

Town of Vienna: Open Call for Muralists – Vienna Shopping Center

# “Vienna’s W&OD Trail: Highway of Community”

## Applicants:

### Eleanor Doughty

freelance illustrator, specializing in architecture and travel subjects.

Born & raised in Vienna (James Madison H.S. 2009); now lives in Seattle, WA. Holds a B.F.A. from Virginia Commonwealth University.

ELEANOR  
DOUGHTY

edoughty.com  
info@edoughty.com  
571-276-6661

1258 Eastlake Ave. E, #8  
Seattle, WA 98102

### Emily Herr

professional muralist and painter, passionate about community projects & representation. Born, raised, and living in Richmond, VA. Holds a B.F.A. from Virginia Commonwealth University.

HERR  
SUITE

herrsuite.com  
emily@herrsuite.com  
804-514-2681

1214 W Moore St.  
Richmond, VA 23220

### The Duo

Emily and Eleanor met in their freshman year Art Honors class at VCU, lived as housemates for several years, traveled in Europe and South America together, in addition to collaborating on numerous artistic endeavors (some won awards!). For this project, Emily mainly will handle the logistical side and lead on the technical aspects of painting. Eleanor is using her first-hand knowledge of Vienna and experience with architectural illustration to design the image.



Emily & Eleanor in 2017

## References:

- Paula Milsted  
Director of Marketing at Chesapeake Bank 804-435-4248 | [pmilsted@chesbank.com](mailto:pmilsted@chesbank.com)

Emily created 8 neighborhood portraits to represent a close-knit community.  
(<http://www.herrsuite.com/its-all-about-community>).

- Kirsten Nicolas  
Marketing Manager at Indiewalls  
404-394-4204 | [kirsten@indiewalls.com](mailto:kirsten@indiewalls.com)

Indiewalls has commissioned Eleanor to create custom location illustrations for their clients, as well as booked her for live drawing events for upscale hotel brands.  
(<http://bit.do/indiewalls-palm-springs>)  
<http://bit.do/indiewalls-autograph>)

- Lauren Stewart  
Co-founder and Designer at Campfire & Co  
804.405.4445 | [lauren@campfireandco.com](mailto:lauren@campfireandco.com)

Emily has sub-contracted several accent-wall projects for this design agency, including walls at a local restaurant and a co-working space.  
(<http://www.herrsuite.com/gather-on-broad>)  
(<http://www.herrsuite.com/best-friends-forever>)



## “Vienna’s W&OD Trail: Highway of Community”

Winding through landmarks in town and in the greater Northern Virginia area, the famous bike trail takes the viewer on a journey through the town even as they stand still.

### On incorporating the wall & door surfaces:

The door areas have been taken into account in the image proposal. Important elements (such as the caboose, Freeman Store) of the image fall on the flat areas between the doors and vertical pipes, so they aren’t cut off and will be clearly visible from all angles. We will simply extend the painting over the doors, so the wall is one cohesive painting.

As you can see from the preview renderings, the clouds will slightly extend over the roof area, popping out of the “frame” of the building facade for a dynamic impression.

### Mockup rendering:



# Design Close-ups



## **Eleanor’s understanding of the Vienna community, demonstrated in a brief narrative:**

Having spent the first 18 years of my life in Vienna, attending Flint Hill and Louise Archer Elementary Schools, and James Madison for High School, I grew up watching the town change and stay the same. Every summer my friends and I would go to Viva Vienna, and I volunteered several times with my mom at the Freeman Store’s annual book sale. I spent countless afternoons walking up and down Church St. and Maple Ave. with my film camera, on the hunt for random beauty in the mundane. Despite slowly but surely changing with its increasingly cosmopolitan and commercially developed surroundings, Vienna retains the quaint, small-town feeling that its residents cherish.

Vienna residents cherish the community traditions of our town, such as the halloween parade on Maple Ave; summer fireworks; Walk on the Hill; and, of course, Viva Vienna. The area between the old train station and the Town Green is the heart of the community – the most historic, the most charming, and the most open; it’s where people gather. Most of our town events take place if not on this stretch, then very close to it.

The W&OD bike trail is central to my growing up here. My earliest memories involve sitting behind my dad in a bike seat as he cycled us around Northern Virginia on that path. Years later, I would realize my growing independence by biking as far as D.C. on the interconnected bike trails via Falls Church and Arlington, and in the other direction, down to Ashburn through the quieter, more wooded areas. Before getting my drivers license, it was the only way I had to get out of town alone without a car, and allowed me to explore the area in a safe and enjoyable way – no easy feat in the sprawling suburbs of D.C. It was a true privilege to live nearby such a valuable resource, hence the subject matter of our mural proposal.

## **How the “Small Town, Big Community” theme will be reflected in the proposed mural:**

The WO&D trail will serve as the visual anchor representing Vienna. Overall the mural will be a map of Vienna, illustrating several of its major landmarks, as well as outlying points of interest – the distant Blue Ridge mountains, Reston, Rosslyn, Alexandria, Washington D.C., and Tysons with the new Silver Line – playfully labeled, along with their respective distances. Our mural will show off the historical landmarks of Vienna, as well as be somewhat educational: viewers can pick out where they live relative to the landmarks, and point out details they relate to from their experiences living here.

The general theme is to illustrate joyful, casual recreation of individuals in downtown Vienna (small town) against the greater surroundings of Northern Virginia and Washington, D.C. (big community).The bike trail and sidewalks will be filled with people jogging, strolling, and cycling, while the lawns in the foreground have people lounging. The human interactions bring life to the scene and show the aspects of community gathering.

# Technical Details

## Budget

Painting materials: \$3120

Includes primer, exterior latex paint, brushes, rollers, sealer, and other miscellaneous items such as trays, tarps, etc.

Travel: \$560

- \$500 estimated flight cost (Seattle - D.C.)  
- \$60 travel from & to Richmond, VA

Machinery: \$986

- 19' max height scissor lift - \$520 for 3 week rental + \$200 delivery fee + tax = \$756 (dandbrentals.com)  
- Paint sprayer: \$230 (HomeRight Power Flo Pro 2800 C800879 on amazon prime)

Labor: \$10,500

We estimate the project will take maximum 15 working days to compete. Our day rates are \$350.  
\$350 x 15 days x 2 people = \$10,500

Illustration finalization work: \$1600

**Total: \$16,766**

If the client's budget does not accommodate our fee, we are open to reducing the level of detail in the proposed image, which will reduce the working days and therefore lower the cost. Materials costs are more or less fixed.

The fee does not include exclusive rights to the image; these can be negotiated at an additional cost.

## Timeline

- By end of July: image completely finalized, ready to be transferred onto the wall
- 2nd week of August: wall preparation
- 3rd week of August: paint design
- 4th week of August: paint details, add top-coat

If our proposal is selected, we will complete the physical painting over the span of about three weeks in the summer. Completion by September is extremely feasible. We expect most of the preparation work - finalizing the image, gathering materials - can be done remotely prior to arrival on site. Emily can visit the site to prepare before we being painting, if necessary.

## Maintenance

Emily is well-versed in the proper preparation of outdoor painting projects; the mural will not need regular maintenance. We will be using high grade exterior latex paint appropriate for the surface, and finish the mural with a top coat it so it is protected from the elements. Seal-Krete is Emily's sealer of choice: as an acrylic-epoxy formula manufactured to seal concrete, it's easy to apply and appropriately heavy-duty.

Emily will be available for touchups down the road if significant wear & tear occurs. Additionally, our palette will be limited to a few colors, and we will record the paint specifications so it will be easy to buy more, if necessary, to match the original painting if areas need to be patched in the future.

## Proof of Insurance

**NATIONWIDE MUTUAL INSURANCE COMPANY**  
ONE NATIONWIDE PLAZA  
COLUMBUS, OH 43215-2220

RENEWAL 87107

**COMMERCIAL GENERAL LIABILITY DECLARATIONS**

Policy Number: ACP GLO 3027545047  
Named Insured: HERRSUITE, LLC  
Address: 1508 CUTSHAW PL  
RICHMOND VA 23226-1108

Agent: Sweeney Insurance Agency, 23224  
Address: RICHMOND VA 23224 PRODUCER: SWEENEY INSURANCE AGENCY 45-87107-001

Policy Period: From 01/14/18 to 01/14/19 12:01 A.M. standard time at the address of the named insured as stated herein.

In return for the payment of the premium, and subject to all the terms of this policy, we agree with you to provide the insurance as stated in this policy.

**LIMITS OF INSURANCE**

GENERAL AGGREGATE LIMIT (other than products-completed operations)	\$	2,000,000
PRODUCTS-COMPLETED OPERATIONS AGGREGATE LIMIT	\$	2,000,000
PERSONAL AND ADVERTISING INJURY LIMIT	\$	1,000,000
EACH OCCURRENCE LIMIT	\$	1,000,000
DAMAGE TO PREMISES RENTED TO YOU LIMIT (any one premises)	\$	100,000
MEDICAL EXPENSE LIMIT (any one person)	\$	5,000

Retroactive Date (CG0002 only)

The Named Insured is: LIMITED LIABILITY CO  
Business of the Named Insured is: PAINTS MURALS  
Audit Period: ANNUAL

ENDORSEMENTS ATTACHED TO THIS POLICY  
SEE COMMERCIAL GENERAL LIABILITY FORMS AND ENDORSEMENTS SCHEDULE

TOTAL ADVANCE PREMIUM \$ 677.00

Replacement or Renewal Number ACP GLO 3017545047

Countersigned By \_\_\_\_\_  
Authorized Representative

GL-D (10-88)  
ECT BILL SUCT 17229 INSURED COPY ACP GLO 3027545047 888650214 02 0006228

# Samples of Previous Work

see more projects on our websites:

- herrsuite.com
- edoughty.com



## Charlottesville Day School

May 2017  
Size: 45' x 90'  
Location: Charlottesville, VA

Painted for Tom Tom Fest 2017, a week of celebrating innovators, visionaries, and artists in dozens of outdoor spaces, theaters, and galleries throughout historic downtown Charlottesville.

## THRIVE x Bushwick

December 2015  
Size: 20' x 10'  
Location: Brooklyn, NY

Emily and Eleanor designed this temporary mural together. It was completely painted in just one nine hour day. We combined Eleanor's architectural illustration (based on the neighborhood it was painted in) and Emily's "THRIVE" motif series, depicting lushness in unexpected places.



## Historic Church Street, Vienna

April 2014

Size: 15' x 6'

Location: Vienna, VA

Painted as a backdrop for local pottery studio Kiln & Co. Distinctive buildings on the business's street were compiled into one dense composition, showing off the variety of architectural façades of the historic district of Vienna.



## Girls! Girls! Girls! Karate Studio

July 2017

Size: 25' x 12'

Location: Brooklyn, NY

This painting was made on Emily's Girls!Girls!Girls! East Coast mural tour.

Womxn in ads and art are more often than not simplified into a single type of person representing 'women', or into something that's more object than human. We want to normalize and celebrate images of womxn in a broad spectrum of bodies and lifestyles by painting them into public spaces.



## Welcoming Walls

June 2015

Size: 80' x 20'

Location: Richmond, VA

“Welcoming Walls RVA is a project dedicated to bringing large scale public art to the highways and gateways of Richmond Virginia in an effort to boost civic pride, increase tourism, and solidify our city’s reputation as a capital of culture and creativity.”

## Gateway to Seattle

March 2018

Size: 30"x18"

(designed for 19'x48' wall)

Illustration proposed for a large-scale exterior mural in downtown Seattle, which wanted a “gritty” look to the cityscape, which was expressed in watercolor textures and exaggerated perspective in line drawing. The project is pending.

