

Street Painting Demonstrations

Artist | Architect

Overview:

During a street painting demonstration Kurt Wenner is on site to create an original work of art and interact with your audience and the press. It is an exciting way to bring an event alive! Wenner is happy include the theme of your event, a product, or slogan in his inventive design, and will provide a special water-filled lens to help enhance the anamorphic effect for the viewer. Over the course of a 5 to 7 day event a work of art will come alive, giving the viewer an opportunity to watch the creation process as the tonal drawing transforms itself into a full color painting.

Process:

All of Wenner's art starts with a hand drawing of the full composition. He learned the art of drawing after spending years in Italy studying firsthand from the great Master's drawings, paintings, and sculptures. In today's computer charged environment many assume that Wenner's artwork is created electronically, but that is not the case. Only once the drawing is finished does he utilize the computer to deliver a digital image of the work for client review. Throughout the process Wenner's manager Karen Schmidt will be in touch with you, to assist in moving the project forward and answer questions. The steps for creating a street painting demonstration are outlined below:

Creative Consultation:

The first step toward creating a design starts with sending a preliminary theme or design concept, roughs, text and logos, etc. to Wenner. This material will serve as a starting point and reference during the telephone call between the artist and your creative team. Once received, the conference call will be scheduled.

Drawing Concept Pitch:

After the creative consultation, Wenner will deliver a written description of the design via email. In general, only one design concept will be pitched.

The creative consultation and drawing concept pitch are at no charge to the client; however the cost of the conference call, which is to include Wenner and his manager is the responsibility of the client.

Creation of Detailed Tonal Drawing:

Once the concept for the drawing is agreed upon, a creative brief is written. On the basis of the creative brief, Wenner will create a tonal drawing (in place of a linear drawing) for review. This drawing will be delivered electronically. A minor change in the drawing is included at no charge to the client. If extensive re-draws are necessary, additional design charges will apply. Any charge for changes must be approved in advance before work on the change begins.



Preparation of Canvas for Street Painting Demonstration: Following appro

Following approval of the drawing, the design is enlarged and transferred to a specially prepared canvas and brought to the event site. By placing the work on a canvas, rather than creating it directly on the street, your event receives the following benefits:

- Color is applied to the work on the first day, which creates immediate excitement;
- Wenner can create a more complex design for your event; and
- In the event of rain the painting can be removed if necessary to avoid being ruined.

The preparation of the canvas takes approximately two weeks following completion of the design.

On-Site Painting Demonstration:

Upon arrival Wenner installs the canvas, sets out his chinks, and mounts the viewing lens. He works an average of 8 hours during a 10-12 hour period during each day of the demonstration. He will work closely with you to assure that he is on site during the busiest traffic times, as well as for press and VIP arrivals. Depending on the complexity of the drawing and the site, Wenner may bring an assistant to help assure that the drawing can be completed in the time frame allowed. There is no additional fee for the assistant however, the presenter is responsible for the additional travel, housing and per diem.

Sample Chronology of a 5-Day Street Painting Event

In order to understand the benefits of using a canvas support for the painting versus working directly on pavement, the daily progress for both types of work is outlined below:

DAY 1:

Canvas support:

Installation of the canvas is under two hours and the painting commences immediately.

Directly on pavement:

Preparation of painting surface which may include: filling in small cracks in the pavement, creating and spreading a paste-like paint to smooth uneven or rough surfaces, create a cohesive color base, add "tooth" to the surface if it is too smooth. Depending on the surface and the weather it can take up to a full day to prepare and dry.

DAY 2:

Canvas support:

Usually one third of the composition is visible by the end of the second day.

Directly on pavement:

Painting begins or continues. A faint drawing of the overall composition and the primary objects become visible by the end of the day.

DAY 3:

Canvas support:

Approximately 60% of the finished work is visible.

Directly on pavement:

Painting continues and Artist begins adding color and shading.

DAY 4:

Canvas support:

Approximately 80% of the work is visible.

Directly on pavement:

More color and shading are added. The painting is now more than half finished.

DAY 5:

Painting is finished.

While the artist is happy to produce the work directly on the pavement, most presenters prefer to take advantage of larger and more complex compositions created on a canvas support. The canvas may also be rolled up in inclement weather, thus guaranteeing the completion of the work. Ordinary vinyl flooring can be placed under the canvas on particularly poor surfaces, which offers more flexibility to the site selection process. The work may also be moved and displayed after the event. The number of days required to complete a painting on the street is based on the complexity of the design, the surface, and the weather conditions. For a longer event, the preparation time is the same and the drawing time is extended in order to create a larger and more complex painting.

If it is absolutely essential that the work be created on the pavement, a separate technical rider is available describing the preparation of the surface.



Site Requirements:

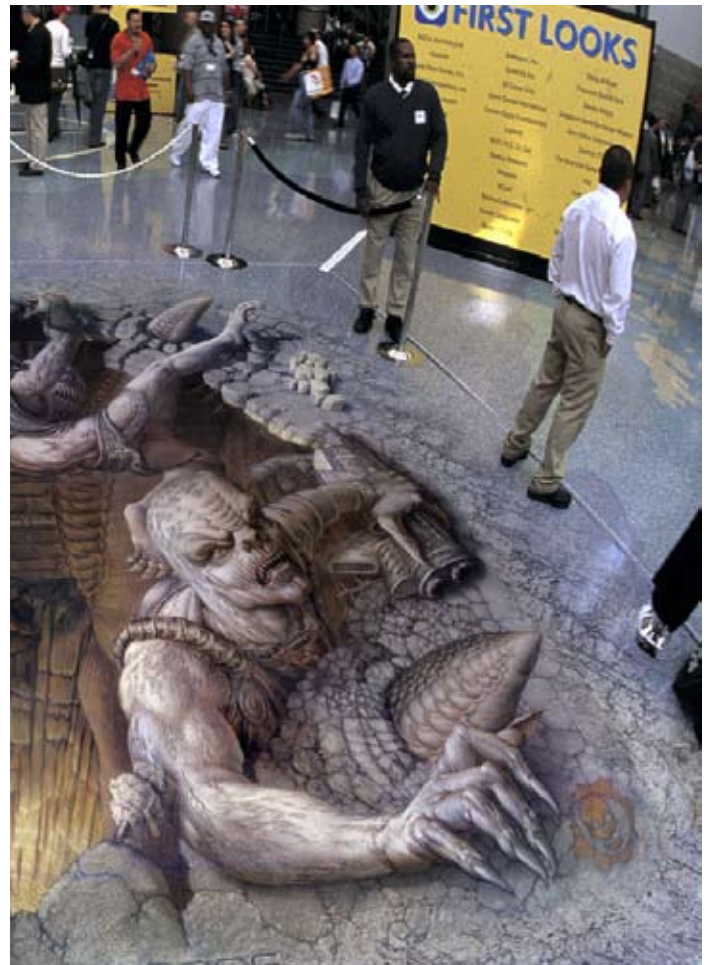
The site location is the most important element in creating a successful street painting demonstration. For a typical event the drawing will be 12' x 12' to 16.6' x 16.6' with a total working space that allows Wenner to have a 3' to 5' access perimeter around the outside of the drawing. An ideal site will have:

- A large amount of foot traffic.
- A smooth, clean surface for installation of the canvas.
- Good natural lighting.
- Be located away from auto traffic, dirt, excessive noise, and event speakers. Space to install a tent to shade the artist and the work. Shaded light during the day will improve viewing conditions.
- Stanchions to prevent the public from accidentally walking over the drawing.

Additional site details and requirements are available in the technical rider that will accompany the contract.

Recent Clients:

The art of street painting is enjoying a Renaissance of its own ever since Kurt Wenner's invention of anamorphic street painting, or as it is also known illusionistic or 3-D street painting. His work has brought immense world wide popularity to this art form. Some of Wenner's recent event clients include:



Pricing:

Pricing for each event includes the cost of creating the design, transferring the design onto canvas, and the on-site painting demonstration. The cost of travel, hotel, per diem as well as all site related fees are the responsibility of the Presenter.

Timing:

The amount of time for each project varies with the needs of the Presenter and Wenner's schedule. In general, the timing (not including time for client review or changes) is as follows:

Creation of tonal drawing following agreement on concept*:	2 Weeks
Enlargement of drawing and preparation of canvas:	2 Weeks
<i>(this step is not necessary for a drawing done directly on pavement)</i>	

To help assure Wenner is available for your first choice of dates, please contact us as early as possible. Specific dates will be held for a short period of time to accommodate the creative consultation and contracting process.

* If required by your project, a faster turn-around time may be possible.

**Questions?
More Information?
Ready to schedule?**

US & All Others: masterartist@kurtwenner.com
EU & Switzerland: italica@kurtwenner.com

Please include the dates, specific location and client's product base or other specific interest with your inquiry!

Due to world time zone differences and the international nature of our business we kindly request you to contact us via email for the fastest response. Please look for our initial reply via email.

www.kurtwenner.com

This description is for preliminary discussion purposes only and is subject to change at any time prior to final execution of a specific service contract.