

ArtPop

STREET GALLERY

Inspiration Projects
Sidewalk Mural Renderings



Project Overview

This project will consist of the creation of a painted mural on the 6ft x 1,200ft sidewalk at Sharon Towers Park by Charlotte-native artist Laurie Smithwick. ArtPop Street Gallery is managing this project under its Inspiration Projects division. The mural will incorporate the following parameters established by the client:

- Appeals to and evokes joy in all age groups
- Largely non-figurative / more abstract than literal
- Balances positive (painted) space and negative (unpainted concrete) space
- Respectful of the park design / enhances the surrounding environment
- Sparks happiness in surrounding neighbors
- Respectful of the history of the South Park area
- Bold & vibrant in color while complimenting the colors of the park itself
- Feels like a “journey” to experience, rather than a flat rectangular painting

About ArtPop Street Gallery

ArtPopStreetGallery.com/Inspiration-Projects | [@ArtPopStreetGallery](https://www.instagram.com/ArtPopStreetGallery)

ArtPop Street Gallery is an arts nonprofit organization focused on showcasing local artists, fostering creative success, and making art accessible to all people in the communities we serve.

One of the key pillars of our mission is Inspiration Projects, the division through which we connect businesses to local artists to offer turnkey creative solutions and comprehensive project management. From selecting the right artist(s) from a decade’s worth of connections to managing the job to completion, we ensure each project brings a creative vision to fruition just as imagined, while connecting local artists to paid opportunities.

About the Artist: Laurie Smithwick

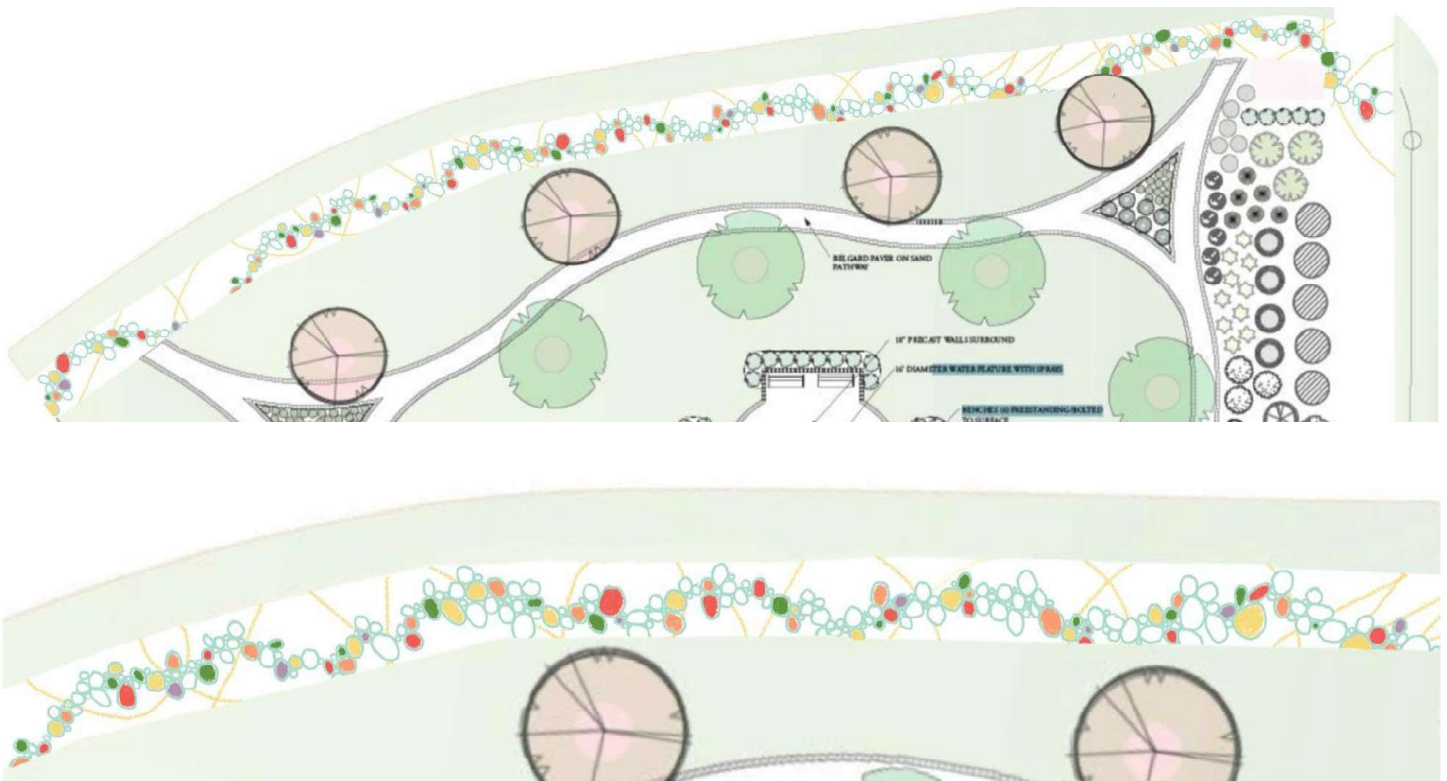
lauriesmithwick.com | [@lauriesmithwick](https://www.instagram.com/lauriesmithwick)

Laurie Smithwick is an abstract painter, printmaker, and muralist. She was born and raised in Charlotte, NC, where she began practicing as an artist and designer as soon as she could hold a pencil. She studied art and creative writing at Duke University, and graphic design and photography at Parsons School of Design. Her design work earned her a Grammy nomination, and she has delivered a TEDx talk on the genesis of ideas. Laurie has exhibited in New York, Raleigh, the US Virgin Islands, and Charlotte, taught printmaking and painting at McColl Center in Charlotte, and created murals for many businesses and organizations, including Novant Health, the VAPA Center, Moxie Mercantile, Brand the Moth/AARP, and Club Med-Turks & Caicos. Her playful abstract art is steeped in formalism, using innovative combinations of colors and shapes to elicit emotion much like music does—different compositions resonate on different frequencies, evoking different feelings.

Larvie's Mural Statement

"I am proposing a mural that feels uplifting and bright, colorful, and whimsical. It's a trail of "bubbles" that runs the length of the sidewalk – with a solid line bouncing through and around them – creating a floating path to follow. Some of the bubbles will be filled with color, some left open. The mural will be painted loosely, with rough edges, as if drawn in chalk – a callback to childhood memories of hopscotch and pavement drawings. Bubbles symbolize joy and playfulness, reminding us that it's okay to relax, loosen up, and float."

Design - Rendering:



Site Plan - Rendering:



Mock Up:

