

Holiday Park Mural Project

Design Concept Proposal

Ernesto Maranje

April 2024

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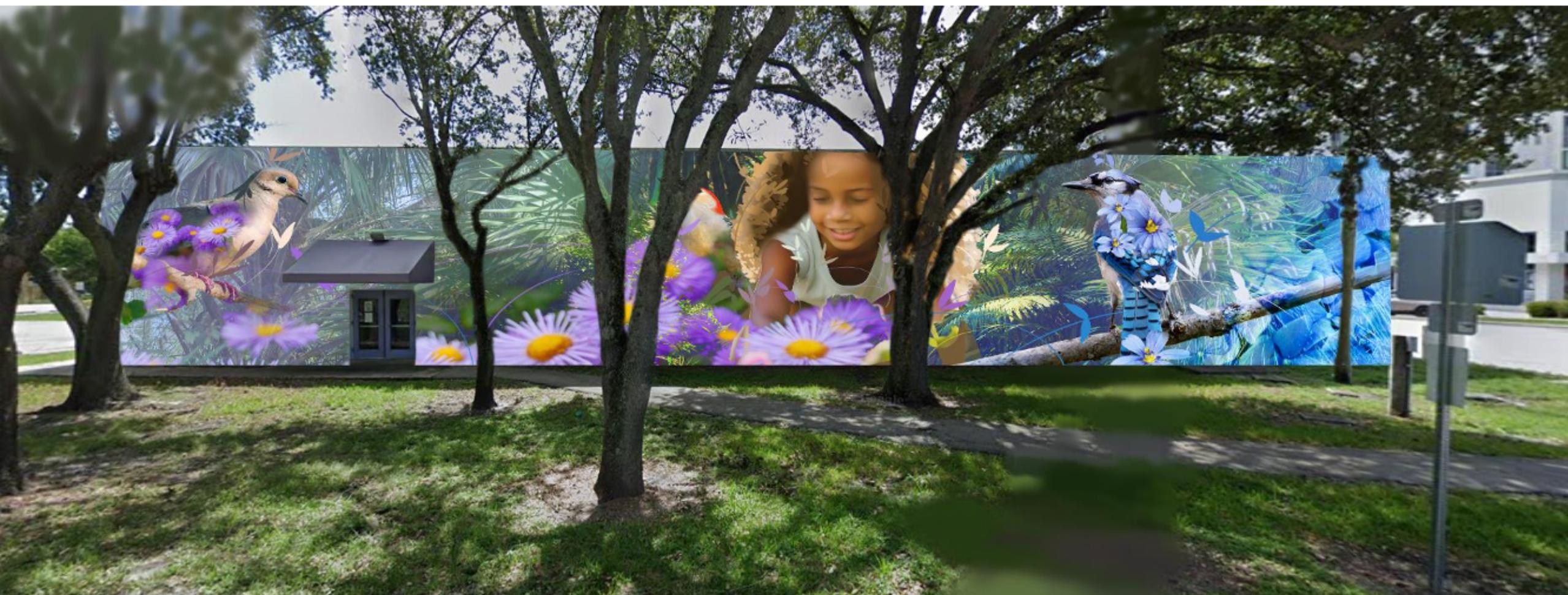
Artist overview

- Ernesto Maranje is an artist and muralist from Miami, Florida. He currently lives in Sunrise, Florida.
- His work explores flora and fauna, biological evolution, and plant and animal relationships. He renders these ideas with acrylic and spray paint on large-scale murals and canvas.
- He has painted murals throughout the U.S. and abroad, including countries like Ukraine, Iraq, Jordan, Lebanon, Greece and Spain.
- Ernesto has worked on many public art projects with cities, arts and cultural divisions, schools, universities, non-profits and NGOs.



Design concept

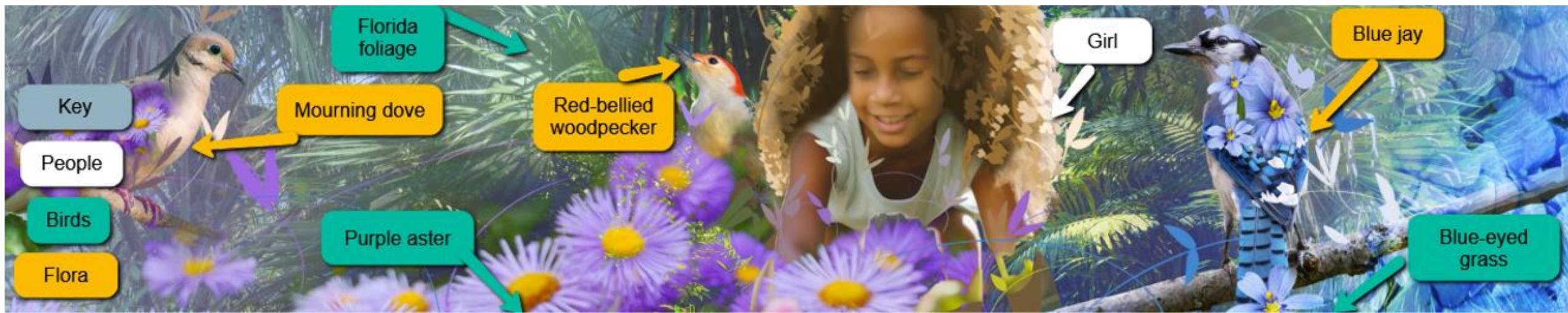












Design concept details



Design description

- Description:
 - Design: The design will feature a young girl among Florida flowers and local backyard birds that can be found in the park.
 - A blue jay, red-bellied woodpecker, and mourning dove will accompany the girl.
 - Vibrant flowers are growing around her and into the bird's feathers.
 - Lush Florida foliage, like palm fronds, will be painted in the background to add depth to the piece.
- Inspiration:
 - Nature + us: The piece's aim is to highlight the area's natural surroundings, welcome visitors to the park and activity center, and remind us of our connection to the nature all around us.
- Style:
 - Ernesto's style: The mural will be painted in Ernesto's colorful and whimsical style with organic elements weaved throughout.
 - Mood: The mural will be uplifting, family-friendly, colorful, and energetic.

Featured elements

People and fauna



People:

Young girl/park visitor

A young park visitor will be the focal point of the piece. She'll be among Florida flowers and birds, illustrating our connection to nature.



Bird:

Blue jay

These striking birds are very recognizable to residents and call south Florida home all year long.



Bird:

Mourning dove

These common birds are year-long residents. While they may seem plain at first glance, their plumage shines with a beautiful iridescence.



Bird:

Red-bellied woodpecker

This woodpecker's feathers are also very recognizable to residents, as it is also a year-long resident.

Featured elements

Flora



Flower:

Blue-eyed grass

Despite its name, blue-eyed grass is not a grass and is in the iris family. It's an evergreen, clump-forming wildflower that occurs naturally throughout south Florida.



Flower:

Purple aster

Asters have a native range throughout Florida. Their beautiful petals will add a pop of purple to the design.



Foliage:

Palms

The background will include lush Florida foliage that can be seen in the park, like palm fronds

Color palette

Earth tones will be used along with lots vibrant color. A mixture of transparent and opaque colors will bring movement to the piece.



Vibrant colors will add warmth and interest

Calming, organic tones will speak to the area's natural surroundings

Budget, materials & timeline

Budget

Description	Cost
Paint, supplies & equipment	
Exterior paint	\$ 2,000.00
Spray paint	\$ 1,500.00
Supplies (rollers, brushes, trays, drop cloths, tape, gloves, rags, mixing cups & lids, buckets, mixing sticks, mixing table, storage bins, etc.)	\$ 2,500.00
<i>Paint, supplies & equipment TOTAL</i>	<i>\$ 6,000.00</i>
Varnish	
Varnish	\$ 1,000.00
Spray machine & accessories	\$ 1,500.00
Protective materials	\$ 150.00
<i>Varnish TOTAL</i>	<i>\$ 2,650.00</i>
Equipment rental	
~30 ft. articulating lift rental (2-4 week rental estimate w/ fees & tax)	\$ 3,000.00
<i>Equipment rental TOTAL</i>	<i>\$ 3,000.00</i>
Insurance	
Liability insurance	\$ 600.00
5% contingency (weather, unforeseen issues, additional supplies)	\$ 1,750.00
<i>Insurance TOTAL</i>	<i>\$ 2,350.00</i>
Contracted services	
Painting assistant	\$ 3,000.00
<i>Contracted services TOTAL</i>	<i>\$ 3,000.00</i>
Artist fee	
Artist fee	\$ 18,000.00
<i>Artist fee TOTAL</i>	<i>\$ 18,000.00</i>
<i>Grand TOTAL</i>	<i>\$ 35,000.00</i>

Materials

Description	Qty
Paint	
Exterior paint (Behr Exterior Flat Paint + Primer)	50
Spray paint (Montana Gold Acrylic Professional)	100
Supplies	
Brushes	15
Trays	50
Drop cloths	5
Tape	5
Gloves	1
Rags	5
Ladders	1
Buckets	5
Mixing cups	50
Mixing cup lids	50
Mixing stick packs	5
Varnish	
Varnish (Sherwin Williams Sher-Clear UV Coating)	5
Spray machine	1
Spray machine hoses	2
Spray machine tips/joints	2
Extension cords	1
Protective materials for surfaces	5
Equipment rental	
~30-ft. articulating lift rental (2-4 weeks)	1

Materials

Paint & varnish



Step 1: paint

*Behr Premium
Exterior Flat Paint + Primer*

Most of the mural will be painted with Behr's Paint + Primer, a great quality exterior, flat medium. This paint is water-based and very durable.



Step 1: paint

*Montana Gold
Acrylic Professional Spray Paint*

Montana Gold spray paint will be used for detailing. This is a high-quality, water-based spray.



Step 2: varnish

*Sherwin Williams
Sher-Clear*

This waterborne acyclic clear coat offers excellent UV protection and minimal maintenance.

Timeline

Project duration: ~3 weeks, weather permitting

Day	Week	Task
1	1	Prep work area; lift delivery; purchase supplies
2	1	Sketch and fill design in sections
3	1	Sketch and fill design in sections
4	1	Sketch and fill design in sections
5	1	Sketch and fill design in sections
6	1	Sketch and fill design in sections
7	1	Plan; purchase supplies
8	2	Render each section of mural
9	2	Render each section of mural
10	2	Render each section of mural
11	2	Render each section of mural
12	2	Render each section of mural
13	2	Plan; purchase supplies
14	2	Detail each section of mural
15	3	Detail each section of mural
16	3	Detail each section of mural
17	3	Detail each section of mural
18	3	Detail each section of mural
19	3	Detail each section of mural
20	3	Detail each section of mural
21	3	Varnish wall
22	4	Clean up; schedule lift pickup; final photos

Timeline

Prep, sketch & fill, render, detail, varnish, clean up



Work area requests & maintenance plan

Work area requests

- Knowledge of:
 - Site hours and/or any access restrictions
- Access to:
 - Water and drain
 - Electricity
 - Bathroom
 - Dumpster/garbage
 - Small storage area onsite for paint and supplies (e.g. maintenance closet)
 - Any access codes/keys needed
- Preparation:
 - Designated area for lift
 - Area should be as clear as possible (landscaping, equipment, etc. should not be around mural area to keep them paint-free)
 - Wall should be ready to paint on start date (wall free of cracks and/or damage that would impede painting)
 - Wall should be free of insect and animal nests and infestations

Thank you! ☺

Maintenance plan

- Mural varnish:
 - A final protective varnish coating will be applied. The varnish will protect the mural from the elements/UV. This will ensure the mural will last for years without fading.
 - We will purchase the [Sherwin Williams Sher-Clear](#), or whatever varnish the city prefers →
- Mural maintenance:
 - There will be minimal maintenance and no special care instructions. Wash, if needed, with water/hose.



Design concept →
mural examples



Design concept → finished mural

- The design concept provides a plan for the finished mural, but it won't be an exact copy.
 - The design concept provides:
 - Subject matter
 - Composition
 - Color palette
 - The finished mural may:
 - Differ slightly
 - Include more detail
 - Have changes made to accommodate the wall and certain vantage points
- The following slides are examples of past design concepts and their completed murals to better understand Ernesto's design process →



Mockup

CAM # 26-0030
Exhibit 2
Page 27 of 31

ERNESTO
MARANJE

Completed mural

Where the Raspberries Grow (2023)

in Hopkins, MN





Mockup

CAM # 26-0030
Exhibit 2
Page 29 of 31

ERNESTO
MARANJE

Completed mural
Curiosity (2021)
in Miramar, FL





Thank you!

For more information,
please contact
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