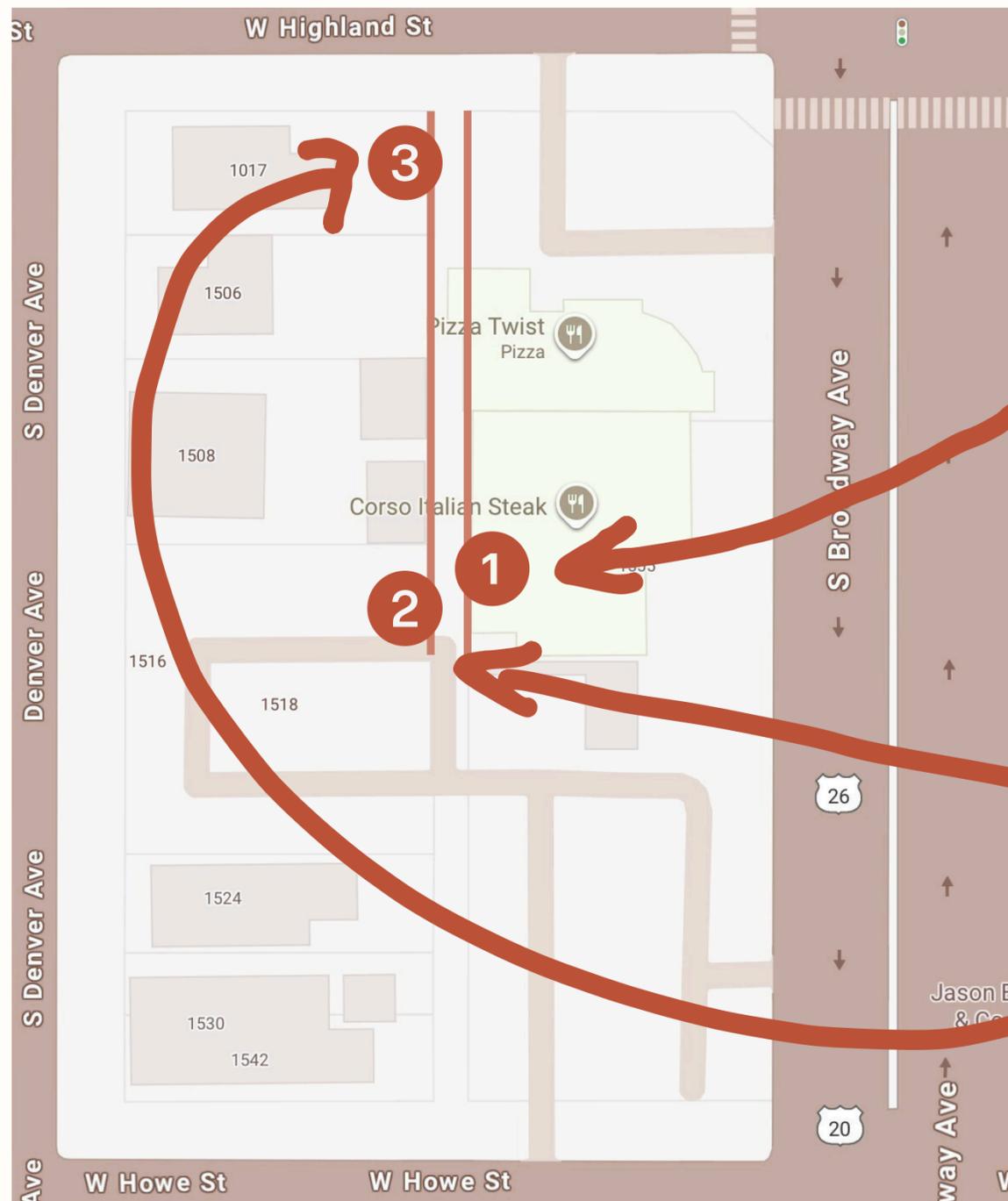


ALLEY PROJECT PROPOSAL

MURAL CONCEPT DESIGN FOR ALLEY WALLS

PLACEMENT GUIDE:



1. SECRET ENTRANCE

- Two concept options – Alcohol bottles on shelf OR Faux business front
- Both options have features designed to be repainted annually through competitive community entry
- Whichever of these two designs is not used for the secret business entrance can be sandwiched on the opposite side of the wall between the W. Howe St. and W. Highland St. Entrances

2. W. HOWE ST. ENTRANCE

- Flapper Girl's Hand Mural with a greeting at end of alley
- Designed to attract foot traffic and attention to the secret entrance

3. W. HIGHLAND ST. ENTRANCE

- Large Chandelier Mural with sculpted metal chandelier arms coming out of the wall and features inlaid lights where the chandelier's lights are painted on wall
- Designed to attract foot traffic into the alley

1. SECRET ENTRANCE

SECRET BUSINESS ENTRANCE MURAL

- Two concept options – Alcohol bottles on shelf OR Faux business front
 - Both designs utilize the accessibility ramp up to a disguised or hidden door
 - Graphic features are designed to be repainted annually through competitive entry open to the community
 - **Orange** Stars are alcohol labels and **Blue** Stars are business signs, products, and posters that can be redesigned and repainted each year
 - The bottle labels will be inspired by outlaws, bootleggers, and common media of 1920's prohibition
 - The faux business front posters and product designs will be inspired by common hole-in-the-wall businesses of the 1920's that look discreet
 - The design not used for the secret business entrance can be sandwiched on the opposite side of the wall between the W. Howe St. and W. Highland St. Entrance Murals



Bottle Design will be made to appear like on a wooden shelf with warm, backlighting like at a bar.



Business Front Design will have 3-D elements like the doors and mail slots to sell that it could be a real business.

ROTATING BUSINESSES



BUSINESS EXAMPLES

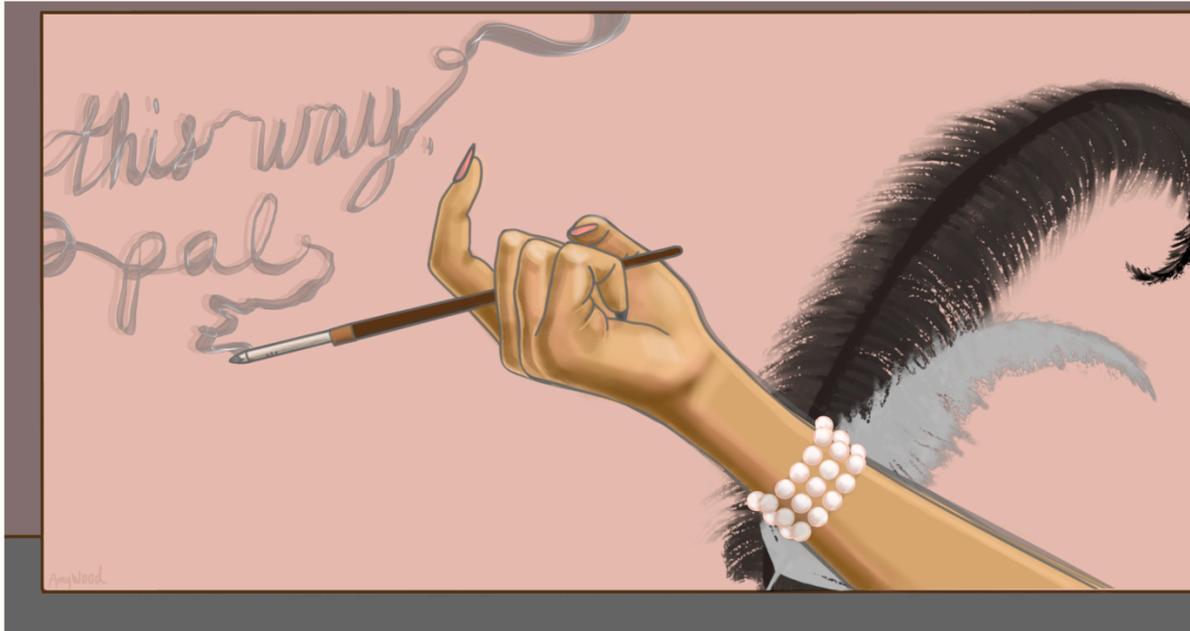
Business store fronts can be repainted annually to look like common 1920's shops. All of the gray items in these examples were designed in mind for competitive redesign.

- Barber Shop
 - Haircut posters, art posters, company posters, signage
- Cigar Company
 - Brands of cigars, cigar posters, company posters, art posters
- Pawn Shop
 - Products for sale like 1920's jewelry, jewelry advertisement posters, business posters
- Antiques & Lighting
 - 1920's light fixtures, business posters



2. & 3. WEST ALLEY WALL MURALS

← W. Howe St.



Flapper Girl's Hand Mural

- 1920's cigarette holder
- Billowing smoke that spells out, "This way, pal" to catch the attention of passerby's
- Long nails and stacked pearl bracelet
- Large ostrich feathers to the side

To the right side of this area, there is a space where a bench could be installed under a preexisting trellis of grape vines.

All designs drawn and assembled by Amy Wood at Amy's Makings in Boise, ID

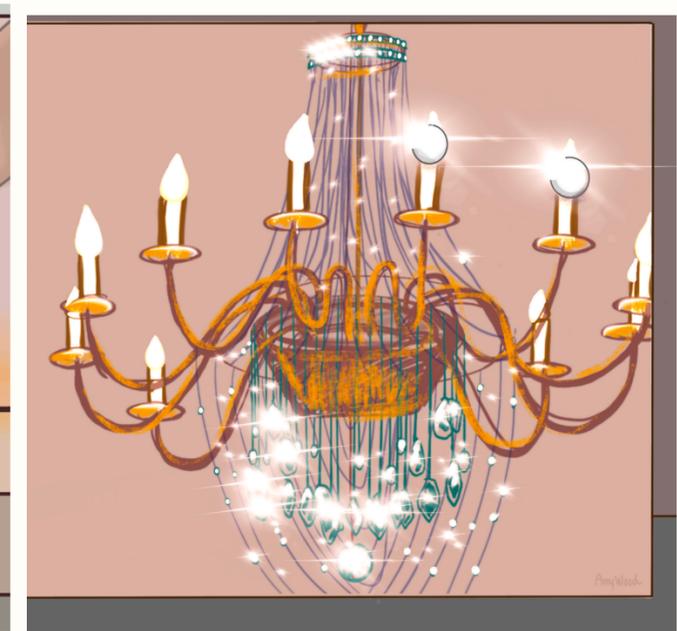
W. Highland St. →



Bar Shelf Mural with alcohol labels inspired by 1920's outlaws (or Faux Business Front Mural)

- 1920's inspired label art of common media, outlaws, or bootleggers
- 3-D modeling on bottles and inlaid lights in wall
- Hand reaching down to grab bottle on right end
- Four of the six labels can be up for annual competition repaint while two remain the same for branding and recognizability purposes

Label 2 design characters inspired by 1920's Mixer Menu.



Chandelier Mural

- 1920's chandelier design inspired by several era pieces
- Can be colored and brass like this drawing is, or more subdued
- Lights will be installed in at least two of the painted chandelier arms
- 3-D metal arms will be installed coming out of the wall to make some of the arms 3-D — will be installed high enough up to prevent damages