CRE8IV Mural Program

Goals:
- Beautify and enhance public spaces,
- Create opportunities for residents and visitors to engage with each other in unique and interactive ways,
- Create positive memories for residents and visitors within our city/county,
- Grow reputation of our city/county as a vibrant, arts-friendly community, and
- Positively contribute to neighborhood vibrancy and growth.

Guiding Principles for Mural, Location and Artist Selection:
- Happy, uplifting, inspiring and colorful
- Should provide for an interactive photo opportunity, when possible
- Highly visible, well-trafficked locations are a priority
- Absent of partisan, political, social statements or influences
- Avoids cause-based messages
- When possible, it will represent a pro Rockford (or community) message
- Universal appeal – accepted and loved
- Design and implementation are of a high level of excellence
- Mix of local and visiting artists with prior experience demonstrating capability to complete large scale murals
- Accessibility to parks, green space, parking lots where one can walkabout – a gathering space near mural
- State of wall – RACVB/CRE8IV cannot consider any wall(s) in need of repair

We believe following these tenants will guide our decisions and keep Rockford Rising in our hearts and minds as well as preserving and curating a continued appreciation for the arts.