

A hand is shown painting a mural on a light blue wall. The mural features a white peace symbol with a black outline, and a yellow olive branch with green leaves. The background of the mural is light blue. The hand is holding a paintbrush and is in the process of painting the olive branch. The overall scene is bright and colorful, with a focus on the act of creating art for peace.

100 MURALS FOR PEACE

100 murals painted on one day September 12th in Los Angeles
and echoed across the globe

In celebration of the International Day of Peace September 21st 2020

A
COUNTY WIDE COLORFUL UNIFIED
message of
PEACE
to the world
from the youth and communities of
Los Angeles...

JOIN US!

Information and an Invitation

- **Page 4-5 The Plan:** How this project will come together
- **Page 6-7 Why Murals:** The power murals have to create peace and up lift communities
- **Page 8-11 Community Engagement:** How you can be involved and join the team
- **Page 12-14 Mural Locations:** Help us secure our 100 walls
- **Page 15-16 Media Opportunities:** Join us and tell the story
- **Page 17-22 Partnerships and Sponsorships:** You can make this vision a reality
- **Page 22-24 The Core team:** – Who we are
- **Page 25-32 More details:**
 - *How murals create Peace – the research*
 - *The economic Benefits*
 - *The design competition*
- **Page 33 Contact Information:** – reach out and join the team!



THE PLAN

A simple overview of the project and the essential pieces currently in the works

The essential steps



Select **100 Walls** across the county get approved and permitted as location for a mural.



Select 100 unique art pieces **designed by students and young artists** from a county wide contest.



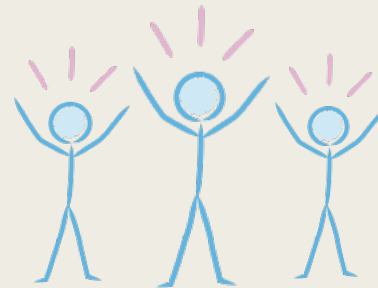
Supplies and sponsorship generously contributed by **amazing partners** to make it all possible.



Recruit **100 passionate team leaders** to support and guidance from a **professional mural crew**.



Bring **1000s of volunteers, community groups, schools, workplaces, together** to paint their 'adopted mural' on **September 12th 2020**



Together we celebrated as one proud, empowered and connected community on **September 21st 2020** **United Nations International Day of Peace**



Sending a **unified powerful, peaceful message** that will radiate out across the county and across the Globe.



WHY MURALS?

Research proves murals are a profoundly effective tool for social change

How we create change with murals

CREATE CONNECTION

When people see street-art they experience many significant health benefits:

- elevated happiness
- calmness
- less negative risk-taking
- connection to their fellow humans
- more willing to volunteer time to help other people
- prefer experiences over material products
- greater life satisfaction

“artists and art educators can develop a better world with these community art projects and should consider the benefits of community projects for encouraging people self-development and improving people’s quality of life “

Ahran Koo MA - Arts Ed PhD Arts Admin

REDUCES CRIME

Murals are credited with reducing the crime rate (approx. 18% drop) and elevating the resident’s sense of community and satisfaction with their city.

“Public art has been seen in relationship to crime reduction and increases surveillance in an area. It is suggested as the best crime deterrent, creating a positive image to stimulate a sense of belonging to the community. Criminals are discouraged from operating in areas which give them the feeling that someone will challenge them and turn them in.”

McMillan, D. W., & George; Erickson PhD

ECONOMICS

“Dollar for dollar, investments in public art may provide the highest financial returns of any funds committed to an aspect of a new or existing building project. “

Kate D. Levin Bloomberg Philanthropies

Read more Pages 25



COMMUNITY INVOLVEMENT

We are bringing thousands of people together
here is how you can join us

BRINGING COMMUNITY TOGETHER

Ever wanted to paint a mural or be part of transforming your community?

We are now recruiting

■ 100 TEAM LEADERS

- *Passionate organizers*
- *Strong in organizational skills*
- *Strong communicators*
- *Love bringing people together*
- *Some artistic experience and interest a huge plus but not essential*
- *Excited to paint a mural*

■ 100 COMMUNITY GROUPS

- *School groups*
- *After School groups*
- *Sports team*
- *Faith based organizations (all denominations welcome)*
- *Scouts/Guide groups*
- *Volunteer groups*
- *Corporate groups*
- *Non-profit organizations*
- *Passionate groups of friends*
- *Local Businesses*



Our asks of you...

Each role comes with a few responsibilities and requirements ...

■ TEAM LEADERS

- *Be the Project lead for 1 mural*
- *Engage your best project management skills*
- *Be organized, accountable and committed*
- *Be passionate, enthusiastic and resilient*
- *Be detailed oriented and willing to get the job done right to the end*
- *Be willing to be our heroes!*

■ COMMUNITY GROUPS

- *Nominate and help secure a wall in your community or be excited to adopt a wall we have identified for you in your areas*
- *Energize your team to finish the mural in one day*
- *Be passionate, excited and committed*
- *Have fun, be open for all the messes and challenges and work together as a team to make the mural happen*
- *Be willing to have us love you lots!*



The value to you

Besides the incredible feeling of being part of this project...

■ TEAM LEADERS

- *Your name on a permanent mural in Los Angeles*
- *The experience and understanding of running a public mural project*
- *A mural project for your resume and a lifetime reference for future projects*
- *Connecting and working with artist and organizers across LA*
- *The Opportunity to inspire student artists through your leadership*



■ COMMUNITY GROUPS

- *Your groups name on a permanent mural in Los Angeles*
- *A new mural for your community that your created together*
- *An exceptional team building experience*
- *The opportunity to contribute something profoundly impactful to your city*
- *The bragging rights for years to come*
- *All of the media content of your involvement and contribution*



MURAL LOCATIONS

Here are our current wall locations and what we are looking for in potential locations

WALLS ACROSS LOS ANGELES

We are currently on a search for our 100 walls. We would love your help to identify walls that could do with some love!

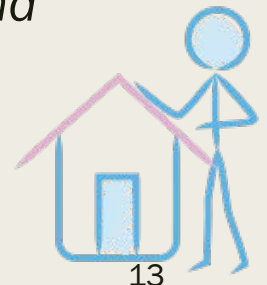
■ CONFIRMED LOCATIONS (JAN 2020)

- *MARIANNA ELEMENTARY SCHOOL - EAST LA*
- *STEP UP ON VINE - HOLLYWOOD*
- *THE LOS ANGELES MISSION - DTLA*
- *HOLMES AVE ELEMENTARY SCHOOL - SOUTH LA*
- *HOLMES AVE EARLY EDUCATION CENTER - SOUTH LA*
- *NORTH VALLEY CARING SERVICES - NORTH HILLS*
- *LECONTE MIDDLE SCHOOL*
- *PALMS MIDDLE SCHOOL - WEST LA*
- *LARCHMONT CHARTER HIGH SCHOOL - HOLLYWOOD*
- *HOLLYWOOD COMMUNITY HALL - HOLLYWOOD*
- *UTAH SPAN SCHOOL - BOYLE HEIGHTS*
- *FREEDOM PLAZA - WATTS*
- *DAYTON HEIGHTS ELEMENTARY SCHOOL*

■ NOMINATE A LOCATION

- *Approx size max: 30 ft long
12ft high (can be discussed)*
- *Constantly seen by
people/youth*
- *Relatively smooth texture*
- *Safe for a community to paint*
- *Willing wall owner*
- *Access on a Saturday*

We will handle all permits and approvals from City etc...



Beyond Los Angeles

WE ARE REACHING OUT TO ALL OF LOS ANGELES' SISTER CITIES AND INVITING THEM TO TAKE PART IN THIS SPECIAL EVENT. WE WILL PROVIDE THEM THE 'HOW TO' AND ALL THE SUPPORT THROUGH THE PROCESS.

OUR GOAL IS TO HAVE THIS EVENT EXPAND FAR BEYOND THE WALLS OF OUR CITY.





MEDIA PARTNERS

This story of PEACE needs to be told and we are bringing in a team of professionals to tell it

TELLING THE STORY

This is a major public relations campaign for Peace – we will be bringing on major media partners across platforms to tell the story and share the incredible moments of impact. We look forward to building a strong media team with the following friends:

■ CURRENT FRIENDS

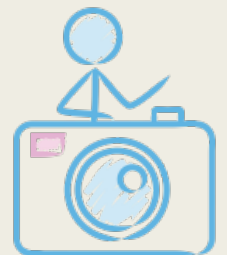
- *KTLA - LOS ANGELES*
- *SPRECTRUM NEWS*
- *ABC NEWS –LOS ANGELES*
- *20/20*
- *GLOBAL CITIZEN*
- *LA TIMES*

■ FUTURE FRIENDS

- *TODAY*
- *KIIS FM/ON AIR WITH RYAN S.*
- *CURBED LA*
- *LA*
- *KNBC*
- *KCBS*

SOCIAL MEDIA

- This story will cross all major platforms including Instagram, Twitter, Facebook and TikTok



The background of the slide features a blurred scene of people in a workshop or classroom. In the foreground, two cans of 'Loop' brand spray paint are visible on the left. The can on the left is blue and labeled 'LENS' and 'PRO WRITING TOOL'. The can on the right is pink and also labeled 'PRO WRITING TOOL'. To the right of the cans is a white paint palette with a yellow brush resting on it. The overall lighting is bright and natural.

PARTNERSHIPS AND SPONSORSHIP

The details on opportunities to contribute to this vision and project

Putting together the team...

All of our work embraces a sense of family. We welcome all who want to spread the message of PEACE to the world with open loving arms.

WE BELIEVE EVERYONE HAS SOMETHING OF
IMMENSE VALUE TO OFFER – THAT WILL BRING THEM
JOY IN THE SHARING

Our family has one focus - empowering youth and communities to spread peace, joy and love within themselves, through their homes and to the world. This focus will transform our world and we have the science to prove it!

If you share this vision then we would love you to join us!

KEY PARTNER REQUESTS

There are so many ways to get involved some of these include:



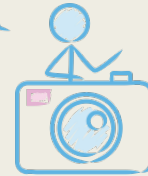
Nominate and help secure mural locations



Be a team leader or volunteer team



Spreading the word



Telling the story



Financial/Product Support

**And we are open to all ideas and suggestions of
new ways to be involved!**

Sponsorship opportunities

To make this vision a reality we are bringing together passionate people and businesses who believe in the power of this mission to further peace in our city and world.

There are underwriting and in-kind opportunities as well as direct capital support – all celebrated and acknowledged in a myriad of very public ways – options and additions can be discussed.

We welcome all idea and inspirations!!

PROJECT TOTAL COST: \$390,200

Fortunately, most expenses can be covered with in-kind support through the right partners for whom it is meaningful and valuable to join this project

ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE

UNDERWRITING/IN KIND OPPORTUNITIES:

■ PAINTS AND SUPPLIES

Support or provide direct product for all mural paints and creation materials ie. Brushes, rollers, drop cloths, buckets etc

Estimated Cost: \$200,000

■ PHOTOS/VIDEO

Support or provide equipment and a team to document a significant number of the mural paintings along with the event preparations.

Estimated Cost: \$70,000

■ TIMELAPSE

Support or provide a one-month rental for 100 Gopro cameras to capture each mural in timelapse to be used to share the full magnitude of the project.

Estimated Cost: \$40,000

■ FOOD/BEVERAGE/ WATER

Support or provided onsite to all murals and organizing sites.

Estimated Cost: \$30,000



Your benefits for partnering

- Large scale media coverage of your company name/logo and participation.
- An opportunity to be part of a global message.
- An opportunity to include your team in a unique team building exercise.
- Potentially permanent branding on a wall in Los Angeles – showing your community involvement.
- Video, photos and social media to use at your discretion to promote the good your company is creating in LA and the world .
- - The incredible feeling of knowing you made a real difference in your city - specially for its youth.



	1 x PLATINUM	1 x GOLD	2 x SILVER	4 x BRONZE	BLUE	PINK	GREEN
PRE-EVENT	\$200,000	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000	\$1,000
Social media mentions website							
All flyers/emails							
Press release							
DURING EVENT							
Logo on Official t-shirts							
logo on event banners							
Logo on event posters							
Name on all murals							
POST EVENT							
Invite to unveiling							
logo on media							
Personalized media							
Spokesperson opp							



THE CORE TEAM

The experienced muralist, organizers and hearts behind the movement

MEET HOME BASE:

- ARTS BRIDGING THE GAP

A 501(c)3 Social Justice Organization who's vision is:

a world in which all youth are empowered through the arts to be future leaders of thriving, diverse, and inclusive communities.

Arts Bridging the Gap (ABG) highlights the voices, experiences, and self-expression of youth from underserved communities through immersive arts programs. We seek to cultivate the skills, mindsets, and connections that will allow youth to be their best and fullest selves, as individuals and as members of diverse, thriving communities.

ABG is the Organizer and creators of 59 murals across Los Angeles in the past two years in their city wide Street Art Initiative – bringing vulnerable youth and LAPD officers together to create murals that spread positive messages across their city.

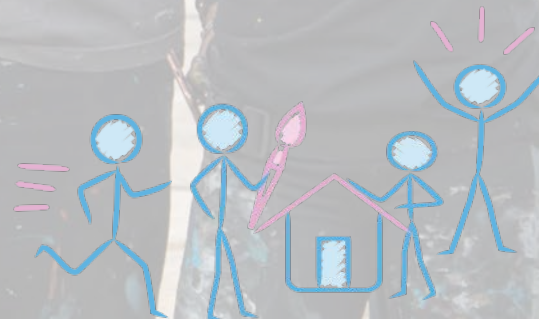
- LEAD ORGANIZER: GEORGIA VAN CUYLENBURG

- THE TEAM:

ABG is made up of a proud passionate core group of volunteers – consisting of artists, organizers, dedicated socially minded professionals and inspiring students.

Together we are the backbone, framework, spark and worker bees bringing this vision to reality.

Each of our core team members will be the point of contact for ten team leaders and will train them up to manage the mural creation from beginning to end. We will be their speed dial best friend with project support every step of the way.



Existing partners/team members

We are grateful to be working with so many great organizations and teams and to include them as part of this project:



More to come...

A person with short dark hair, wearing a white t-shirt, is seen from the side, focused on painting a mural on a light blue wall. The mural features large, stylized, colorful shapes with thick black outlines and yellow borders. One shape is a large, open mouth with sharp teeth, another is a heart-like shape with a pink center, and a third is a large, curved shape with a white interior and black teeth. The person is holding a paintbrush and applying yellow paint to the mural. The background is a soft, out-of-focus view of the mural and the person's head.

FURTHER DETAILS



HOW MURALS CREATE PEACE

A deeper dive into the social and neuroscience

THE SCIENCE OF ART AND PEACE

WHEN YOU SEE A MURAL

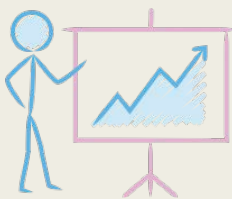
When people see street-art they experience many significant health benefits:

- elevated happiness
- calmness
- less negative risk-taking
- connection to their fellow humans

Melissa Mudgett - [SLO City Public Arts](#) Coordinator

The dominant psychological experience one has is a sense of **AWE causing the sensation of**

- more time available and less impatient
- more willing to volunteer time to help other people
- prefer experiences over material products
 - greater life satisfaction



All of these individual benefits have resounding impact on a community as a whole.

- Melanie Rudd PhD Marketing

WHEN YOU CREATE A MURAL

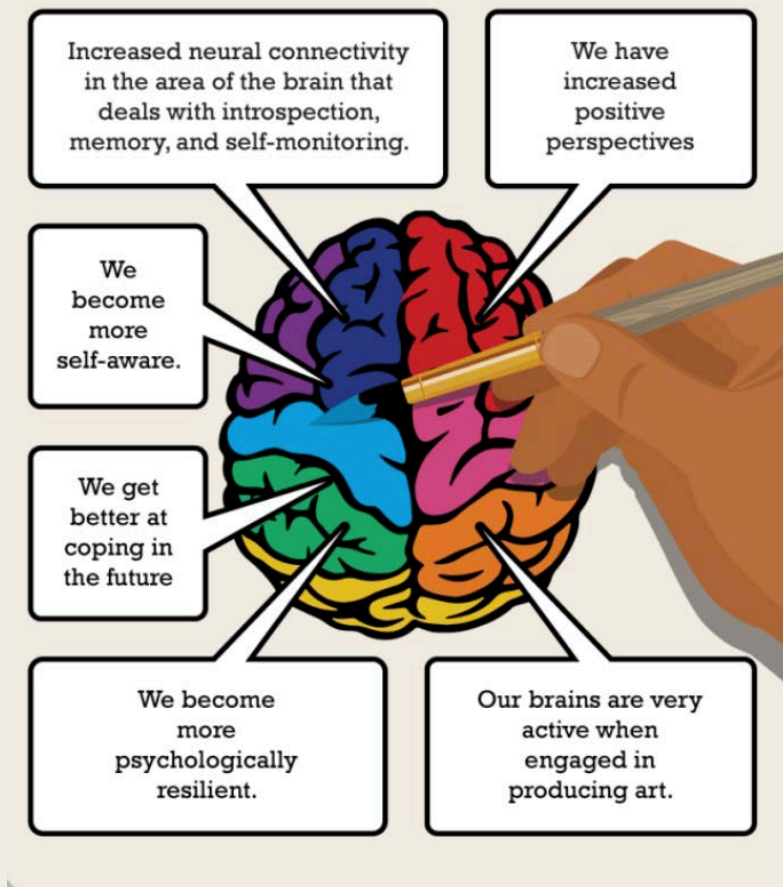
Creating a mural for your own community develops a sense of:

- accomplishment purpose and meaning,
- ownership of one's life and surroundings
- importance of being part of a community

“artists and art educators can develop a better world with these community art projects and should consider the benefits of community projects for encouraging people self-development and improving people's quality of life “

Ahran Koo MA - Arts Ed PhD Arts Admin

OUR BRAINS ON ART



Courtesy of - The Art of Autism – Art Therapy



THE SCIENCE OF ART AND PEACE cont.

LIFTS THE SAFETY AND CIVIC PRIDE OF A COMMUNITY AND REDUCES CRIME

Public art has been seen in relationship to crime reduction and increases surveillance in an area. It is suggested as the best crime deterrent, creating a positive image to stimulate a sense of belonging to the community. Criminals are discouraged from operating in areas which give them the feeling that someone will challenge them and turn them in.

McMillan, D. W., & George; Erickson PhD

Murals are credited with reducing the crime rate (approx. 18% drop) and elevating the resident's sense of community and satisfaction with their city, due to their ability to create:

- A more interconnected community between residents and neighboring communities
- Effective alternatives to stimulate and activate urban area and harmonize space
 - Increased foot traffic/visitors to the city or town
- Increased number of positive interactions and communications on public streets



Siti Rasidah Md Sakip PhD, Azrul Bahaluddin PhD, Khalilah Hassan PhD

“When people become involved in the design, creation, and upkeep of places, they develop a vested interest in using and maintaining these spaces. When they have a true sense of ‘ownership’ or connection to the places they frequent, the community becomes a better place to live, work, and visit. The residents’ feelings of respect and responsibility for the place bonds them to that place and to each other. No architect or town planner can design or build a place that does that.”

- Kate D Levin, Bloomberg Philanthropies



ECONOMIC BENEFITS OF MURALS

WE ARE PROVIDING 100 OPPORTUNITIES TO BRING MORE BUSINESS, POTENTIAL RESIDENTS AND CUSTOMERS TO OUR CITY.

- Increased foot traffic/visitors to the city or town.
- An increase in social media sharing/posting about the locations – this demonstrates and encourages an elevation in the community’s sense of worth and pride of place.

Dollar for dollar, investments in public art may provide the highest financial returns of any funds committed to an aspect of a new or existing building project.

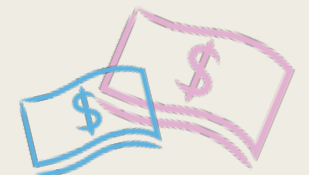
It has been proven in our very own city that murals present a valuable marketing opportunity for public agencies, businesses and private developers. (see case study →)

■ LOS ANGELES CASE STUDY – CITY LAB

The mural that was integrated into a real estate development in downtown LA at the prominent intersection of Wilshire Boulevard and Vermont Avenue, adjacent to the subway portal.

- The art program cost \$75,000 to design and install, out of a total project cost of more than \$125 million.
- *“From this investment in public art the project received more publicity, more public recognition, and more leasing interest than from any other element of the entire budget. The murals became a marketing bonanza.”*

The murals were featured in several half-page, full-color photographs in the [Los Angeles Times](#). Coverage was provided on the front page of the paper’s local news and culture sections rather than in the real estate or business sections. This allowed the publicity to reach a more exclusive, cultured audience, elevating the project’s reputation as a work of art, not mere commerce. This front-page coverage constituted essentially free advertising, and it created a marketing aura that the developer could not have purchased at any price.





THE DESIGN COMPETITION

A brief overview of how the mural designs will be selected

WE ARE CALLING ALL YOUTH ARTISTS

■ LA SCHOOL DESIGN COMPETITION

- 80 designs chosen from website vote.
- Students across Los Angeles submit designs that celebrates PEACE and what it means to them in a personal, community and/or global sense.
- Each winning student awarded a \$100 Blick gift card and invited to help paint their mural with a team lead and community group.
- Schools given the option to adopt their winning student's mural.

■ PROFESSIONAL ARTISTS

- *20 designs chosen from website vote.*
- Young professional artist invited to submit a design *that celebrates PEACE and what it means to them in a personal, community and/or global sense.*
- *Each winning artist awarded \$500 for their design and involvement.*
- *Each artist invited to join the project as A team leader for their winning mural.*





TO JOIN OUR TEAM, BE PART OF THE
MISSION AND ALL OTHER INQUIRIES:

Georgia@artsbridgingthegap.org
www.artsbridgingthegap.org

[WEBSITE COMING SOON](http://www.muralsforpeace.org)
together@muralsforpeace.org
www.muralsforpeace.org

References

- Arts and education for underprivileged people: Community-based art projects case study - Ahran Koo PhD
- The Effect of Mural on Personal Crime and Fear of Crime Siti Rasidah Md Sakip PhD, Azrul Bahaluddin PhD, Khalilah Hassan PhD
- **Why is public art important?** - <http://kcbx.org/post/why-public-art-important>
- Experientialism, Materialism, and the Pursuit of Happiness Leaf Van Boven PHD
- Awe Expands People's Perception of Time, Alters Decision Making, and Enhances Well-Being – Melanie Rudd PhD
- Bloomberg Philanthropies on the Power of Public Art – Kate D. Levin
- The Financial Case for Public Art – Dan Rosenfeld Citylab