaneity, awareness, and chaos. Brooke's mixed media and abstract paintings show her world through her photography, paints, dry pigments, stamps, encyclopedia cutouts, high gloss varnishes, and found textiles.**

**She has shown her work in many venues across the Seattle area, and has worked on multiple corporate commission projects for interior designers as well as individuals to create the perfect piece for their homes. She opened her public studio and gallery in the Pike Place Market in 2011, where she spends most of her time creating and showing her latest work. Brooke Teaches Art Classes at the studio! Join her for a mixed media, abstract or floral class!**





**Another Mural that Brooke Painted in  
the Market on Western Ave.**

# Charm Installation on the Market Front



Although this charm installation was created for a fundraising effort and has a more uniform look, it offers a general idea of what the love lock installation could look like.

