

BOISE CITY HALL VESTIBULE MURAL  
FINAL DESIGN PROPOSAL  
BROOKE BURTON  
LORELLE RAU

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# ARTIST STATEMENT

Artwork Title: I Am Boise\*

I am Boise.  
I run with you.  
I walk with you.  
I ride, ski, float, paddle, and skate with you.  
I support your business.  
I try new things, learn, and grow with you.  
I wait for geese, I let you merge, I give a wave.  
I see you. I accept you.  
I am Boise.  
I am your friend.

This artwork is a digital collage designed to visually represent Boise as a welcoming city. What makes a welcoming city? We posed the question to social media; friends said: *outdoor activities like biking, hiking, fishing and time with people who share those interests, low cost of living, waiting patiently (for traffic, for geese, in long lines), not judging a book by its cover, supporting local businesses, offering help to new neighbors, making eye contact, and a smile.*

We wanted the artwork to be a direct reflection of people and places in the community rather than relying on our own interpretation of the theme. The inspiration and the imagery used was a collaborative effort: you sent us your words and your photos, and let us take photographs of your hands. We saw families, students, dogs, and strangers, and learned new words of welcome in Basque, Somali, Spanish, and so many others. All of these things influenced our choices and many of them can be seen in the artwork. Through this process our hearts grew a little bigger. Thank you, Boise.

\* Artwork title subject to change

# PROJECT DESCRIPTION

## INTRODUCTION

Brooke Burton and Lorelle Rau are pleased to propose a design for the Boise City Hall Vestibule Mural. Using Brooke's photography skills and Lorelle's collage experience, we are collaborating to create a digital collage that celebrates "Boise As a Welcoming City."

## CONCEPT

We posed the question to Boise friends and contacts on Social Media, "What does it mean to you to be a welcoming city?" Here are examples of the feedback we received:

A welcoming city should be accepting of all people, all religions, all nationalities, all sexualities, all genders, all levels of wealth, all ages, and all walks of life.

All of the outdoor activities that people come here to do that help them meet other people with similar interests. Biking, hiking, trail use...

Patience, cost of living/wage balance... acceptance of different ways of being, and the courage to befriend those who have different backgrounds from us.

Supporting ethnic businesses & events, looking people in the eye and smiling, making connections with people from other cultures, taking advantage of teachable moments.

These are the overarching themes we will strive to communicate in our mural. When addressing the concept of "Boise As a Welcoming City," we thought it was important to hear from members of the community instead of simply relying on our own evaluation.

## CONTENT

Our plan is to collect and create imagery to visually represent those messages. We will be using a combination of photographs, paper, and text to create a digital collage. We will include references from the following:

- nature/wildlife- Boise River, Lucky Peak foothills, sage brush, cottonwoods, trout, salmon, deer, elk, grouse, geese
- recreation- biking, hiking, running, winter and water sports
- landmarks\*- Capitol, local parks, architecture, Greenbelt, historic sites
- business\* - technology, agriculture, healthcare, education
- people/culture\* - families, students, business owners, individuals, cultural groups

\* We would like to work with the City of Boise to identify specific industries or businesses, historical references, landmarks, and cultural groups included. Once identified, we will either create source material ourselves or collect it from members of the community via Social Media request. We will request to partner with Arts & History to make a broader call, as well as a specific call to employees

at City Hall. We would like to continue the collaborative nature of this project and have set up a Gmail account [bchvestibule@gmail.com](mailto:bchvestibule@gmail.com) where we will accept image submissions.

Regarding photographs of hands, we plan to visit locations (i.e. restaurants, ethnic markets, cultural organizations/centers/events) asking individuals to write phrases of welcome or farewell on their hands in their native language, to be photographed.

## DESIGN, COMPOSITION, COLOR

The theme of north wall mural is Boise Foothills and the theme on the south wall is the Boise River. Because these two natural features draw people to the city and play a large role in the recreation and enjoyment of the community, they will be the key components for demonstrating our concept. We will combine imagery through digital collage to create two panoramic compositions unified in color palette and the personal aesthetic of the artists. While the mural can be observed at a distance, it will be designed to be viewed close-up from approximately 3-6 feet away. Therefore, we will create focal areas or clusters of imagery about every 4 feet.

Please see Color Palette on Page 5 for example. The warmer color palette references the Boise Foothills and Trails, and the use of teals and greens serves to represent the Boise River and Greenbelt. Overall, the entire mural is unified through black and white photographs with pops of graphic, stylized, cut paper shapes of Flora and Fauna found in Idaho. We will digitally manipulate the photographs to fall within our specified range of color.

Photographs of hands will be used throughout the mural to identify a branding and connective element. These hands represent the members of our community— the makers, doers, creators, helpers, and friends. These welcoming hands will be waving and reaching out as if to say “hello” and “welcome” in various languages, as well as holding or presenting physical elements that define Boise as one of the most livable cities in the country. The other side will bid the viewer, “Farewell” as he or she exits City Hall.

## SELECTION PANEL FEEDBACK CONCERNS & ANSWERS

- |   |  |
|---|--|
| C. Prefer collage over still life           | A. Collage will be used                |
| C. Narrative preferred over random          | A. Specific imagery for Boise used     |
| C. Collaboration outcome and dominant voice | A. See visual                          |
| C. Diversity of people represented          | A. Artists request help from City Hall |

## CONCLUSION

Our digital mock-up serves to demonstrate the overall look and theme that we plan to create for the Boise City Hall Vestibule Mural. We have included a small sampling of images that are representative of Boise; however, if our design is chosen, please know that we plan to expand on the number and scope of imagery. Some images in the design mock-up are appropriated and will be replaced by original photographs. We look forward to collaborating with City Hall and the Boise Community to develop and refine our content as we move into the final stages of design.

## North Wall- Foothills Side



< To Capitol Blvd

Artwork Scale according to Graphic Measurements: 347.25"x95"

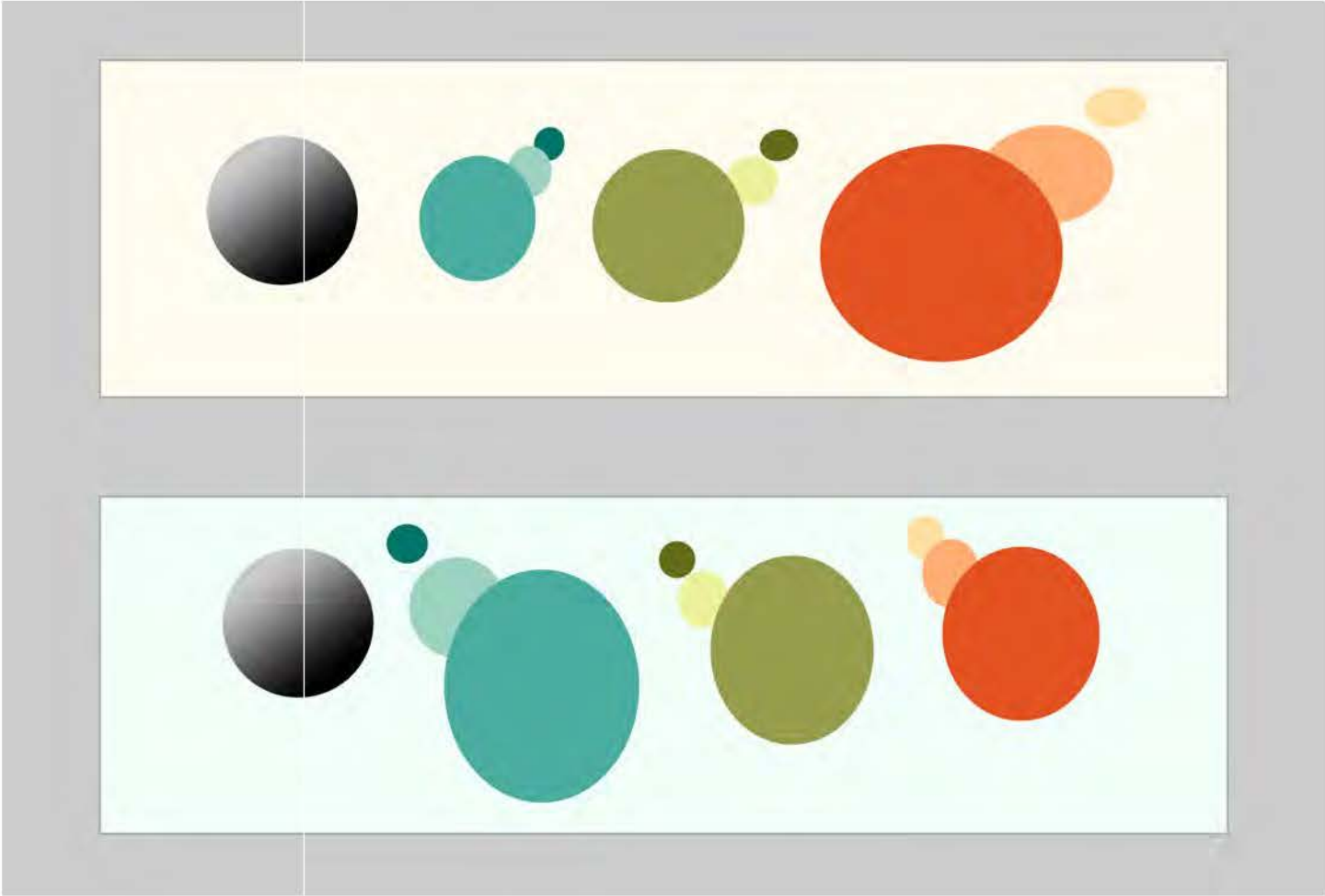
## South Wall- River Side



Capitol Blvd >

Artwork Scale according to Graphic Measurements: 347.25"x95"

# COLOR PALETTE





## ADDITIONAL INFORMATION FOR DISPLAY

### PICTURED:

(Names of people included in photographs)

### TRANSLATIONS:

<b>Language</b>	<b>Hello/Welcome</b>	<b>Goodbye</b>
Basque	baixo	agur
Spanish	hola	adios
Somali	soo dhowow	farxad
Arabic	marhabaan	wadaeeaan
Vietnamese	xin chao	tur biet
Cambodia (Khmer)	suostei	lea
Swedish	hej	sbohem
Czech	ahoj	ahoj
Swahili	hello	faida
Samoan	talofa	tofa

### EYE SPY:

2 Dogs	"Welcome"	Mallard Duck
3 Sagebrush	2 Sturgeon	A Couple
2 Maps	Lucky Peak Lake	5 Bridges

*\* Additional information for display to be further developed upon selection*