

Final Project: MTA Arts for Transit Mural Proposal

Based on the attached templates, create a proposal for a large-scale mural to be installed in the Subway, Metro North or New Jersey Transit station of your choosing.

Requirements:

1. Two Overall Design Views:

- two pieces of bristol board trimmed to 7.5 x 11"
- design for the spaces indicated in grey on the design template
- executed in black and white (ballpoint pen, collage and/or gouache)
- mounted on one 15 x 20" illustration board

2. Two Detail views:

- two pieces of bristol board trimmed to 5 x 7"
- executed in color (paper collage with ballpoint, pencil and/or gouache)
- demonstrate two possible color schemes for your mural
- mounted on one 15 x 20" illustration board along with written proposal

3. One Written proposal:

- typed proposal printed on 8.5 x 11" paper
- mounted on one 15 x 20" illustration board along with detail views
- address the following points in 300-500 words:
 - Title of piece
 - Location (what station is this for?)
 - Concept/theme/idea behind the piece
 - Relationship to the particular station (why should this design be placed at this particular station?)
 - Design approach: how does your design use the elements of design? (point, line, plane, color, texture) How do you organize those elements? (scale, figure/ground relationships, repetition, symmetrical or asymmetrical balance, layering, transparency, the grid etc.)
 - Medium of fabrication (What should the actual piece be made of? Common mediums are tile mosaic, stained glass, ceramic or bronze relief, but you don't have to stick to those)

Final Project Timeline:

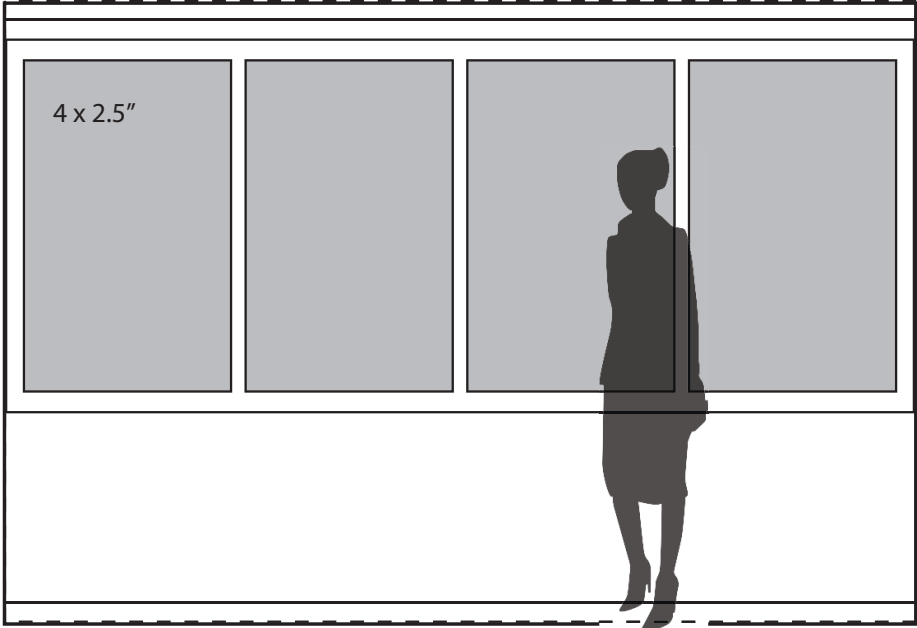
May 9th (Week 13): Working sketches and basic theme/ideas due (in sketchbook) to present and share for feedback.

May 16th (Week 14): Written proposal rough draft due, bring supplies to work in class on final design proposal. Final portfolios also due, for pick up the following week.

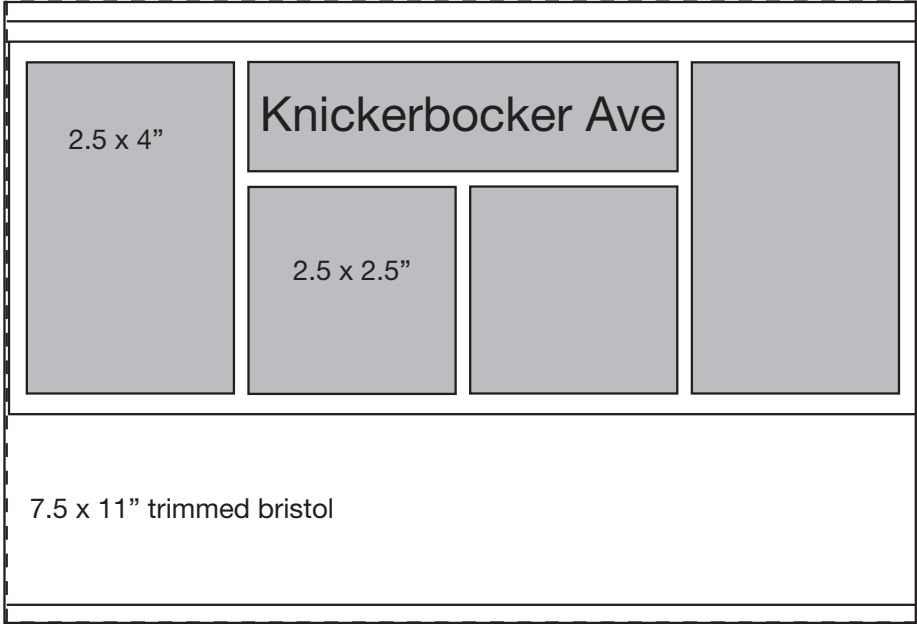
May 23rd (Week 15): Present completed proposal in class

1. Two Overall Design Views:

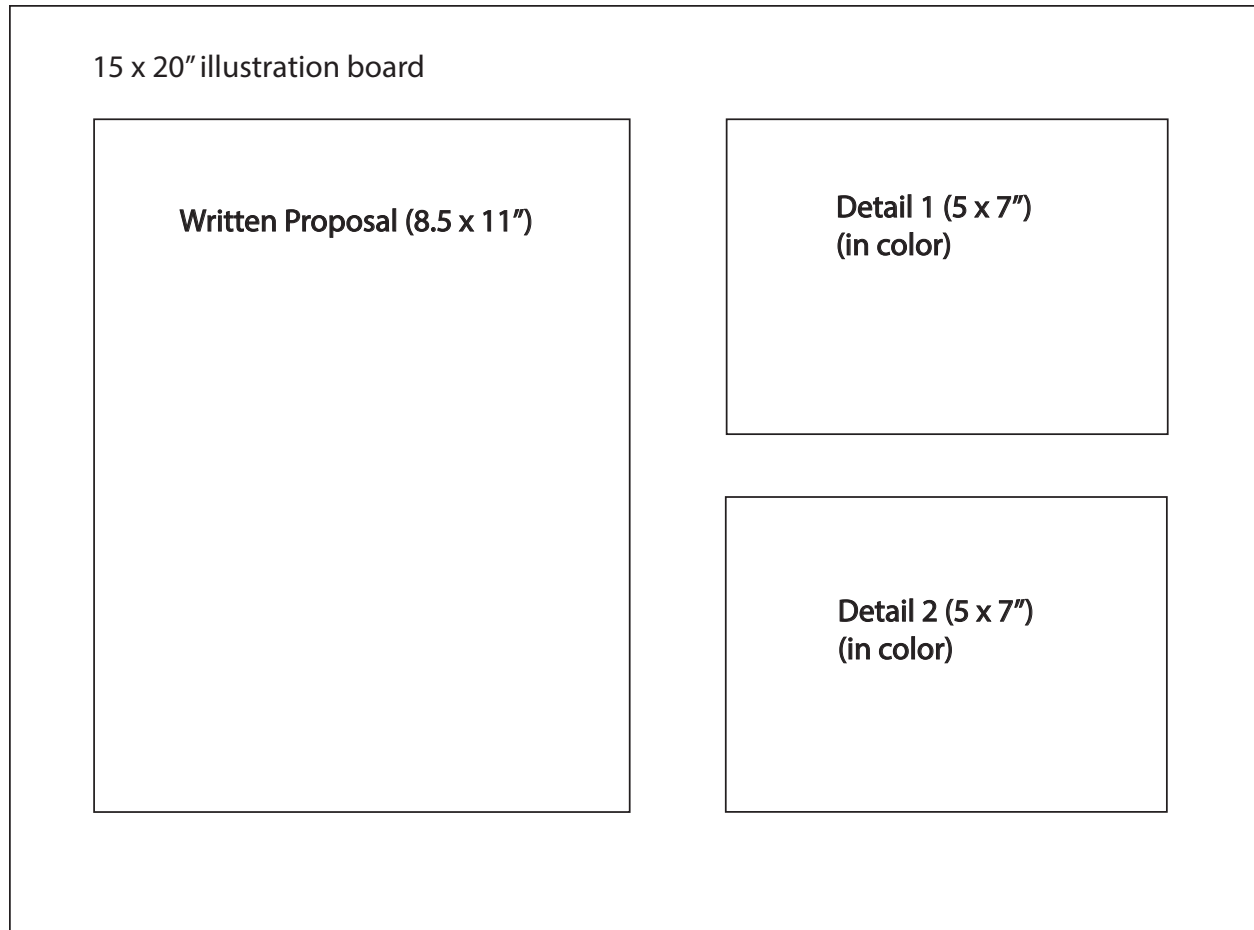
15 x 20" illustration board



2 pieces bristol board trimmed to 11 x 7.5"



2. Two Detail Views and One Written Proposal:



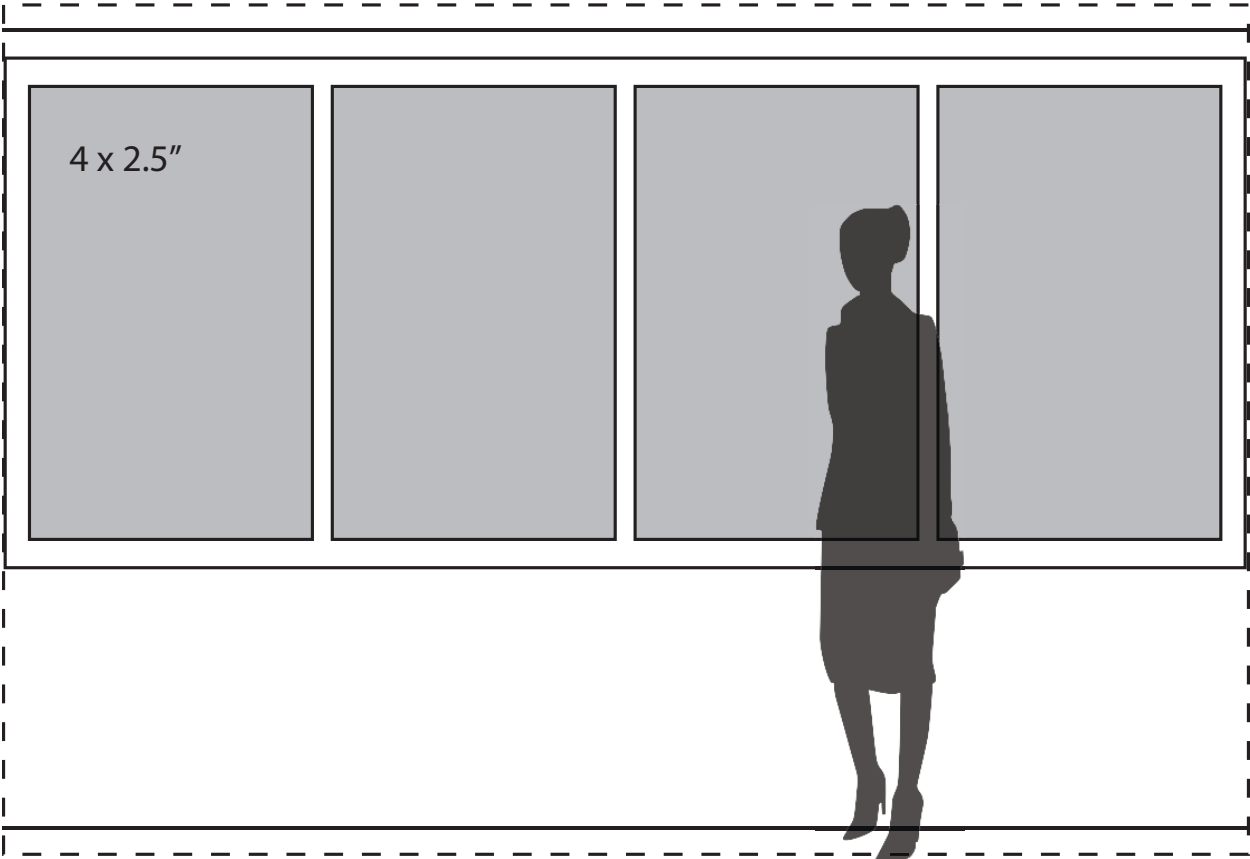
From an interview with Sandra Bloodworth, Director of the MTA Arts for Transit Program (Urban Omnibus, November 9, 2011):

“These are works by the same artists you see in museums — Sol LeWitt, Roy Lichtenstein, Elizabeth Murray — but now you can see them on your way to the museums. Elizabeth was one of the first major recognized artists that did a project with us. She waived her fee and gave the public a phenomenal project at 59th Street and Lexington Avenue. When developing the collection, if you will, we don’t only look to the art world. We also look to who is riding the trains and using these spaces — and those worlds very often overlap. The real challenge is to select works that speak to the ridership, that have a relevance to the place where they are installed. And I mean that in a more conceptual way, I’m not talking about only pictorial images referencing the site, like Heins & LaFarge’s depictions of [Columbus’ caravel](#) over on the Columbus Circle IRT platform...

We’re sitting in front of the perfect example of how the art can be about the people and the place, Sol LeWitt’s “Whirls and twirls (MTA)” at 59th Street-Columbus Circle. LeWitt captured the movement of the subway, the flow of people through the station. When you look at this artwork, you feel the motion around you, the energy — and the riders get it, it’s intuitive, we don’t have to explain it.

We’ve always felt that it’s not our role to be a gallery. We are creating work that becomes a daily part of people’s lives, as they travel their same route every day — or, when they take a different route, we want them to be excited about seeing something new.”

Overall Design View 1:



Dan Zeller's "Internal Connectivity, 2012"
Image 1 of 7

CLOSE X

Overall Design View 2:

