



AN INTRODUCTION TO MY MURAL

The exciting new MyMural project, pioneered with the artist Stik, establishes London's first 'matchmaking' scheme for putting residents and street artists in touch with each other to create exciting new works in the places that surround us. The scheme pilot will enable new works of art across multiple boroughs in the capital during 2018. It gives residents a direct role to improve their buildings with art and in connecting with high quality artists, and it gives established and emerging artists the chance to locate their works on fantastic walls where people are living.

Locations starting in 2018

The project, which has been seed-funded by the GLA, is working to undertake pilots in five or more locations in 2018. Pilot partners will include local authorities, established resident groups and associations, and artists. The first artworks are planned for mid-2018, so get involved now!

Project Delivery

The project will be delivered by an extensively experienced action research group from Central Saint Martins (UAL), and led by a project team comprising GLA, Stik (world-leading street artist); CSM and cultural action groups ARTification and Wood Street Walls.

Mayoral support

The project fits with the priorities of the Mayor of London's draft Culture Strategy, to increase access to the arts and to increase the number of legal walls in the capital. It aims to deliver a sea change in the way artists work in the city.

Benefits for London residents

The scheme will also commission a programme of free high quality works in different boroughs. The brokering scheme is designed to be straightforward, safeguarded and democratic, ensuring that local residents are critically engaged in the commissioning process. The project is exploring additional opportunities to involve resident and local community members in other ways, too. For example, in curatorial, fundraising, communication or artists' assistant

roles, as relevant and as possible. If you are interested, or know others who might be, please speak to us.

Benefits for Local Authorities

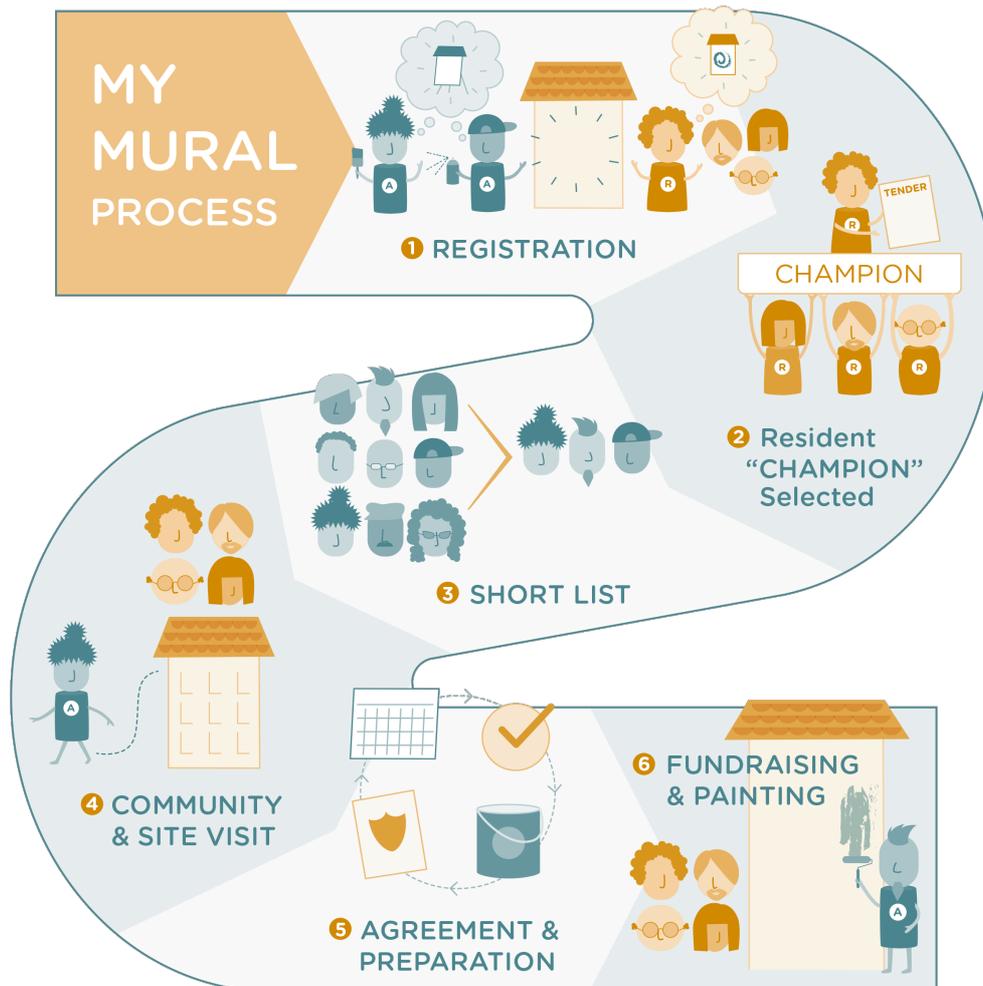
The project cuts red tape for local authorities, aiming to reduce administrative burdens for each of them in the medium and long term. Local authorities are often the first port of call by artists looking for wall space, and by residents who want to complain about new paintings. The MyMural brokering scheme will ensure residents and artists have the opportunity to talk to each other from the beginning of the process and iron out any problems without having to go to the local authority.

Benefits for Artists

The project will increase the number of wall spaces, and will work to get brand new works off the ground, across London. It will pilot new ways of working with residents and local emerging artists, and improve ways of working with them. The online app will also enable artists to carry letters of permission with them in case they get stopped by the police while they are working. If this happens, the artist can present the letter to the police without having to give their names. In turn, this will also reduce the administrative burden for the police. The scheme will help make a number of exciting new spots available for painting, which would otherwise not likely have been accessible for artists.



HOW DOES MYMURAL WORK?



1. REGISTRATION

RESIDENTS. Established resident group (such as a tenants and residents association, or other form) confirms interest with the scheme, to bring quality art to their building wall/s. Confirm agreement from wall owner/manager to take part in MyMural scheme.

ARTIST. Artist checks eligibility and registers with the scheme.

Submits examples of artworks and evidence of working at height, 3 storeys (12M) or higher.

SCHEME SUPPORT. MyMural Panel approves artists applying to be registered with the scheme.



2. CHAMPION

RESIDENTS. One Resident Champion nominated by resident group (per intervention). Resident Champion sets up the opportunity 'tender' using the MyMural template. Sets out details such as the wall/s, surface/s, the context and timing.

SCHEME SUPPORT. MyMural Panel support residents in preparing and activating their 'tender' for artists.

Templates for preparing and submitting a new tender.

For relevant sites, a call for Artists' assistant(s) will be shared among local emerging artists and/or those looking for experience in artistic practices. The idea is that successful applicants will be able to gain valuable experience and receive a fixed fee (according to scale of work), for assisting with the preparation and production of the artwork.

3. SHORTLIST

ARTIST. Artist selects an opportunity from the calls/tenders on MyMural scheme.

Submits one or more quick proposals via the open submission for a particular site (no fee at this stage).

RESIDENTS. Between 3 and 5 artists are selected for the shortlist. Open invite to community for suggestions / comments.

SCHEME SUPPORT. The MyMural Panel supports residents in selecting shortlist.

4. COMMUNITY & SITE VISIT

RESIDENTS. Shortlisted artists are invited to visit the site area and meet some of the residents on dates set by the Resident MyMural Champion. Residents can use this chance to tell their story to the artist.

ARTISTS. Shortlisted artists receive invite to attend one of the community and site visits, to see the wall, learn about the location and hear from residents. Shortlisted artists receive 50% of fixed fee to develop proposals.

5. AGREE & PREPARE

RESIDENTS. Residents select and confirm final artist. Champion works with artist to agree intervention date and uses MyMural resources to ensure relevant protocols are in place. Artist's assistant roles offered first to local communities wherever possible.

ARTISTS. Selected artist works with Champion to agree artwork (with a small margin for changes on site).

Supported by MyMural scheme and Resident Champion, to prepare logistics, H&S, permits, method statement, organise lifts, paint, etc. for painting.

SCHEME SUPPORT. Scheme provides agreement template; artist's liability insurance; lifts, permits guidance, pays next portion of artist's fee and paint.

6. PAINTING AND PROMOTING

RESIDENTS. Resident Champion ensures agreements and permits for action are cleared before the start date.

ARTIST. Makes artwork and receives final portion of fixed fee. Artist submits at least one original sketch, print or maquette back to MyMural scheme for 50/50 sale, for example, to support longevity of the project.

SCHEME SUPPORT. Upon completion scheme pays artist remaining portion of fee. Retainer for repairs/maintenance.