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Los Angeles CA, 90027
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THE MURAL PROCESS

PUBLIC ART OUTLINE

- Identify goals and site information
- Contract
- Identify potential artist
- Community and stakeholder engagement
- Select artists + receive renders
- Review of artist renderings
- Finalize artwork + artist
- Apply for permits + outline project schedule
- Project begins
- Final client walk through
- Documentation

** R. Rock Enterprises is wholly committed to fully engaging the community, and is willing to attend relevant meetings, and events to further engaged the local artist and community.*

CURATORIAL OUTLINE

1. R. Rock Enterprises will access the criteria and project goals
 - a. Selection of style to best fit culture/brand/community
 - b. Access the site: wall texture and condition, windows, access to wall
 - c. Consider the maintenance requirements
 - d. Consider the permitting and fabrication, installation and production requirements involved.
2. R. Rock Enterprises will compile a list of artist and examples of their work in a presentation deck and submit to the client for consideration. R. Rock Enterprises will introduce artist selection by answering preliminary questions and explaining the reason behind the consideration of each submission.
3. The client will review and select submissions that they wish to request proposals from.

COMMUNITY OUTREACH + PERMITTING

1. Outreach to key community organizations surrounding the mural and host a neighborhood meeting to introduce the artwork.
2. Communicate the project to the community.
3. Finalize permits for Cultural Affairs and City organizations.

COST EVALUATION + BREAKDOWN OF WORK

1. Administration + Development:

- Introduction + research
- Contracts + operations

2. Curatorial Research:

- Artist engagement
- Renders + Presentations

3. Community Outreach:

- Stakeholder meetings
- Community meetings

4. Project Management:

- Project analysis
- Outline of costs + timeline
- Artist management
- Labor, material, equipment and installation requirements
- Documentation and finalizing project

CONTACT

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