



**ATXFC**

**ARTIST INITIATIVE**



BECOME THE NEW  
**FLAG-BEARER**  
FOR  
**AUSTIN**

WHILE CREATING AMERICA'S  
NEXT GREAT  
**SOCCER COMMUNITY**



# AUSTIN FC & AUSTIN CREATIVE COMMUNITY

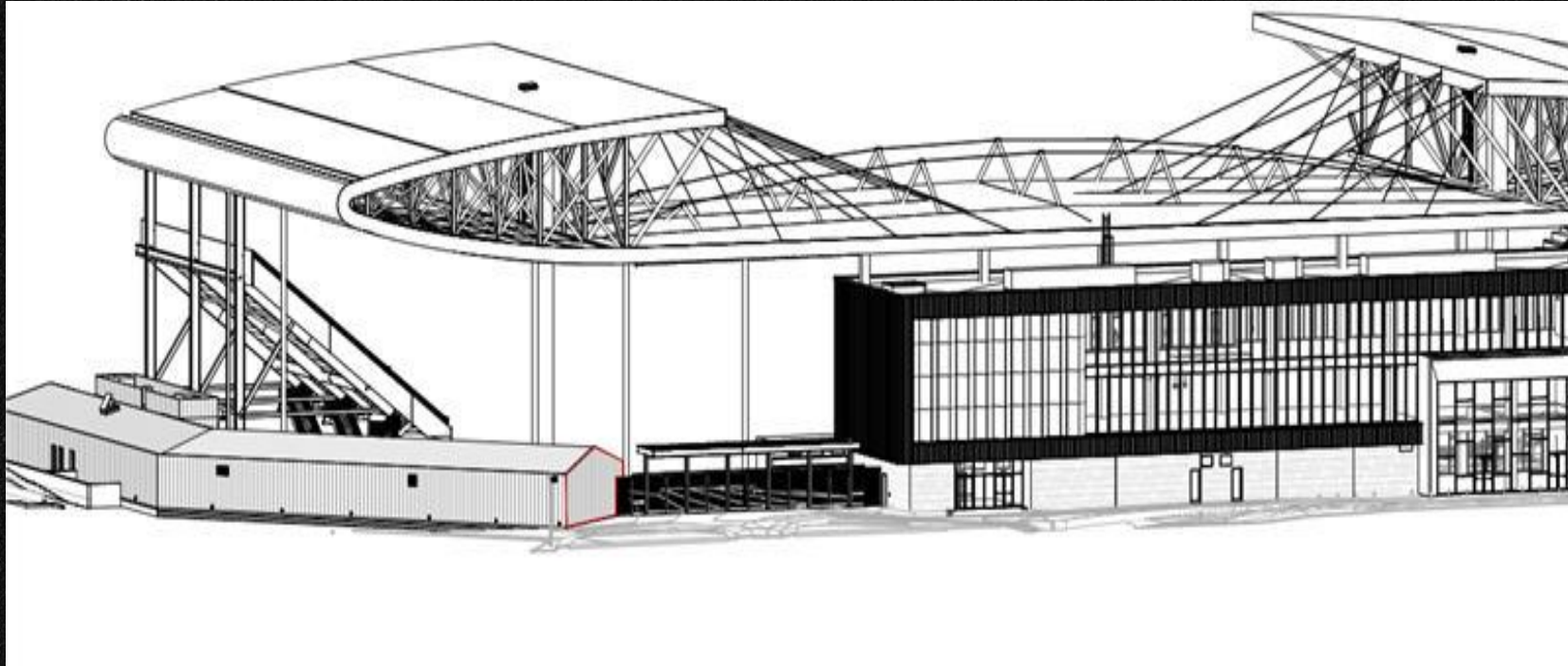
As Austin FC solidifies its place as a community stakeholder in Austin, we are dedicated to partnering with those who make our city both creative and unique through our ATXFC Artist's Initiative platform.

Throughout the next decade and beyond, we are committed to supporting artists that make our community more equitable, inclusive and vibrant.

We believe in the passion that Austin's art community brings to the city, and we want to share that with our fans and the community at large. Our platform will have several extensions to elevate this concept (e.g., feature coverage on Austin FC social channels).



# THE MURAL SERIES



Each artist will create an original piece of artwork to be featured on a mural. The art piece will be located on a 39' 2" x 15' 7" wall to the left of the Northeast Gate of the Q2 Stadium. Show Goat Mural Works will manage the production process.



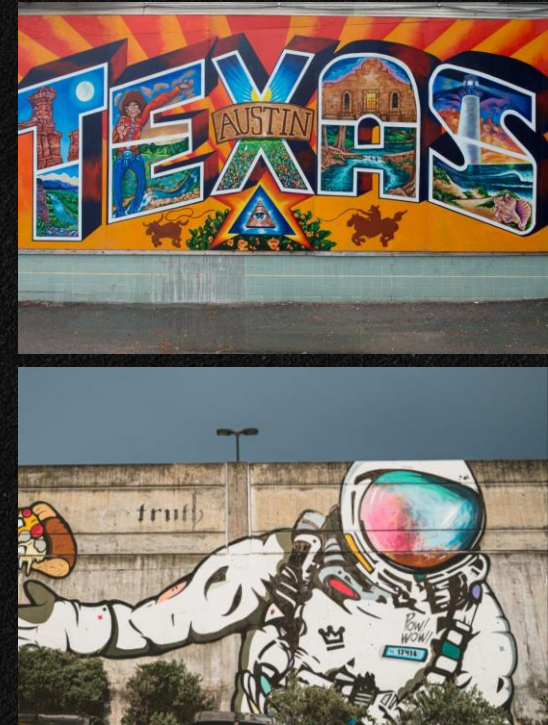
# ADDITIONAL ARTIST OPPORTUNITIES

## CONSUMER PRODUCTS

Austin FC and the artists will work together to transfer their mural designs into consumer products, including a series of match announcement posters and t-shirts.

## MATCH POSTERS

Additional artists are integrated through a match posters series, featuring a select artist's take on each home match from the season.





# OUR ARTISTS

AUSTIN BASED CREATIVES  
WHOSE WORK COLORS THE CITY





Chris Rogers  
Will Hatch Crosby  
Matthew Rodriguez  
Will Bryant  
Zuzu Perkal  
Emily Eisenhart  
Sloke One  
Erik Ross  
Peelander Yellow  
Good Snake  
Ryan Runce  
Beth Consetta Rubel  
Tara Johnston  
Jonathan 'Chaka' Mahone  
Joel Corral

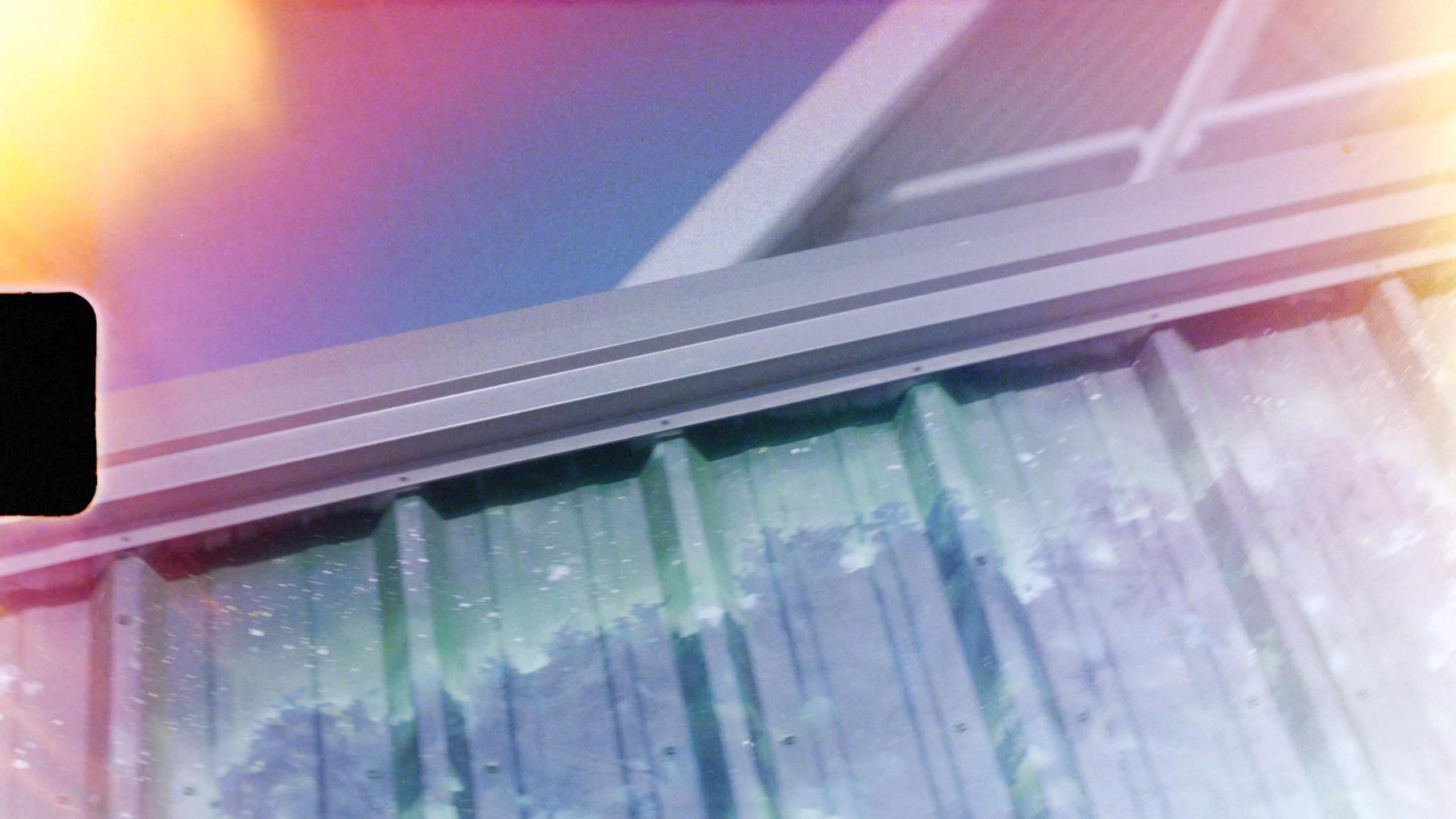






First Mural – Painted by Chris Rogers









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