Infusing Bay Area public spaces with hope and beauty while creating jobs for artists.

A community collaboration with Building 180 & Art for Civil Discourse
Art has the power to transform society.

As a response to Covid-19, we reimagined blight and loss of income...
COVID-19 brought us this: ... into Hope and Rejuvenation
WHAT IS PAINT THE VOID?

We are a volunteer based initiative led by 5 women and fueled by over 600 donations. We match local artists to businesses to transform boarded up storefronts. Some of our accomplishments in the first 3 months include:

100 MURALS PAINTED

91 LOCAL ARTISTS FUNDED

3 CITIES OF THE BAY AREA

84 BUSINESSES SUPPORTED
**WHAT IS PAINT THE VOID?**

**Paint The Void** is a Bay Area nonprofit art initiative that began in April 2020 as response to COVID + Shelter in Place.

As we saw our beloved city boarding up and heard worry among our community, we felt the urgency to call on artists. We saw the boards not as roadblocks but as blank canvases.

We saw an opportunity to support local artists by raising donations for stipends to create murals of hope on boarded up business so that our community could feel hopeful and inspired on their daily walks.

The “Void” refers to the once vibrant streets that overnight became a somber landscape. We believe in the power of Art to support mental health.

Our original goal was to create 15 murals. We now have 100 murals painted and over 90 artists supported across San Francisco, Berkeley and Oakland. It is awe inspiring how many donations came in and how many artists applied.

Paint the Void is free for small businesses. Artists are funded through donations raised at paintthevoid.org

In the wake of George Floyd’s murder and rising to the call of the moment, we must leverage the platform of public art to amplify those voices so often left unheard.

Paint the Void is currently prioritizing minority artists, and empowers creative agency and freedom of speech. We stand firmly in solidarity against systemic racism, & are restructuring our process to effectuate change.
WHO IS PAINT THE VOID?

CONTRIBUTORS:
Su Quek
Map Design & Development
Head of Preservation
Andrew Ward
Contributing Photographer
Mike Kukreja
Contributing Photographer
Red Rainey
Contributing Videographer
Oliver Hamilton
Administration
Jenn Lee
Video & Photography
Kyle Meshna
Blog & Website
Ella Gallego
Fundraising Strategy &
Danny Yadegar
Community Liaison

We share our gratitude for all the artist collaborators, without whom none of this would be possible.
WHO IS PAINT THE VOID?

Our artists are:

local
talented
diverse
passionate
and professional.

They channel our shared hopes and dreams for the future into public art.

Matley Hurd
Marina Perez-Wong & Elaine Chu
Twin Murals Company
Nora Bruhn
David Benzler
Darnel Tasker
Robert Liu-Trujillo
Ian Ross
WHERE IS PAINT THE VOID?

100 murals in 3 months!

Chris Granillo @Absinthe

Micah Black @Fiat Lux

Map by Sue Quek

San Francisco

Berkeley & Oakland

San Francisco
New San Francisco Mural Pays Tribute To Hospital Workers During Coronavirus Lockdown

Artists add Color to Drab Boarded San Francisco Buildings

Coronavirus kindness: Bay Area Artists Create Murals on Boarded Storefronts to Uplift Local Communities

COVID-19: Painting the Void

Murals Beautify a Boarded-Up San Francisco

Bay Area Artists Are Lighting Up the Empty Streets with Gorgeous Murals During the Pandemic
“One of my favorites, brightening up the neighborhood and giving us all some hope!”
@retrogradejason

“WE LOVE your work!!! So glad we found out about you!”
@michopwong

“I loved watching this one go up over the last few days.”
@zacharyrd

“Thank you for bringing some beauty to the community.”
@meleahlacey

Helice Wen
@1600 Powell St

Matley Hurd
@Old Town
Oakland
Together, we bring positivity in a time of need.
WHY PAINT THE VOID?

Boarded up storefronts highlight fear and uncertainty when left raw.

Artists need economic opportunity to survive this time of unprecedented unemployment and to stay in the Bay Area.

Plywood boards hide the unique character of each storefront, and creates a feeling of placelessness.

Tourism is at an all time low, Bay Area cultural institutions are at tremendous risk.

Art inspires! Murals give people hope, and a reason to go outside.

Artists are funded through Paint the Void, and murals create exposure for future commissions.

Merchant associations are using unique mural artwork to celebrate local identity, and promote foot traffic.

Public art helps to elevate the Bay Area as a world-class cultural force, showcasing artists who still live & create here.
At Paint the Void, we hold a vision of an equal world. We stand against all forms of inequality and the systems that perpetuate it. We stand in solidarity with BIPOC communities against racism and inequality. We see art not only as a form of expression but also as a form of dialogue and a form of shared learning. Each mural is a public statement, taking courage to create and helping to fuel change.

As an organization that secures funds to create murals, we recognize our position of privilege in choosing the artists and the locations that we engage. We recognize that we can use our platform to promote a more equitable and just future, not only by selecting the artists we work with, but also by engaging with our communities and deeply listening to criticisms.

Our commitment is to support and make available the opportunity for marginalized voices to have a platform to share their perspective with their communities. We pledge to do our part in solidarity with the fight for racial justice.

- Paint the Void Team

Learn more about our Goals & Commitments here.
$10,000 Initial Goal
Reached within 55 hours

$20,000 Doubled Goal
Reached within one week

$40,000 Doubled Goal Again
Reached within two weeks

$80,000 Doubled Goal AGAIN!
Raised within two months

Fundraising Continues...
Paint the Void team is **extremely effective, professional & fueled with passion** for the Arts and the Bay Area.

### Funding

**PAINT THE VOID**

### Direct Artist Payments

- 89 Temporary Murals ~$600/Mural (some donated costs + murals) $53,400.00
- 5 Temporary Murals, Large ~$2000/Mural (some donations matched from businesses) $10,000.00
- 3 Permanent Projects ~$1100/Mural $3,300.00

### Management and Logistics

- Production and Artist Management Outreach / Project Management / Accounting $0.00
- Documentation Photography / Videography / Mapping $0.00
- Marketing and Fundraising Website Design and Updates / Social Media / Events / Media $0.00
- Heavy Equipment / Tools Scissor Lifts / Scaffolding / Ladder Rentals / Cleaning Supplies $3,000.00
- Legal Documents / Liability Release Forms $1,500.00
- Insurance Theft and Vandalism Protection $1,000.00
- Administration Volunteer Coordination / Artist Liaisons / Operations $0.00
- Storage Mural Storage upon removal $0.00
- **Total** $80,200.00

---

**With our first $80,000**

- We created 100 murals! Including Community Murals with Doctors and Students
- Produced a short film, highlighting a community project ([link here](#))
- Documented all 100 murals through a volunteer media team
- Partnered with 3 cities and 10 neighborhood associations
- Donated our first $8,000 grant to an Oakland art organization focusing on Black Lives Matter initiatives, to co-create a positive impact and two permanent murals
- Grew our social media presence on Instagram from 0 followers to 3,670
We need to pay our artists & project managers more to establish a sustainable effort.

<table>
<thead>
<tr>
<th>Direct Artist Payments</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 Temporary Murals  ~$1000/Mural (some donated costs + murals)</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>5 Temporary Murals, Large  ~$2000/Mural (some donations matched from businesses)</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>3 Permanent Projects  ~$3000/Mural</td>
<td>$9,000.00</td>
</tr>
</tbody>
</table>

**Management and Logistics**

| Production and Artist Management Outreach / Project Management / Administration | $8,000.00 |
| Documentation Photography / Videography / Mapping                     | $6,500.00 |
| Marketing and Fundraising Website Design and Updates / Social Media / Events / Media | $5,000.00 |
| Heavy Equipment / Tools Scissor Lifts / Scaffolding / Ladder Rentals / Cleaning Supplies | $5,000.00 |
| Legal Documents / Liability Release Forms                            | $1,500.00 |
| Insurance Theft and Vandalism Protection                             | $1,000.00 |
| Administration Volunteer Coordination / Artist Liaisons / Operations | $1,000.00 |
| Storage Mural Storage upon removal (donated)                         | $0.00 |

**Intersection for the Arts - Nonprofit Fiscal Sponsor 10% Processing Fee**

**Total**

$80,000.00

With more funding we can:

- Create more murals to rejuvenate commercial corridors.
- Pay artists more so that they can survive this time of unprecedented unemployment and remain in the Bay Area.
- Pay 3 part-time administrative positions to keep the wheels on the bus.

Merchant Associations are asking PtV to create more murals to attract foot traffic. Art inspires! It encourages people to go outside and rejuvenate the
WHERE ARE WE GOING?

Bay Area businesses will remain boarded for many months. We see the boards as an opportunity to create stunning murals that:

- Increases foot traffic and commerce
- Supports local artists who still live and create here
- Broadcast Public Health Announcements
- Foster civil discourse
- Elevates the Bay Area to the next level of a world-class cultural force.

Let's help people focus on hope and beauty while helping the economy recover.

All photos by photographer Lisa Vortman
Help us to inspire hope in SAN FRANCISCO and Beyond!

DONATE NOW

(All Donations are Tax Deductible)