



## 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.**

