

Beltline Urban Murals Project



BROUGHT TO YOU BY THE
BELTLINE NEIGHBOURHOODS ASSOCIATION

2018 Beltline Urban Mural Project

Information for Building Owners

About

The Beltline Urban Mural Project is a community driven project organized by the Beltline Neighbourhoods Association entering its second year, bringing inspiring, eye-catching and powerful street art to the Beltline Community.

Last year, BUMP installed four murals by local artists on buildings in the Beltline. The pilot project drew attention from local news, social media and everyday citizens. The murals are seen by thousands of Calgarians every day.

This year BUMP is getting bigger and better. With a goal of over 12 murals to be installed this year, BUMP will catch the eye of the tens of thousands of people who live in, work or visit the Beltline each and every day. Have BUMP install a mural on your wall in 2018 and be part of something incredible.



As a company invested in working in the arts, signing up for the BUMP program was an easy decision for Commonwealth. Their team and artists were easy to work with from inception to final product and it has not only increased our visual presence within the Beltline, but also digitally with photos being posted online. Local arts based initiatives like BUMP make Calgary a more vibrant city. If we had more walls to be painted, we'd sign up again.

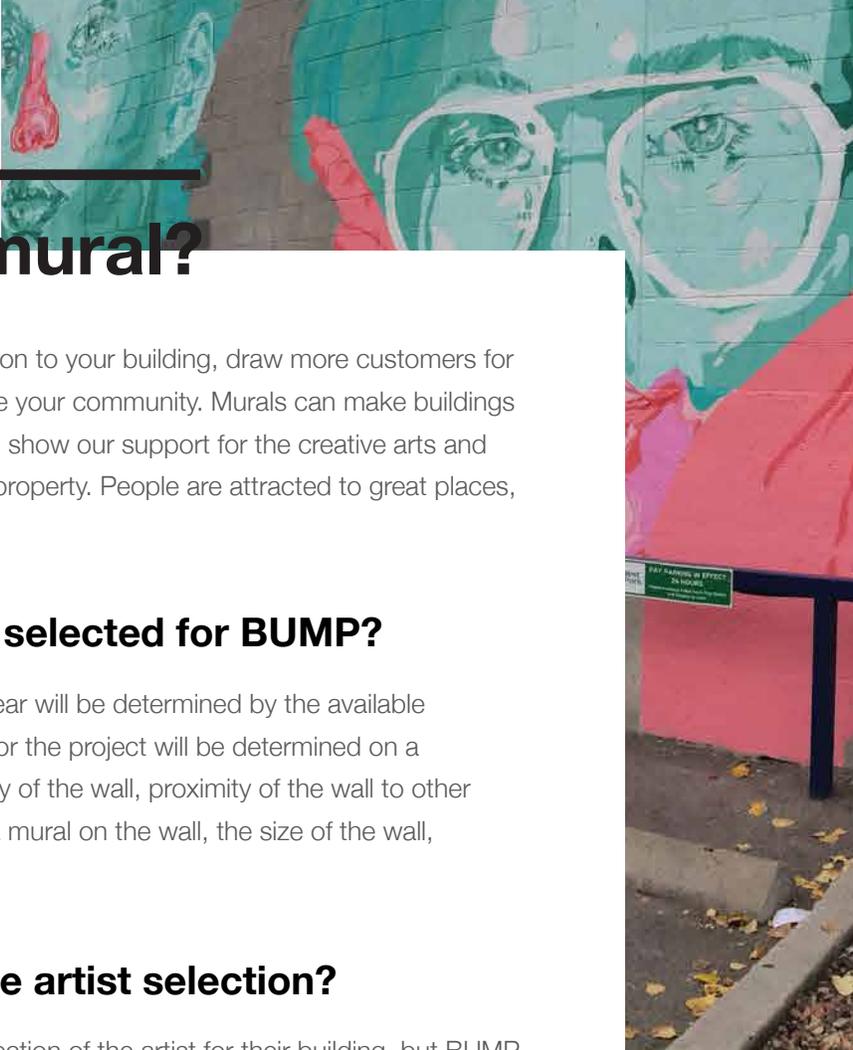
COLIN CANNING,
COMMONWEALTH BAR
AND STAGE

I want to tell you how much we love our mural. Not only is it a great eye catcher that helps people notice our business, but so far it has completely stopped our weekly graffiti/tagging problem. The customer feedback has not only been amazing, but we have also noticed it being used as a back drop for numerous photo shoots!

JULIAN FERREIRA,
THE CAMERA STORE

The mural on our building has benefited our business by creating a more visually appealing space. Many prospective customers would simply drive by the business without noticing where we were located. The mural has become a landmark for our business that has made it easier for customers to locate our business. We are happy to support the Beltline Urban Mural Project and we would be very happy to participate once again.

SANDEEP ARYA, SANEAL CAMERA SUPPLIES LTD.



Why have a mural?

A mural is a great way to attract attention to your building, draw more customers for your business (or tenants), and improve your community. Murals can make buildings stick out, add character to your space, show our support for the creative arts and improve the environment around your property. People are attracted to great places, and art can make any place great.

Which buildings will be selected for BUMP?

The number buildings selected each year will be determined by the available budget. Which buildings are selected for the project will be determined on a combination of the location and visibility of the wall, proximity of the wall to other potential murals, logistics of installing a mural on the wall, the size of the wall, and the building materials.

How am I involved in the artist selection?

Building owners are involved in the selection of the artist for their building, but BUMP is really about the artists, and we want to give them lots of creative freedom.

How it works is that the buildings that are selected for the project will be provided the portfolios of each of the artists short-listed for the project. Owners will then provide a ranked list of the artists they prefer (with an option to veto artists that don't fit with the owners preferences) to the selection committee for consideration. The selection committee will then match up artists to buildings as best as they can (and respect any veto votes). After that, the artists work with the building owners and BUMP to create and refine a concept- and then paint a beautiful mural on your building!

This is pretty awesome. A free mural on my building by talented artists.. Is this for real?

Yes, BUMP is real. And it's amazing.



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