CHEAT SHEET >>>>>
MURALS

STAGE ONE

SO, YOU WANT A MURAL?

First things first, have a think about these questions.

WHY

What's the purpose of the mural?

→ Beautify a neglected site.
→ Solve a problem like graffiti.
→ Commemorate an event.
→ Promote inclusion and diversity.
→ Is a mural the best option?

WHERE

Do you have a site in mind?

→ Who owns it — do they want a mural on the site?
→ Does the site have special significance to mana whenua?
→ Who are the neighbours and how might they be affected?
→ Are there heritage requirements/constraints?
→ What consents and permissions are required?

HOW (MUCH?)

Who's going to pay for the mural AND for its maintenance?
How much do you want to spend?
Where is the money going to come from?

Costs can include:
→ Artist's fees: design and application.
→ Surface preparation.
→ Installation costs like scaffolding, safety equipment, traffic management.
→ Materials.
→ Ongoing maintenance.

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STAGE TWO

BASICS COVERED, NOW WHAT?
A: PLANNING AND PARAMETERS

Talk to the **people who will be affected** by the mural: the local community, neighbours and businesses around the site.

Check whether **mana whenua** have a particular interest in the proposed site.

Get **permissions** from building owner and any tenants; this could be DCC if the site is in a reserve or road reserve.

Confirm who will own the artwork once its completed.

Remember that murals are **temporary artworks**.
→ Review the work towards the end of its lifespan, usually 4-7 years.
→ If the mural will stay for longer, who'll cover the cost of maintaining it?
→ Who covers the cost of removal if required?

Develop a **project brief** - email Ara Toi for a template to start you off.
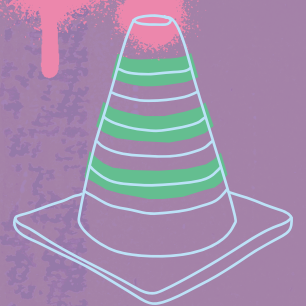
B: PEOPLE   Who do you need on your team? Who does what?

PROJECT COORDINATOR
↓
Makes sure all the i's are dotted and the t's crossed.

ARTIST
↓
Leads the creative process and (usually) the installation.

COMMUNITY GROUP
↓
May contribute to the project & artist's brief for a community-centred or led project.

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STAGE TWO

C: PREPARATION

Commission your Artist

The method you choose will depend on the sort of project you are organising.
→ open call (widely advertised, open to all).
→ limited call (selected artists are invited to submit ideas).
→ direct commission (a specific artist is invited to develop the design).
→ other, eg: community-designed with an artist advising.

Decide your **most important criteria** for selecting an artist. These could include:
→ creative style.
→ professional experience and quality of previous work.
→ community project experience.

Think about...

→ what style you want for the mural.
→ is there specific subject matter you would like incorporated?
→ how much artistic freedom the artist will have.
→ what you need the artist to do.
→ Develop an **artist brief** - we can help with this if you need some support.

Talk to Ara Toi staff and discuss your plans with a
DCC Duty Planner (at DCC Reception) or by
emailing planning@dcc.govt.nz

CHECK!

Do you need a resource consent for your mural?

Y   N

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Questions? aratoi@dcc.govt.nz
Find us on Instagram @aratoiotepoti

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MURALS

STAGE THREE

READY TO ROLL
PRODUCTION

Safety first

→ Identify, assess, and manage risks.
→ www.sitesafe.org.nz has a lot of useful resources.
→ Make sure everyone on site is familiar with the Health & Safety requirements.

Site preparation

→ Cut back any foliage and clean off any dirt, moss or mould.
→ Does it need water-blasting?
→ Prepare surface and use an appropriate sealer/undercoat.

Get painting!

→ Double check your Health & Safety preparations.
→ Have a wet weather plan.
→ Make sure someone is there to document the process.
→ Be prepared to talk to people about what you're doing.
→ If the painting takes longer than one day, be sure that the site is safe and secure overnight.

Finish up

→ Seal the finished mural with graffiti guard.
→ Leave the site clean and tidy.
→ Follow these tips from our Three Waters team to make sure your clean-up keeps
   our drains pollution-free.
   www.dunedin.govt.nz/services/stormwater/preventing-stormwater-pollution

CELEBRATE!

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