



Creative Equity Mural Project

Presented by

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Buncombe County Strategic Partnerships

Board of Commissioners Meeting 3/21/23



Equity Mural Project Overview

Call for artists submissions seeking original mural art to be placed on county property and/or facilities: buncombecounty.org/equitymural

Goals:

1. Pilot a public art program
2. Align with Buncombe County's core value of Equity
3. Enhance a culture of diversity, equity, inclusion and belonging
4. Beautify public spaces and facilities

Theme:

- Reflect the people and place of Buncombe County and incorporate concepts related to racial equity, reconciliation and restoration



Timeline



Selection Committee

- **Alexandra Duncan**, Public Libraries
- **Betsey Brown**, Air Quality
- **Christopher Menjivar**, Human Resources
- **DeWayne Barton**, Asheville Creative Arts/Hood Huggers International
- **DK Wesley**, Assistant County Manager
- **Drew Reisinger**, Register of Deeds
- **Hannah Legerton**, Justice Services
- **Karli Stephenson**, City of Asheville
- **Katie Cornell**, Arts AVL
- **Mike Mace**, General Services
- **Rachael Sawyer Nygaard**, Strategic Partnerships
- **Rasheeda Hall**, Communications & Public Engagement



Selection Criteria

- **Reflection of the people and sense of place in Buncombe** – Artwork reflects the history, people, places, community values, and/or culture of Buncombe County
- **Reflection of racial equity, reconciliation and restoration** – Artwork reflects systemic racism and themes of hope, resolution, redemption, reconciliation and/or restoration
- **Positive contribution to community appearance, aesthetics, enhancements and/or character** – Artwork would have a positive impact the physical space/facility where it is placed
- **Vendor experience and capacity to implement project** – Submitter (and collaborative partners if applicable) demonstrate the ability to deliver the project as proposed
- **Project implementation** – Reasonable plan for carrying out the project, including cost, timeline, materials, durability, etc



By the Numbers

21 Submissions

12 Selection Committee Reviewers

5 Review criteria

5 Finalists

3 Awards



Mural Locations

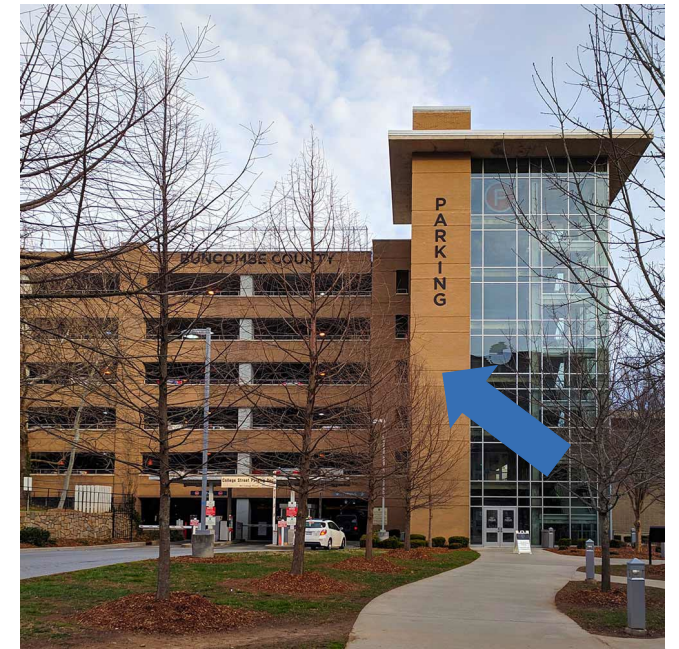
Register of Deeds building
at 205 College St.



Hilliard St. Wall
behind the Tax office at 94
Coxe Ave.



Exterior of Parking Deck
at 164 College St



Selected Artists

Gabriel Eng-Goetz

Artist/Designer/Creative Director



Register of Deeds Building

Leslie Reynalte-Llanco

Sketchonic Design



Hilliard St. Wall

Jared Wheatley

Indigenous Walls Project

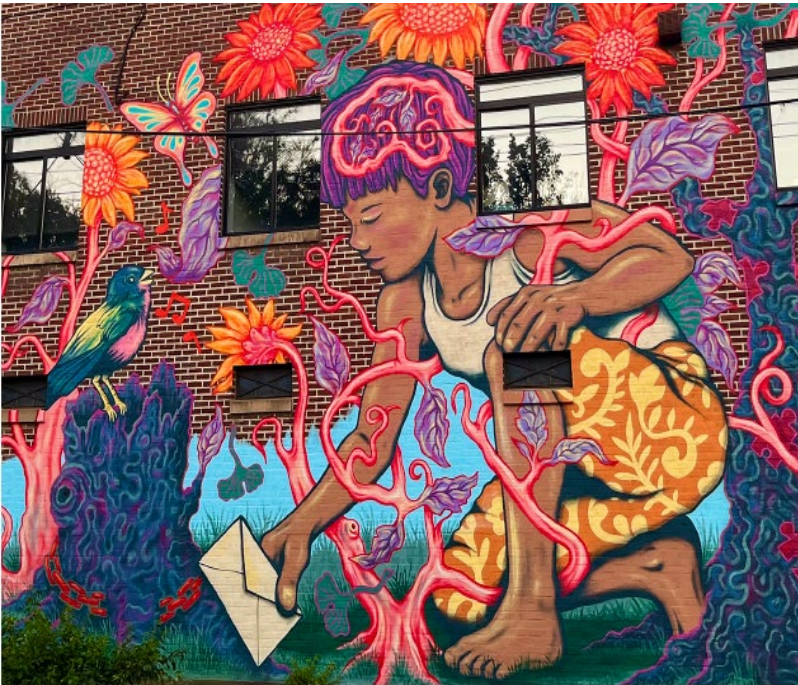


College St. Parking Deck



Gabriel Eng-Goetz

Sample work



Register of Deeds Building

- Will engage an advisory board & gather community input from nearby neighborhoods to inform the design
- Project includes mentoring an artist apprentice



BUNCOMBE COUNTY



3/20/2023

Leslie Reynalte-Llanco

Draft design



Hilliard St. Wall

- Eres un orgullo Latino/Latin pride design
- Working with advisors Gus Cutty & Kathryn Crawford in partnership with Arts AVL as fiscal agent



BUNCOMBE COUNTY



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Jared Wheatley

Draft design



College St. Parking Deck

- Communal Basket concept, part of Indigenous Walls Project
- Will engage Eastern Band of Cherokee Indians on syllabary and design input



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3/20/2023

Funding Source

Local Assistance and Tribal Consistency Funding adopted for public art (12/5/22)	\$153,438
Creative Equity Mural Project	- \$98,217
Remaining funds for future public art projects	\$55,221



Next Steps

- Artists will coordinate community engagement and secure County approval for finalized designs
- Artists will install murals within 12 months
- County will promote the works as part of the overall Creative Equity Mural Project
- County will provide maintenance as needed and display murals for a period of at least 5 years

