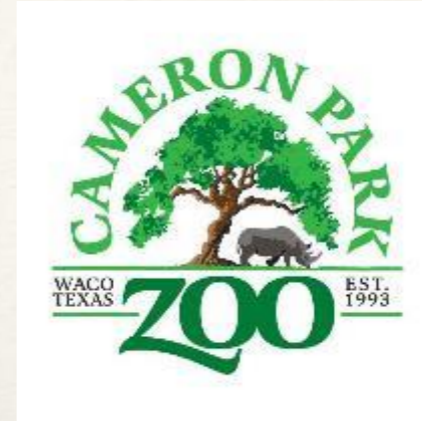


Creative Waco's **ARTPrenticeship** presents



# Mural Work Project: Cameron Park Zoo's Penguin Shores Exhibit

Presentation of  
Design Proposal

**Presented by:**

Stefanie Wheat-Johnson, Creative Waco's Director of ARTPrenticeship



*Opportunities for young creatives, beauty for our city*

## ARTPrenticeship 2024: Penguin Shores, Cameron Park Zoo

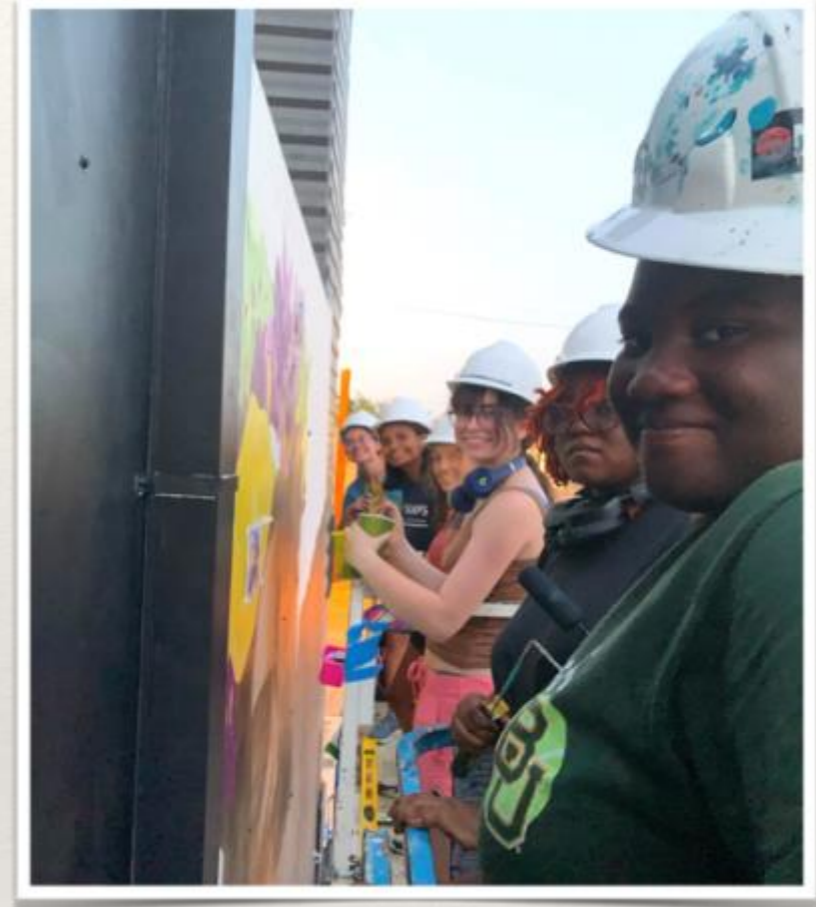
- About Creative Waco's ARTPrenticeship Program
- About this project
- Proposed Design & next steps

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# What is ARTPrenticeship?

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- Creative Waco Program, launched 2018
- 98 young artists, 34 professional artist mentors
- 10 murals, 3 exhibitions, 5 short films
- Paid work experience & professional mentoring
- Apprentices learn how to manage a creative project from concept to completion
- Partner with schools, businesses & community
- Alumni are equipped for higher education, skilled work, and creative entrepreneurship while contributing to our community



# Program Impact

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**“I always had a passion for art...ARTPrenticeship truly let this part of me flourish.** Creative Waco granted me opportunities I never thought I would have. I collaborated with other artists, received professional development, and made new friends. Most of all, I was able to be a part of creating something bigger than myself.”

Tahlia Tran, AP 2020

“The program provides invaluable opportunities for aspiring artists to hone their skills and contribute to Waco's vibrant art scene. We believe in investing in initiatives like ARTPrenticeship that **nurture creativity, foster collaboration, and showcase the diverse talents within our city.**”

Philip Auschetl, Rad Lab Design (AP 2023 client)

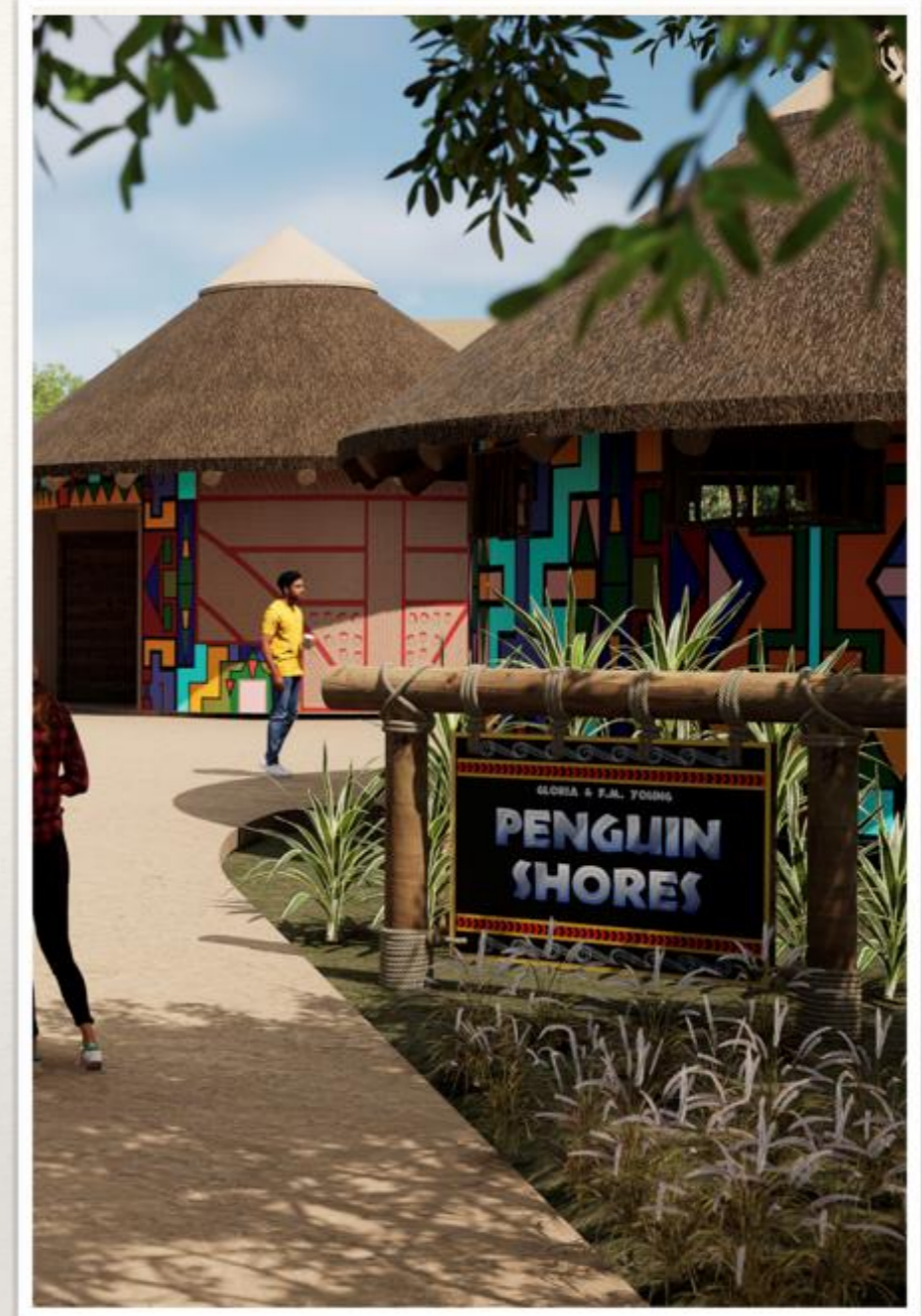
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*Partnering with Cameron Park Zoo*

# Penguin Shores

- MOU with Cameron Park Zoological and Botanical Society, March 2024
- Design Goals created with stakeholders, to guide the design process
- ARTPrenticeship apprentices and mentors collaborated to propose designs for three areas of the Penguin Shores exhibit
- Design Review Panel
  - City Councilmember Andrea Barefield, City Councilmember Darius Ewing, Assistant City Manager Lisa Blackmon, Cameron Park Zoo Director Brendan Wiley
  - Zoological & Botanical Society Executive Director Kristi Webb
  - Southern African perspective: Andreas Zaloumis, Bronwyn Forbay



*This image is an architectural rendering and not the final design*

# Design Goals

- A welcoming and engaging space that invites guests to explore
- Art that moves the eye across the entire space and highlights the resident penguins
- A reflection of the origins of these Cape penguins that are native to South Africa
- The art should help guests feel welcome to stay and enjoy shaded spaces and areas for gathering
- Mural work and decor should be unique, but sensitive to visual standards of Cameron Park Zoo
- Bold, vibrant color and pattern



**ARTPrenticeship + Cameron Park Zoological and Botanical Society**  
**Summer 2024 Mural Design Brief**  
1701 N. Fourth Street, Waco TX

*Creative Waco's ARTPrenticeship is delighted to partner with Cameron Park Zoo to create mural work for the new Penguin Shores habitat. This piece will compliment the existing color palettes and branding standards of the zoo, and take into consideration the natural environment of the space and colors that are established in the new construction. ARTPrenticeship mentors and apprentices will collaborate to co-design this project that includes: two flat murals on access gates, two rondavels, and thirteen wooden poles around the space.*

*As communicated by the Cameron Park Zoo and stakeholders, the existing architectural renderings with boldly colored patterns reflecting the South African tradition of decorative house painting on earthen homes or huts is our strongest design cue. The apprentices and mentors will take this as inspiration in cultivating their own patterns that reflect the origins of the South African penguins taking residence in this exhibit.*



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# Timeline

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- May 10-25: Design process and review
- May 27-31: Safety training and prep
- June 4: City council presentation for approval
- June 5-28: Mural execution
  
- During July, apprentices will execute two complementary projects:
  - Collaborative art exhibition
  - Textile design guided and produced by Will Suarez, Sendero Provisions Co.
  
- Apprentice exit interviews & payday July 20
  
- Mural wrap celebration after Penguin Shores exhibit is open, based on the zoo calendar

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# Investment

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**Mural & Program Cost: \$95,000**

Revenue:

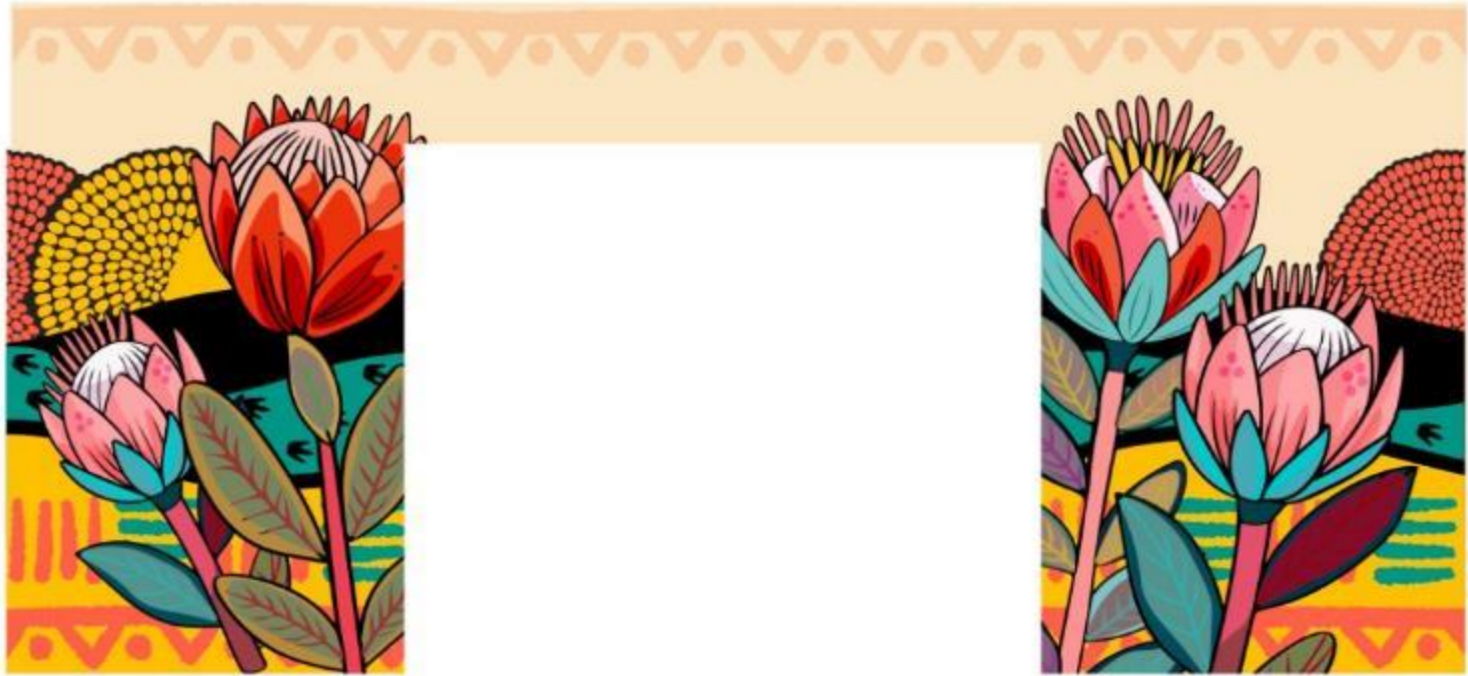
- \$45,000 National Endowment for the Arts
- \$20,000 Rapoport Foundation
- \$10,000 Cameron Park Zoological & Botanical Society
- \$20,000 Project philanthropy

*No funds are requested from City of Waco*





FRONT



BACK



FRONT



BACK



POLE PATTERNS



FENCE PATTERN



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# Request, and next steps...

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- City Council consideration of approval for final designs
- Mural work scheduled to begin immediately, with completion by June 29
- City of Waco's and Zoological & Botanical Society's leadership and staff invited to join ARTPrenticeship team for Community Paint Day June 22, and final walk through on June 27
- Creative Waco and the ARTPrenticeship team look forward to celebrating the opening of Penguin Shores and arrival of its residents

Thank you,  
and questions welcome



CREATIVE  
**WACO**