

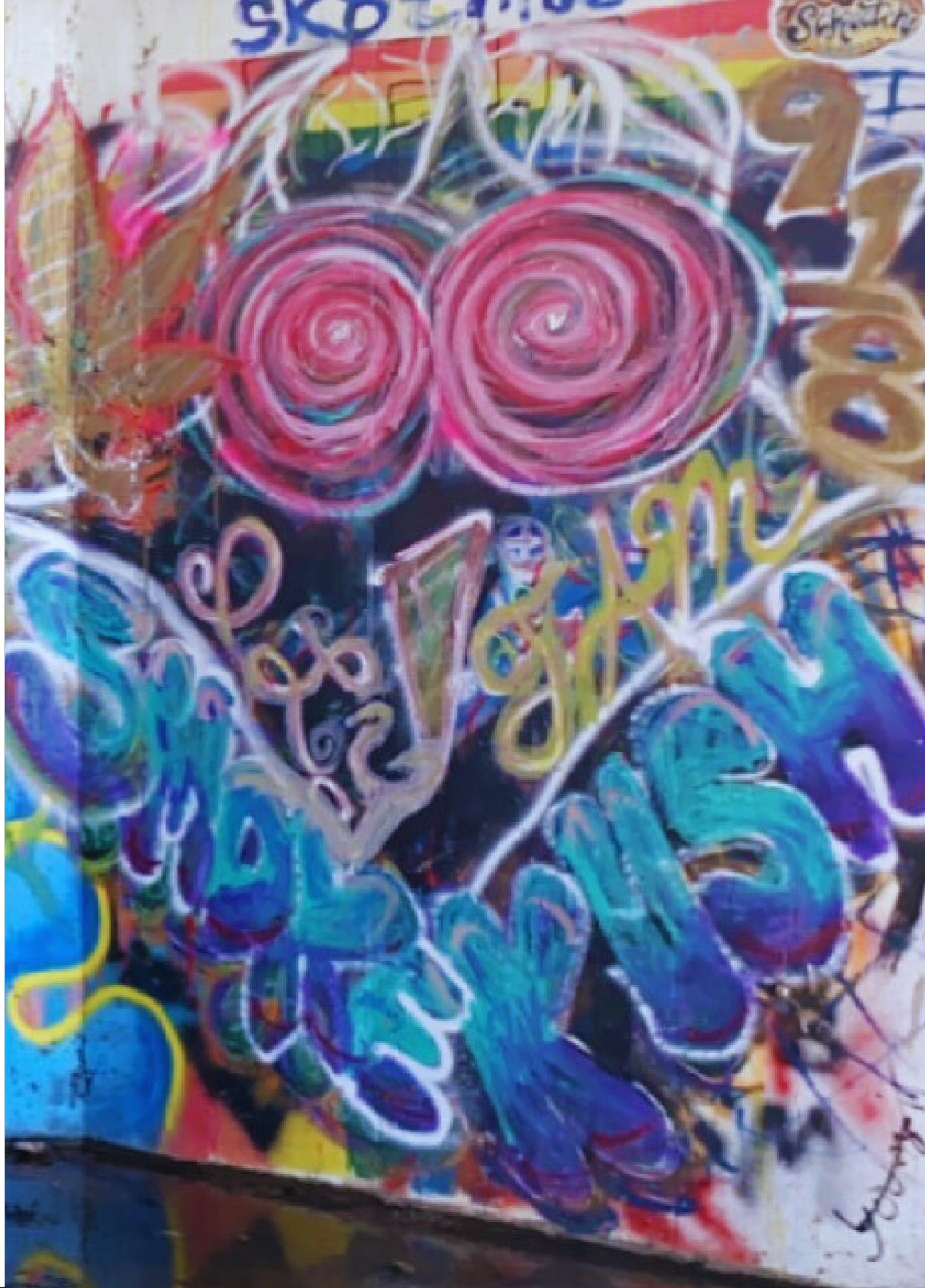
PAINT THE TOWN MURAL

A SPATIAL THEMATIC ANALYSIS OF DOWNTOWN TULSA MURALS





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THE UNIVERSITY OF OKLAHOMA GRADUATE COLLEGE

PAINT THE TOWN MURAL

A SPATIAL THEMATIC ANALYSIS OF TULSA MURALS

A PROFESSIONAL PROJECT

SUBMITTED TO THE GRADUATE FACILITY

in partial fulfillment of the requirements for the
DEGREE OF MASTER OF URBAN DESIGN

by

Roshita Taylor

Tulsa, Oklahoma, 2023

PAINT THE TOWN MURAL

A SPATIAL THEMATIC ANALYSIS OF TULSA MURALS

A PROFESSIONAL PROJECT APPROVED

FOR THE URBAN DESIGN STUDIO

CHRISTOPHER C. GIBBS

COLLEGE OF ARCHITECTURE

BY

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Overview

"According to the *Museum of Public Art* the benefits of public art are the following: "The benefits of public art is that it isn't necessarily conscious or literal, its more unconscious, and when you try to get people to explain how this benefits you, they can't consciously come up with a reason even though it does affect them. It raises the energy, and the energy of a community is related to how people feel about themselves and how they feel about the place and rather they want to stay there and rather they relate to it..... they are affected and influenced". (Harris, Kevin)

Tulsa the *Oil Capital of the World* has so many stories to tell through its landmarks, architecture, museums and public art. As a visitor, *Visit Tulsa* suggests that you visit landmarks such as the Golden Driller at Expo Square, Buck Atom's, the ORU Praying Hands and several Churches such as the First Presbyterian Church of Tulsa. *Visit Tulsa* also suggests several murals one of which is the Black Wall Street Mural.

Tulsa Tours suggests tours such as the Tunnel Tour, Art Deco Tour, The Black Wall Street and more recently The Tulsa King Tour. A lot of these tours are guided and can be taken as a group or privately, however the *Tulsa Tours* and *This Machine Mural Tour*, is self-guided and covers some of the site's favorite murals but not all. Each tour provides the address, artist and sometimes a description of the mural itself, there is not however an analysis or study into the impacts of murals or public art itself within the Tulsa and surrounding area.

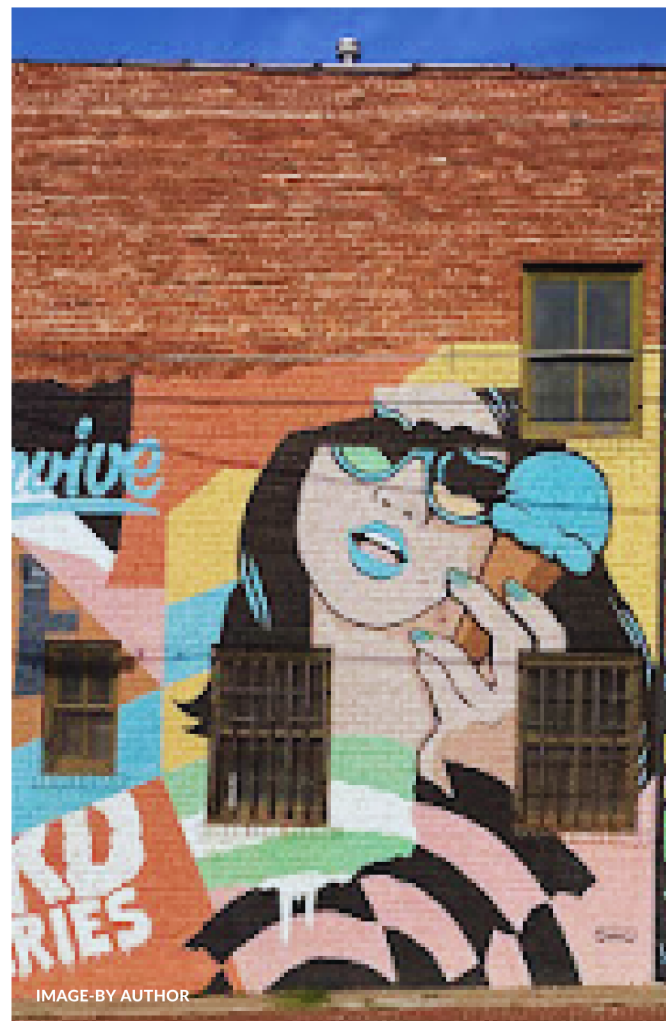


Objective

This project covers a spatial thematic analysis of murals in Tulsa along with the artist, painting, and location process. The research analyzes how murals in public spaces provides opportunities for the community and its artists. The project also explored murals and the impacts public spaces and how was it beneficial.

The objective of this project is to provide the following: An ArcGIS Story Map, a mural toolkit or guide and some interactive/creative recommendations. Unlike the previous maps used to show where murals are located the ArcGIS Map is interactive and immersive allowing you to see all the information at once. A story map will be created for the murals in downtown Tulsa. As you navigate through each mural you will be able to see its location on an interactive map in comparison to others.

This story map provides a picture of the mural, address of the location, a brief description and the artist who painted it. This project pulls from case studies and other sources to provide a draft of a mural toolkit or guide for artists and property owners so that they know what information is needed to paint on a public and private locations. As of right now unless you are with an artist fellowship, within the arts community, have previously painted murals, or have murals already on your property, there's public guide online for Tulsa that allows you to see step by step on how to create a mural.



Most murals that have been studied in this project only has the name of the artist. As a way to have more of an experience, there will be interactive and creative recommendations for current and future murals. While this project explores interactive, musical, and animated murals the biggest recommendation will focus on QR codes. QR codes can be utilized for methods of collecting money and payment, it can be used for tales and guides, it can also be used as a way to share content, access interactive content, and grow a following . This project focuses on combining the link tree app and utilizing the QR code as a vehicle to access the links. This link tree is flexible and customizable and acts as a way to experience murals in a variety of ways.

Schedule & Methodology

Phases of Project

FALL 2022

SPRING 2023

Midterm Jury

End of Term Jury

Midterm Jury

Report Due

Final Defense

Aug

Sept

Oct

Nov

Dec

Jan

Feb

Mar

Apr

May

Phase 1

Phase 2

Phase 3

Phase 4

FIELD
RESEARCH

MAPPING

CONTENT
DEVELOPMENT

DOCUMENTATION

Establish project
problem &
conduct mural
field research

Development of
story map &
community
engagement

Mural history
& case study
research

Develop
recommendations
& documentation

During phase 1 the project problem was established. The problem is that there is no knowledgeable research of mural that have been conducted in Tulsa.

Next the mural field research was conducted by going out into the eight districts to take pictures of the murals, along with gathering information such as the name, artist, address, condition, and funding.

This data was all placed on an excel sheet where themes could be established.

During phase 2 of the project data that was collected from phase 1 is then placed into the ArcGIS story map. The address coordinates are placed on the map along with pictures of the mural, the name of the artist, an address, and a brief description.

Community engagement was conducted by reaching out to organizations via telephone or email to talk about murals and the impact that it has had on communities. Information such as the name, organization, position and thoughts were gathered.

During phase 3 of the project several case studies were gathered and researched. Case studies on definitions of murals were gathered since there was no definition of murals in the Tulsa municipal code.

Graffiti case studies were also gathered to obtain the proper history and definitions.

The impact of murals, and similar studies were also researched along with their findings.

During phase 4 of the project case studies continued to be researched regarding tool kits, guides, and public arts plans. Theses were all research to aide in the toolkit and guide recommendations.

Musical, interactive, immersive technology case studies were also studied to aide in recommendations.

This phase is also where documentation of my findings along with a report is conducted.

Site Location

When looking for murals in Tulsa, *Tulsa Tours* is at the top of the list to go for a self-guided tour. On the website, you can see titles, descriptions, the address of each mural, and a self-guiding map. This project's site location is within a one-mile radius of the center of Tulsa. Due to this concentration of murals and easily accessible information on murals all focused within one-mile radius from the center of downtown Tulsa which is within the Inner Dispersal Loop (IDL).

There are many murals downtown and within the Inner Dispersal Loop, Downtown and the areas within this one-mile radius consist of the following districts; The Deco District, Blue Dome District, Greenwood District, Down Town District, Pearl District, Arena District, Cathedral District, and The Tulsa Arts District. The location for this project is within a one-mile radius of downtown Tulsa and was chosen due to Tulsa Tours' accessible info to start along with the proximity of the Tulsa Arts District (formally known as the Brady Arts District).

On a scale from 1 to 20, 1- 5.75 being the least walkable downtown Tulsa is ranked between 15.6- 20, one of the most walkable areas in Tulsa . According to the United States Environmental Protection Agency National Walkability Index. The United States (EPA) created the Walkability Index. The index is one of three data products (Smart Location Database, Access to Jobs and Workers Via Transit, Walkability Index Tool) that measures the built environment. It is a nationwide geographic data resource that ranks blocks according to their relative walkability. The database includes walkability scores for all block groups as well as attributes used to rank the block groups.



IMAGE-BY OPENSTREETS



IMAGE-BY DOWNTOWN TULSA PARTNERSHIP

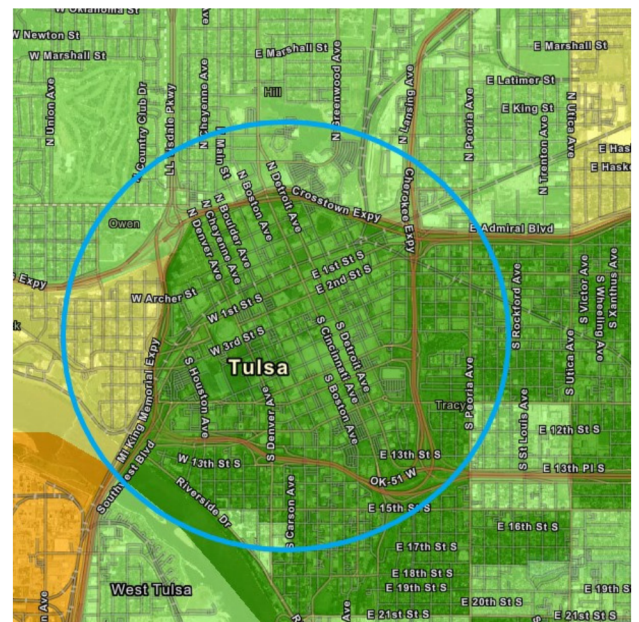


IMAGE-BY EPA WALKABILITY INDEX

Mural Defined



IMAGE-BY AUTHOR



IMAGE-BY AUTHOR



IMAGE-BY AUTHOR

As one looks around and notices murals in Tulsa there can be a variety meanings and interpretations behind the art depending on the person, their perspective, experiences and knowledge of art.

The same can be for the definitions or terms themselves. For the sake of this project the terms mural, sign and graffiti are all defined to provided clarity.

The Tulsa Municipal Code uses the term "*work of art as used in this instance shall include paintings, mural decorations, stained glass, statues, bas-reliefs or other sculptures, monuments, fountains, arches or other structures of a permanent or temporary character intended for ornament or commemoration*".

According to Anaheim Municipal Code a "*mural*" is defined as a painting, tile, or other materials deemed appropriate that comprise artwork on an exterior wall in public view, whose primary purpose is commemorative or artistic rather than advertising.

Irving Municipal Code refers to murals as the following: "*Mural means a depiction painted on or attached to an exterior structure, which represents an historical event, tourist attraction or other message and that does not advertise services or products available for sale or consumption on the premises.*"

It is recommended that Tulsa utilizes a combination of these definitions and add a mural definition to its Municipal Code.

Sign Defined

A sign provides a means of way-finding for visitors and residents. It also provides reasonable business identification, advertising, and communication.
(Municode Code Library)



IMAGE-BY AUTHOR



IMAGE-BY AUTHOR



IMAGE-BY AUTHOR



IMAGE-BY AUTHOR

Graffiti Defined

The Tulsa Municipal Code defines graffiti as writing or drawing on a wall or surface within public view typically without permission.

According to the *Hands Behind Cans* article, graffiti was born in deprived areas of New York in the 1970s, due to the inequalities that minorities were experiencing in that moment. It was not only the act of painting a subway, it belonged to the Hip Hop movement. "Rapping and breaking became the prime expressions, while graffiti was the written word. It was also seen as defacing of public or private property without the owner's permission and considered as criminal damage."

The *Historical Dissemination of Graffiti* article defines *Graffiti Art* as the practice, which produces four visual forms (genres): tags, pieces, characters and throw-up. It is referred to as a part of the hip hop culture consisting of four elements: graffiti art, break dancing, disk jockeying and rapping. Hip-hop culture helped transmit graffiti art around the globe.

A *Painting Without Permission* article cites TAKI 183 in New York as the originator of the tag, which is the writer's name, drawn like a calligraphic symbol. According to this article graffiti started with magic-marker tags and later developed into spray-painted versions. Taggers who never produce large pieces are called scribblers. While writers like to distinguish themselves from taggers and can be defined as one who has developed an individual style (which is the highest status), groups or crews can acknowledge each other either paint together or acknowledge each other by writing their names around the edges of a graffiti piece.



IMAGE-BY AUTHOR



IMAGE-BY AUTHOR



IMAGE-BY AUTHOR

Graffiti Defined

The act of graffiti is called bombing as in spray-bombing, while a throw-up is a spray-painted work of graffiti, using lettering only, in one or two colors.

A large piece is the standard of hip-hop graffiti, ranging from at least 6ft wide x 4ft long. Large pieces take hours to days, throw-ups take minutes, and tags take seconds.

Wild style is an extremely complex configuration, resembles interlocking, 3-D mazes with arrows to suggest movement.



IMAGE-BY AUTHOR



IMAGE-BY AUTHOR

Field Research

Prior to this study, there was little research or analysis of downtown Tulsa murals. There was no guide or toolkit open to the public or artist. To my knowledge this was only provided when a call for artist was announced.

I conducted field research to determine the positions and locations of the murals within the downtown Tulsa area. I covered eight downtown districts, working four plus hour days out in the field. I visited over forty-two mural sites, taking 200 or more pictures. An excel spread sheet was utilized to collect data that included the title, artist, date painted, address, date visited, district, business location, funding, and conditions.

The following maps were created to analyze the findings. A mural map was created using ArcGIS to document the murals. A mural asset map was created to map out mural assets. An asset can be considered; galleries, museums, libraries, theaters, stages, recording studios, bookstores, movies, theatres, arts organizations, creative businesses, and live music venue.

A mural heat map was created to show the volume of murals within the downtown area.

The lowest concentration of murals are shown on the heat map in blue, while the highest concentration of murals are shown in yellow.

A map showing a combination of all three maps was created to show where murals (shown with blue icon) are usually within the vicinity or mural assets (shown in the orange icon), and where the concentrations of those murals and murals assets are located.

MURAL MAP

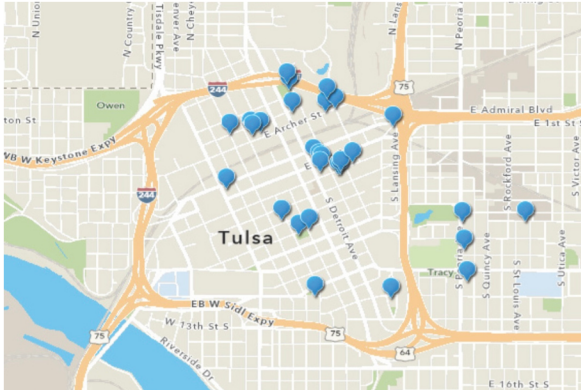


IMAGE-BY AUTHOR VIA ARCGIS

MURAL ASSET MAP

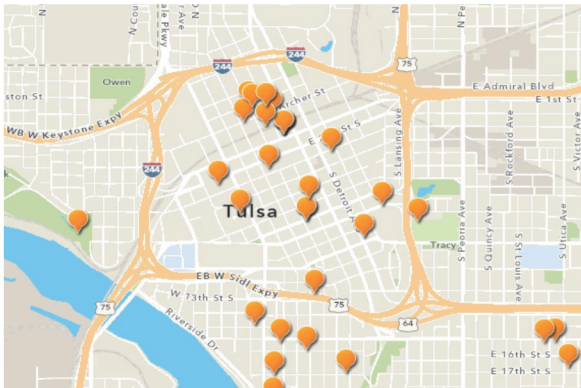


IMAGE-BY AUTHOR VIA ARC GIS

MURAL HEAT MAP

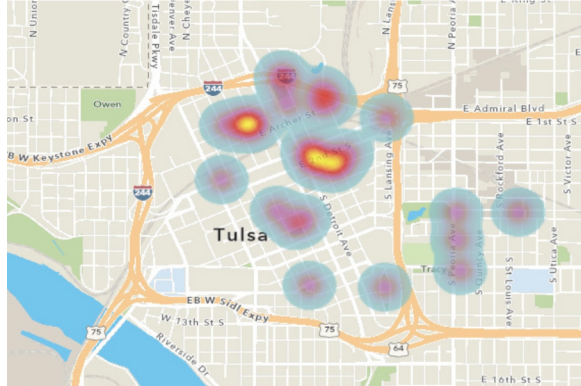


IMAGE-BY AUTHOR VIA ARCGIS

COMBINED MAP

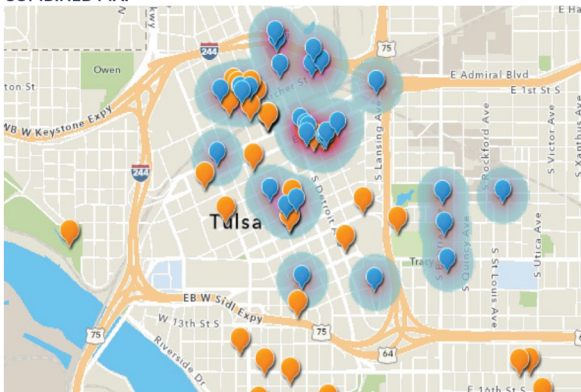


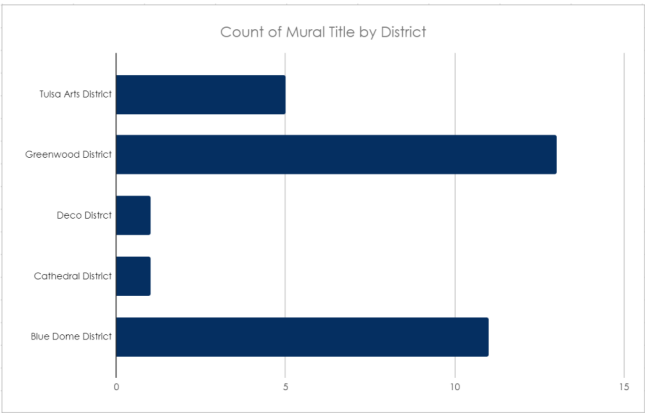
IMAGE-BY AUTHOR VIA ARCGIS

Field Research

There are many murals downtown and within the Inner Dispersal Loop. Downtown and the areas within this one-mile radius consist of the following districts; The Deco District, Blue Dome District, Greenwood District, Down Town District, Pearl District, Arena District, Cathedral District, and The Tulsa Arts District.

An analysis of the districts in which murals were painted was conducted and show that the majority the murals are located in The Arts, Blue Dome and Greenwood District. There may be several reasons why there are more murals within these three districts than any other.

The following graphs below display most murals are in the Arts, Blue Dome and Greenwood District.

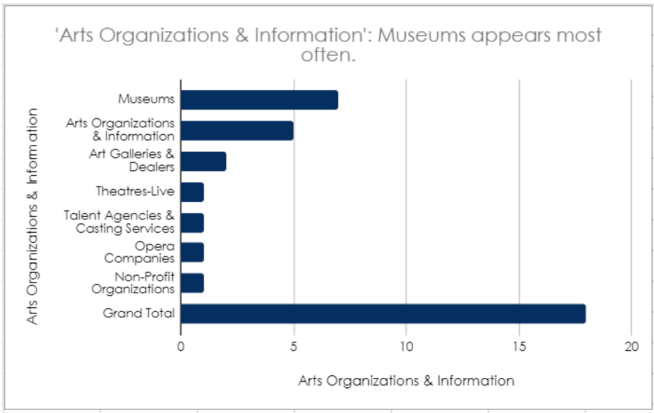


District	Count of Mural Title
Blue Dome District	11
Cathedral District	1
Deco District	1
Greenwood District	13
Tulsa Arts District	5

This may have something to do the mural assets within each district. An asset can be considered; galleries, museums, libraries, theaters, stages, recording studios, bookstores, movies, theatres, arts organizations, creative businesses, and live music venue.

While in the field I explored assets in these three districts to get a better understanding of where the murals are and the assets that surrounded them.

The following graphs below display the types of mural assets and quantity.



Arts Organizations & Information	Count of Arts Organizations & Information
Museums	7
Arts Organizations & Information	5
Art Galleries & Dealers	2
Theatres-Live	1
Talent Agencies & Casting Services	1
Opera Companies	1
Non-Profit Organizations	1
Grand Total	18

Field Research

Blue Dome District

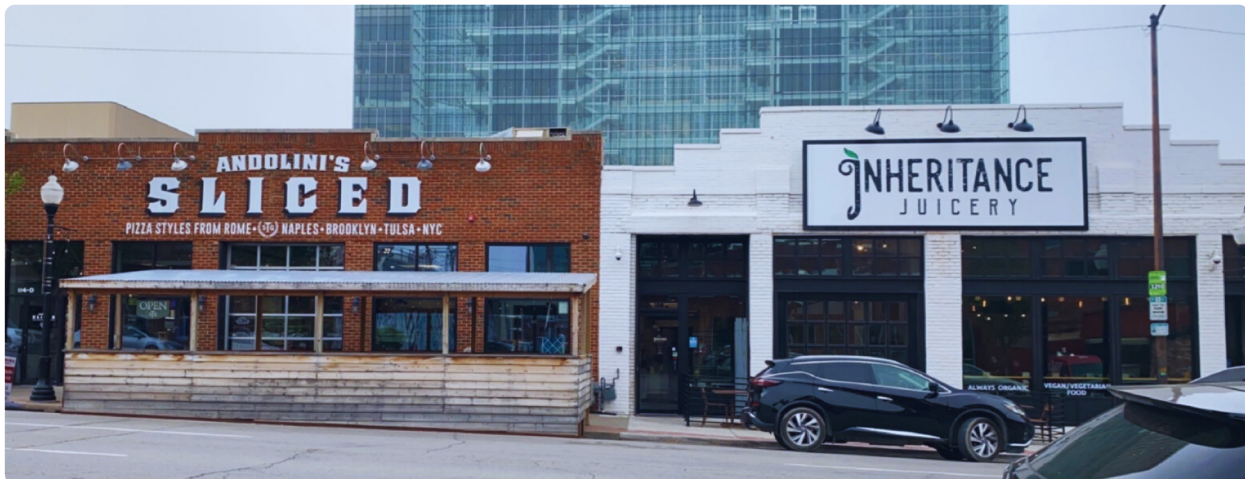
Mural Assets Analyzed

The Blue Dome District's 1924 landmark isn't the only notable thing to see on the corner of 2nd and Elgin. Known as Tulsa's district for the nightlife, the Blue Dome District has plenty of things to do and sights to see, this includes murals.

It's the things to do and sights to see that can be known as mural assets. They can be galleries, museums, libraries, theaters, stages, recording studios, bookstores, movies, theatres, arts organizations, creative businesses, and live music venue.

Some of the mural assets in the area consist of the following show below:

1. Andolini's Pizza
2. Inheritance Juicery
3. Red's Bar
4. Blue Dome Service Station
5. Hurts Donuts



1

2



3



4



5

Field Research

Greenwood District

Mural Assets Analyzed

The Greenwood District was one of America's most prosperous black communities. Today Greenwood celebrates its cultural riches and mourns its destruction 101 years ago during the Tulsa Race Massacre. Its assets continue to reflect a legacy of rebuilding.

Full of culture, tourism and places to eat, The Black Wall Street Mural, which has its on Facebook page with 2.6K in likes and followers is not the only site to see.

Some of the mural assets are toured frequently and consist of the following:

1. The Greenwood Rising Blackwall Street Historic Center
2. Historic Vernon A.M.E Church
3. Lefty's on Greenwood
4. Greenwood Cultural Center



1



2



3



4

Field Research

The Arts District

Mural Assets Analyzed

The Tulsa Arts District is full of creativity, it is diverse and full of places to eat, museums to visit, places to dance and shop. Home of the Tulsa Theatre and Cain's Ballroom this district is definitely a place where you can *Arrive Early and Stay Late*.

Some of the mural assets are toured frequently and consist of the following:

1. Bob Dylan Museum
2. Woody Guthrie Center Museum
3. Chow House Restaurant
4. Valkyrie Cocktail Bar



1



2



3



4

Research Analysis

Themes help explain an aesthetic, social function, and role within the community.

The following themes were determined concluding the field research;

District or Area, City or Region, Musical Icon, and Culture or Heritage.

District or Area

Name: Cathedral District

Address: 1004 S. Main St.

Mural Description: Painted by Josh Butts this mural depicts the famous Michelangelo's Sistine Chapel ceiling scene of God reaching out to Adam against a backdrop of churches and cathedrals in the area.



IMAGE-BY AUTHOR

Name: Welcome to Greenwood

Address: Highway 412 Bridge

Mural Description: This mural welcomes you to Black Wall Street also known as Greenwood.



IMAGE-BY AUTHOR

Name: Heart of the Pearl

Address: E. 6th St.

Mural Description: This mural welcomes you to the Pearl District and depicts a hand holding a pearl.

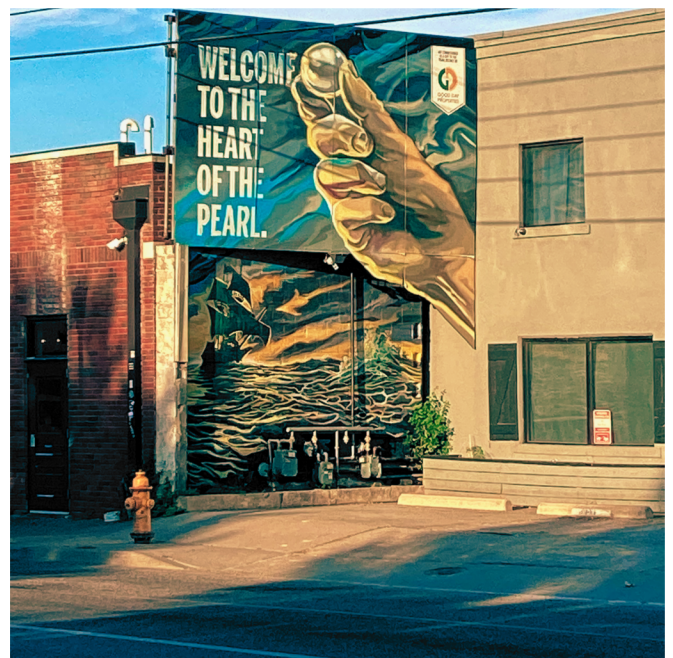


IMAGE-BY AUTHOR

Research Analysis

City or Region

Tulsa loves to display its city name, airport and area code . The following murals reflect the City or Region mural themes .



IMAGE-BY AUTHOR

Name: Tulsa Flag

Address: 310 E. 1st.

Mural Description: This mural depicts the 2018 adopted Tulsa flag with airport code letters.



IMAGE-BY AUTHOR

Name: Tulsa Postcard

Address: 223 N. Boulder

Mural Description: Painted by Bill Brakhage this mural depicts a Tulsa Postcard with Tulsa symbols in each letter. The "T" has the Appeal to the Great Spirit statue, the "U" has the Art Deco Mayo parking garage, the "L" has the BOK skyscraper Tower, while the "A" has a solar eclipse.



IMAGE-BY AUTHOR

Name: 918 on Flintco Building

Address: 323 E. Matthew Brady St.

Mural Description: This mural depicts Tulsa's 918 area code.

Research Analysis

Musical Icons

There's a loves and celebration of music, musical talent, and musical icons. The following murals reflect the Musical Icon mural themes.

Name: Woody Guthrie

Address: 102 E. Mathew Brady St.

Mural Description: Painted by Clean Hands co-founder Aaron Whisner, this mural depicts the folk singer Woody Guthrie. The "This Land is Your Land" Oklahoma native sang about social, political and economic issues of his day. The mural can be seen on the Woody Guthrie Center museum which is full of his memorabilia, music and includes handwritten lyrics to the song memorialized.



IMAGE-BY AUTHOR

Name: Bob Dylan

Address: 116 E. Mathew Brady St

Mural Description: This mural depicts American singer-songwriter Bob Dylan. The mural can be found on the Bob Dylan center, a permanent exhibit of his life and work.



IMAGE-BY AUTHOR

Name: That Tulsa Sound

Address: 212 S. Frankfort Ave.

Mural Description: Within the same parking lot as the Leon Russell mural this photo-realistic mural depicts black musicians Wayman Tisdale and The Gap Band (Greenwood-Archer-Pine) from North Tulsa. The legendary Aretha Franklin is in the center with the Tulsa flag in muted colors in the background.

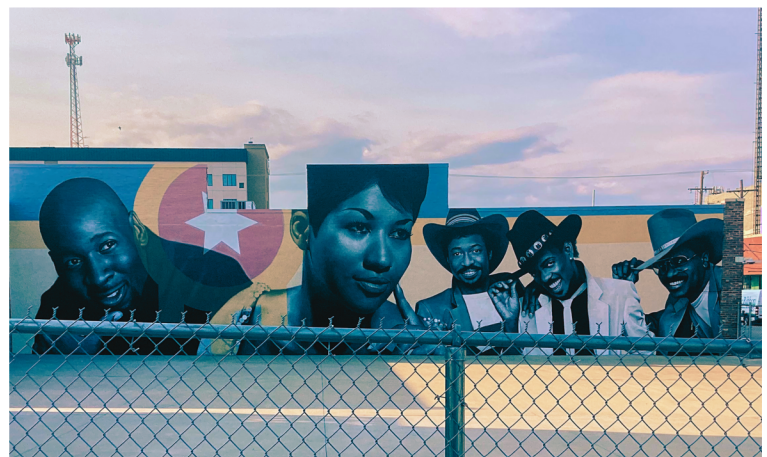


IMAGE-BY AUTHOR

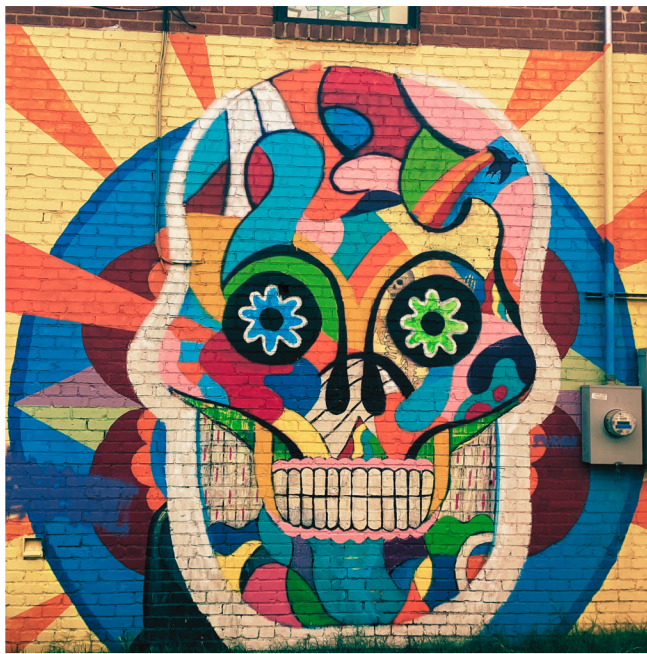


IMAGE-BY AUTHOR



IMAGE-BY AUTHOR



IMAGE-BY AUTHOR

Research Analysis

Culture or Heritage

In November Tulsa's Hispanic culture celebrates its loved ones that has passed away with the Day of the Dead (Dia de los Muertos) festivities, this includes painting the walls of the Living Arts building with murals. These murals are by a variety of artists consisting of Hispanic symbols, skeleton skulls and flowers are viewable year-round and reflect the Culture and Heritage mural theme.

Name: Dia de los Muertos

Address: 307 E. Mathew Brady St.

Mural Description: This mural depicts the Hispanic symbols of a skull and flowers.

Name: Dia de los Muertos

Address: 307 E. Mathew Brady St.

Mural Description: This mural depicts the famous Mexican painter Frida Kahlo, who was known for her self portraits.

Name: Dia de los Muertos

Address: 307 E. Mathew Brady St.

Mural Description: This mural depicts a woman holding a skull, a popular Hispanic symbols.

Research Analysis

Culture or Heritage

The Greenwood District was one of America's most prosperous black communities. Today Greenwood celebrates its cultural riches and mourns its destruction 101 years ago during the Tulsa Race Massacre. The following murals reflect the Cultural and Heritage mural theme.

Name: Black Wall Street Forever
Address: Greenwood District
Mural Description: Located on the Greenwood Chamber of Commerce building, mural celebrates Black Wall Street one of America's most prosperous black communities. This mural highlights how prosperous the community was before the 1921 Tulsa Race Massacre.

Name: Black Wall Street
Address: Highway 412 Bridge
Mural Description: Painted by Donald "Scribe Ross" and project managed by Chris "Sker" Rogers this 30 ft. mural celebrates one of America's most prosperous black communities' cultural riches while mourning its destruction 101 years ago during the Tulsa Race Massacre.

Name: Tulsa Massacre
Address: Greenwood District
Mural Description: Painted by M. Rosato this mural mourning its destruction of one of America's most prosperous black communities 101 years ago during the Tulsa Race Massacre. It is located on the OSU Langston campus..



IMAGE-BY AUTHOR

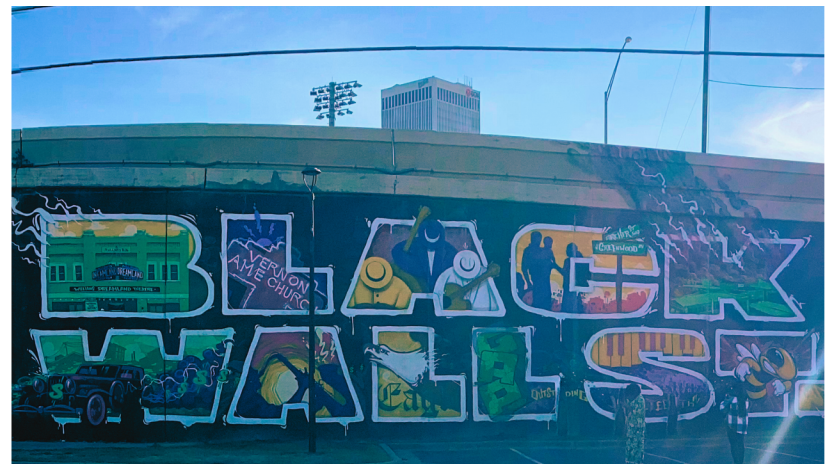


IMAGE-BY AUTHOR



IMAGE-BY AUTHOR

Community Engagement

I had the pleasure of speaking with artist, activist, project managers and board members about murals and the impact in their communities.

Thomas "Detour" Evans partnered with Chris "Sker" Rogers to create Greenwood's Jackie Robinson mural, which can be seen from afar through the Drillers Stadium.

I asked the following questions:

Name: Thomas "Detour" Evans

Occupation: Artist

Favorite Mural: Father and Son Mural

Impact of murals:

"Street art is used to make a huge impact in the community. Artists create work in the public space, and that instantly attracts the creators and individuals in the community to that area. This in turn brings more energy, vibrancy, and community identity in many ways to that space. For example, a lot of the murals that I paint are from people in the community that would not expect themselves to be enlarged on a wall. It's regular people being painted..... I also do iconic figures, and many of them are intentional to that area, murals can teach about history. Because people see these murals every day when they go to work, go to lunch, jog in the park, it's a part of the fabric in that community. That is why it is so important to include murals in the community. "



Community Engagement

I had the pleasure of speaking with artist, activist, project managers and board members about murals and the impact in their communities. Without Bill White, Chris "Sker" Rogers and so many other sponsors, community activist, and historians the Black Wall Street Mural would not exist.

I spoke with these two gentlemen on Historic Greenwood and asked the following questions on murals and their impact on communities.

Name: Bill White

Occupation: Executive Director, Historic Greenwood Main Street

Favorite murals: Black Wall Street, Welcome to Greenwood, Remembering Black Wall Street

Impact of murals: It can be a great asset and be utilized for cultural tourism.

How murals could be more impactful: Working with the Chamber of Commerce to assist in cultural tourism.



IMAGE-BY AUTHOR

Name: Chris "SKER" Rogers

Occupation: Artist and Project Manager

Favorite mural: Black Wall Street

Impact of murals: "Great impact for being beautiful pieces of art.. it makes those who view it happy...inspiring them to learn more about a particular subject and to study it. It's more than just a mural when it's done right. In cultural districts that support public art, people view murals and while doing so, they eat locally, drink locally, and shop locally. It's cultural tourism."

How murals could be more impactful:

Funding. Painting mural require a specific skillset, which requires funding.



IMAGE-BY AUTHOR

Community Engagement

I had the pleasure of speaking with artist, activist, and urban planner Jamie Pierson. Her work, leadership and artistry helped take a vacant space into the Tipton Community Garden.

I spoke with Jamie and asked the following questions on murals and their impact on communities :

Name: Jamie Pierson

Occupation: Artist, Activist, Urban Planner

Favorite mural: Nature Mural

Impact of murals: *"Collaboration, working together and care about each other.... this shows something wonderful about that area. It turns a vacant space into a place. Defines the space, the image can be used in media and ads, brightens the space..."*



IMAGE-BY AUTHOR



IMAGE-BY AUTHOR



IMAGE-BY AUTHOR

Story Map Development

Case Studies

The following case studies were studied to create the Paint the Town Story Map. I focused on how easy it was to view the murals and the maps, as well as how much scrolling was needed to view it all.

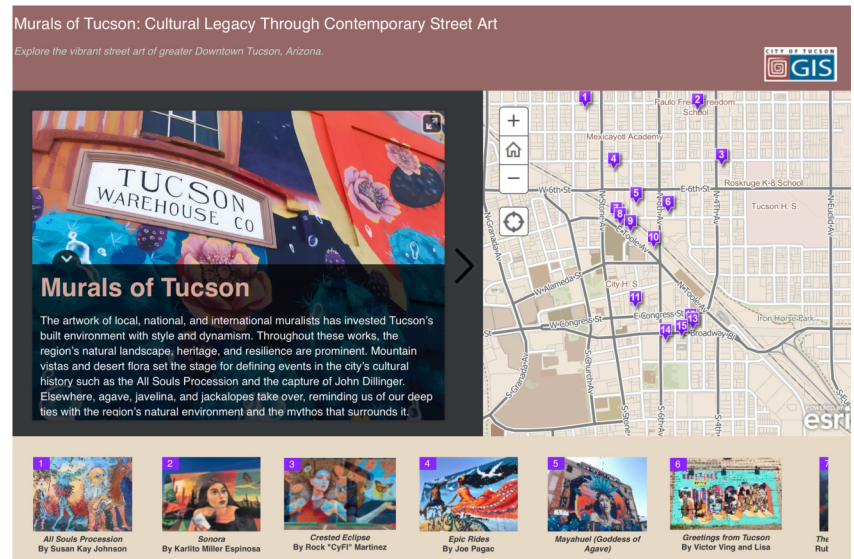


IMAGE-BY AUTHOR

Name: Murals of Tucson

Location: Tucson, AZ

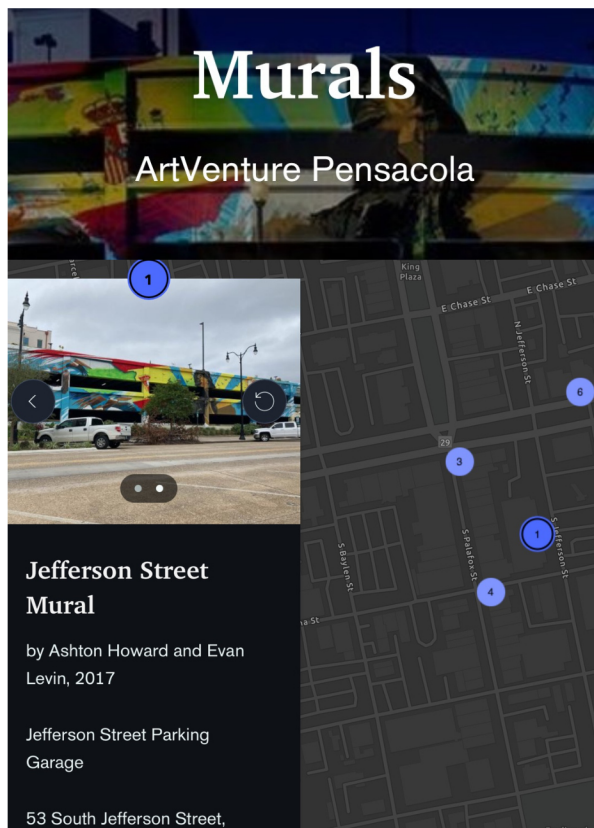
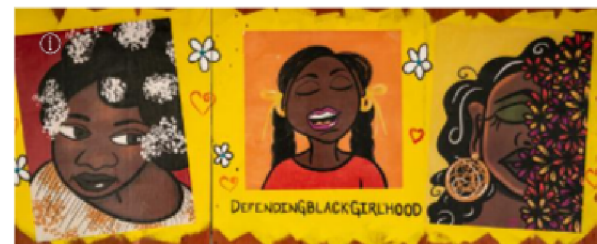


IMAGE-BY AUTHOR

Name: ArtVenture Pensacola

Location: Pensacola, FL



Downtown Street Art & Mural Project

State Street Blocks 500-700 and Cross Streets: 2D Photos (scroll to view)

PBS Wisconsin

This story map consists of 2D high resolution photographs of many of the protest murals along State Street that PBS Wisconsin was unable to capture using our 360° camera, including works of art on the 500-700 blocks of State Street (often referred to as "lower State Street") and various cross streets. To navigate, use the scroll bar at the right or click on an individual point on the map.



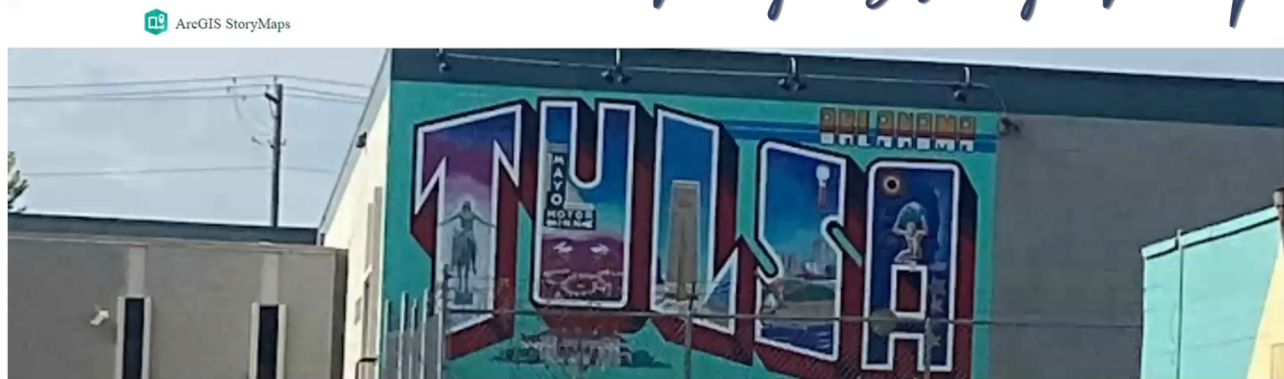
IMAGE-BY AUTHOR

Name: Downtown Street Art Mural Project

Location: Wisconsin

Story Map Development

My Story Maps



Paint The Town Mural

An Analysis of Downtown Tulsa Murals

ArcGIS- Desktop View

IMAGE-BY AUTHOR

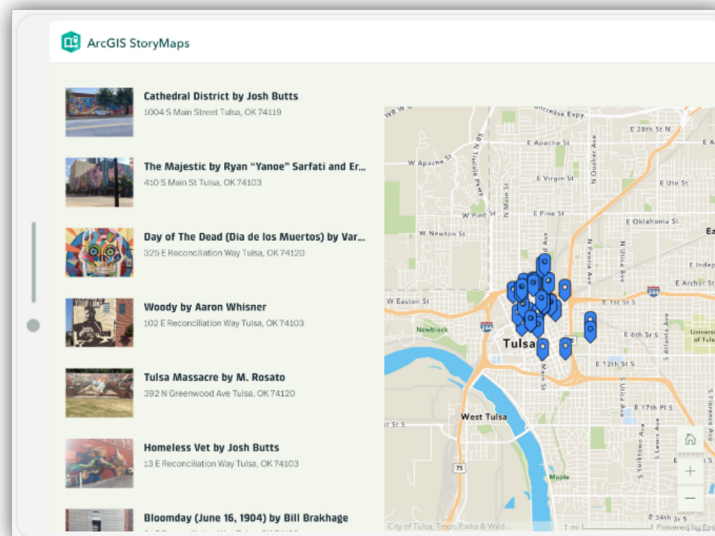


IMAGE-BY AUTHOR

ArcGIS- Tablet View

The following views show screenshots of the Paint the Town Mural ArcGIS Story Map I created for this project. It can also be viewed at the link below.

<https://storymaps.arcgis.com/stories/0ae96942d1b74a649330babacb91737f/edit>

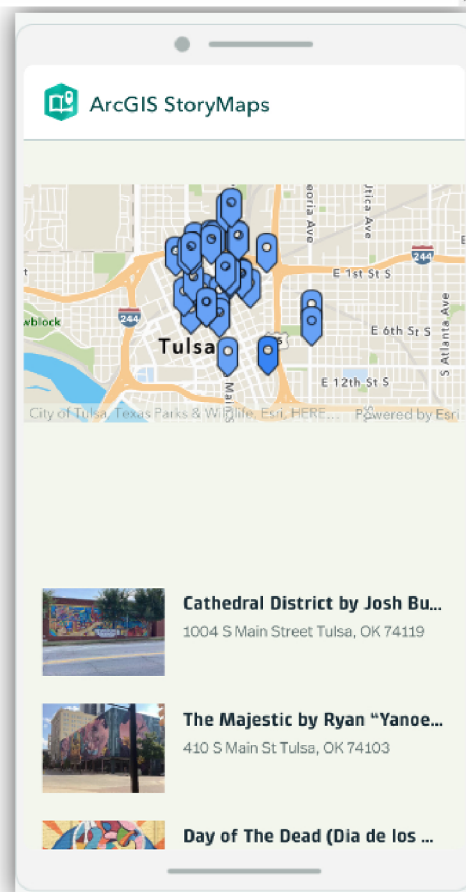


IMAGE-BY AUTHOR

ArcGIS-Mobil View

Mural Impacts

Case Studies

The following case studies reflect previous studies conducted on murals and how they impacted their communities. It was important for me research other case studies, how they conducted their research and their findings. I kept this in mind as I conducted research for this project. Below are my findings.

Name: Philadelphia Mural Arts Program

Author: Mark J. Stern & Susan C. Seifert

Findings: This assessment discusses murals may impact communities in the following ways:

- Individual inspiration or feeling inspired or not inspired by the mural.
- Creation of amenities or turning liabilities of vacant properties into an amenity.
- Connecting mural projects with community development through gardens, parks, and other public spaces
- Development of social capital or the value of relationships on an individual or group well-being. This may happen during a mural festival event by socializing and networking

Name: Transforming Communities with Murals

Author: Jillian Pretzel

Findings: *"They bring a lot of joy to the people who live around them", says Susan Cervantes. "This art has helped to really transform the community".*

Ms. Cervantes is the co-founder of Precita Eyes Muralists. This an inner city non-profit mural arts organization in San Francisco, California. It was created in 1977 with the idea that murals can reach and transform urban environments. Over the years Precita Eyes Muralists created hundreds of murals, refurbished old or damaged public art, as well as provided low-cost art classes and workshops.

Name: Painting a Place- Spaciothematic Analysis East Los Angeles

Author: Zia Salim

Findings: This research explores how community-based mural art creates a sense of place in East Los Angeles. The study mapped, field surveyed, and photographed 250 murals. According to the study findings, murals provided windows into the inner workings of their environments. The majority of the murals conveyed one of the following themes: community origins, struggles, and religious identity.

Mural Impacts

Case Studies



PLAZA WALLS is a
rotating mural project
in the Plaza District of
Oklahoma City,
managed by the
Oklahoma Mural
Syndicate.

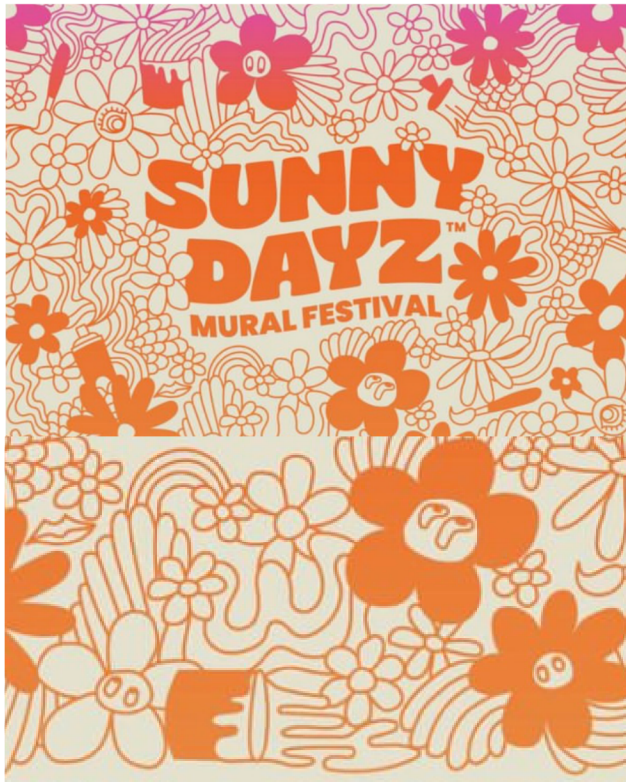


The following case studies reflect mural festivals, projects and the impact it has on it's local community.

Name: Plaza Wallz

Author: Oklahoma Mural Syndicate

Findings: A rotating 5,160ft, 430 ft. long x 12 ft. tall mural project in the Plaza District of Oklahoma City. It's known as one of the top tourist attractions and is supported by the community and surrounding businesses.



Name: Sunny Dayz Mural Festival

Author: Virginia Sitzes through the Oklahoma Mural Syndicate.

Findings: "The first of it's kind, this non profit festival exists to empower, elevate and celebrate woman, non-binary artist and muralists through the creation and advocacy of public art. " The festival was created in 2021 by Virginia Sitzes through the Oklahoma Mural Syndicate.

It's impact looks like supporting artist through equitable opportunities and wages, a space to create murals and a high school mentorship program.

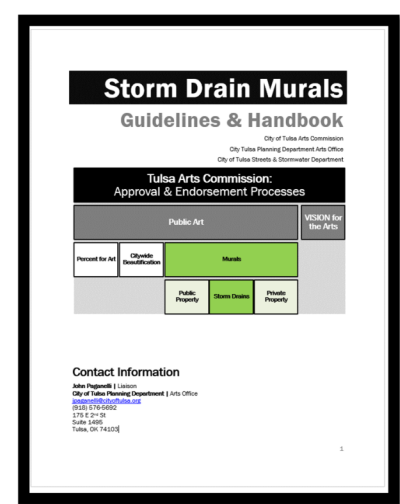
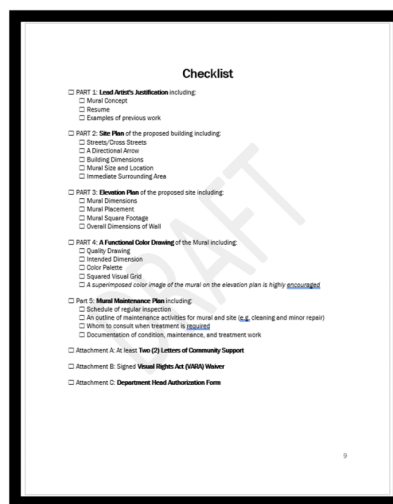
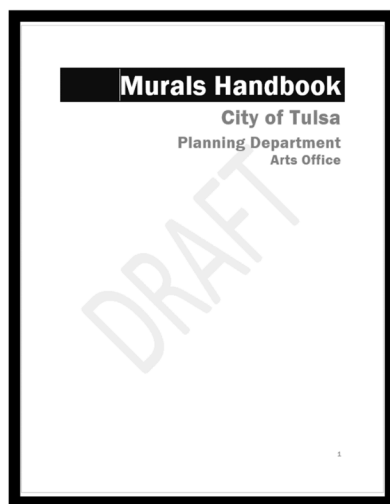
The next festival is on September 9th, 2023 in Tulsa just outside of Downtown in the Pearl District.

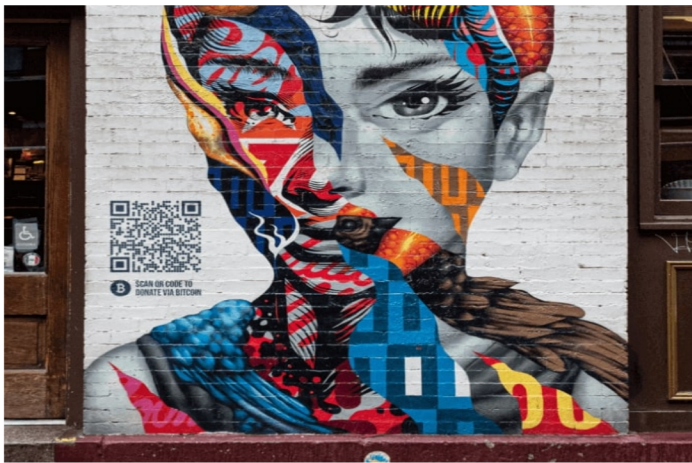
Mural Toolkit

Case Studies

The following toolkits and art plans were researched. Upon researching these toolkits and plans, I discovered that the Tulsa Planning Office has drafts of a Mural Handbook and Storm Drain Mural Guidelines and Handbook. A complete mural handbook or guide along with an arts plane would give guidance, standards and direction to murals and public art.

My recommendation would be to complete these guides and have them available to the public on the Tulsa Planning Office Website, Arts Commission, website and other easily accessible platforms for the artist and community.





Interactive & Immersive

Case Studies

The following case studies reflect the various ways QR Codes can be used to enhance a mural. They also reflect how technology can be utilized to enhance the user experience.

Name: Audrey Hepburn

Artist: Tristan Eaton

Findings: Located in Little Italy, NY the QR Code placed by this mural takes you to a Cash App to collect payment.



Name: Faces of Maya Hidden World

Author: NA

Findings: This interactive mural takes you to a guided augmented reality experience.



Name: Sainte- Justine Musical Wall

Artist: Moment Factory

Findings: This interactive musical mural wall is located in Sainte- Justine hospital and allows users to play musical notes. Created by Moment Factory is a multimedia studio that specializes in the conception and production of immersive experiences.



Name: Buro Achter April

Findings: This interactive mural wall concept was inspired by human DNA for Berlin's transmediale. 11 digital culture festival

Interactive & Immersive Recommendations

Linktree is recommended in order to do the following:

- Share Content
- Make & Collect Money
- Grow your following with contact details

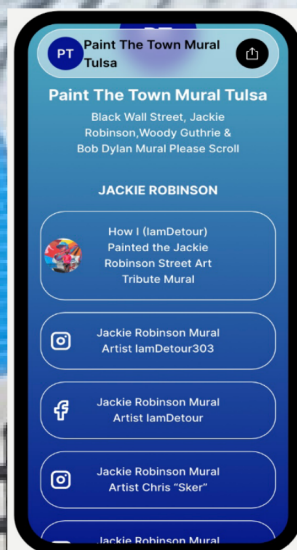
The Jackie Robinson Mural

Thomas "Detour" Evans
Chris "Sker" Rogers

Scan with your smart phone or QR code reader to check out this mural links.



You can also check out this mural Linktree at
<https://linktr.ee/paintthetownmuraltulsaaouuds>



Thank You To The Following

MENTORS


I would like to thank my mentors. Samantha Extance the Manager of the Destination Districts at the Tulsa Planning Office. She was the very first person I expressed interest in researching the impacts of murals. I would also like to thank Paulina Baeza the Principal Planner at the Tulsa Planning Office. She has been an overall mentor and advisor in this project and my Urban Planning career. I would like to also thank Samuil Haque an Urban Planner at the Tulsa Planning Office, due to his kindness, patience and software expertise I was able to learn and apply ArcGIS and InDesign to my project and planning career.

Next I would like to acknowledge my Director and mentor, Shawn Schaefer, and thank him for his constant guidance and shared knowledge over the years. His guidance has been essential to my academic, personal and professional life.

Gratitude to the jury members Dave Boeck, Francesco Cianfarani and Shideh Shadravan for their guidance and suggestions provided to the project. I want to thank my classmates for late nights and the amazing experiences we shared throughout the program.

I would also like to express my gratitude to Bill White, the Historic Greenwood District Main Street Director and Chris "Sker" Rogers the artist and project manager of so many mural projects for his contributions to the arts and culture. Thank you for your conversations, I hope to work with both of you in the very near future.

I also want to thank Thomas "Detour" Evans, I am a huge fan and so inspired by you. Thank you for the Jackie Robinson mural, your innovation, teachings, tips and love for the arts. Thank you Jamie Pierson and Ashley Bath with the Tipton Community Garden for their contribution to the community and my project.

I would like to show my appreciation to friends and family. My Pandora Family has shown such flexibility and support, I definitely could not have done it without them. My mother, aunts, grandmother, cousins, local and extended family, thank you for your love and support. Last but not least, I would like to thank my daughter Lauryn Hunt for her support, love, patience, encouragement. Her being proud of me is priceless. Mommy loves you. 

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RED'S BAR

