

MAMMOTH MURAL PROJECT

The Mammoth Mural Project at its core operates from guiding principles that centers inclusivity, social diversity, accessibility, local economy, cultural reconciliation, minority acknowledgment and upliftment, environmental regeneration, and the power of story through the arts as a vehicle for change through our greater community awareness, belonging, involvement, and togetherness, which directly shapes the future of this place we call home.

The Mammoth Mural Project is a high-concept public arts program designed to be a town-wide permanent mural tour that journeys our public through a series of murals and audio dialogue of foundational stories of the people that have called Mammoth Lakes home throughout time. The five initial mural narratives are: our Indigenous Heritage Story, Mining History, Early Ski History, Water Rights/Water Wars, and our Latinx Community Heritage; to show how people have related with the land and each other throughout time, and how we may become more knowledgeable of our past in order to shape how we relate with our future, laying a foundation for generations to come.

There are three central creative aspects to the Mammoth Mural Project:

1. Audio Narration accessed through a QR code
2. Visual collaged artworks as murals, via the “paste-up” process
3. Activism through public invitation of local cultural, social, + environmental regenerative initiatives

With sub-central supporting aspects:

4. Arts-Economy Incentive via local small business involvement
5. Interactive Mapping marketed Mural Tour through MLT, amplifying Arts + Heritage Activities
6. Public Arts Revival and shaping the arts and culture for future Mammoth

Below are visual accompaniments to the Mammoth Mural Project overview:



Image 1: "Paste-up" mural example "We the People" by Shepard Fairey in Telluride, CO



Image 2: "Paste-up" mural "What We Do to the Mountain, We Do to Ourselves" by Chip Thomas in Telluride CO

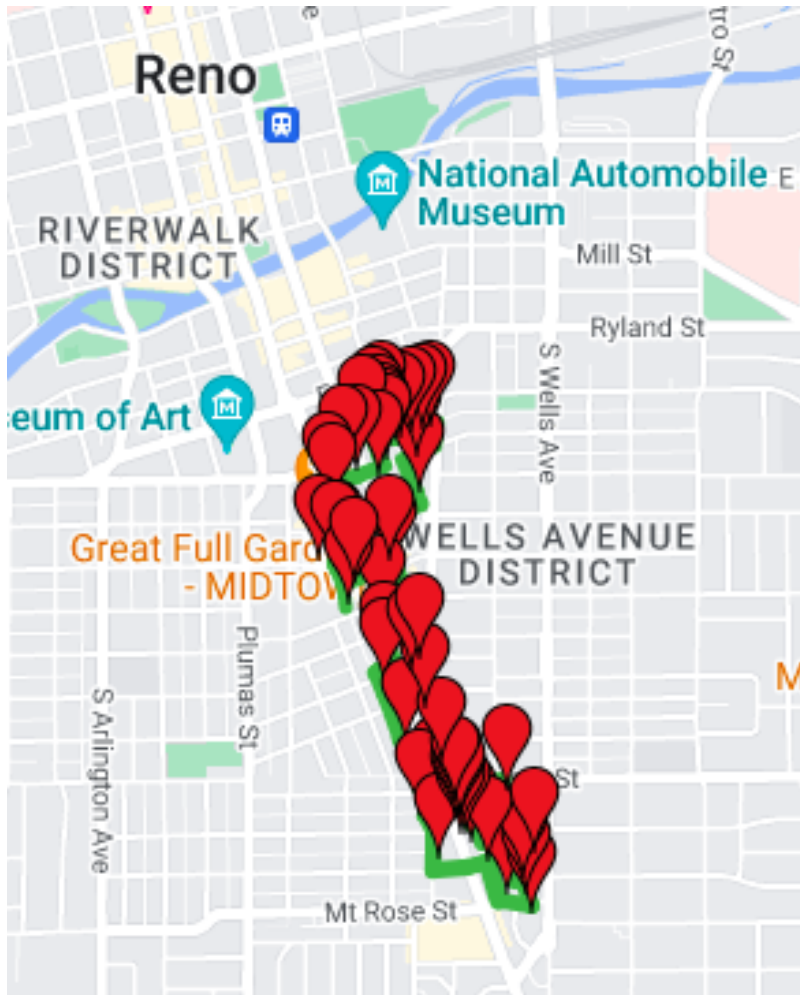


Image 3: Reno Midtown's Mural Tour, model



Image 5: Example of Collage work by Mer Young



Image 6: Example of Collage work by Mer Young

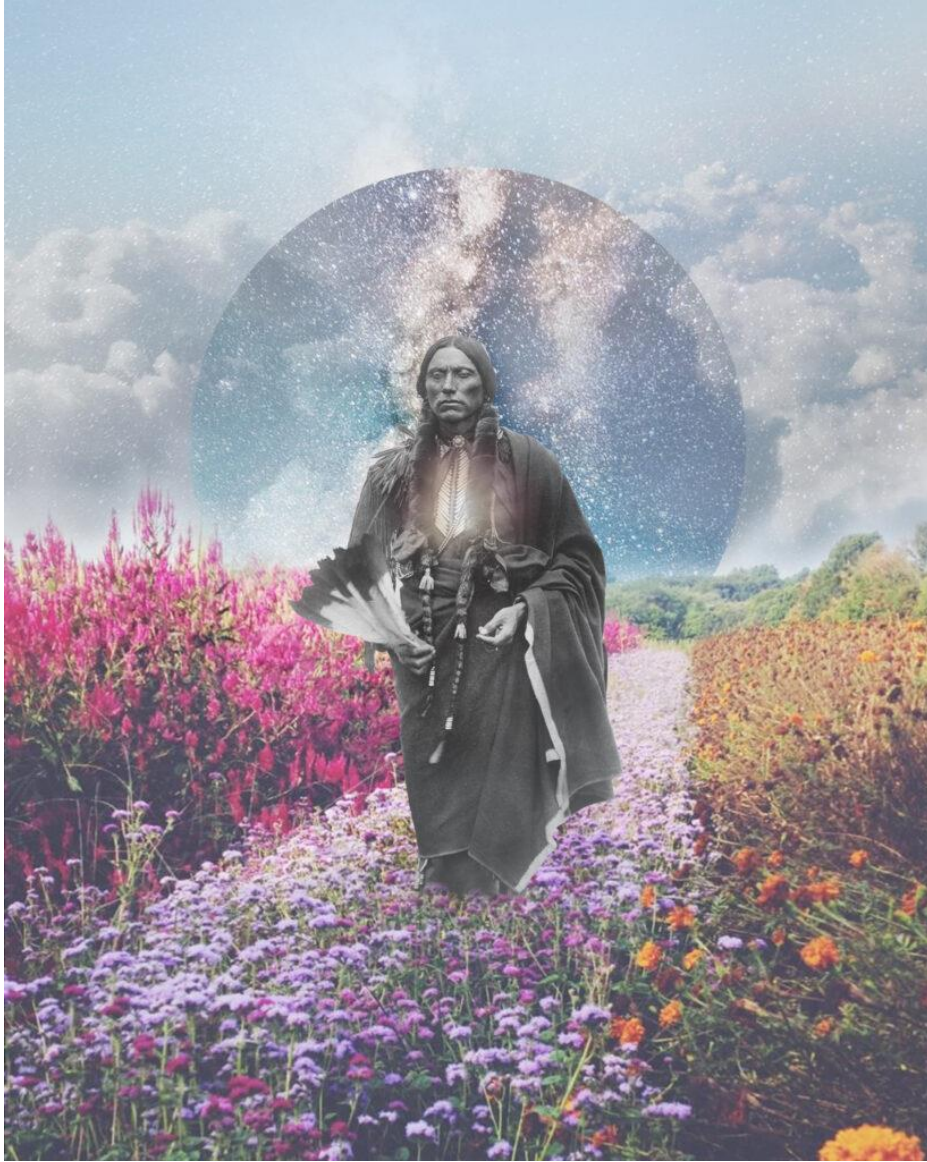


Image 7: Example of Collage work by Mer Young