

# WRITING ON THE WALLS

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A STREET ART STORY BY DOWNTOWN AUSTIN







**T H E F E S T I V A L**



# **GREAT CITIES TELL GREAT STORIES**

Celebrate Austin's Downtown District's rich and vibrant hi[story] through a myriad of art installations, activations - Starting with a new Austin landmark - A first of it's kind by Shepard Fairey and Sandra Chevrier mural.



# VISION

## WRITING ON THE WALLS

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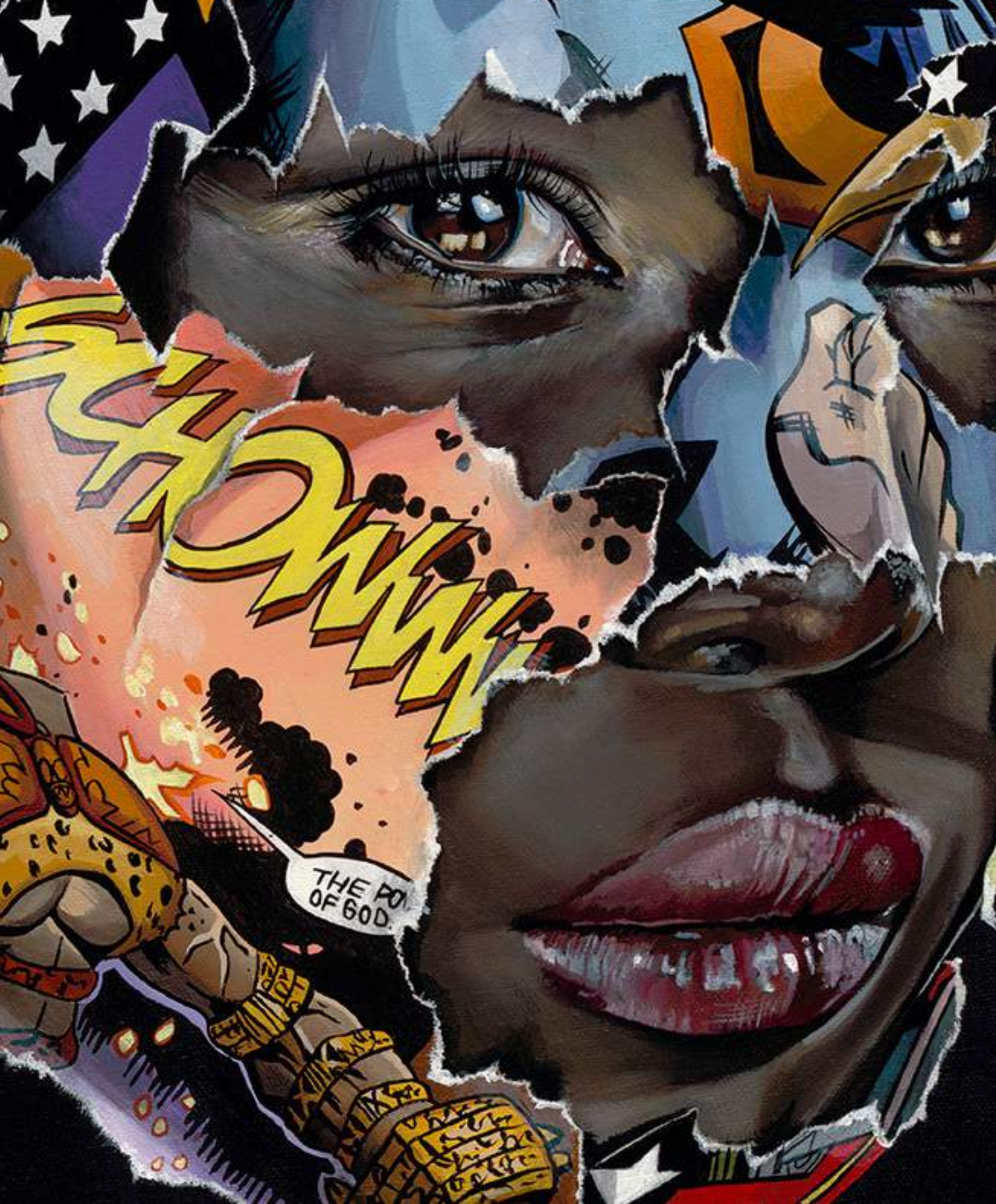
Illustrate, animate and showcase the unique story that is Austin, invite artist from around the world and around the corner to interpret key moments of the city's rich history with new public art installations. Create momentum through creative moments, and share in the appreciation of art and place - Austin, a creative sanctuary, and borderless community sustained by a close connection to the arts and culture.

### Key Points

- + To create a new creative cultural tradition centered around community engagement and inclusivity.
- + Adorn Downtown Austin with a new signature mural and landmark, created by world-renown artists; Shepard Fairey and Sandra Chevrier.
- + Utilize the arts as a means of broadly communicating Austin's community commitments, with an inaugural focus on female empowerment.







# MISSION

## WRITING ON THE WALLS

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Increase visibility and value, generate excitement and grow communal pride. Celebrate local creators, to highlight and promote local based talent, all while holistically growing viewership and patronage for all participants involved - ultimately empowering the community, and creative identity of Downtown Austin.

### Key Points

- + With the inherent magnetism and enhanced exposure as a result of partnering with famous contemporary artists; local artists will benefit from increased visibility, raising the profile of all those participating with the Festival.
- + Offer ample opportunity for artist interactions, with the intention of inspiring and emboldening Austin and it's community.
- + A strong focus on local engagement through a myriad of remarkable activations for all ages, throughout the Austin 'WOW' Festival.



# GOALS

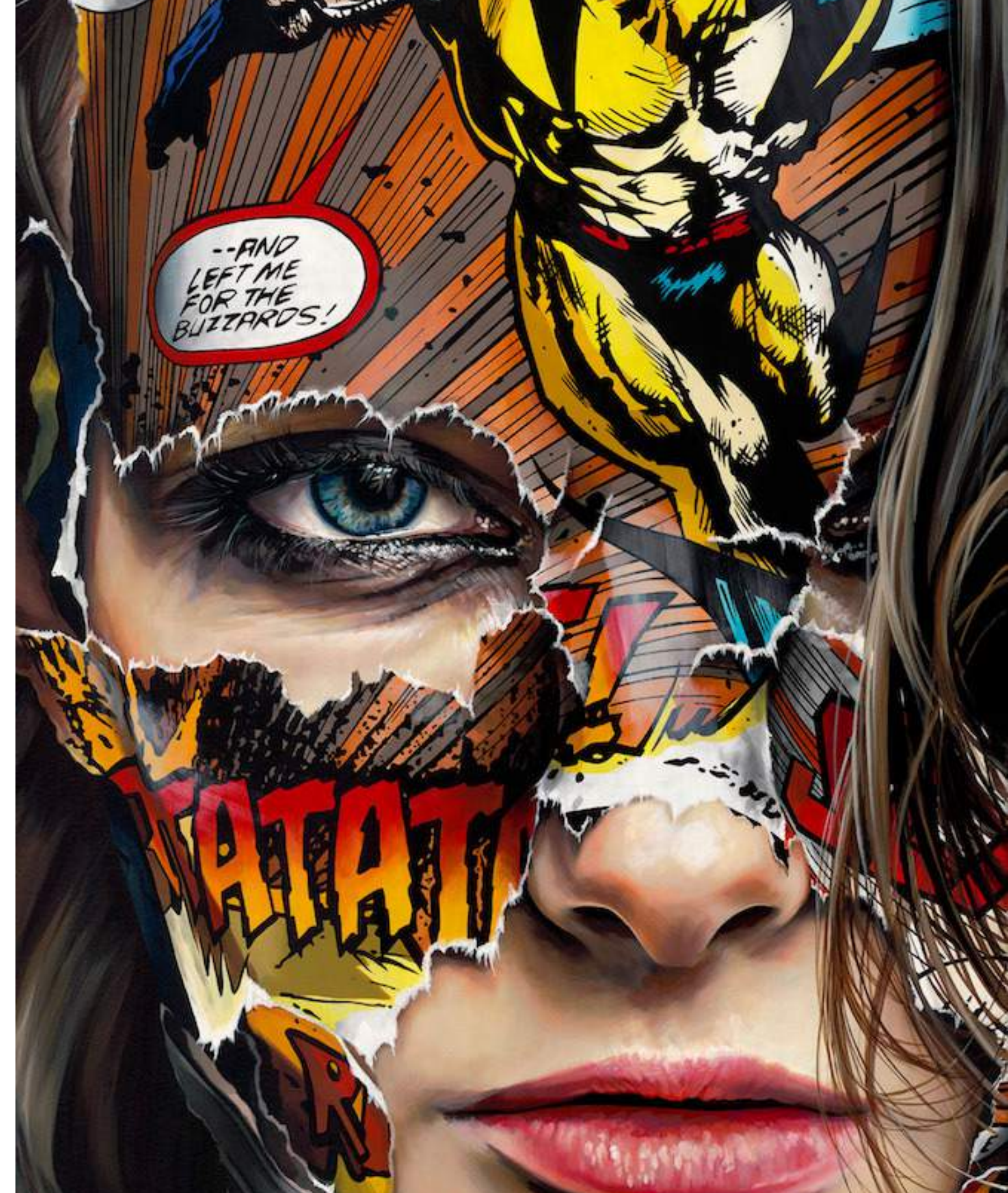
## WRITING ON THE WALLS

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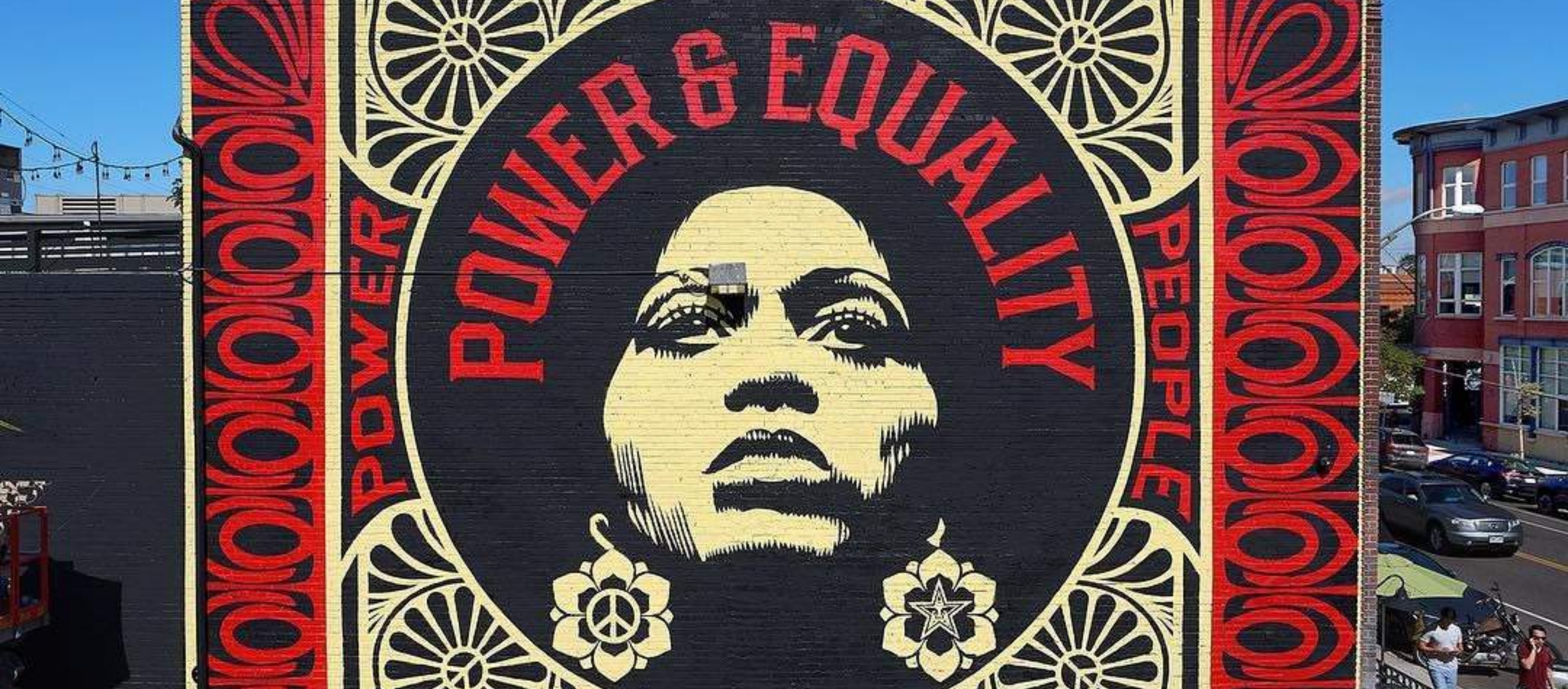
Provide platform, highlight history and celebrate Austin with a community-enriching art program aimed at embellishing on the already-beautiful district, and unveiling a new signature mural.

### Key Points

- + Inspire Austin, and acknowledge the global awakening of female empowerment by centering events and activations around the festival's theme.
- + Engage, and inspire Austin's youth with memorable activities with long term impact.
- + Give platform to and raise the profile of local artists and artisans.
- + Create a beautiful landmarks and commemorative murals of the 100th anniversary of the passage of the 19th Amendment, celebrating the strength of women everywhere.







**FESTIVAL THEMATIC**



- TO THE -

# **EMPOWERMENT & EQUALITY OF WOMAN EVERYWHERE**

We can all see the 'Writing on the Walls' - we are in the midst of great social change, finally our daughters, sisters, mothers and grandmothers are in positions of great power and influence.

Global collective awareness is growing with thanks towards our great female leadership. In celebration the Downtown Austin Alliance Foundation and our partnered artists will grace our beloved city's skyline with beautiful murals of archetypes and public figures that have embodied the strength of woman everywhere.





**F E A T U R E D   A R T I S T S**





# SHEPARD FAIREY

USA

 @obeygiant — 1.2 M Followers

## FOLLOWED BY

@graffitiartmagazine	197K
@montana_colors	509K
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@muralfestival	204K
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@invaderwashere	635K
@thinkspace_art	302K







obeygiant



Liked by station16gallery and 103,434 others

**obeygiant** I was proud to see this circulating today. Sometimes art imitates life, and other times art helps us to envision a future we can then work hard to manifest. Let's keep working! - Shepard



# SHEPARD FAIREY



Liked by halopigg and others

obeygiant For #WomensEqualityDay, I wanted to share this artwork, "Ideal Power," that I created in 2017. This piece focuses on the need to address gender inequality regarding both wages and basic respect. I believe power should come from the quality and merit of one's work only, rather than being influenced by any other variable, including gender. Equality is important on every front, but I chose to focus on discrimination and double-standards toward women, because I think that the prejudice is so insidious and pervasive that most people only recognize the most inflammatory instances of sexism, if they recognize it at all. As a husband and father of two girls, I want to see women treated with equal dignity and respect, with access to the same opportunities and wages as men.

## About

Expanding on the legacies of artists such as Keith Haring and Andy Warhol, Shepard Fairey's practice disrupts the distinction between fine and commercial art. A major artist of the street art movement, Fairey rose to prominence in the early 1990s through the dispersion of posters, stickers, and murals, related to his Obey Giant campaign, which yielded an international cultural phenomenon. Fairey's iconic poster of President Barack Obama was adopted as the official emblem associated with the presidential campaign and encapsulates a number of recurring concerns in the artist's work, including propaganda, portraiture, and political power.

## On Female Equality

For #WomensEqualityDay, I wanted to share this artwork, "Ideal Power," that I created in 2017. This piece focuses on the need to address gender inequality regarding both wages and basic respect. I believe power should come from the quality and merit of one's work only, rather than being influenced by any other variable, including gender. Equality is important on every front, but I chose to focus on discrimination and double-standards toward women, because I think that the prejudice is so insidious and pervasive that most people only recognize the most inflammatory instances of sexism, if they recognize it at all. As a husband and father of two girls, I want to see women treated with equal dignity and respect, with access to the same opportunities and wages as men.







**In  
Alliance  
with...**





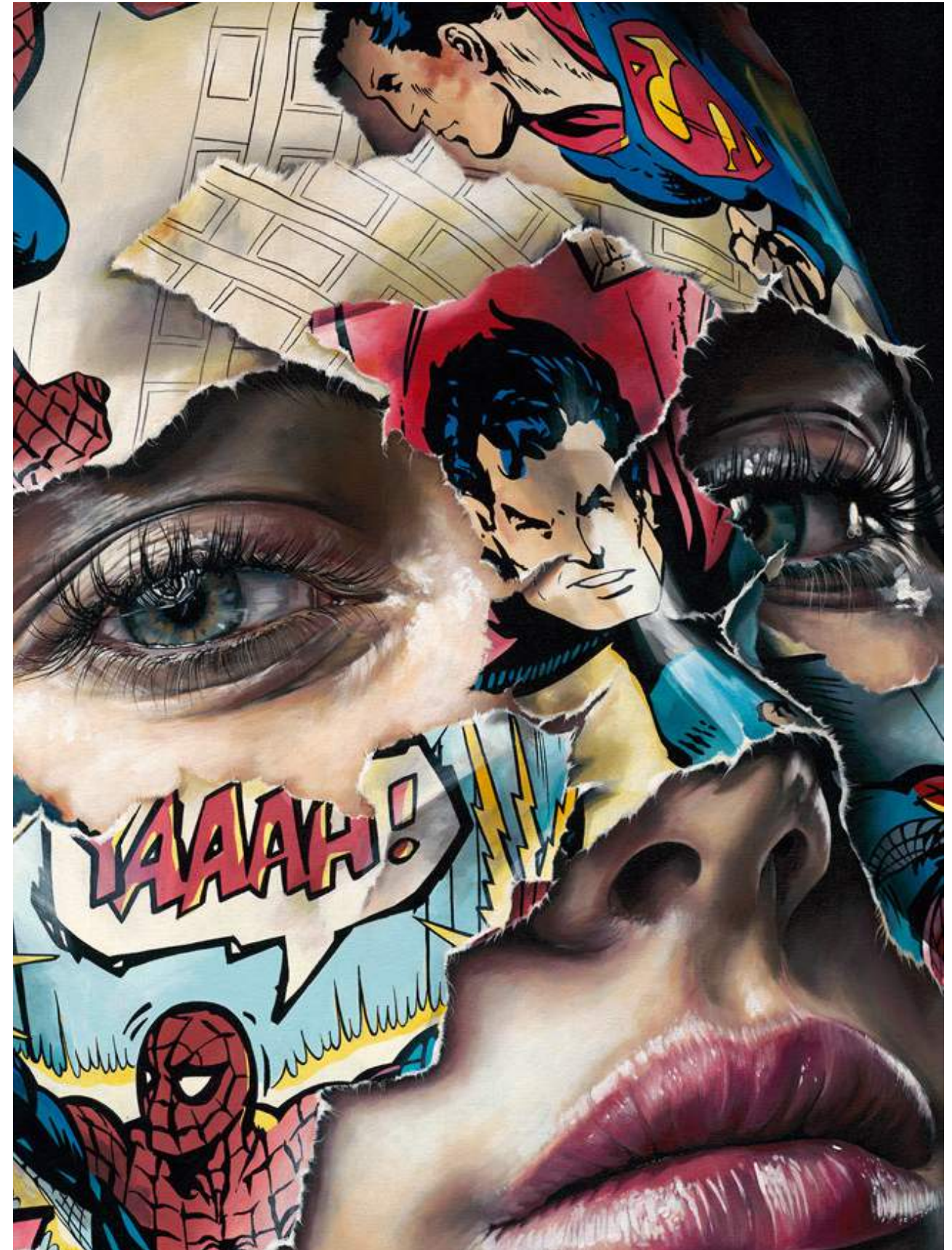
# SANDRA CHEVRIER

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 @sandrachevrier — 72.2K Followers

## FOLLOWED BY

@graffitiartmagazine	197K
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@muralfestival	204K
@blekleratoriginal	76.3K
@invaderwashere	635K
@thinkspace_art	302K





# SANDRA CHEVRIER

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## About

Sandra Chevrier is a canadian contemporary / pop urban artist, known for her captivating portraits of women from The Cages series. Born in 1983, Chevrier got her Bachelor's degree in visual and media arts from UQAM – L'Université du Québec à Montréal. As a self-taught artist, Sandra Chevrier first fell in love with art as a kid, to her; Art rapidly became a language on its own. At first, she draw sketches of eyes, all the time. This initial obsession is highly visible in her present work. Sandra likes to describe herself as a “gaze collector” and her work; a dichotomy or a dance between power and fragility, freedom and captivity, the poison and the cure. Her work is exhibited internationally and her artworks are now in the collections of art collectors all over the world.

Sandra produces work ranging over vastly fluctuating emotional enigmas and concepts that have set the standard of our modern communication, exposing the limitations of our world; our self-imposed expectations and the cages we have allowed to bar us from the fullness of life's experience. With work demanding to be dissected beyond its surface value, Chevrier's portraits are quite literally torn between the fantastical heroics and iconography of comic books and the harsher underlying tragedy of oppressed female identity and the exposed superficial illusion it conveys.

In addition to exhibiting a male-dominated world within her 'Cages', Chevrier's subjects denounce the role given to the female counterpart therein, refusing to play the part of seducer or victim. In the greater body of Chevrier's work, the images used within the 'cages' range from scenes of conflict, triumph and defeat. They also represent the social limitations, which corrupt what truly is beautiful and lock women into prisons of highly-codified and narrow identities. By doing so, they are asked to become nothing short of superheroines. Sandra paints masterfully detailed portraiture, making her women seemingly emerge from a surreal world, onto the canvas, wherein a dance is performed between reality and imagination, truth and deception. The artist chooses to highlight the fragility of the superhero, their struggles and weaknesses, and exposes the humanity within the superhuman. Despite all the playfulness of the thing itself and all the “CRASH BAM POW,” superheroes are also fragile. We are merely human men and women, and we are entitled to our flaws and errors.





**M U R A L   W A L L S**



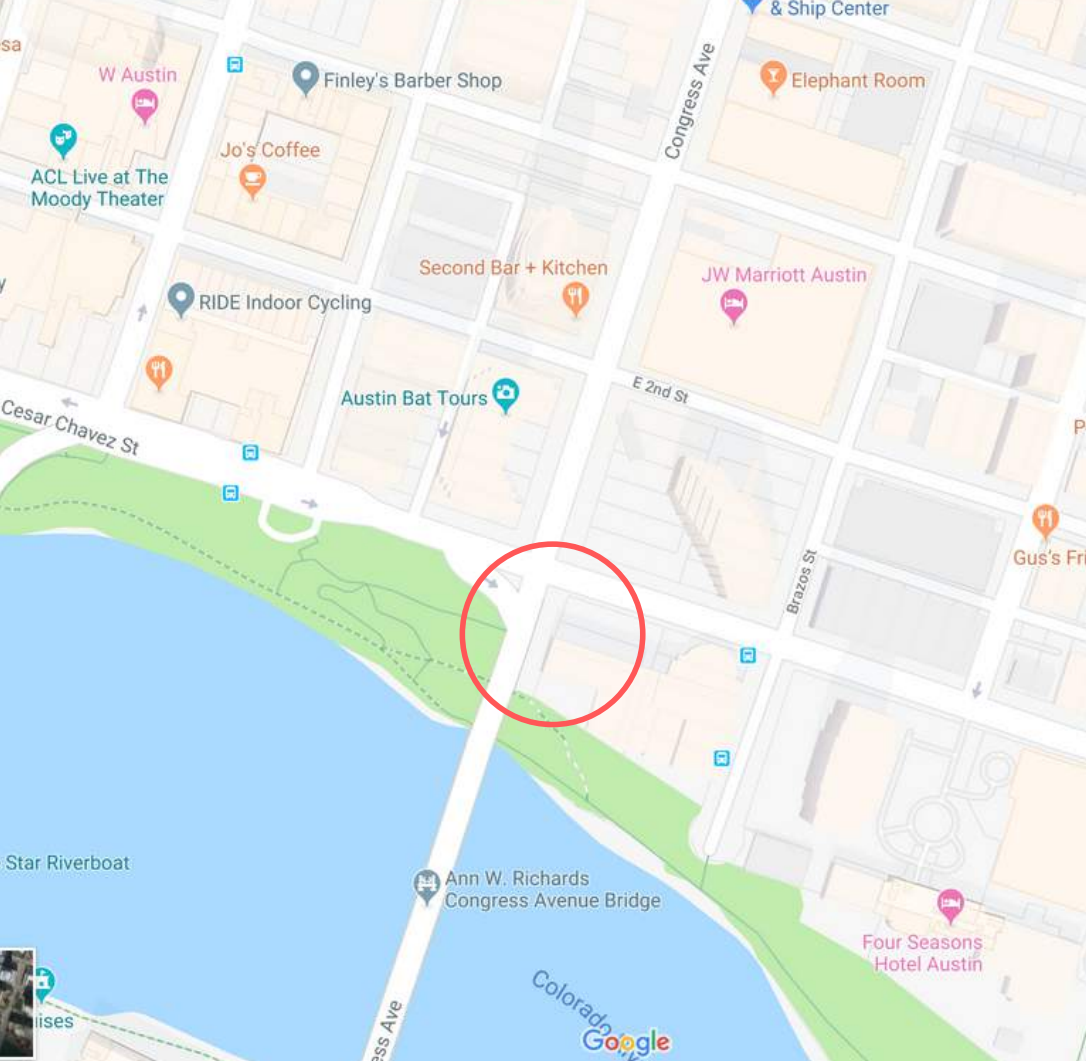
- INSPIRED BY -

# **THE 100TH ANNIVERSARY OF THE RATIFICATION OF THE 19TH AMENDMENT**

The year 2020 marks the 100th anniversary of the passage of the 19th Amendment, guaranteeing and protecting women's constitutional right to vote. This historic centennial offers an unparalleled opportunity to commemorate a milestone of democracy and to explore its relevance to the issues of equal rights today. The Women's Vote Centennial Initiative, a collaboration of women-centered institutions, organizations, and scholars from across the US, works to ensure that this anniversary, and the 72-year fight to achieve it, are commemorated and celebrated throughout the United States.

- *[www.2020centennial.org](http://www.2020centennial.org)*





# MURAL WALL

THE LINE HOTEL, DOWNTOWN AUSTIN, TX

Located in the within the vibrant Downtown District of Austin, Texas. The Line Hotel's west facing wall will become a new landmark featuring new custom imagery from international renown street artists, Shepard Fairey and Sandra Chevrier.

" THE LINE IS A PLACE FOR COMMUNITY, CULTURE AND EXPLORATION. EACH LINE HOTEL IS SHAPED AND INSPIRED BY THE UNIQUE NEIGHBORHOODS WE ARE A PART OF. "

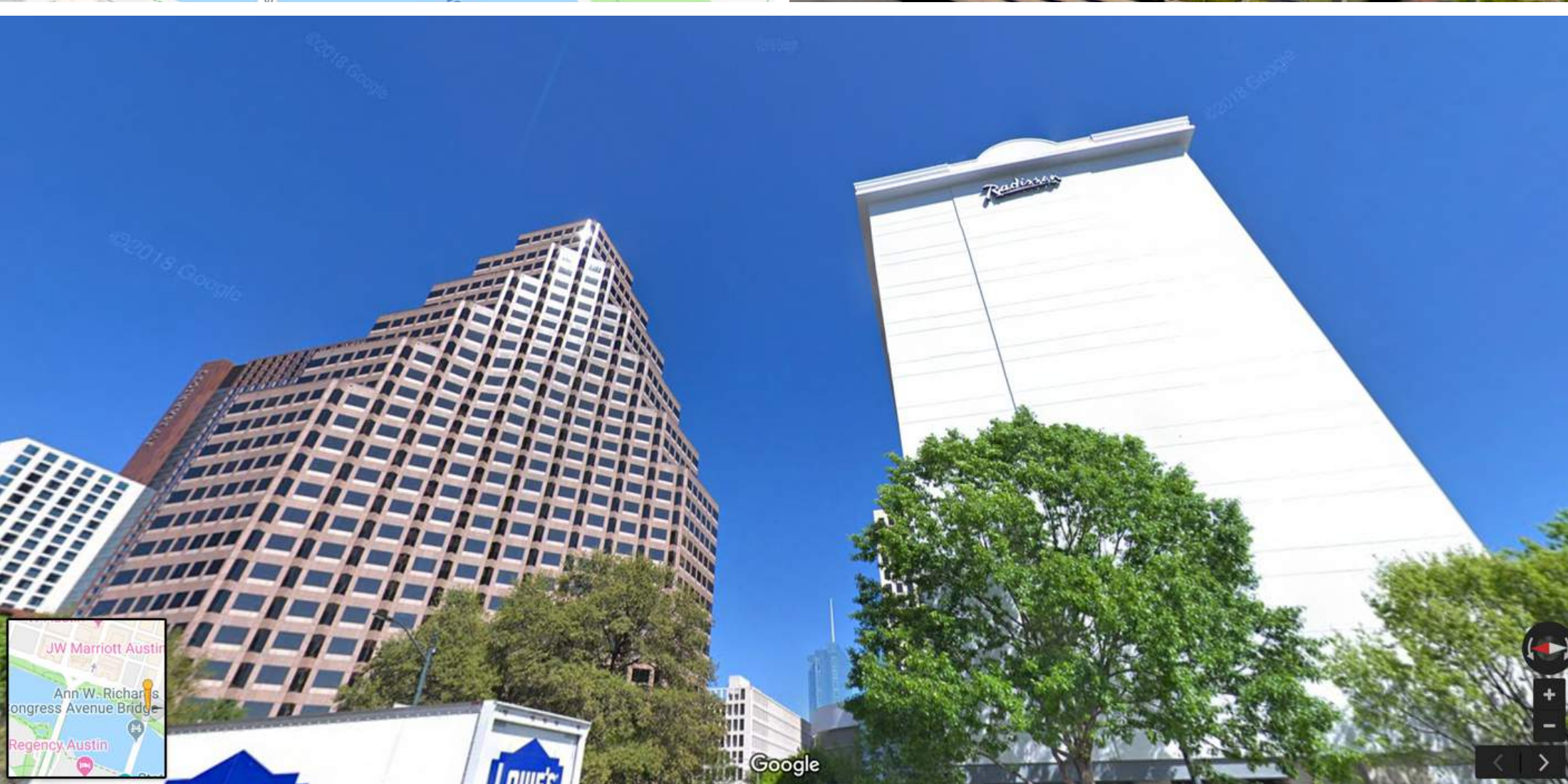
- The Line Hotel

Proposed Artists: Shepard Fairey & Sandra Chevrier

Medium: Paint

Production Team: Artists and assistants

Dates: March 3rd - 10th 2020

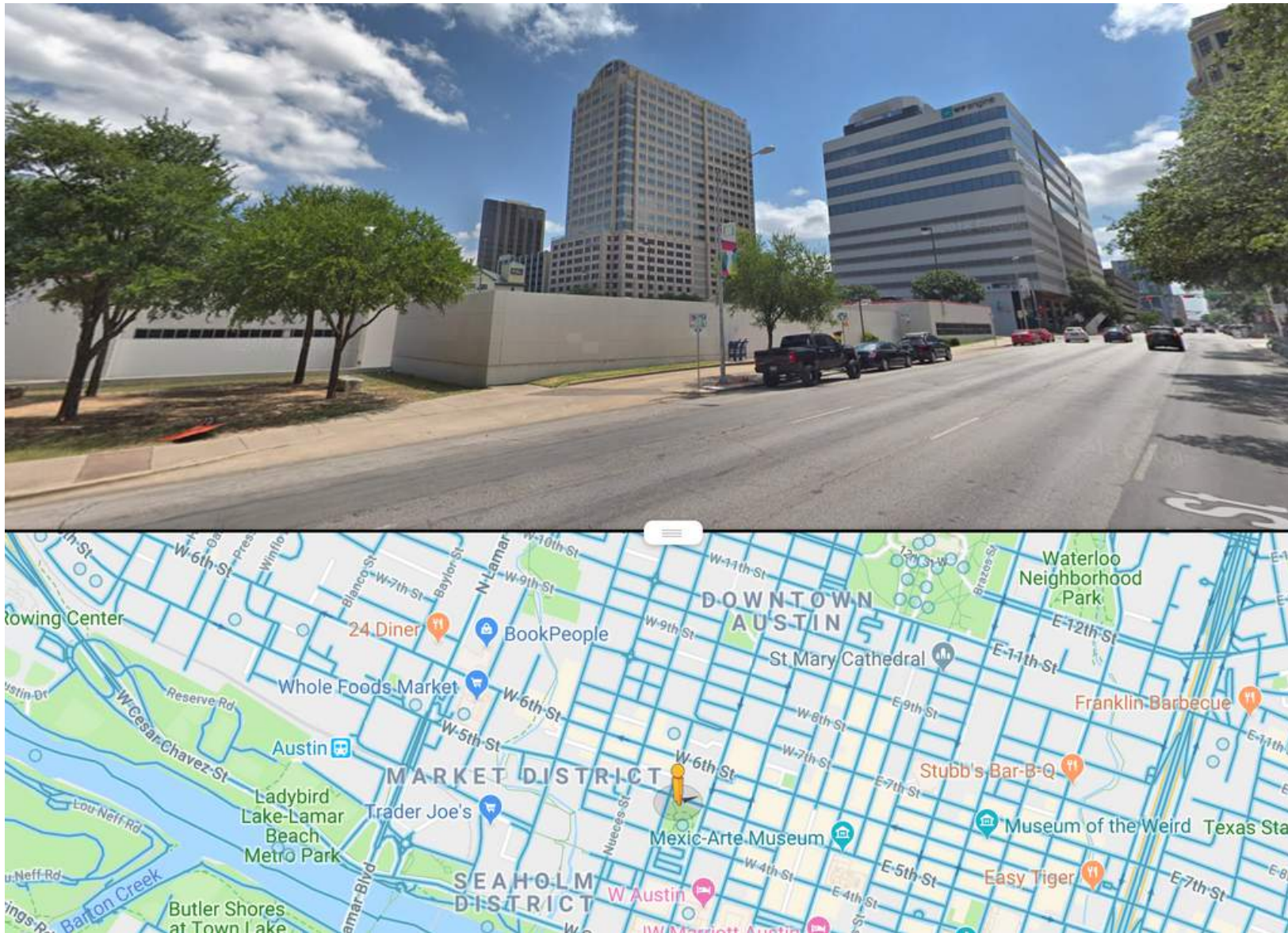








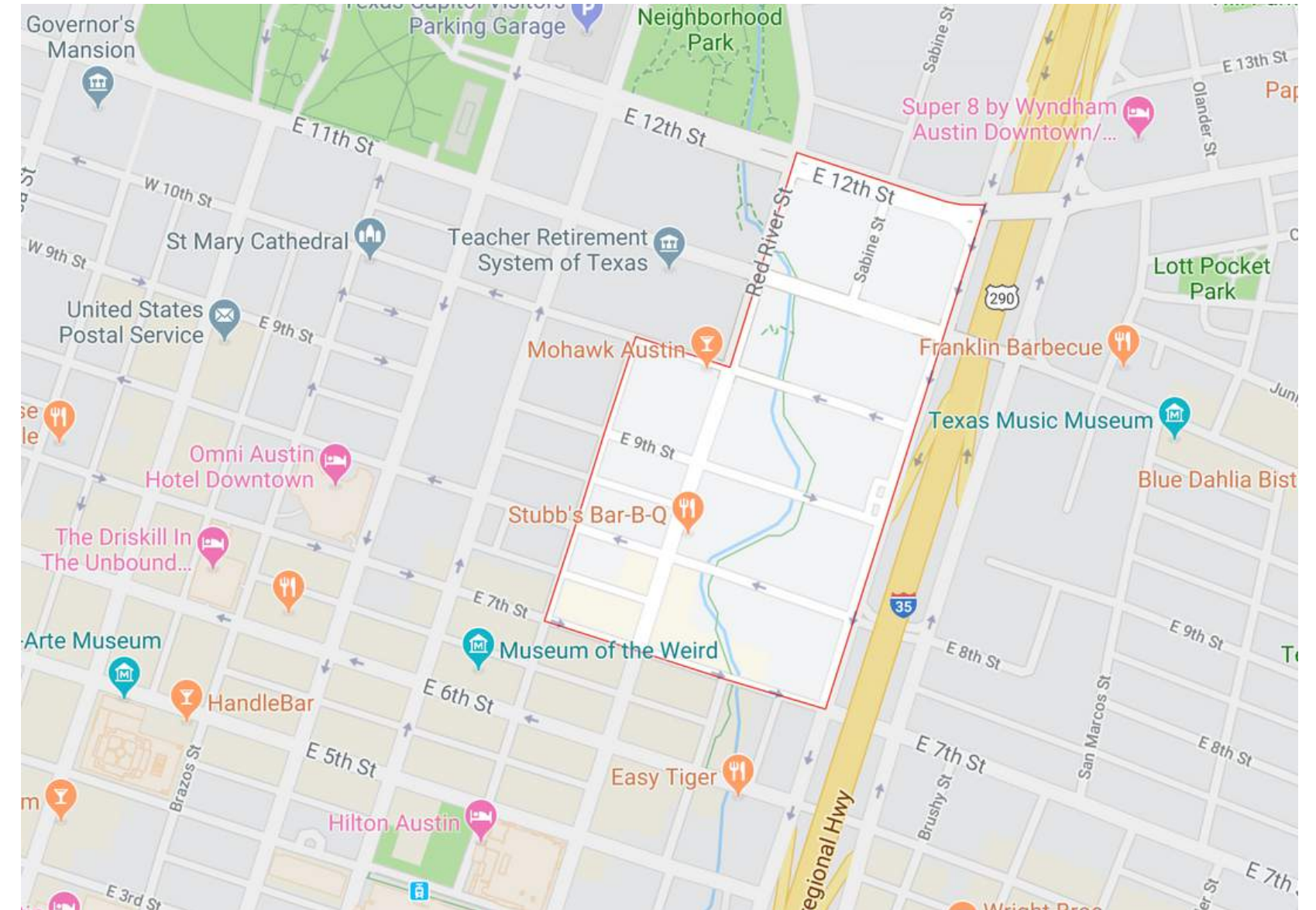
# ADDITIONAL WALLS



## 499 W 5th St. North of Republic Square

Proposed Artist: TBD

Thematic: Highlight and celebrate the Mexican-American heritage of our community.

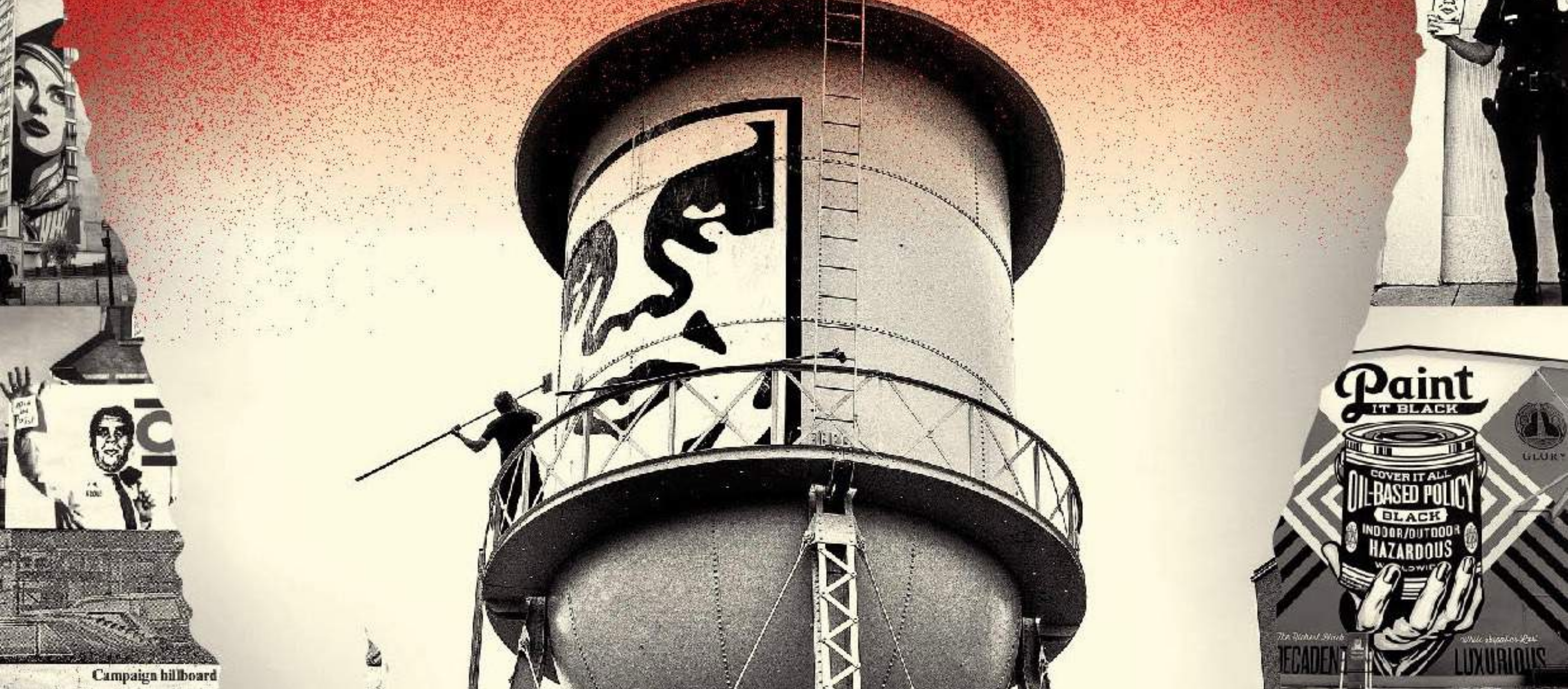


## Red River Cultural District or E. 6th

Proposed Artist: TBD

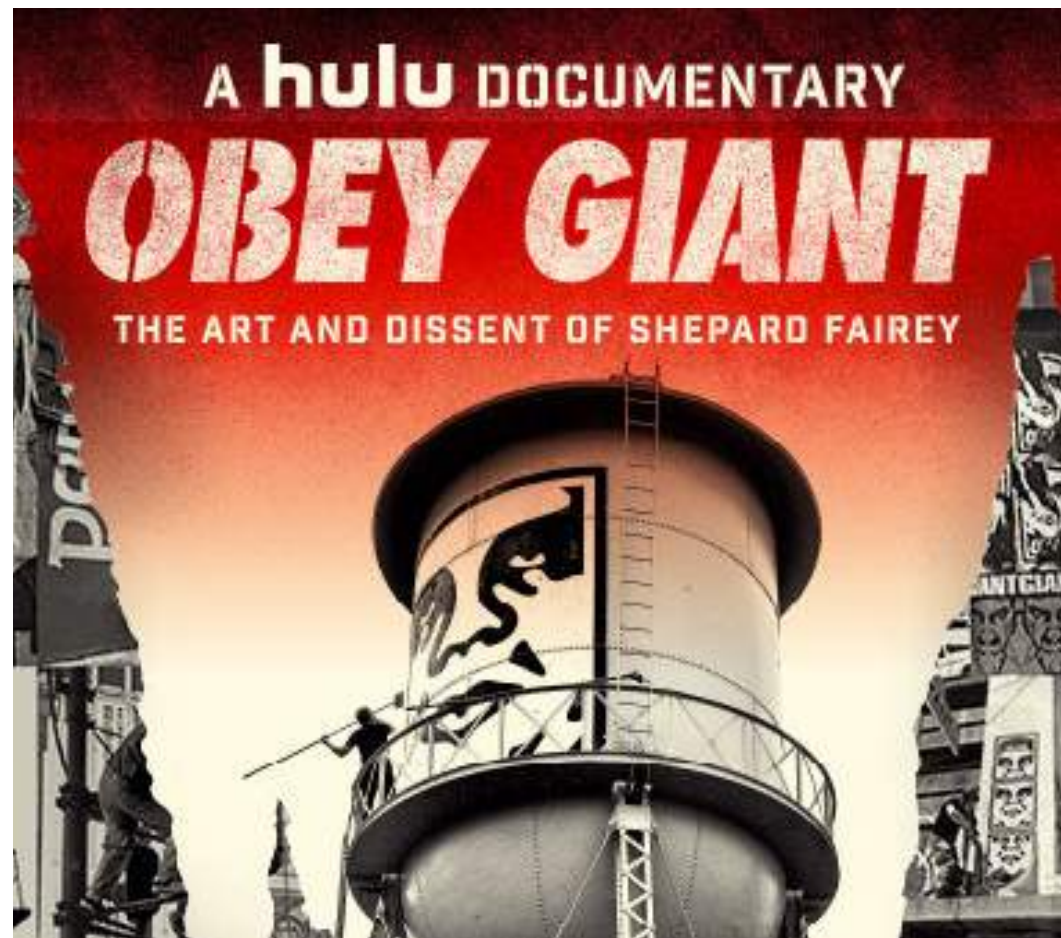
Thematic: Highlight and celebrate the African-American heritage in our community.





# FESTIVAL ACTIVATIONS





# ACTIVATIONS

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## Hulu Film Screening

The critically acclaimed 'OBEY GIANT' Hulu Documentary will be screened at select locations including:

- + The Line Hotel
- + Stubb's BBQ
- + The Contemporary Austin Museum
- + The State Theater

## After Party + DJ Event

In commemoration of the art happening, after parties with guest appearances and an exclusive evening of Shepard Fairey performing a DJ set.

## Launch Event at Stubb's BBQ

Celebrating the festival's theme, Stubb's BBQ will host a concert starring an all-female line-up.



# ACTIVATIONS

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## **Silent Disco and Artisan Market**

Republic Square will host a Silent Disco and Artisan Market, featuring two Latina DJ's and Austin's finest local artisans.



## **Walking Tours**

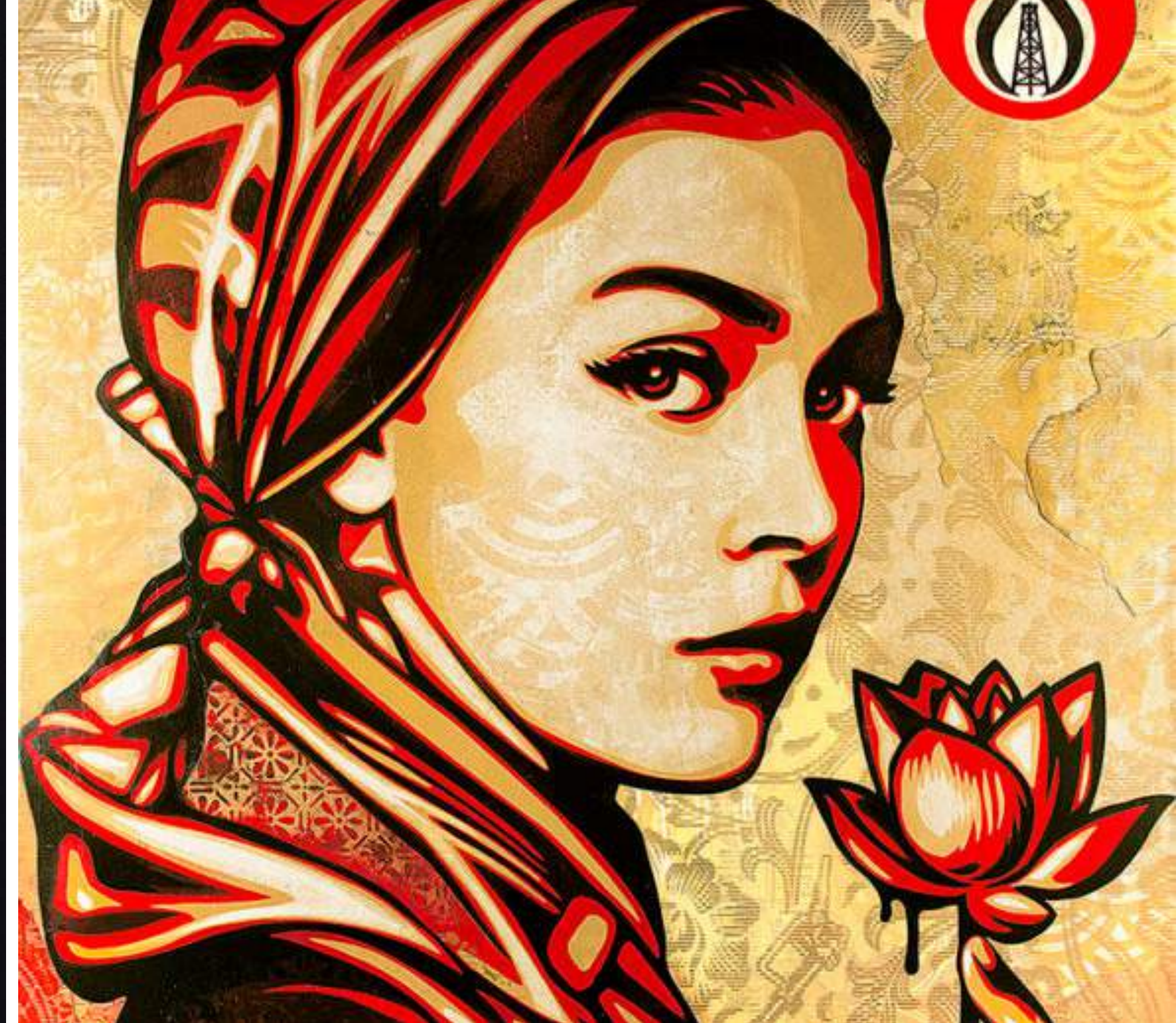
Urban Land Institute Austin Chapter will conduct walking tours featuring local female figures including, Angelina Eberly, Governor Ann Richards, Elisabeth Ney and others.

## **Unveiling Party**

In celebration of the completion of the mural and first 'Writing on the Walls' Festival, The Line Hotel will host an 'unveiling' party.







- ON GOING -

**COLLABORATIONS**



# COLLABORATIONS

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## **The Women's Commission of Austin**

Hosts a Woman's Hall of Fame event and is looking to coordinate with the Downtown Alliance Foundation to host during the Writing on the Wall Festival 2020.



## **The International Conference of Shopping Centers (ICSC)**

With the US Conference of Mayor's is being held in Downtown Austin in June 2020, the ICSC will be hosting an event for woman mayors in partnership with the Downtown Austin Alliance Foundation centered around women and their roles building cities.



## **The Contemporary Austin**

Hosting an exhibition featuring local artist, Deborah Reynolds in September 2020. In addition to her featured body of work within the white walls of the museum, an exterior will be painting and integrated within the Writing on the Walls Festival.



# **STEERING COMMITTEE**

**Diane Land**

**Kerry Tate**

**Heidi Marquez Smith**

**Mary Allen**

**Becky Austen**

**Sandy Guzman**

**Nick Moulinet**



- THE IMPACT OF -

**S T R E E T   A R T**



# IMPACT OF STREET ART

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Street art is the most accessible visual art form and considered as the most authentic one. It is a powerful catalyst for collaboration between local businesses and artists seeking 'public' canvas. Street art endeavours have been recognized to contribute to the dynamism, attractiveness and quality of life in numerous cities.

Around the world, successful urban art festivals have contributed to a **cultural boom** within their host city, pulling in wide sets of audiences and travellers by the hundreds of thousands, giving rise to new businesses, districts, long-term traffic and more desirable and memorable cityscapes.

**Art now hangs in the streets... and on Instagram.**

Street artists have become significant influencers, with a major following on social media platforms, increasing audience reach and awareness for the city where they perform.

ref.

MIT media lab - **Deep Learning the City**

Liliana Harding Phd - **School of Economics, University of East Anglia**

MIT department of Urban Studies and Planning - **Information to Understand Tourism Dynamics**

Gregory Snyder Phd - **Sociology Baruch College**

Co. Design / BBC / The Guardian / The Wallstreet / Vice...



# CONTACT US

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Molly Alexander / Executive Director, Downtown Austin Alliance  
Foundation Office: 512.381.6265 / Mobile: 512.736.5865  
515 Congress, Suite 2150 Austin TX 78701 [downtownaustin.com](http://downtownaustin.com)

Carlo De Luca / Founder of Station 16 Gallery & Printshop  
[carlo@station16.ca](mailto:carlo@station16.ca) 3523 St-Laurent, Montreal, Quebec, Canada  
3515 Ringsby Court, Unit 301, Denver, Colorado, 80216

