

Public Art Series: Photo Collaboration with Local Businesses

Are you familiar with the [murals](#) in Somerville? For several years, the Arts Council has invited internationally-renowned artists to paint murals in the East Somerville, Union Square and Central Hill neighborhoods. This summer we would like to extend this work to create an outdoor photography exhibition in your neighborhood.

It is important for us to collaborate with our local businesses; thereby we can support them and the local community! We aim to cultivate and celebrate the creative expressions through art on local walls by highlighting the stories and lives of Somerville residents and workers. Will you join us in this citywide project to continue beautifying our public walls!

Description of Photo Project:

Would you donate the use of an outside wall of your building? With your permission, we would place 4-6 photographs on your wall. The photos are pasted on your wall with a Wheat Paste process. This is a short term pasting and washes right off with power washing, meaning no lasting damage is caused. The logistics for all printing costs and the organization of labor and pasting events is through us and the artists.

We anticipate that four artists will be chosen to be exhibited per year. Every three months, we will exchange the photographs outside on your wall. We also plan to have an “opening” or gathering event outside your business to present the artist to the public. Your business would be the destination spot!

As this is included as part of our Public Art Series, we plan on adding your business to our citywide [map](#). The end result of this Photo Street Project is to be able to promote your business as a destination in our city through the arts. Not to mention all of the social media marketing from us and the artists that comes along with these calls. We hope to be able to work with you in this timely project.

