



## ART IN PUBLIC PLACES **MURAL PROGRAM**





# THE POWER OF PUBLIC ART:

## HOW MURALS BEAUTIFY CITIES + BUILD COMMUNITIES

Public art creates unique visitor experiences, engages citizens, increases foot traffic and tourism, drives appreciation for the arts + artists, and increases overall attractiveness + perception of safety in a space.

## DIRECT ECONOMIC IMPACT

**Art Drives Tourism, Commerce, and Talent Retention.** Public art helps nurture healthy local shopping districts, drives retention and repeat business.

## SOCIAL IMPACT

Researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower crime and poverty rates.

## BEAUTIFICATION

Public art adds color + vibrancy to otherwise dull or neglected areas of a community — creating a sense of pride and ownership among community members and improving overall quality of life.

## COMMUNITY SAFETY

Research suggests incorporating public art into neighborhood design can lead to a reduction in fear of and incidence of crime, improve residents' perception of safety, and improve quality of life for the entire community.



# Do you have a space ready for a mural?

*Dogwood Arts can help!*

We support local artists and attract fresh talent to East Tennessee by connecting artists to paid opportunities that fuel creative growth. We have a proven track record of revitalizing underused spaces and collaborating on large public projects with corporate and public entities.

## LARGE SCALE MURAL PROJECTS REQUIRE:

### DEDICATED WALL SPACE

Property owner buy-in and commitment to protect the artwork for an agreed time-frame are critical for success.

### FUNDING

Artist time and talent, materials and equipment required, quality and size of surface area must all be factored into the cost of a mural. Commissions range from **\$10-\$40 per sq ft** depending on artist selected, size, design intricacy, accessibility of the space, etc. While we don't have specific funding set aside, Dogwood Arts can collaborate on strategies and provide design support to help fulfill this need.

### PROJECT MANAGEMENT

Contract creation and negotiations, equipment and materials sourcing, scheduling, wall prep, and preservation are all required elements for any mural project. Dogwood Arts has experience and connections to manage the project from inception to completion.

### ARTIST CONNECTIONS

Having an extensive list of muralists to work with provides options to choose from including specific styles, specialized content creation, schedule variability, and more. We are already connected to artists from all over the US and are constantly working to grow those connections.



**Ready to get started?**

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## EXAMPLES OF OUR WORK

*Dogwood Arts is committed to fostering beauty, connection, and renewal in the places that need it most.*



### STRONG ALLEY

A rotating outdoor gallery in Downtown Knoxville featuring work by local & regional artists



### KNOXWALLS

7,000 sq. ft. of murals at Emory Place in North Knoxville featuring artists from across the country



### COLLABORATIONS

We connect muralists with local businesses and municipalities seeking to create new murals



Since 1955, **DOGWOOD ARTS** has made a difference in our community advocating for and providing opportunities for artists, encouraging environmental stewardship through our tree planting and Trails & Gardens initiatives, and driving economic impact through our large events that draw artists, musicians, and visitors from all over the country.

**DOGWOODARTS.COM**

