


Mural Training Program Community Mural Institute Morganton, NC

Thank you for your interest in this training program with the Community Mural Institute! The deadline to [apply](#) is March 4th. We are committed to providing as much information to you as we can, so the description of this opportunity is detailed.  Please take the time to read through it so that you know if this opportunity is right for you. We are also hosting an information session, on February 15th, 6-7pm ET, and you can RSVP [here](#). Interpretation will be provided upon request.

We look forward to learning more about you!

[Apply](#)

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Overview

Through the spring, summer and fall of 2024, the Community Mural Institute (CMI) will combine online and classroom instruction, experiential learning, and professional mentorship for twelve artists, creating and installing three large outdoor murals in Morganton, NC, that are designed and painted in collaboration with Morganton communities using the GoodSpace Method, utilizing the indirect polytab mural technique.

There is increasing interest in murals as a means of creative place-keeping and particular interest in professional murals that involve the community in their creation. However, there are very few opportunities to learn how this is done. CMI is offering you this rare opportunity.

About the Morganton CMI

This training program for emerging and established muralists will be done alongside our community partner, [The Industrial Commons](#) and its program, [TOSS](#), in Morganton, NC.

In the summer of 2021, TOSS asked a group of high school students to identify stories in Burke County that aren't adequately represented through public art. Building on their research and a subsequent [oral history project](#), TOSS has invested in the creation of 6 murals in Burke County which amplify the local stories and themes. This year, the three murals we are creating will focus on the following:

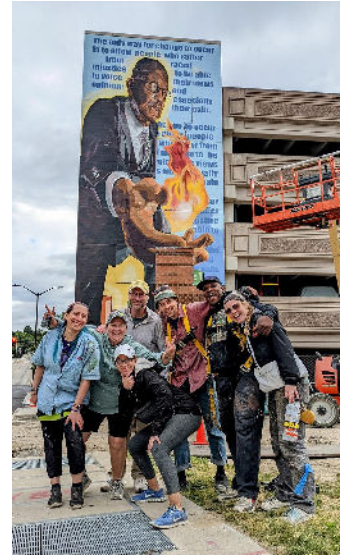
- The Deaf and Hard of Hearing community
- Women at Work (sectors: civic-engaged jobs, small business, and the arts)
- Rural Futures - Pathways to Thriving

CMI is right for you if...

- you are interested in expanding your mural technique toolbox and portfolio (murals require very long hours, taxing physical work, and working outside and in view of the public)
- are comfortable opening your artistic process to community input and critique (must be willing to talk working with, and guiding groups of people you don't know)
- have an interest in creating narrative or figurative murals and are able and committed to creating designs and completing artwork on a structured, sometimes short timeline
- committed to independently pursuing opportunities to create more community-engaged murals

What is The GoodSpace Method

We are thrilled to spread this indirect mural technique that encourages larger community participation and durable long-lasting beautiful murals in public spaces. This combo, community engagement + Poly Tab Technique has been used for 10+ years by GoodSpace Murals and we're calling it the GoodSpace Mural Method. Lead muralists and assistants will come through the CMI fully trained in this mural method. To learn more about this method, watch [this 2 minute video](#) & [check out](#) the origins of the poly tab mural technique.



1

The GoodSpace Method starts with facilitated, community gatherings we call Listening Sessions to identify themes, ideas and images that are meaningful for a particular group. Lead Muralists create a design using that data with support from CMI Instructors. The designs will be approved by the project organizers, steering committee, and the building owners.



2

Once approved, mural teams made up of a Lead Muralist and 3 Mural Assistants will be trained in the preparation of the mural canvas (polytab). Each mural design will be projected onto polytab, creating a giant paint-by-numbers.



3

The polytab sheets will be brought out into the community for paint parties run by the CMI teams where anyone and everyone can help paint.



4

After that, the CMI teams will do the detail work and overpainting, and then be trained in polytab mural installation, in which the poly tab is adhered to the wall like permanent wallpaper.



5

Once installed, polytab murals look like they were painted directly onto the wall, are permanent, and last longer than murals painted directly onto the wall. The community organizes ribbon cuttings to celebrate!



Roles

There are two roles for artists participating in the CMI: Lead Muralists and Mural Assistants. All participants will learn the techniques and have opportunities to practice 1) community-engaged mural design, 2) community-engaged mural painting, 3) polytab mural prep, and 4) installation. The three Lead Muralists will each be in charge of designing a mural under the mentorship/collaboration of Greta McLain (owner of GoodSpace Murals). This may also include painting the portraits and other signature stylistic elements that make the design unique. The Mural Assistants will participate in the community design and painting process and will work in teams with the Lead Muralists to paint and install the murals.

Funds and Accommodations

This is a paid training opportunity for artists interested in learning new community engagement techniques and the indirect poly tab mural method. Industrial Commons has committed to paying North Carolina artists to participate in the training in order to prepare more local artists to compete for public art commissions. Artists will complete the training with more mural tools and a large mural commission for their portfolio. Each Lead Muralist will receive a stipend of \$3,000 and Mural Assistants will receive a stipend of \$1,900 for their participation in the training. This stipend will be awarded to all selected participants. Other accommodations include 1) meals during in-person training and installation, and 2) free housing options with local hosts. Unlike a direct mural commission, CMI and The Industrial Commons bear all the expenses of the project including insurance, materials, equipment, administrative and business expenses, community event expenses such as interpretation and food, rent and utilities for training and studio sessions, etc. Because of this, our scholarship is based on an hourly rate for the estimated time of the training as opposed to a square footage rate which is calculated with all the fringe expenses of creating a mural. We are dedicated to full transparency and you are welcome to take a deeper dive into the full budget, available upon request.

Schedule

When	Format	Details	Mural Lead	Assistant Muralist
Definition & Planning				
February 2	Application Portal	Application open	X	X
February 15th at 6pm	Virtual	Applicant Info session		
March 4	Application Portal	Apply by 11:59pm EST	X	X
March 15	Email	Selected Artists are notified	X	X
March 15-25	Virtual Meeting	Online One-on-One meetings with Selected Artists	15 mins	15 mins
May 11 & 18	Virtual Workshop	Artists are introduced to the concepts of community engaged mural making and learn multiple activities for engaging the community in design discussions. Concepts will be presented by the instructors and the group will engage in each activity so you	9AM - 4PM each day	9AM - 4PM each day

		are learning conceptually and through experience.		
Discovery & Design				
May 19 - May 25	Virtual, group activity/ prep	Preparing slide deck for community listening session, practicing leading the activities, set up.	5 hours	1 hour
May 19 - May 25	In person, Community Event, Morganton	Community Listening Sessions for up to 50 people For 1 hr event : Set up, running activities, clean up, crew debrief	3 hours	3 hours
May 25th - June 24	Virtual check-ins	Each Lead artist will work with CMI Instructors to create a mural design and have weekly check in meetings	8-14 hrs - will vary by artist	
June 3-14th	Virtual Meeting	Preliminary sketch review with The Industrial Commons	1hr	
June 24-July 12th	Virtual Meeting(s)	Design review presentation and conversation with artist team, building owner, and steering committee: June 24-28th 1st Revision provided to committee July 8-10th 2nd Revision - small tweaks to the design may be requested with the goal being that the committee and building owner approve the final design via email no later than July 12th, 2024	1-2 hrs	1-2 hrs
Implement				
July 19 -21	In person Workshop, Morganton	Artists learn how and practice prepping polytab mural fabric and preparing the mural for community painting. You will also learn how to set up and run a community paint party. Meals provided: Friday dinner, Saturday lunch, Sunday lunch and dinner.	Friday (5:30 - 8:30PM), Saturday (9AM - 6PM) Sunday (9AM - 8PM)	Friday 5:30 - 8:30PM, Saturday 9AM - 6PM, Sunday 9AM - 8PM
July 21 or 22	In person Community Event - Morganton	Community Paint Party, open to all members of the WPCC community and Burke County	3 hrs (5:30 -7:30PM)	3hrs (5:30 -7:30PM)
July 28 - October 1	Studio work (in Morganton or in personal studio)	Touch up of community paint, portrait painting and details	Varies by artist. Estimated 40 hrs	Varies by artist. Estimated 30 hrs
Oct 5th-10th	In person Workshop, Morganton	Participants learn how and practice installing polytab murals, doing on-the-wall overpainting, and holding community celebration/ribbon cutting.	Saturday (9AM - 7PM), Sunday (9AM - 7PM)	Saturday (9AM - 7PM), Sunday (9AM - 7PM)
Oct 7 - 10	In person, Installation	Working in teams, participants will install 3 murals in Morganton and complete the overpainting of the murals. 4 10-hour days: on-the-wall overpainting and sealing	9AM - 7PM	9AM - 7PM
Celebrate & Reflect				
Oct 11th & 12th	In person events, Morganton	Ribbon cutting ceremony	2hrs	2 hrs
Total Time Commitment			160-167 hrs	137-138 hrs

Instructors

The Community Mural Institute is designed and run by Greta McLain, the Founder and Artistic Director of GoodSpace Murals and Britt Ruhe, the Director of Common Wealth Murals and Producer of Fresh Paint Springfield

Greta McLain, Owner and Artistic Director of [GoodSpace Murals](#), has 20 years of mural making experience. Greta uses muralism to explore the ways that art can bring communities together, the power of visual language to activate voice, and the potential of art as a vehicle for hands-on organizing and educating. She has spent her career studying new and traditional mural techniques in order to fine tune her mural practice for community participation resulting in the GoodSpace Mural Method™. She has created over 75 projects in and around the United States (Minnesota, Tennessee, Ohio, Kentucky, Massachusetts, Pennsylvania, North Dakota, West Virginia, New York and California) as well as internationally with works in Argentina, Mexico and Cuba. Greta works out of Guanajuato, MX and travels around the country/world muraling and teaching wherever community art can be activated as a tool for positive community engagement. She earned her BA from the University of California Davis and her MFA from Minneapolis College of Art and Design.

Britt Ruhe is the founder and Director of [Common Wealth Murals](#), (CWM). Since 2019 CWM has facilitated the creation of more than 50 murals, over half of which were created in collaboration with community. CWM produces Fresh Paint Springfield, an annual mural festival bringing neighborhood-specific fine art to diverse neighborhoods across Springfield, collaborates in the production of Springfield's annual graffiti jam, and has produced window installations, bike kiosk installations, sidewalk art installations, and other temporary public art installations. For over 20 years, Britt has led non-profit organizations, applying her skills in community organizing, project management, fiscal management, and public relations to create transformative opportunities for people to work together to improve their own communities. Britt holds a BA in Community Development and an MBA from UMass.

Partners

The Industrial Commons founds and scales employee owned social enterprises and industrial cooperatives, and supports frontline workers to build a new southern working class that erases the inequities of generational poverty and builds an economy and future for all.

TOSS is a program of The Industrial Commons. We have 5 board members, 13 steering committee members, and a staff of 2. Our mission is to foster and share our values around the future of work, environmental sustainability, and civic engagement through the arts. Harnessing the power of visual art and community organizing, we work toward personal and institutional transformation for and with working class families. Through our educational programs students are trained in creative, critical thinking and familiarized with visual mediums. Through public art projects, we highlight our diverse communities and prompt civil dialogue around important issues. Last year we clocked 78,236 hours of impact, serving over 1,450 students and 2,000 members of the community.

Artist Selection Criteria

Artists will be selected to participate based on the following.

Criteria	Highly Advantageous	Advantageous	Not Advantageous
Experience designing and painting murals (for those applying to be a lead artist only)	Prior experience as the lead designer and painter of more than 2 murals	Prior experience as the lead designer and painter of 1 or 2 murals	No prior experience designing or painting murals
Your style is conducive to community-engaged murals, as demonstrated in submitted work samples (for those applying to be a lead artist only)	Past work is figurative and demonstrates very strong composition and technically nuanced painting techniques	Past work is figurative and demonstrates intermediate strong composition and technically nuanced painting techniques	Past work is figurative and demonstrates beginner composition and technically nuanced painting techniques
Experience as a painter	6 or more years as an artistic painter	1 to 5 years as an artistic painter	No prior experience as an artistic painter
Meaningful connection to Morganton or Burke County	Currently live or work in Burke County	Currently live or work in Western NC	Does not live or work in Western NC
Identify with one (or more) of our mural themes.	Has lived experience with the theme(s)	Self-identifies with the themes	Does not identify with any of the themes
Openness to having your art influenced by community input	Prior experience engaging the community in two or more works of art	Prior experience engaging the community in the creation of one of your works of art	No prior experience engaging the community in the creation of more than one of your works of art
Prior experience engaging community, teaching, facilitating workshops or public speaking	More than 1 year of prior experience teaching, facilitating workshops or public speaking	Less than 1 year of prior experience teaching, facilitating workshops or public speaking	No prior experience teaching, facilitating workshops or public speaking
Able and committed to attend all scheduled sessions	Written statement reflects an understanding of the schedule and required energy and time commitment - and - attests to participant's availability to fully participate.	Written statement reflects an understanding of the schedule and required energy and time commitment - or - attests to participant's availability to fully participate.	Written statement does not reflect an understanding of the schedule and required energy and time commitment, nor does it attest to participant's availability to fully participate.

Application Process Questions

General info

- Contact information - Name, email, phone number, mailing address
- The names, emails and phone numbers of 2 references who can speak to your artistic and/or professional experience
- Indicate whether or not you:
 - have your own transportation
 - are available for all of the scheduled dates
- Acknowledge your agreement with the eligibility criteria, requirements, terms, and conditions for this mural training program.

Artist Statement

Short response questions:

- An Artist Statement describing your work and approach to your artistic practice. (one paragraph)
- Describe your past experience with community-engaged art making, teaching, workshop facilitation, and/or public speaking. (one paragraph)
- Why are you interested in applying to the Morganton CMI? (one paragraph)
- This year, our three mural themes are 1) Economic opportunity in Burke County 2) Women in the Workplace in Burke County 3) The Deaf and hard of hearing community in Burke County. Describe how you identify with one (or more) of those themes.

Portfolio

- 3-5 images of your artwork which best represent the style you would use for a mural (jpg, png or pdf files only)
- Links to social media and/or a website which shows your artwork, if you have them
- A Resume or CV. This should have any relevant work/artistic experience with murals and painting. We are specifically interested to know if you have any community-engaged artmaking, teaching, workshop facilitation and/or public speaking experience.

Credits

*Mural on page 2 by Melissa Pandina + William Thompson
CMI Fitchburg 2022*

*Process photos on page 3 from the Morganton CMI in
2023.*

*Mural Right: Originally painted by Nelson Sevens in 1974,
recreated by the CMI in 2022. Photograph by Isabella
Delloio Photography.*

