

PAINTING A COMMUNITY MURAL

From concept through to execution

Crowe Ireland, an accountancy and advisory firm, outline their approach to creating a mural from a local charity St. Andrews Resource Centre in Dublin city.



St. Andrews Resource Centre, Pearse Street, Dublin 2



Crowe

1. BACKGROUND

As part of a staff-led CSR initiative, Crowe was proud to support local community centre St. Andrews. A range of fundraising and volunteering activities were planned for August and September 2017. This included painting a new mural at the centre – a first for the staff of accountancy firm Crowe as no-one has ever attempted painting an 80ft-long mural before!

After a lot of research and team effort we are delighted with the result.

Here is how we did it.



Previous wall

Five walls in total. Four facing walls separated by three doors and an end wall.



Wall 1

Wall 2

Wall 3

Wall 4

Wall 5

2. OUR APPROACH

Research – Concept approach

After meeting with the team at St. Andrews and spending some time at the centre our design team had a few ideas of a concept approach that would suit the project.

Research – Design



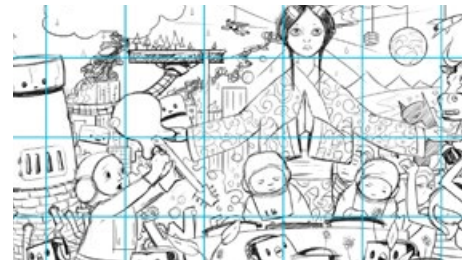
✘ We wanted a colourful but simplistic design. Murals like the above were too complex.



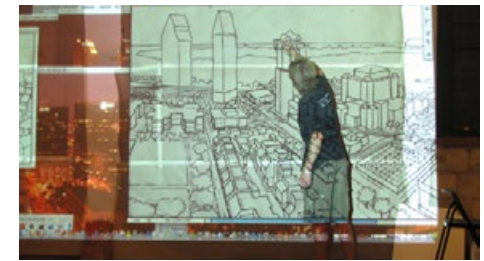
✔ Our design concept was to have a simple but not overly child-like design. Something that a team of amateur painters could complete.

Research – Production

A concern was how to translate a computer design to the scale of the wall at the centre (which measured 7ft x 86ft). So we researched how to transfer accurately onto the wall



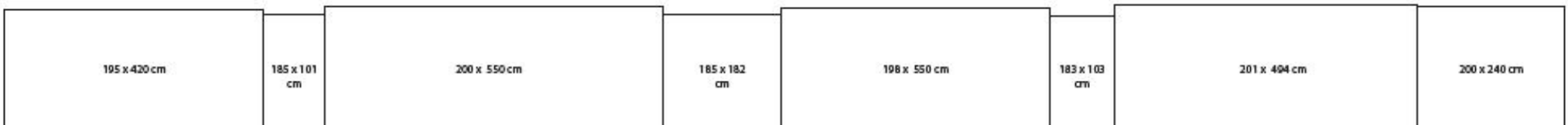
✘ This proved too complex



✔ This was chosen as it seemed the easiest approach for our needs and the scale of the walls.

Survey Wall

Before design development we measured each section of the walls.



3. DESIGN DEVELOPMENT

Our approach



Capturing the essence of the centre – from infants to elderly



Capturing the four seasons



Bringing in the centre at the heart of the piece



Considering the support the centre offers over generations

Early designs were refined to be as reductive and simple as possible to aid the ease of painting.



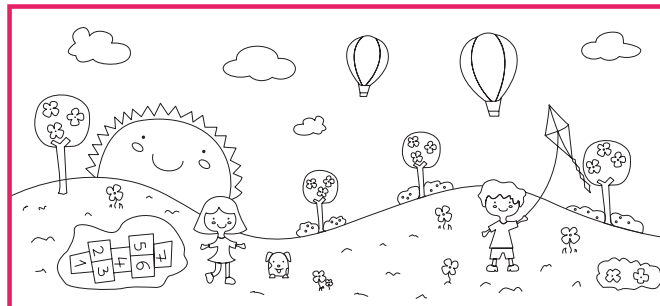
Initial hand-drawn concept



Concept refined to make figures more simplistic



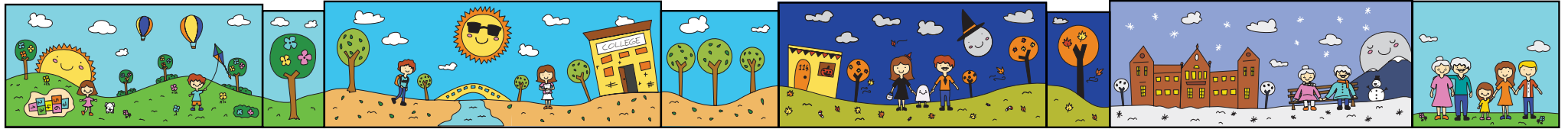
Concept finalised with more simplistic elements



Final design was illustrated in Adobe Illustrator

4. STORY OF THE MURAL

Final Design



Adobe Illustrator Graphics



Final Wall

Wall 1 – Spring

Two childhood friends playing.

4. STORY OF THE MURAL



Adobe Illustrator Graphics



Final Wall

Wall 2 – Summer

Childhood friends are now teenage sweethearts going to college together. The bridge and the college symbolises the support and learning that St. Andrews offers.



Adobe Illustrator Graphics



Final Wall

Wall 3 – Autumn

Our childhood sweethearts have married and have had a child. The house number 114 is part of the St. Andrews address.

4. STORY OF THE MURAL



Adobe Illustrator Graphics



Final Wall

Wall 4 – Winter

Our couple have now grown up happily together with the centre in the background offering them a place to keep in touch with their local community.



Adobe Illustrator Graphics



Final Wall

Wall 5 – Generations

A snapshot of our elderly couple with their now grown-up child who has in turn married and had a daughter.

5. PRODUCTION

This was a team approach with about 30 staff taking part over about 8 sessions. A project manager was appointed alongside two 'creative directors' (the only people who felt they had some drawing experience!) and a schedule drawn up with evening and weekend slots to suit as wide a group as possible.

The production was broken into a number of stages:



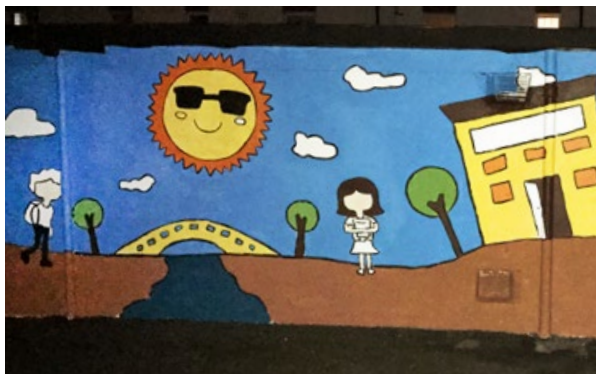
1. Cleaning and Prepping Wall



2. Undercoat



3. Outline



4. Colour fill



5. Final details



6. Tidying up the outlines

[Click here to watch the video showing the different stages of work being carried out](#)

6. FINAL RESULT

Before



After



7. EQUIPMENT USED

With a limited budget of under €300 (\$350) the team were tasked with minimising the amount of materials that needed to be bought without compromising the quality of the finished mural. The following was the full extent of what was bought or borrowed.



- Power washer, sanding blocks and scrapers (to prep the wall)



- Ready mixed masonry paint – black and white



- Specially made up masonry paint – yellow, red, blue and green (mixed in batches to create all the colours needed for the mural)



- Paint trays and rollers – for the undercoat



- 3-inch, 2-inch and 1-inch paint brushes – for the block paint



- A selection of fine art brushes for finer detail



- 15mm and 8mm Molotow acrylic markers – for finishing the outlines



- Computer and projector for projecting the outline



- Dustsheets and containers for mixing paint



- A kitchen sink for washing the brushes!



Thank you!

A big thanks to the Partners at Crowe for supporting the project and to the various staff that lent their support and efforts. Thank you to all the staff at St. Andrews Resource Centre for their patience and hospitality. Thank you also to Kevin O'Boyle for his support and advise. Finally, a huge thank you to [Sayonara Bittencourt](#) who designed the murals.



St. Andrews Resource Centre, Pearse Street, Dublin 2

St. Andrews Resource Centre

St. Andrew's offer invaluable support to young and old in an ever-expanding role in the life of the community it continues to serve. It's dedicated team of staff and volunteers offers a range of services, including:

- Youth service
- Adult education
- Job centre
- Welfare rights & information
- Social service centre
- Childcare centre
- Computer Training
- Cyber café
- Day centre for the elderly

The centre also a range of facilities to local residents, including:

- Meeting rooms
- Office space
- Training rooms
- Main hall
- Outdoor play area

Visit www.standrews.ie to find out more and to support this vital Dublin city community centre.