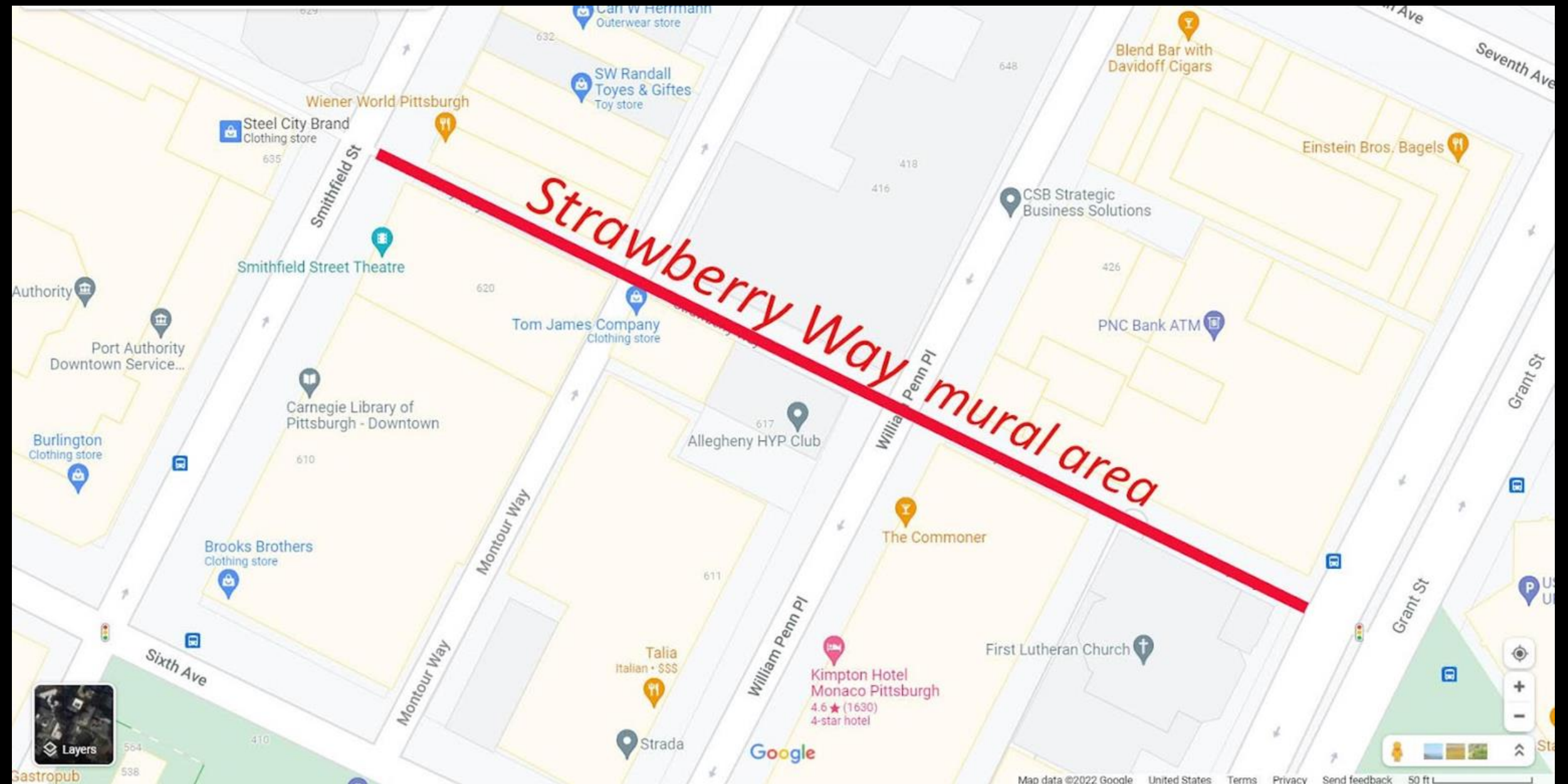


Strawberry Way Street Mural 2022

The Pittsburgh Downtown Partnership

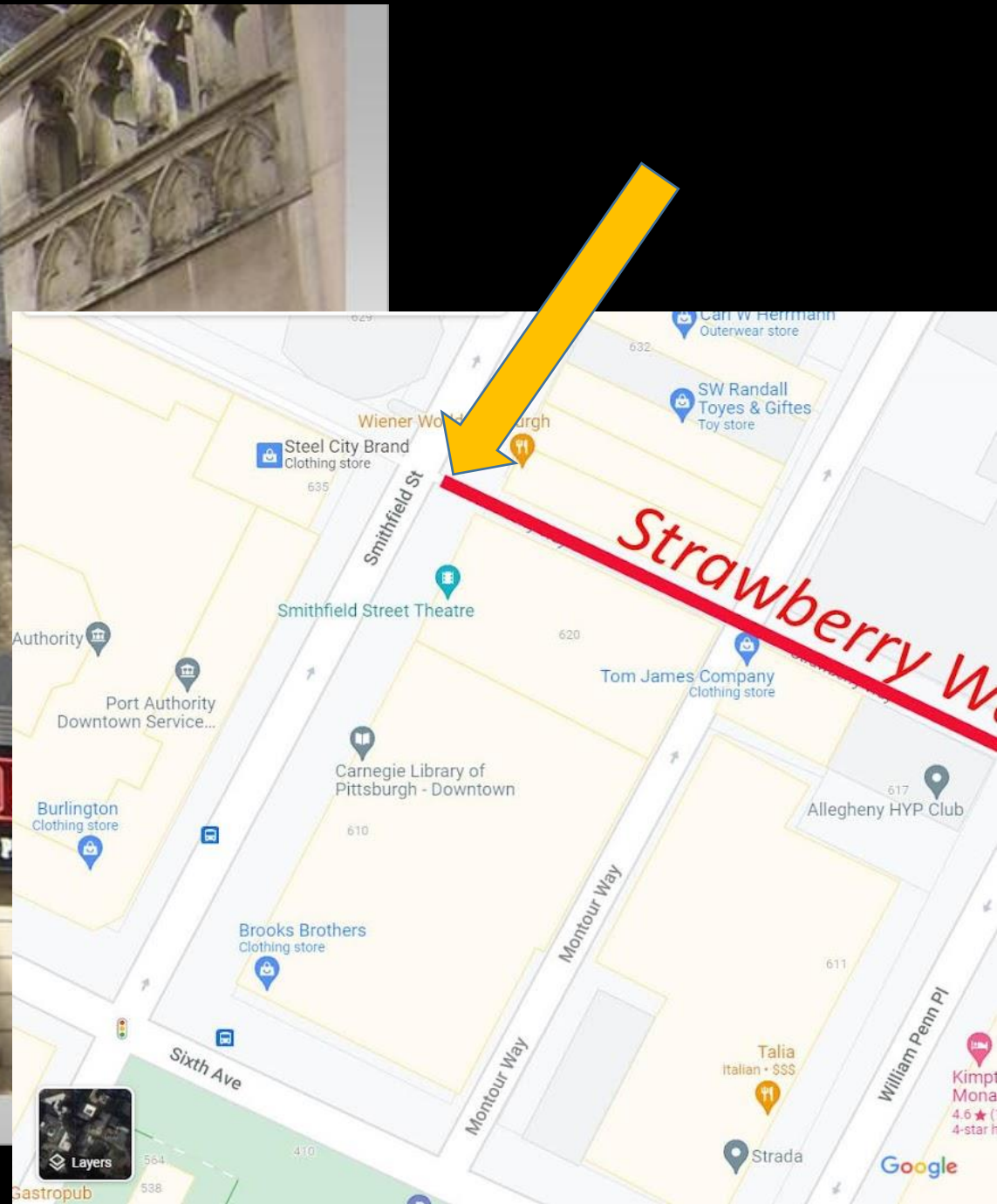


Project Location:









Project Background

2022 is 3rd manifestation of the project:

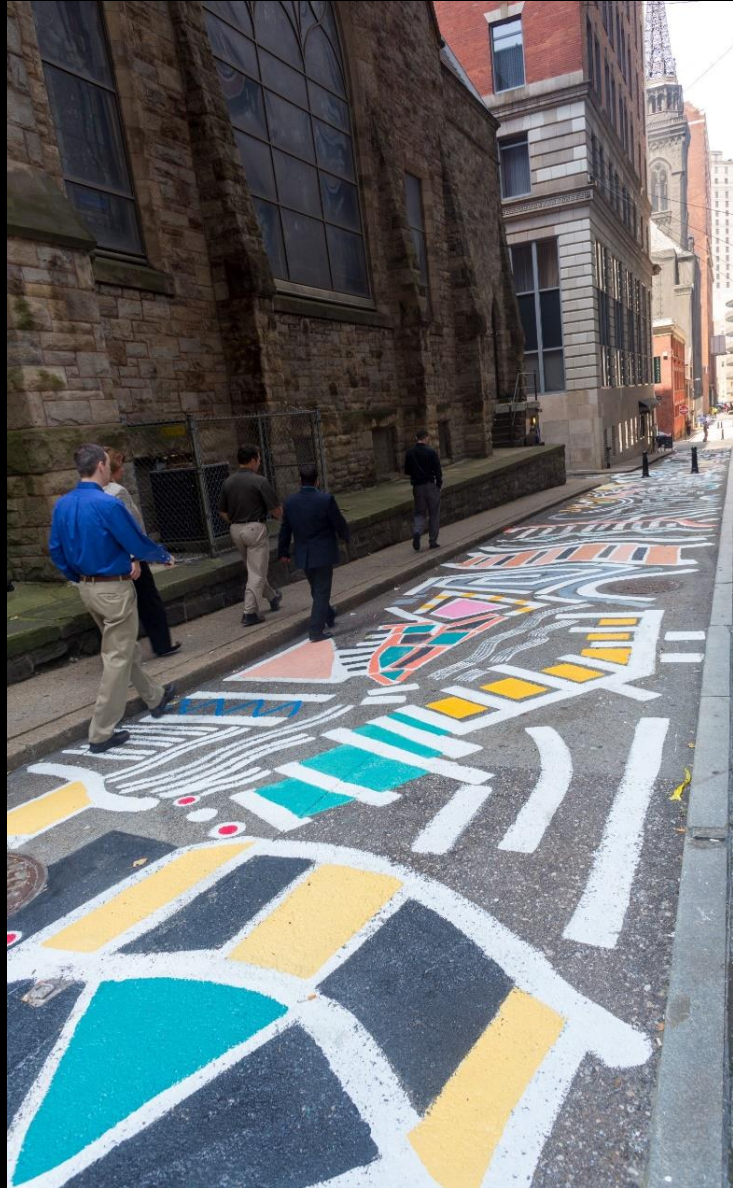
- 2016, *City Composition*, by Deanna Mance
- 2018, *Who Gets To Eat The Most Fruit*, by Julie Mallis

Project initiated in 2016 by the PDP/Envision Pittsburgh to create

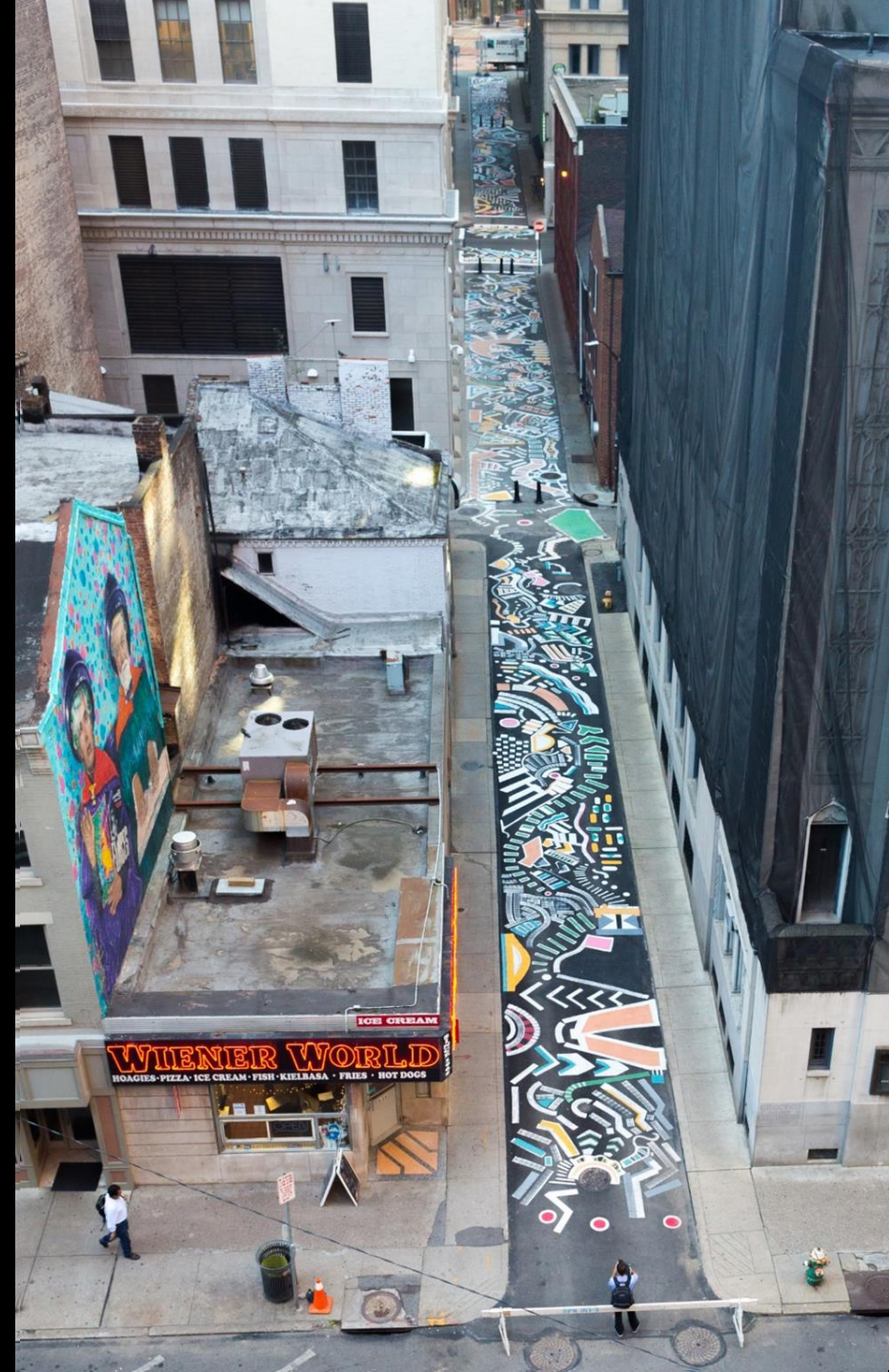
- an inviting attribute to ped corridor
- encourage outdoor dining
- activation of space

20+ Stakeholders along Strawberry Way are engaged in communications, and/or on selection committee currently

Project Background: 2016

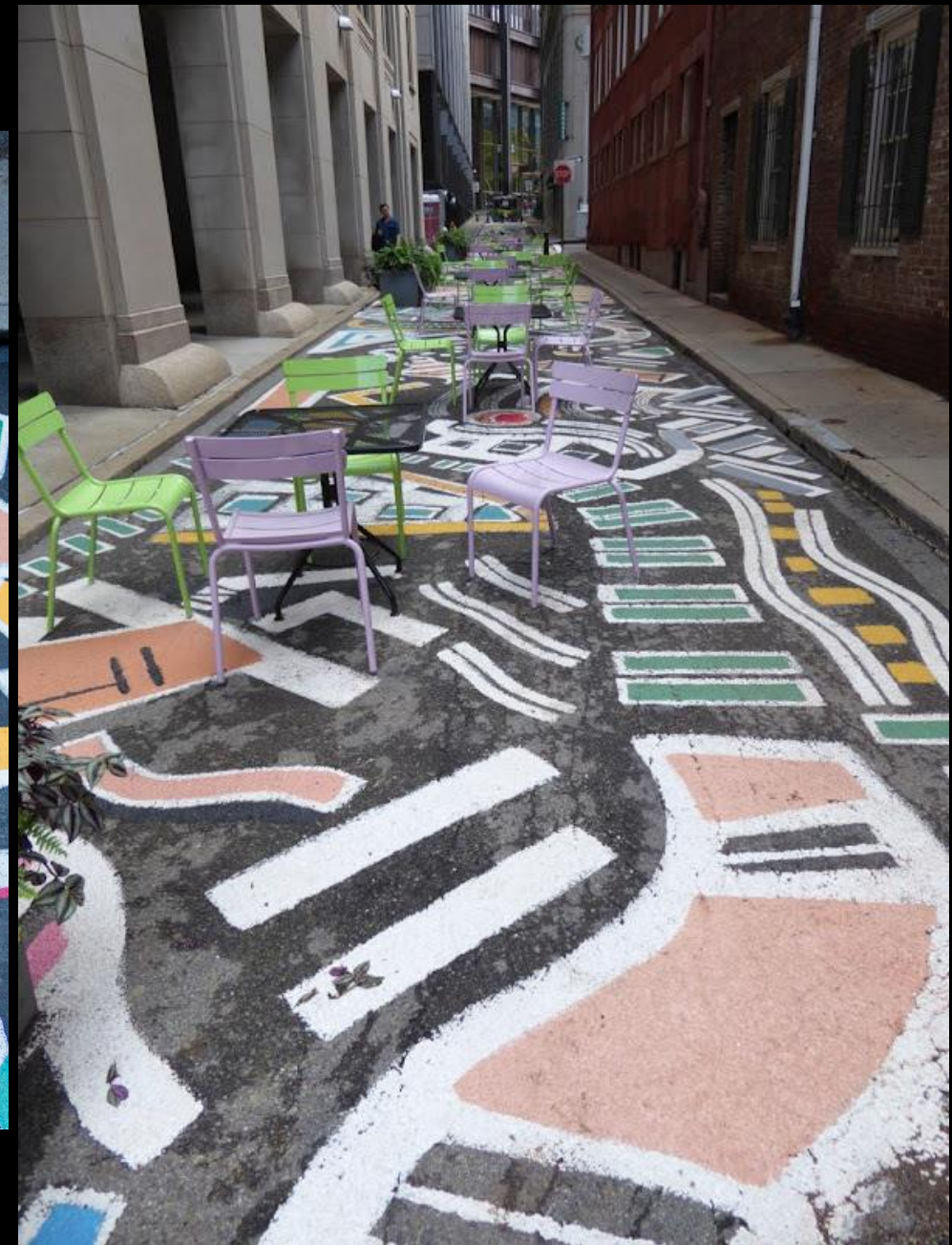


City Composition, Deanna Mance, 2016





City Composition, Deanna Mance, 2016



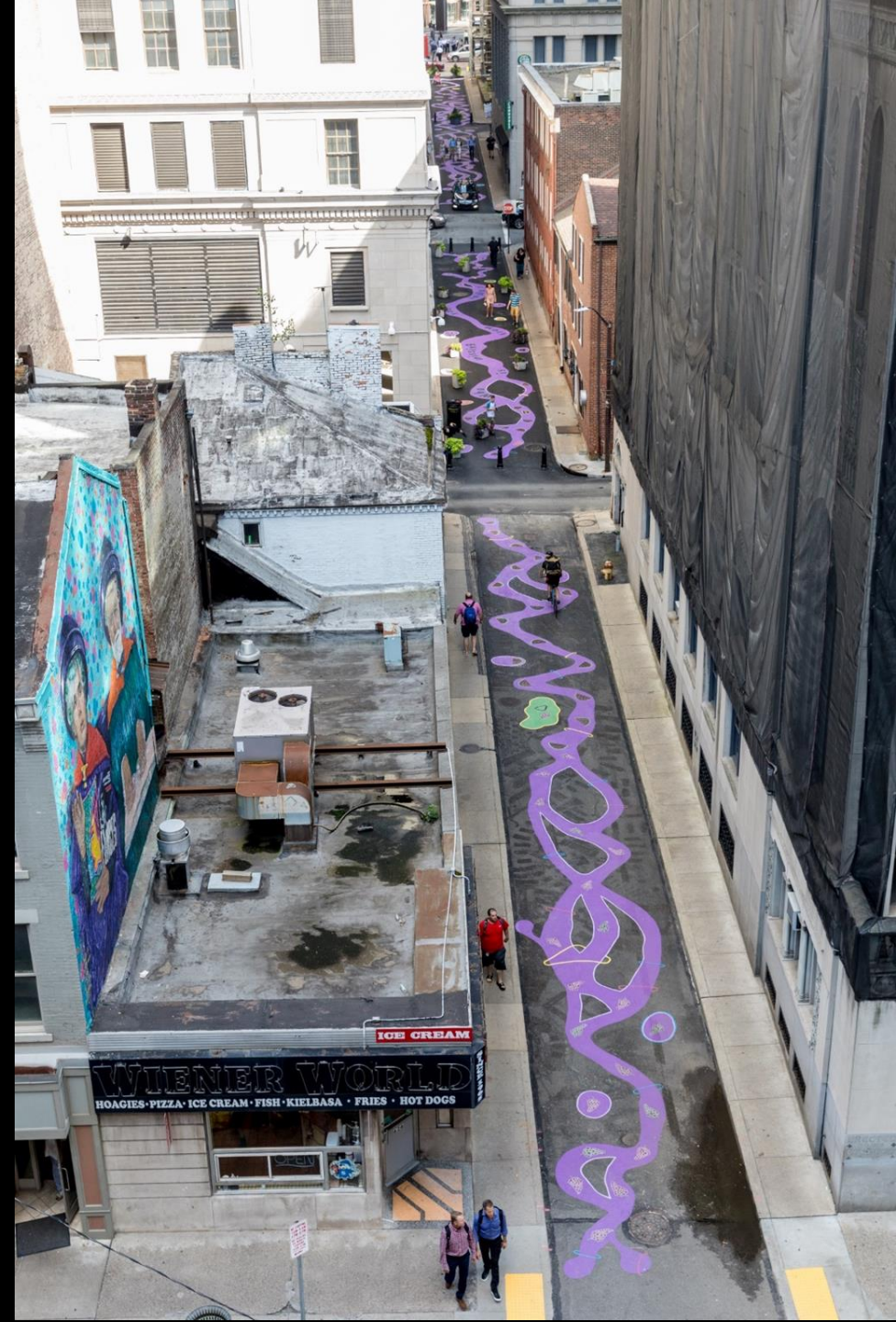
Project Background: 2018



Who Gets to Eat the Most Fruit?, Julie Mallis, 2018



Who Gets the Most Fruit?, Julie Mallis, 2018



2022 Artists:

Max Gonzales & Shane Pilster
+ CAPA 8th & 11th grade students

website: www.dowhatwelove.com















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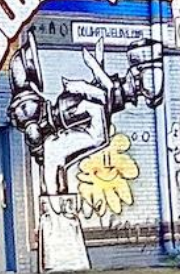


LET'S PLAY

PRO GROSS

JUST STOP FORWARD BUT

DO WHAT YOU LOVE




MAKE OFFER!

Max Gonzales & Shane Pilster

Strawberry Way mural collaboration with
CAPA students (8th and 11th grade)

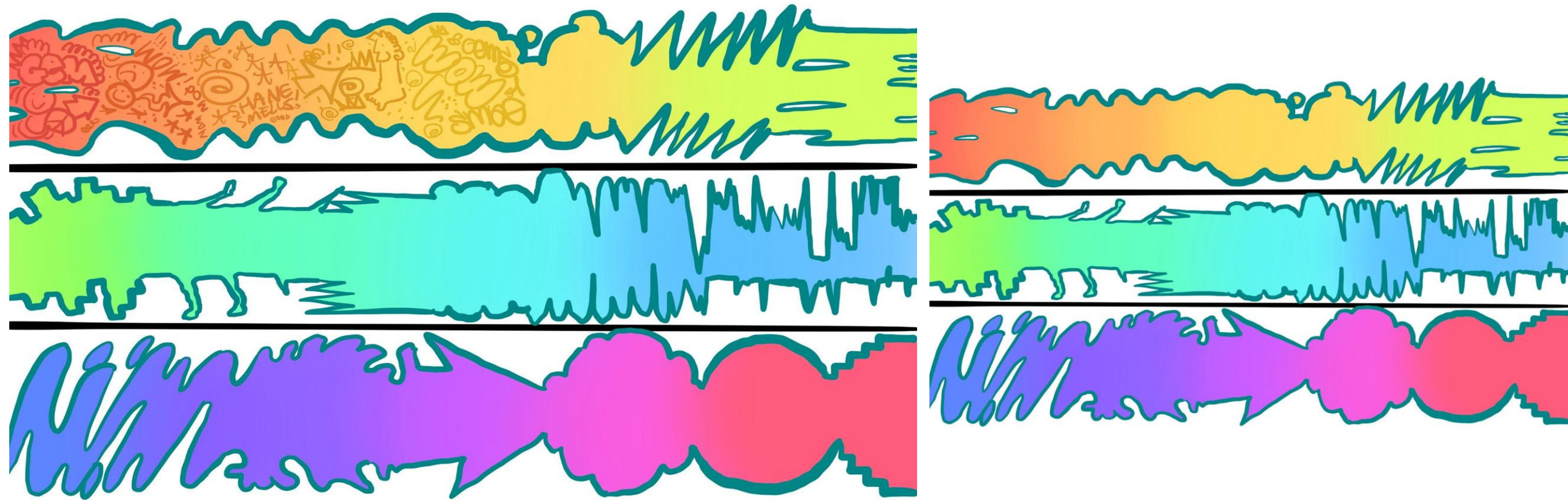


Collaborating with CAPA students

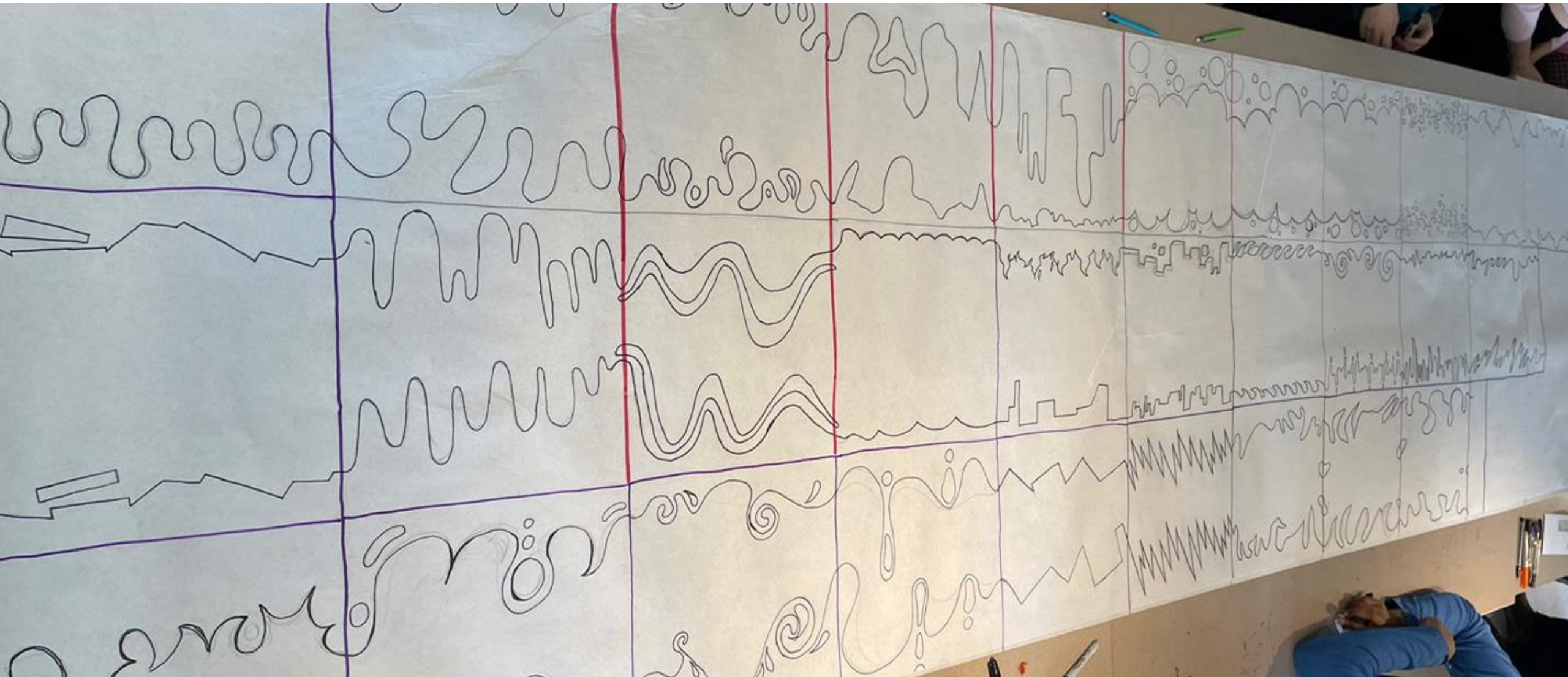
A photograph of a city street scene. On the right side, a group of people, including several young adults, are sitting on the curb and eating from food containers. In the foreground, a man with long dark hair is eating a sandwich. Further down the sidewalk, other people are also eating. On the left side, a woman in a blue coat and a colorful hat is standing next to a red baby stroller, holding a small dog. The street is paved with asphalt and has several pigeons on it. The buildings on either side are multi-story urban structures. The text is overlaid on the bottom left of the image.

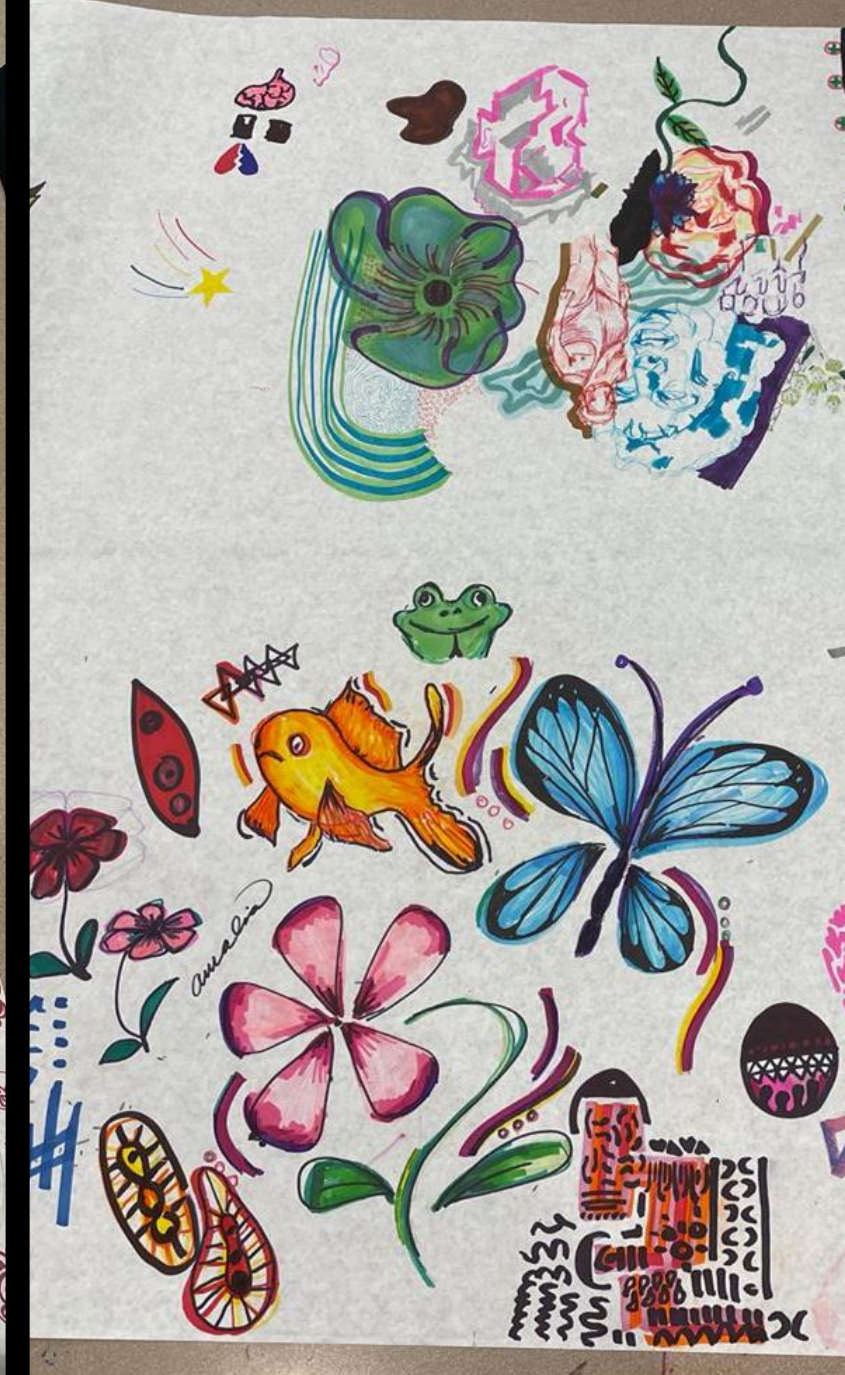
Taking a break after visiting the space with the 11th graders on the first day. We measured the whole space with the 8th graders later this week.

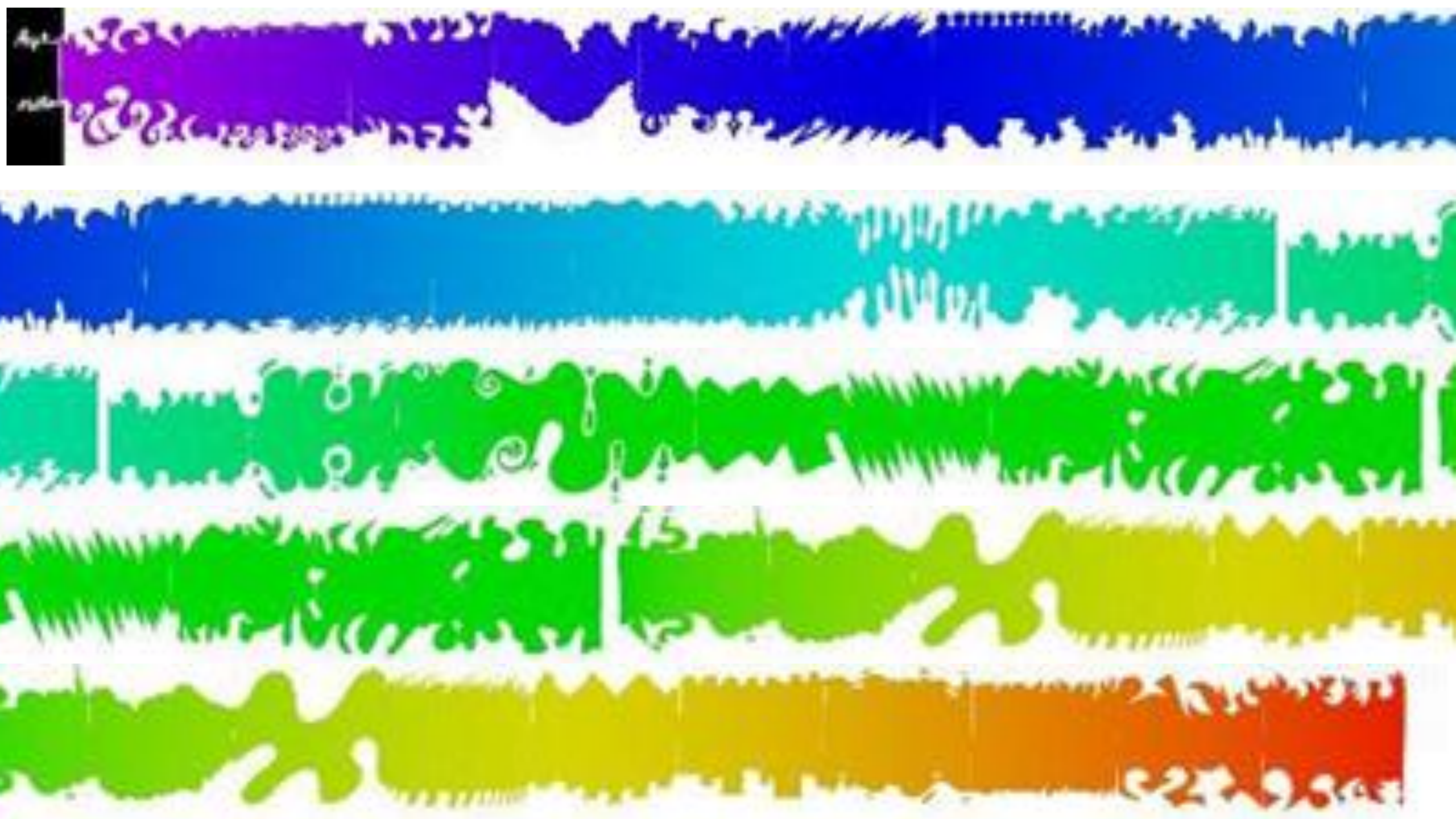
Initial concept presented to the students



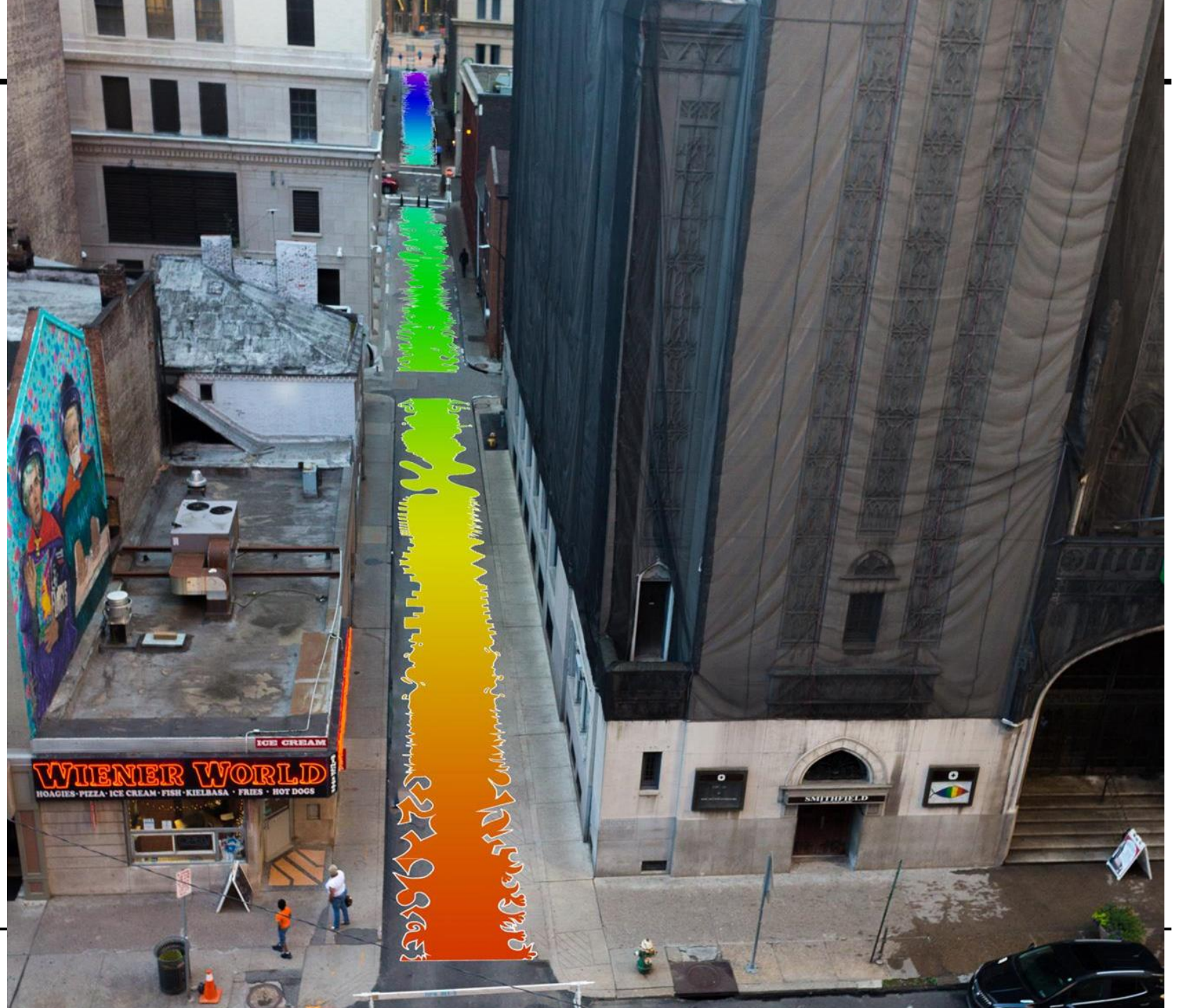
Border designs created by the students







Mock-up of the selected border designs (students voted on their favorite compositions) with the rainbow gradient added

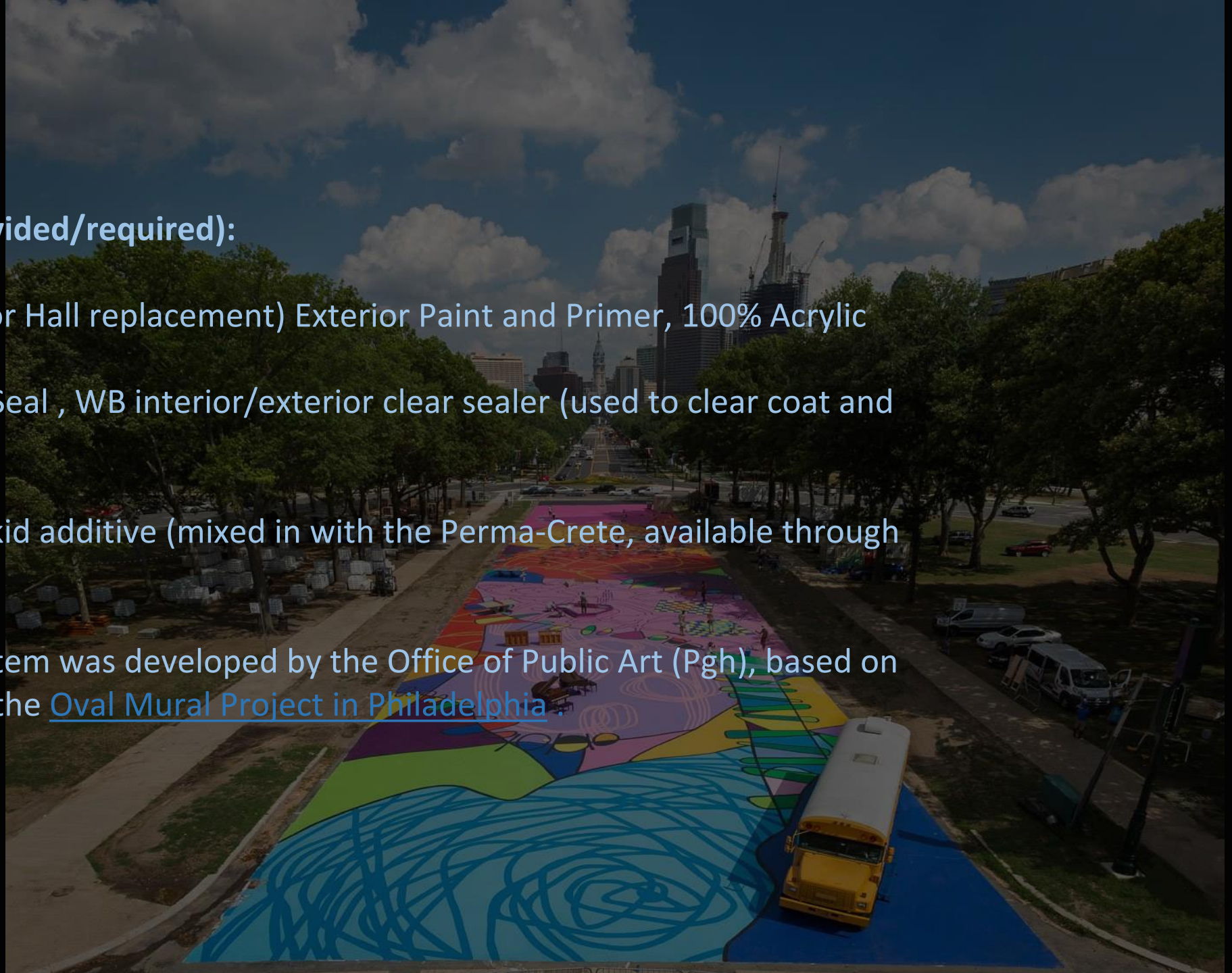


Materials

Paint System (to be provided/required):

- PPG Permanizer (Manor Hall replacement) Exterior Paint and Primer, 100% Acrylic
- PPG Perma-Crete Plex-Seal , WB interior/exterior clear sealer (used to clear coat and seal)
- Zinsser Skid-Tex, non-skid additive (mixed in with the Perma-Crete, available through PPG)

This three-part paint system was developed by the Office of Public Art (Pgh), based on recommendations from the [Oval Mural Project in Philadelphia](#).



Timeline:

RFQ Distributed to PCC members	2/24/2022
Information Session	3/3/2022 <i>via Zoom</i> (6:00-7:00pm)
RFQ Deadline	3/10/2022
Selection Committee Review of Applicants:	Mid March
Artist interviews/Presentations: Friday, March 25, 2022 via Zoom, (10am-2pm). 20 minutes to present, plus 5-10 minutes Q & A. Selection Committee deliberates at end of day, and artists will be notified ASAP thereafter.	
Artist under contract/Design Developed	Late March
CAPA Residency/Design for artwork is finalized	3/30/2022-4/30/2022 circa
DAM meeting held (presentation)	4/14/2022 (prelim design)
Art Commission Final Approval Presentation	5/25/2022
Installation/Painting of artwork Unveiling	end of May/1 st of June, 2022 June, 2022

- Budget is **\$23,000** for EVERYTHING, except paint, which is provided by the PDP.
- The PDP will execute necessary DOMI minor encroachment permit and maintenance agreement, along with Art Commission approvals (NO ACTION REQUIRED FROM ARTIST)
- The PDP will agree to keep the mural in good and safe order for up to 3 years, and clean remainder off at that time (NO ACTION REQUIRED FROM ARTIST, unless agreed upon in writing)
- Artists WILL have to procure general liability insurance before work (on street) begins
- We are excited to partner with **Pittsburgh CAPA for the residency/collaboration!** THANK YOU, CAPA Admin and students~!

questions : **bromorton@gmail.com**

Thank you~!