



Mural Activation

March 31, 2026

muros



mural activation

project overview

The Village of Lombard is interested in beautifying the entry to the community along Crescent Boulevard with a mural. By partnering with local artists, not only will The Village develop a truly unique piece of art, but they will also show their authentic connection to the local community.

locations

Lombard, IL
Crescent Blvd

artist requirements

Local Artist

dates

Late Spring - Early Summer

creative direction

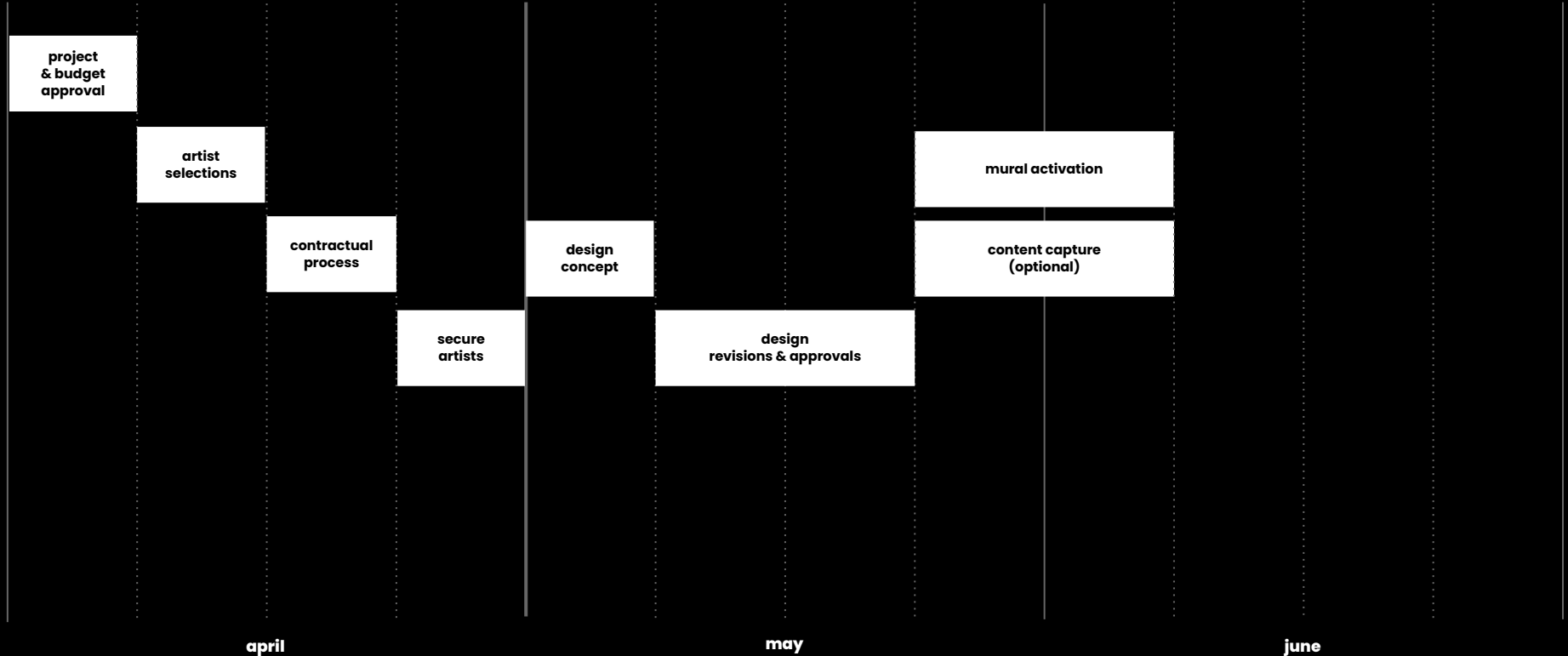
A mural welcoming people to Lombard, including imagery highlighting Lombard's history

dimensions

~100'-150' x 12' (1200 - 1500 SF)

mural activation

estimated timeline



mural activation

activation process



creative strategy

Together with The Village of Lombard develop a strategy that allows for creativity, consistency, and differentiation.



artist sourcing

Identify a local artist to ensure The Village of Lombard showcases their commitment to the community, reaches their target audience and meets their activation goals.



art activation

Muros will manage the entire activation from start to finish including creative concepts, onsite logistics, artist contracts, equipment, supplies and post-campaign asset delivery.



content capture

Through HD video & photo capture, The Village of Lombard can extend their campaign by developing a unique story that highlights not only the activation but also the artist and their partnership.

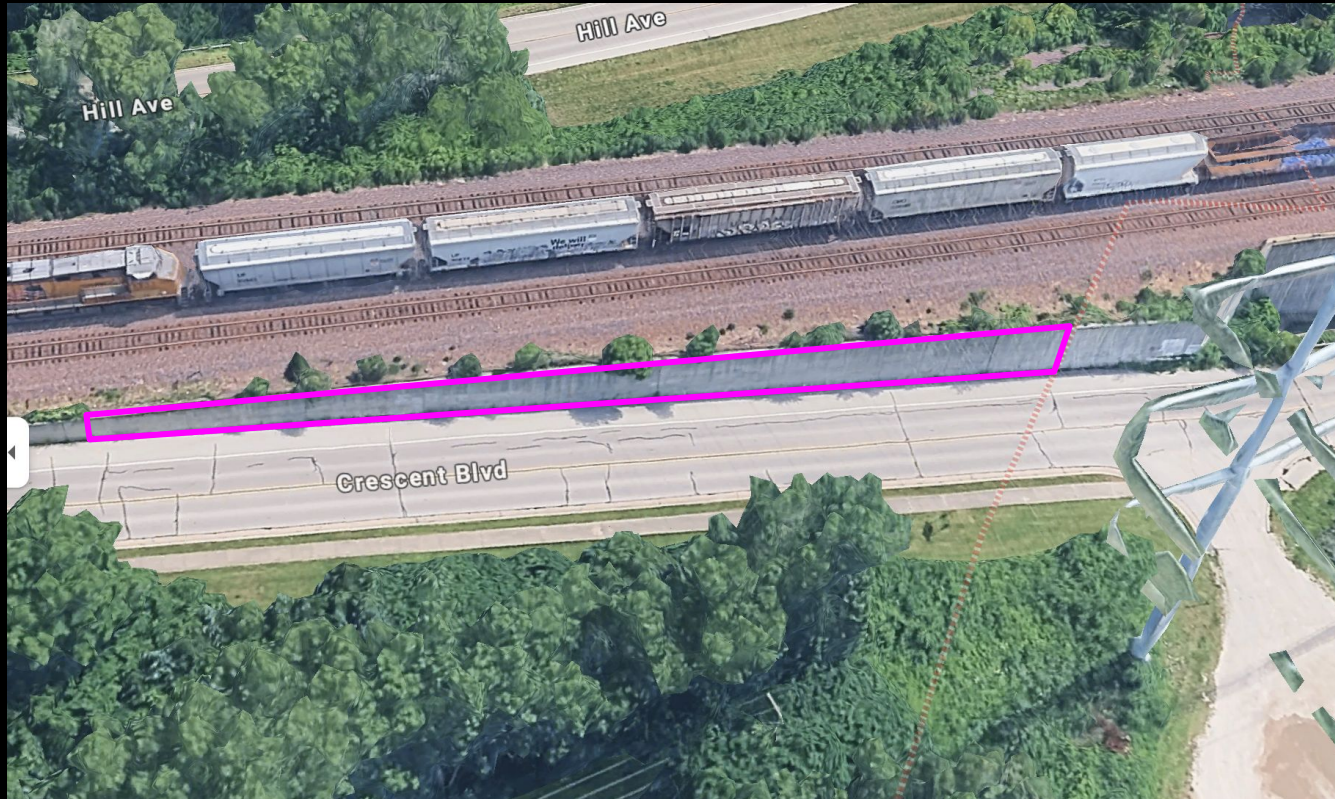


campaign extensions

Garner the attention of local media. From The Village of Lombard to the visitors to the artist and the community we can create special moments that build impact and awareness

mural activation

location



mural activation

artist thought starters

chicago

artist thought starter 1

about

This Pilsen artist is known for his signature blue on red color palette. Taking a photorealistic approach to his art, these vibrant colors contrasted against each other create very impactful murals. He believes that seeing everyday animals and people in new colors will force you to think about them in a new, unique way.

style

Realism

**additional work available upon request*

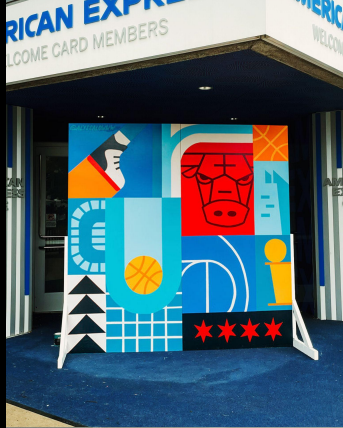


artist thought starter 2

This artist is a Chicago based illustrator and muralist. Her paintings can be found throughout the city, ranging from exterior commercial buildings, various surfaces for live painting events, to interior walls. She has recently collaborated with the Chicago Bulls, Soho House and Title Boxing. Her paintings explore the relationship between bold colors, clean lines, shapes and composition.

Illustration

**additional work available upon request*



chicago

artist thought starter 3

about

This Chicago artist is currently a freelance illustrator, muralist and fine arts creator with work spanning across album covers, posters, drawings, prints, paintings, walls, and mixed media sculptures. He pulls influence from the neighboring areas and organizes it into uniquely chaotic concepts.

style

Illustration / Abstract

**additional work available upon request*



chicago

artist thought starter 4

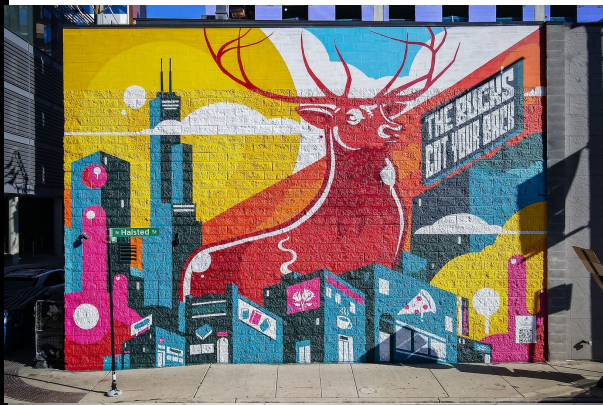
about

This artist's visual language and stylistic elements are quintessentially Midwestern, pay homage to Chicago, and consistently appear in his work. The images he creates seem to evoke unspoken narratives written in the urban landscape like images torn from a fictional story.

style

Illustration

**additional work available upon request*



artist thought starter 5

This artist is currently running a design and illustration studio in Chicago. She has an affinity for celebrating everyday objects and scenarios within her work. When she's not creating colorful and sometimes humorous illustrations for clients, she's either traveling or mixing up a new cocktail recipe. She has worked with clients such as Apple, Uber and Snapchat.

Illustration

**additional work available upon request*



chicago

artist thought starter 6

about

This artist comes from a strong illustration and graphic design background. Having grown tired of the agency world, he decided to pursue murals full time and works with his wife as a creative duo. They now collaborate on linework projects to create these dense murals full of detailed imagery.

style

Illustration

**additional work available upon request*



chicago

artist thought starter 7

about

This Chicago-based artist creates paintings that capture the inherent connection humans have with the natural world. His work is highly realistic, bringing detailed depictions to life by juxtaposing them alongside surrealistic imagery. He urges his audience to surrender to nature's "pull" and connect with their roots while viewing his paintings.

style

Realism / Surrealism

**additional work available upon request*



chicago

artist thought starter 8

about

Through sinuous line work, dynamic figures, and evocative installations, this artist uses public art to tell stories.

Through public art, this artist aims to activate spaces by challenging a viewer to consider their role within those different narratives. He believes that powerful public art should not only make an engaging statement, but should also ask important questions.

style

Illustration

**additional work available upon request*



chicago

artist thought starter 9

about

This artist is half of a duo that has scattered public art throughout the trendiest neighborhoods of Chicago. Having grown up in the Chicago skate scene, his work is a cross between many countercultures and pop art influences. His collages expertly juxtapose all types of imagery in bold pop art style.

style

Illustration / Abstract

**additional work available upon request*



mural activation

pricing

100' x 12'

\$35K

150' x 12'

\$45K

range based on artist and final scope
UV and Anti Graffiti Coating Additional 10K

activations include

Legal & Contracts
Project Management

Artist Sourcing & Vetting
(1) Creative Concept & (2) Revisions

Paint / Supplies / Lift / Equipment
Activation & Production



QR code integrations

Murals with QR code integrations can give your audience access to additional information and experiences to drive consideration and conversion.

thought starters

- Highlight Videos
- Teasers
- Immersive Experiences
- Deals/Promos

price

\$3K per location

augmented reality

AR will allow you to bring murals to life with unique multidimensional experiences, videos or interactive games.

thought starters

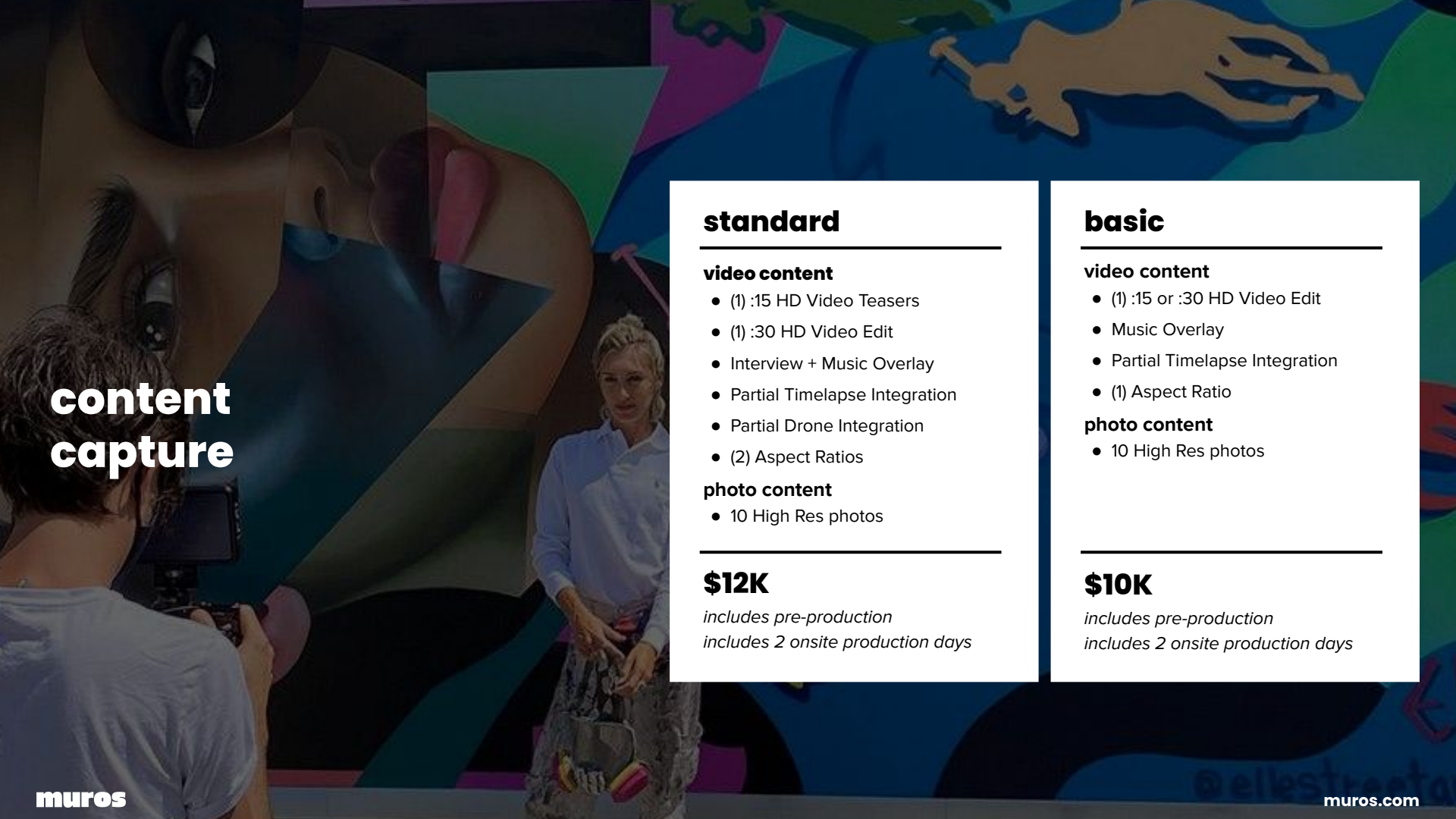
- Breakthroughs
- Animations and Storytelling
- Gaming experiences

price

\$30-40K+

depending on AR experience and scope



A person with short brown hair, seen from the back, is holding a camera on a gimbal, filming a woman. The woman has blonde hair tied back and is wearing a light blue button-down shirt and a grey skirt with colorful patterns. They are standing in front of a large, vibrant, abstract mural with bold colors like blue, green, pink, and yellow. The mural features stylized faces and figures. The scene is dimly lit, with the main light source coming from the camera's flash or a nearby light source, creating a soft glow on the subjects.

content capture

standard

video content

- (1) :15 HD Video Teasers
- (1) :30 HD Video Edit
- Interview + Music Overlay
- Partial Timelapse Integration
- Partial Drone Integration
- (2) Aspect Ratios

photo content

- 10 High Res photos

\$12K

includes pre-production

includes 2 onsite production days

basic

video content

- (1) :15 or :30 HD Video Edit
- Music Overlay
- Partial Timelapse Integration
- (1) Aspect Ratio

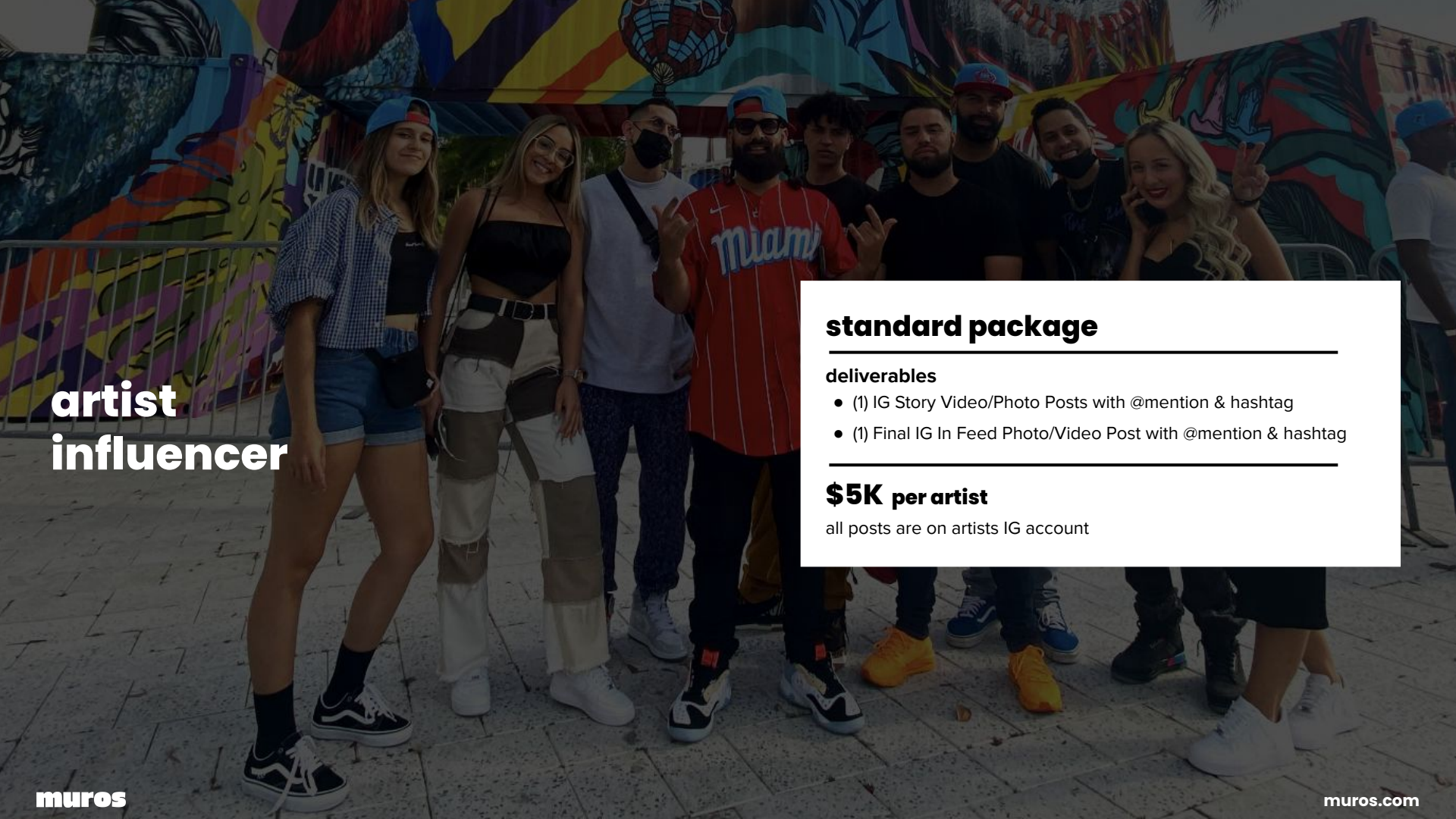
photo content

- 10 High Res photos

\$10K

includes pre-production

includes 2 onsite production days



**artist
influencer**

standard package

deliverables

- (1) IG Story Video/Photo Posts with @mention & hashtag
 - (1) Final IG In Feed Photo/Video Post with @mention & hashtag
-

\$5K per artist

all posts are on artists IG account

muros

Paul Brezinski

Sr. Sales Manager

paul@muros.com

630.673.0830