



Objective

Promote cultural normalcy of breastfeeding by sponsoring a community mural that features breastfeeding imagery.

Description

Follow these guidelines to find a usable location for the mural, find an artist to design and complete the mural.

Partner with other local non-profit and community organizations

To further the NMBTF mission of creating an environment where breastfeeding is the cultural norm, invite other local agencies and organizations to show their support for breast and chestfeeding families by collaborating on your project.

Consider Partnering With Local:

Art Galleries

Coffee Shops

Boutique Stores

Chamber of Commerce

College Art Department

Arts Council

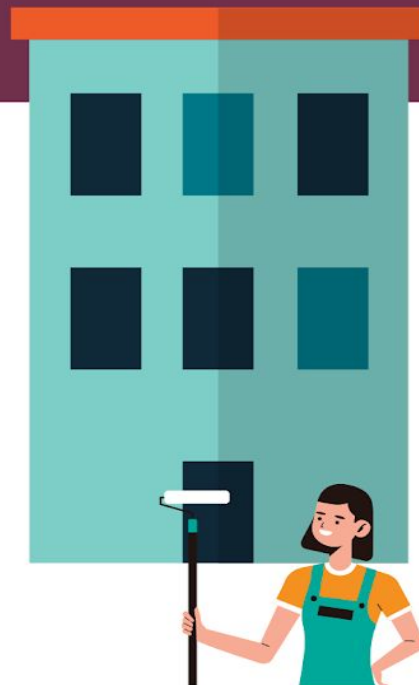
Department of Parks, Recreation & Cultural Affairs



ARTIST GUIDELINES FOR A COMMUNITY MURAL

Finding an Artist

- Start with who you know, does anyone in your chapter know a local artist?
- If you don't have a personal connection with an artist, search for local painting classes and art galleries and ask organizers there how to get in touch with local artists
- Create a call for artists to be published via social media and other advertising



Call for Artist

- How will the artist be compensated?
- What materials are provided? Equipment? Paint?
- Detail what specific imagery and emotion you are looking for in the mural
- Include a description of the location where the art will be displayed
- Clear deadline and instructions for artist to submit draft or proposal of the work they will complete

Approvals

- Once you have received all your submissions, choose your winning design
- After Chapter approval, complete the NMBTF Artist Contract
- Send draft to partner organization for their approval
- Once all approvals have been cleared, set a start date for your project

Promotion

- Share your journey through social media to build excitement and awareness for your project
- Be sure to have an unveiling celebration to recognize the collaboration of organizations and your artist





LOCATION GUIDELINES FOR A COMMUNITY MURAL

- Ideal location is easily accessible for public viewing
- Be open minded- murals do not need to take up an entire wall to get artwork displayed inside public buildings, sometimes a large, framed artwork is easier to say yes to.



Public Building

Colleges, Hospitals, Libraries

Can serve as a bridge connecting NMBTF to the site organization

Can be targeted to more specific audience (nursing building, labor & delivery floor)

Larger organizations will have specific procedures in place regarding how work is completed

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Can be difficult to build relationship with decision makers Ex: Colleges are more receptive to projects like this if initiated by a student, Hospitals may be more receptive to employee led initiatives

Proposed art will have to go through review boards for approval

Privately Owned Building

Local stores, coffee shops,

Easiest to work with

Mural is at owner's discretion

The TF can help promote the building owner / business as breastfeeding friendly

Building owners may be willing to offer some compensation for artist

Building may change owners & mural may be removed in the future

Building owners may have city ordinances to comply with regarding outside of their building

Logistics

Site

- As you begin to source your materials and equipment, keep track of this information about your selected site
- Is your site location indoors or outdoors?
- What kind of surface will the mural be painted on? eg. Stucco, brick, cinderblock, wood
- What will the measurements of the mural be?
 - How high will the artist need to be?
 - How much work space will the artist require?
- Are there any physical obstacles? eg. height clearance, structural columns, parking lot pylons, potholes or uneven ground, narrow access points

Equipment

- Will artist need special permissions to reach mural site?
- Does site owner have equipment available?
- If the site you are working with does not have equipment available, can chapter help provide scaffold, ladder, or scissor lift?
- When checking with local construction equipment rental companies, have pictures and measurements for your site ready so the company can help you decide what equipment you need
- Equipment rental companies will have options for safety equipment, delivery and pickup of equipment and special rates for weekend rentals

Materials

- If you are providing paint for the mural, check first with local paint supply stores like English Color and Supply or Sherwin Williams, they may have discounted rates for non-profit organizations
- Be sure to ask for paint that is specific for your site location and surface material
- Ask paint specialist for specific direction regarding how much paint each material requires (for example, stucco may require more primer coats than brick)
- If you are supplying materials, ask artist for a list of supplies that may include drop cloths, paint rollers, stirrers, paint trays, sponges etc.

