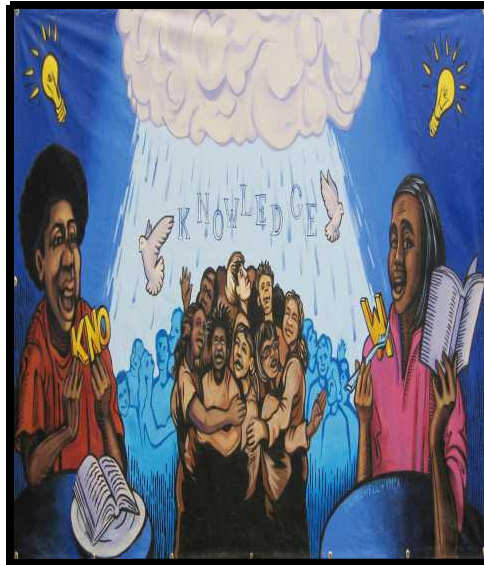


Groundswell Community Mural Project Community Partner Guide

Groundswell is a nationally recognized NYC non-profit that engages youth to create professional quality public art pertinent to their community. Groundswell programs foster collaboration, critical thinking and using creativity as a social tool.



*"Water is the Life of NYC"
Sackett & 4th Ave, Brooklyn*



*"Hunger for Knowledge,"
School for Leadership & Public Service*



*"Timeless Rhythm,"
Mosaic benches, Hugh Gilroy Senior Center*

Mural/ Mosaic Residencies

In 16- 22 sessions, Groundswell artists lead youth through understanding public art in historic context and the basics of mural or mosaic making (theme, color, composition, design, technique). Youth work collaboratively in researching, designing and fabricating a polished final product. Themes may be based on curriculum or identified by the school community. Residencies may be carried out during school day or after school. 16 – 22 sessions cost between \$10,000 and \$14,000. Residencies are geared toward students 6th – 12th grade. For students 14 – 21 years old, there are opportunities to join Groundswell's apprenticeship and summer jobs programs.

Summer Mural Projects

Groundswell also works with elementary, middle and high schools to create large-scale, outdoor mural/mosaic public art to transform their facilities. Summer projects are created through Groundswell's summer jobs program for teens. Teen workers may be youth from the community. The cost of doing a summer mural depends on the scope and may range from \$15,000 to \$30,000.

Experience Working with Community Partners

Partnerships have included: Northern Manhattan Improvement Corporation, Fifth Avenue Committee, Make the Road by Walking, Brotherhood Sister/Sol, the NYC Mayor's Office, Department of Transportation, Department of Corrections and Trust for Public Land.

**For more information visit us at www.groundswellmural.org
Contact us at: 718-254-9782 Executive Director, Amy Sananman
director@groundswellmural.org**

Groundswell At-a-Glance

The Mission

Now in its 12th year, Groundswell has brought thousands of professional artists, grassroots organizations and communities in partnership to create over 100 high-quality works of public art across New York City. Groundswell is not your everyday arts organization. Our work inspires youth, communities and artists to actually use art as a tool for change through our after-school and jobs programs.

The People

Youth

Each year, more than 300 adolescents and young adults develop their art, leadership, and jobs skills at Groundswell. All of our programs are free. Participants are rewarded with a stipend in our after-school programs and receive paid employment in our summer programs. Over 95% of the teens in our programs come from ethnically diverse low-income or working class families. A hundred percent attend public schools. Groundswell youth find murals and public art a particularly powerful form of expression because of their large scale, public location, and relation to graffiti and street culture. Teens enrolled in our Summer Leadership Institute spend over 170 hours learning and serving their communities – that is more than most students spend in English class in an entire school year!

Community-based Institutions

Groundswell is New York's leading organization dedicated to preserving, teaching and advancing the study and practice of public art. Each week, up to five new community organizations, schools and hospitals contact us requesting assistance to use art as a tool to raise awareness, bring people together, celebrate community victories and reclaim and consecrate spaces they deem important. Since our founding, we have collaborated with more than 60 community organizations across New York to do just that. Our current waiting list includes more than 25 groups who are eager to partner with us.

Artists

Brooklyn is home to thousands of artists. Groundswell provides vital opportunities for artists who want to serve their communities through the creation of public art and the development of their skills as mentors and role models for youth. Socially conscious artists approach us regularly to lead, assist or volunteer in our programs. Past youth participants have opportunities to become paid assistants or lead their own mural projects for their schools or community centers.

The Programs

- ★ Summer Leadership Institute (SLI). A job training program for youth (ages 14-21). Teens enrolled in SLI spend 175 hours of contact time with professional artists, learning key job skills and serving their communities.
- ★ Teen Empowerment Mural Apprenticeship (TEMA). An after-school program where youth create public art for community-based organizations.
- ★ Portfolio Prep. An intensive Saturday portfolio prep program for youth pursuing art school admission.
- ★ Community Mural Action Program (CMAP). A program where schools and community groups contract with Groundswell to develop public art projects that reflect their mission.
- ★ Turn-Style & Segue. Youth arrested for minor offences fulfill their community service requirements and have the opportunity to join our year-round and summer programs.

Groundswell Can Work with You to:

Make the Most of Your Mural : Are your goals to beautify the neighborhood? Bring attention to a specific issue? Strengthen cross-cultural connections? Raise your organizational profile? Youth development? Groundswell will help you explore the many ways the project could meet your organizations needs and tailor the project to those needs.

Secure Wall: We can help you select the “right” wall & secure permission to ensure your mural will be around for a long time.

Build Support: Groundswell will share our experience of how to build support for your project among elected officials, local businesses and funding institutions.

Budget, Plan and Fundraise: Planning to get a project off the ground usually takes longer than the actual project itself. Groundswell will help create a plan to ensure that together we have the funding to get the job done professionally. We will convert the planning process into a community building opportunity.

Recruit & Engage: Groundswell will also work with you to recruiting, engage and retain genuine community participation, including stipends and summer pay for teens.

Ensure a Safe Project: Groundswell places a high premium on safety. We hold insurance for participants while working on projects and have high safety standards.

Quality Process: Groundswell Lead Muralists are highly qualified with expertise in mural making as well as community facilitation. The Lead Muralist will work with your team of participants to:

- Elaborate the theme,
- Research the theme (through fieldtrips, internet and community interviews, etc),
- Find source material (through photography project, trips to museums, etc),
- Guide the group to a collaborative design
- Present the design to the community for feedback
- Present the design to Groundswell's prestigious Artistic Advisory Committee
- Guide the group in painting the mural.

Quality Product: Groundswell places equal emphasis on the process as well as the product. We believe the quality of the process needs to be reflected in a high quality final mural. To this end, we make sure the wall is prepared properly. We use high-quality mural paint that is made to last 25 years. Finally, our Lead Muralists are trained in the fine art of creating a polished mural with people that may or may not have artistic experience.

Evaluation & Impact: At the end of the project, Groundswell revisits the initial goals both you and the participants laid out for themselves and evaluate the impact of the mural by surveying you, the participants and their families.

Celebrate & Document: The celebration of the mural is a great time to share with the community, press, funders and elected officials the accomplishments of the project and to get the word out about the mural's theme. Groundswell can help organize the dedication. Groundswell can also work with you to put together postcards of the project.

Continuing Development: Teens who have displayed particular interest in mural making are eligible to apply to our free intensive year-long after school mural program.

These are just some of the ways Groundswell can help you use
art as a tool for positive social change.