

McKinney Silo Mural Project December 04 2020



McKinney Silo Mural Project Introduction

This proposal contains information about the artist, initial project information, and an indicative quote for the installation of a large-scale mural in McKinney, Texas as part of the artist's ongoing *Monuments* project throughout the US.

Site Specific

With a focus on regional and industrial communities and their inherent architecture, van Helten has experience creating murals across the world. These murals reference and build upon local meanings which involve people and their connections to place.

Documentary

Van Helten's work relies on a documentary-style approach utilising photography, collecting oral histories, sharing culture, and public engagement to represent the unique character of the place and its regional identity.

Celebration

The multimedia projects are created collaboratively and inclusively with local people utilising the mural location as the centrepiece. The artist creates a distinct, site-specific, and evocative artwork to act as a symbol of local pride.

This proposal was created and is current as of December 2020.

For questions regarding this proposal or the information contained therein please contact: Margot Strasburger, mail@guidovanhelten.com 803 348 3794

McKinney Silo Mural Project Artist Information

Bio

Guido van Helten (b. 1986) is an Australian-born visual artist and photographer. He is an internationally recognised multimedia artist creating contemporary street art throughout the world. This is underpinned by his exploration of community and identity generated through the lens of photography and the creation of large-scale mural installations.

Born in Canberra and growing up in inner-city Melbourne Australia, the artist was influenced at a young age by traditional graffiti movements leading to an early introduction to aerosol. After graduating with a Bachelor of Visual Arts majoring in Printmaking at Southern Cross University, Guido began the development of his contemporary work now closely aligned with the movement of large-scale muralism across the world. His work has developed out of his keen interests in travel, photography, architecture and learning about cultures in connection with their landscapes. These interests and his ability to work on large-scale projects have spurred commissions across the world throughout Europe, Scandinavia, the Middle East, the United States and Australia. Receiving attention for his work in regional communities around Australia, Guido was nominated for the Sir John Sulman prize at the Art Gallery of NSW in 2016 for his work in the regional community of Brim, Victoria.

Artist Statement

Since 2013, my practice has evolved into an exploration of identity in connection with our urban environment inspired by an interest in architectural sociology. Through this, I approach mural projects using photography and community engagement to uncover the human stories that are site-specific in nature and connections to place.



McKinney Silo Mural Project Concept

Design

The design will be approached using a collaborative development strategy with local community guidance.

Selected representative organizations from McKinney will be engaged. These will include manufacturing businesses, schools, and suggested community based programs. Ideas for the large-scale mural will be developed through a photographic engagement strategy where concept and a photographic series are developed. These outcomes will aim to document the character of the town and form into a mural design that focuses on people, place and culture specific to McKinney, Texas.

Themes

- Cultural heritage
- Regional, community-focused identity
- Representative imagery of diversity

Consultation

Potential Collaborative Partners:

- Collin County History Museum
- Heard-Craig Centre for the Arts
- McKinney Community Development Corporation
- Collin County Black Chamber of Commerce
- Collin County Hispanic Chamber of Commerce
- UNIDOS
- McKinney Independent School District



McKinney Silo Mural Project Community Engagement

Participation and Connection

After preliminary research, the project will begin on the ground in McKinney with documentation of and engagement with community organisations. These interactions will influence the final design celebrating aspects of the town culminating in cultural documentation and a large-scale mural artwork painted at the silos.

The photographs and stories collected will inform a design representative of the place *as it is now* including:

- history
- industry
- vibrancy and
- the social fabric of the area.

Photography and consultation are at the core of the artist's approach to creating murals and the design will transform an industrial monument in the centre of town into an artistic statement and unique landmark commemorating the values and identifiers of McKinney.

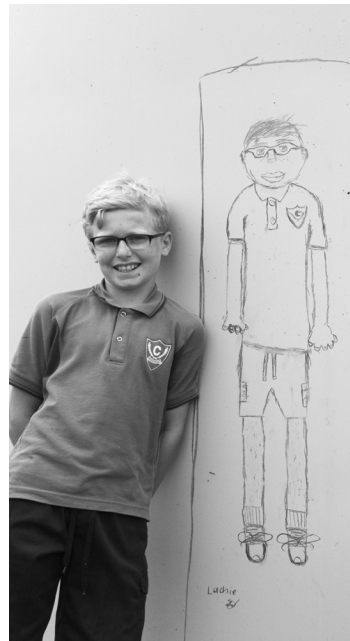
With that in mind, there are a number of extra elements that could be a part of the overall project with the artist available to share his knowledge in photography, mural-making, and oral history collection.

Some examples of past community events include:

- Photography workshops - secondary and tertiary levels in the US and Australia
- Lectures/Talks at universities
- Creative movement + Connecting Art and Sport - workshop introduced in rural Australian community
- Murals + Public Art basics - workshops with primary school aged kids in the US and Australia
- Meet and Greets - informal discussions with the artist



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McKinney Silo Mural Project Community Engagement



McKinney Silo Mural Project *Monuments* series

McKinney as part of *Monuments* Mural Project

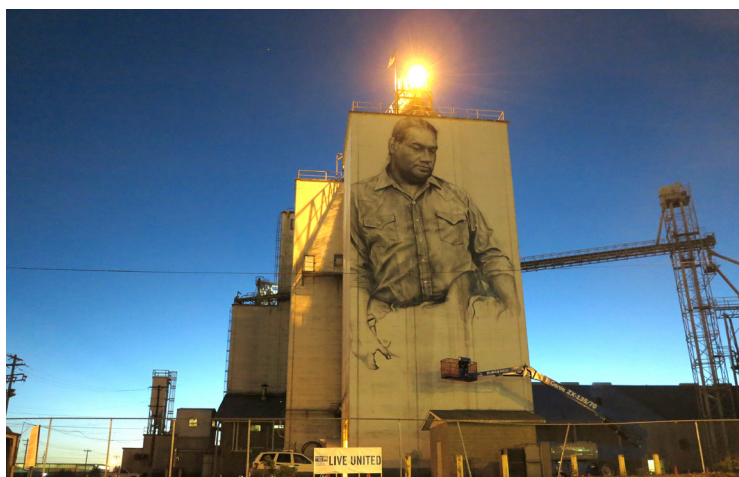
Ideally situated north of Dallas, south of Oklahoma City, and only a drive away from Fort Smith, AR surrounded by major US highways 75 and 380, McKinney has potential as the location of a prominent arts and cultural draw in Texas.

This project will connect to the ongoing series created by Guido van Helten and collectively titled *Monuments* which focuses on large-scale murals, storytelling, and photography. Incorporating small to mid-sized rural areas, these works showcase the 'small town values' of the regional United States.

The works generate interest from the contemporary public art movement and its audience in larger metro areas; and they garner attention due to their prominence, scale, craftsmanship, and detail. What makes the project especially unique is the underpinning element of the artist's community engagement.

By creating a pathway of large-scale, socially-focused artworks, *Monuments* links these regional communities through their industrial architecture making them tourism opportunities. As the project continues to grow through projects and works, it will become ever more driveable and discoverable by fans and ephemeral viewers alike.

The final mural outcome will form a visual backdrop to further development of the Historic McKinney strategy, bringing activation to the town's revitalisation of the town centre while honouring the industrial past and bringing cultural future to the forefront through public art.



McKinney Silo Mural Project Site Location

Site Address

401 E Virginia St, McKinney, TX 75069

Mural placement will be configured during design process.

This location offers opportunity for viewing on both directions of Sante Fe Avenue. Most prominently the site offers a main viewing direction from central downtown.

