

## World-Class Public Art In Downtown

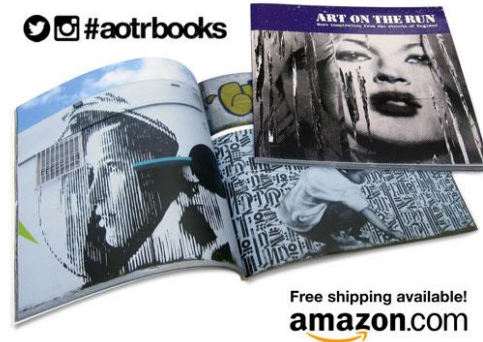
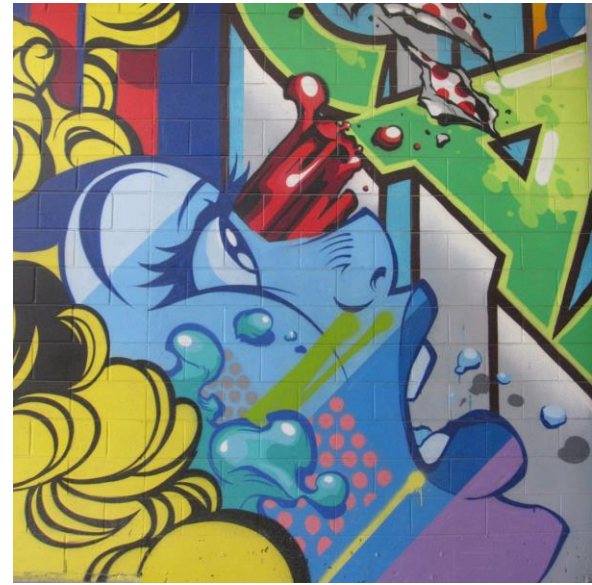
# A Brief Introduction

- Beast Syndicate (BEAST) is a visual art studio based in the heart of downtown.
- Custom artwork, plus brand development and graphic design services to clients in Europe and across the USA.



# A Passion For Street Art

- Street art is a major influence, 1000s of photos taken across North America and the UK since 2004.
- Eventually led to Art On The Run™, a series of books featuring exclusive photos of street-based work by world-famous artists.
- Through my passion I've experienced first hand how coordinated public art projects have led to revitalization and transformation.



#aotrbooks

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# Murals Add Value

**Cities around the world have discovered the many benefits that public art can bring:**

- Makes the city 'top of mind' for people looking for a vibrant community
- Visitors and would-be tourists perceive city as unique / memorable
- Provides a sense of identity and belonging to those living / working there
- Decreases crime and graffiti

# Murals Create Identity

Corporations / property owners can also benefit from incorporating murals in their businesses:

- Legitimizes their business as investors in the community and 'creative-friendly'
- Increased attention and foot traffic by creating a memorable, must-see destination



# Bryan: A Bright Future!

- Downtown Bryan has made huge strides in the last 15yrs
- BEAST is proud to be located in downtown and involved in many community groups
- For future success downtown needs continued revitalization; bold, new projects....



# Proposed Revitalization: A Big, Bold Public Mural

- Deep in the heart of downtown: Clara B. Mounce Public Library (west wall)
- Highly visible without being an eyesore
- Adds to Bryan's claim to be unique / memorable

***From this:***



# Proposal (mock-up art for demonstration purposes only)





# A Unique Opportunity

BEAST has an extensive roster of professional artists interested in transforming downtown.

**Artist best suited for project:** Greg Gossel

- World-class talent; Levi's, Hyundai, American Express, Minnesota Vikings are clients
- Graphic style widely enjoyed (not abstract)
- Community-minded artist, 'hungry for walls' will waive typical fees



# Proposed Theme: “Books Bring Dreams To Life”

3-section mural promoting literacy, creativity and imagination



(mock-up art for demonstration purposes only)

# How To Proceed

- Agree need for proposed public art project
- Agree general theme / art elements to include
- Artist creates graphics for final approval
- Likely budget: under \$20k (inc. travel, paint, equipment)
- Completed by Bryan Street & Art Fair? (April 2020)



# Any Questions?

