

PROSPECTUS for MURAL COMMISSIONS:

Individuals, organizations, or companies may have an idea of what they want for their mural or just a general theme or location. Murals are a great way to accent a home or office, build a brand, can be a fun team building activity, or can help build community support around any kind of cause.

The Artist:

Madeleine LeMieux is an artist and muralist originally from Chicago, living and working in Columbia, Missouri. She has nearly 20 years of experience. Columbia locals will recognize her MKT trail projects, and downtown Kindness Butterflies. More information about her can be found at www.madeleine-lemieux.com.

Interested parties should email: artist@madeleine-lemieux.com to request an estimate, bid or proposal.



Detail from Art for Science Mural, MKT Trail under Elm St., 2018

Rough estimates are provided free of charge.

The formal proposal fee, should the interested party require a formal and guaranteed cost and spec of the project prior to committing to hire LeMieux, is \$100. This fee will go toward the total project bill if the artist is contacted. This fee is waived if interested parties commission LeMieux based off of the rough estimate.

*Bids and proposals are copy-written material and cannot be duplicated without express permission from the artist.



The final draft for We Must Learn Mural on MKT Trail at Stewart Rd., 2017

The Design Process:

LeMieux starts with a discovery process for identifying imagery specific to the clients needs. This may look like a casual discussion with the commissioning body, or a series of meetings with various stakeholders. The formality and intensity of the design process will depend on the scope of the project.

- Discovery and information gathering
- Research
- First Draft and Presentation
- Up to 3 rounds of edits to adjust the design as needed
- Final Draft and Approval

*Changes to the approved final design are subject to additional charges.



The approved design, transferred to the wall, We Must Learn Mural, MKT Trail, Stewart Rd, 2017



In-progress painting for Kindness Butterflies, Alley A, 2019

The Mural Production Process:

Permanent murals can be painted on most interior or exterior surfaces and temporary murals can be installed on windows and panels on interior spaces. For most projects, LeMieux will hire assistants or take on paid trainees through work training programs.

- All mural sites are cleaned with TSP or glass cleaner.
- All permanent surfaces are primed with Kilz or Bullseye primer.
- Approved designs are transferred via projector or grid scaling processes to ensure that what is approved is what the finished project looks like.
- Murals are painted with light-fast, non-toxic paint by Nova Color and sealed with an exterior varnish to extend life and protect against damage.
- Most murals have a life of 5-20+ years with minor weathering assuming they do not come into contact with running water or regular physical contact with abrasive materials.

Standard Pricing: \$20/sq ft. + Supplies (\$300 flat fee per 500 sq ft)

Standard pricing includes the design process and the mural production process. Additional services (listed below) can be contracted for flat fees and/or hourly rates.

Example: A 100 sq ft wall surface would cost \$2,000 plus \$300 in supplies, totalling \$2,300.

Payment: One half of the proposed contract is due upon initiation of the contract, and the remaining portion plus any additional incurred costs are due upon completion.



Community Painting Day for Learn, Explore, Discover Mural at The Atelier, 2019

Additional Services:

- **Additional editing cycles: \$45/hr**
An editing cycle consists of the artist providing the design, receiving a single definitive request for changes, and submitting the new design with these changes. Multiple and un-coordinated requests may result in additional charges. Please gain consensus among your group before presenting the artist with edits and provide a single, clear list of requested changes.
- **Community Design Process: \$150 flat fee + \$45/hr**
LeMieux can work with any age or demographic population and can include feedback and even the original designs of children, elderly, and differently abled individuals.
- **Community Painting Day: \$150 flat fee + \$45/hr**
Often done in tandem with the Community Design Process, once the design is approved and transferred to the mural site, commissioning bodies may choose to invite the community to help paint the mural! This is a great team or community building event. No painting skill is necessary and LeMieux has guided community painters ages 2-100+.
- **Event Marketing and Unveiling Event: \$150 flat fee + \$45/hr**
Often done in tandem with the Community Painting Day and/or Community Design Process, the Unveiling Event helps to generate excitement and attention surrounding the new mural. LeMieux will promote a public event via press release and social media, as well as host the Unveiling Event, recognizing any contributors, partners, or sponsors.