



FINAL REPORT

Lafayette Street Overpass Public Art Project





CONTENTS

1. INTRODUCTION

2. BACKGROUND

- a. Project Overview
- b. Objectives
- c. Goals

3. PROJECT PHASES

- a. Phase 1: Assessment and Planning
- b. Phase 2: Implementation and Engagement

4. ABOUT THE TEAM

5. SCHEDULE / TIMELINE

6. MARKETING, GRAPHICS & ENGAGEMENT

- a. Social Media Graphics
- b. Press Release
- c. Community Event Neighborhood Survey
- d. Community Engagement Boards from Event
- e. Photos from Community Engagement Event
- f. Final Rendering
- g. Before Photos
- h. In Process Photos
- i. Photos from Workshop
- j. Final Photos

7. MEDIA LINKS

- a. Summary Table
- b. Screenshots of Media Segments

8. CONCLUSION

APPENDIX

- a. Maintenance Plan

ABOUT UP ART STUDIO

1. INTRODUCTION

The Lafayette Street Overpass Public Art Project is a transformative initiative aimed at revitalizing a key area within the community. This project, a collaboration between the City of Laredo, Council Member Alyssa Cigarroa, and UP Art Studio, sought to beautify the Lafayette Street underpass while engaging the local community and showcasing Laredo's rich cultural heritage. This report outlines the comprehensive process undertaken from assessment to the final celebration event.



2. BACKGROUND

Lafayette Street Overpass, situated in the heart of District 8, serves as an iconic bridge connecting communities, histories, and spaces in the vibrant city of Laredo. The project's location is paramount not only for its physical placement but also for its symbolic significance in representing Laredo's rich tapestry of cultural and historical narratives.

Project Overview

The Lafayette Street Overpass Public Art project is an exciting endeavor undertaken by the City of Laredo and Council Member Cigarroa to transform the Lafayette Street underpass into a stunning visual masterpiece, encompassing both the painting and lighting of the overpass infrastructure, including its distinctive 17 columns. This project represents the city's dedication to celebrating its cultural heritage and promoting the arts as a powerful means of community enrichment. Situated in the western part of Laredo, the Lafayette Street Overpass will serve as an artistic gateway, connecting Lafayette Park, Canizales Park, and others in Las Cantá Ranas and Los Amores neighborhoods.

The Lafayette Street Overpass Public Art Project involved the transformation of 30,000-square-feet of the underpass, with vibrant artwork inspired by the Mexican game "Lotería." The mural features larger-than-life depictions of traditional Lotería cards and intricate patterns of "papel picado" and Mexican textile designs, bringing the mural to life with bright, vivid colors and dynamic compositions.

Objectives

The primary objective of this project was to create a vibrant and captivating art installation that not only beautified the underpass but also narrated Laredo's rich cultural identity. Other objectives included:

- **Aesthetic Enhancement:** Create a visually appealing landmark.
- **Community Engagement:** Involve local residents in the art creation process.
- **Cultural Reflection:** Reflect the diversity and spirit of Laredo.
- **Professional Development:** Provide opportunities for local artists to develop their skills.

Goals

The ambitious goals for this Public Art project were met. They included:

- Establishing a Local Landmark
- Enriching the Quality of Life
- Integration of Art and Infrastructure
- Cohesion and Community Engagement
- Enhancing the Park Area

3. PROJECT PHASES

The Lafayette Street Overpass Public Art Project was executed through a well-structured series of phases, ensuring meticulous planning, community involvement, and high-quality implementation. The project began with comprehensive assessment and planning activities, progressed through detailed design development and community engagement, and culminated in the successful creation and celebration of a vibrant mural. The following outlines the key steps and processes undertaken during each phase of this transformative initiative.

Phase 1: Assessment and Planning

The initial phase of the Lafayette Street Overpass Public Art Project focused on establishing a solid foundation through thorough assessment and strategic planning. This phase involved detailed evaluations, comprehensive planning, and active coordination with various stakeholders to ensure all logistical and financial aspects were meticulously addressed. The aim was to set clear objectives, define the project scope, and create a robust framework for the subsequent phases. The following tasks were undertaken to achieve these goals.



PROJECT PLAN Lafayette Bridge Painting & Lighting Public Art Project



Comprehensive Project Plan

The initial phase involved a detailed assessment, including the development of a comprehensive project plan, timeline, and budget. This phase ensured that all logistical and financial aspects were thoroughly planned, setting a strong foundation for the project's success. The plan included site assessment visits, coordination with various city departments, and the development of a Health and Safety Plan and a maintenance plan.

Feasibility Analysis

- Site Assessment & Kickoff Meeting:
 1. Conducted a site assessment and a kickoff meeting during the first consultant visit to Laredo;
 2. Met with city representatives to clearly define the project vision, goals, needs, and desires;
 3. Developed a final project management and delivery schedule; and
 4. Two site visits were conducted throughout the assessment. The site assessment also addressed environmental factors, especially the presence of nesting pigeons.

Planning & Pre-Design

- Determined Products/Processes for Implementation: Identified the materials and methods to be used for the project.
- Developed an Artist Scope of Work: Created a project vision, graphics, and early conceptual images to obtain feedback from the city and community. Developed initial artist conceptual renderings and prepared documents to issue an open Call for Artists and selected in-house artists.
- Consulted with Local Service Providers: Obtained quotes to establish the project budget.
- Produced a Final Project Approach, Budget, and Schedule: Developed and finalized the project approach, budget, and schedule for implementation.

Design Development and Community Engagement

- Coordinated with Relevant Entities: Collaborated with the City of Laredo, Union Pacific, and other applicable entities.
- Planned for Community Engagement: Planned for community engagement activities such as an event to gather input and feedback and a workshop to allow residents the opportunity to help with the project.
- Issued a Call for Artists and Conducted Selection Process: Planned an open call for artists, set the artist fee, issued the Call for Artists, and conducted the selection process. With in-house artists, oversaw the design for all bridge surfaces, reviewed the design, and developed final images for presentation.
- Completed Additional Tasks as Needed: Addressed any other necessary tasks to ensure the successful completion of Phase One.

Local Artist Open Call

An open call for local artists was conducted to ensure broad community participation. This call invited local talent to contribute to the project, providing them with a platform to showcase their skills and be part of a significant community initiative. The selection process included:

- A public call for submissions
- Evaluation by a selection committee consisting of art experts and community representatives. Selection committee members included:
 - UP Art Studio team members
 - Elia Quiles – moderator
 - Noah Quiles – Texas art professional – curator
 - Frank Nathen/Alexandre Serty – Texas art professionals - lead artist team
 - Janet Krueger – Texas art professional
 - Maritza Bautista – Fine Arts and Culture Commissioner – District 8
 - Elizabeth Carrera – City staff (Parks and Recreation Department)
 - Frank Diaz – Community member
 - Jorge Medina – Community member
- Interviews with shortlisted candidates to assess their suitability and vision for the project
- Final selection of artists based on artistic merit, relevance to the community, and potential for professional development
- A link to each artist's application is provided below: <https://www.dropbox.com/scl/fo/igs1o2mqayf55e33fl1g3/>

Design Phase

In the design phase, the lead artists worked closely with selected local artists. This collaboration not only resulted in high-quality mural designs but also provided professional development opportunities for the local artists. They learned new techniques and gained valuable experience in large-scale public art projects.

Phase 2: Implementation and Engagement

The second phase of the Lafayette Street Overpass Public Art Project concentrated on bringing the planned designs to life and actively involving the community in the process. This phase included the preparation of the site, the implementation of the mural, and rigorous safety protocols to ensure the well-being of all participants. Community engagement was a vital component, fostering a sense of ownership and connection to the artwork. The following tasks highlight the key activities and efforts made during this crucial phase of the project.

Community Engagement

A community engagement event was organized where residents were invited to give their thoughts on the proposed designs and input on specific elements of the design. At the end of the project, a workshop was held in which participants helped paint the end cap walls of the bridge. Keep Laredo Beautiful also participated by conducting two painting days in which the bollards in the park areas were painted to complement the artwork.

Design Finalization

While the initial artwork designs were completed in Phase 1, in Phase 2 they underwent a review and finalization process, incorporating feedback from the community and the City of Laredo staff. This ensured that the final mural not only aligned with the artistic vision but also resonated with the community's values and aspirations.

Site Preparation

Preparing the underpass surfaces was a crucial step. City staff, with guidance and training from UP Art Studio, conducted power-washing to remove grime. UP Art Studio applied a primer/base coat and/or sealant. This meticulous preparation ensured proper adherence of the artwork, guaranteeing its longevity and vibrancy.

Mural Implementation

This phase marked the convergence of individual creativity and a unified artistic vision. Local artists, mentored by UP Art Studio, provided input and collaboratively installed the mural. By working in tandem, they ensured that the artwork complemented the overarching narrative of the overpass. The painting process, which spanned approximately 8 weeks, included periodic reviews to ensure alignment with the design and maintain quality standards.

Safety Protocols and Health Plan

A comprehensive Health and Safety Plan (HASP) was implemented to ensure the safety of artists, workers, volunteers, and the general public. Key elements included:

- Risk Assessment: Evaluated potential hazards specific to the underpass and environmental factors.
- Communication and Coordination: Established clear communication channels and designated a safety coordinator.
- Traffic Control: Managed traffic flow with temporary signs, barricades, and pedestrian walkways, coordinated with local authorities.
- Personal Protective Equipment (PPE): Ensured appropriate PPE for all participants, including safety glasses, masks, high-visibility vests, gloves, footwear, and hard hats, as needed.
- Heat Safety: Scheduled work during cooler hours, provided shaded breaks, and encouraged hydration.
- Hazard Mitigation: Secured work areas, properly disposed of waste materials, and maintained cleanliness.
- Emergency Preparedness: Familiarized participants with emergency procedures and maintained first aid kits on-site.
- Training and Education: Conducted safety briefings and provided training on handling materials and traffic management.
- Regular Safety Inspections: Conducted inspections to promptly address any potential hazards.

This plan ensured a safe environment for all participants and the public throughout the project.

Quality Assurance and Protection

Once the mural installation adorned the surfaces, a comprehensive inspection with City staff was executed. This ascertained that the mural installation aligned with the predetermined standards, both in terms of quality and representation. Additionally, adherence to spec and data sheets for the architectural coatings used was strictly maintained, ensuring the longevity and durability of the mural against various environmental factors. The final step involved sealing the artwork with a protective layer to shield it from environmental wear and tear, further ensuring its longevity.

Union Pacific Segment

The final segment involved painting the portion of the underpass owned by Union Pacific. Obtaining permission to work on this site took additional time, but the project team returned in July 2024 to complete this segment, ensuring the mural's continuity and cohesion.

Workshop

A dedicated workshop was held to further engage the community and involve them in the final stages of the project. This workshop allowed residents to interact with the artists and participate in the mural creation process. Participants learned about the mural process, techniques used, and the cultural significance of the Lotería-inspired designs. The participants ranged from high school students volunteering on their summer break to community residents, with some completing court-ordered community service. They learned about the background of the project and techniques for painting the murals.

Celebration Event

To mark the project's completion, a celebration event was organized with City Staff and Council Member Alyssa Cigarroa. This event on July 5, 2024 featured speeches from key stakeholders, performances by Mariachis and a DJ, and participation from local vendors. The event served as a festive occasion to unveil the mural and celebrate the community's contribution to the project.

Documentation, Publicity, and Community Celebration

Upon the mural's successful implementation, the project transitioned into the documentation and community celebration phases. UP Art Studio worked with the Public Information Office (PIO), and other City departments as needed. Tasks included drafting news releases and written materials, conducting media outreach, and organizing and helping to produce the community celebration event.

Project Closeout

The final task involved project closeout activities to ensure all aspects of the project were completed satisfactorily and all documentation was properly archived.





4. ABOUT THE TEAM

The success of the Lafayette Street Overpass Public Art Project is a testament to the collaboration and dedication of a diverse and talented team. This project brought together experienced lead artists, skilled local artists, an engaged City staff, and committed community members, each contributing their unique expertise and vision. The following section introduces the key team members who played pivotal roles in transforming the overpass into a vibrant cultural landmark.

Project Team Leads

- Elia Quiles: Project Manager, Co-Founder of UP Art Studio.
- Noah Quiles: Project Manager and Street Art Curator, Co-Founder of UP Art Studio.
- Gina Magana: Environmental Safety Manager for UP Art Studio.

UP Art Studio Lead Artists

- Frank Nathen: Lead Artist, Lead Designer, and On-Site Project Manager from Houston, with a background from Parsons School of Design in New York.
- Alexandre Serty: A Houston-based artist originally from Paris, France.

Selected Artists from Open Call

- Gil Rocha: A seasoned artist and former educator from Laredo, known for his vibrant storytelling and deep community engagement.
- Alexander Barron: A Laredo native with a remarkable ability to create visually captivating murals.
- Jesus "CIMI" Alvarado: An artist from El Paso, renowned for his dynamic murals reflecting vibrant border culture.

UP Art Studio Production Team

- Noah Quiles: Field Director, Co-Founder of UP Art Studio.
- Joshua Nelson: An artist and graffiti artist from Denver, Colorado, responsible for production and on-site safety coordination.
- Pedro Campos: A production expert and artist in his own right.

5. SCHEDULE / TIMELINE

The following section outlines the key project milestones after the delivery of the Project Plan, including planned and actual dates, to provide a comprehensive overview of the project's progression through completion. This timeline demonstrates a strict adherence to the timeline projected in the Project Plan.

Phase 1 (continued): Artist Selection and Design Approval (16-18 weeks)		
Projected	Actual	Task Description
2023		
Oct. 27	Oct. 27	Submission of the Project Plan for review by Council Member and City Staff.
Oct. 27 - Nov. 3	Oct. 27 - Nov. 3	Review period for the Project Plan by the Council Member and City Staff.
Nov. 3 - 10	Nov. 3 - 10	Implement final edits to the Project Plan by the Council Member and City Staff.
Nov. 10 - 17	Nov. 16 no quorum; moved to Dec. 7	Project Plan is reviewed and approved by the Fine Arts & Culture Commission
Dec. 15 - 18	Dec. 18	UP Art Studio develops the Call for Artists.
Dec. 19 - 22	Dec. 19 - 22	Call for Artists reviewed by CM, Staff and FACC
Dec. 26	Dec. 26	Issue the Call for Artists; Assemble Selection Committee
2024		
Jan. 11	Jan. 11	Artist information session
Jan. 15 - 18	Jan. 25 - 27	UP Art Studio Team to Visit Laredo - Site Visit, Meeting with CM Cigarroa, Staff, etc.
Jan. 19	Jan. 19	Call to Artists extended deadline
Jan. 23 - Feb. 2	Jan. 23 - Feb. 8	Artist Selection Committee begins reviewing and scoring artist qualifications; Artist contracts are drafted
Feb. 5	Feb. 13	Deliver final Project Plan / Final Budget
Week of Feb. 5	Feb. 9 & 10	Artist interviews; Selection committee shortlists artists for selection
Week of Feb. 12	Week of Feb. 12	Council Member & City Staff meet to make final local artist recommendations; Arts Commission reviews the artist/team recommendation; approves the artist/team recommendation.
Feb. 20	Feb. 20; Feb. 22	City Council; Sign Contract between UP Art Studio and City of Laredo for Phase 2: Mural Implementation

Phase 2: Mural Implementation (16-18 weeks)		
Projected	Actual	Task Description
2024 (continued)		
Week of Feb. 20	Week of Mar. 5	Artist contracts are signed.
Feb, 26 - Mar. 1	Feb. 24 - Feb. 25	Artist conducts a site visit and participate in community engagement sessions, including FACC.
Feb, 26 - Mar. 1	Feb. 26 - Mar. 13	UP Art Studio design team finalizes and submits the mural design for review by CM & Staff & FACC;
Mar. 4 - 8	Mar. 14 - 25	The mural design undergoes further refinement based on feedback and is presented again for final approval (if needed). Finalize Budget.
Mar. 11 - 15	Mar. 22	City Council Approval of Contract Extension; Preparation of the Lafayette Street Overpass for mural application begins, including site cleaning, surface smoothing, and primer application. Bird and run-off repellants.
Mar. 18	Mar. 27	Painting of the mural on the Lafayette Street Overpass begins. Safety protocols are implemented, including barricades, signage, and potential lane closures. Periodic reviews are made.
Apr. 1	Apr. 15	Continuation of painting, ensuring alignment with the design and quality standards.
TBD	May 12	Final stages of painting and detailed inspections of the mural to ensure project standards.
TBD	ongoing throughout painting process	If applicable, a protective sealant is applied to safeguard the mural. Final inspections and approvals are conducted.
---	July 1 - 2	Union Pacific segment
---	July 3 - 4	Prep of slanted walls
---	July 5	Community Workshop
TBD	July 5	Project is officially completed. Potential unveilings or celebrations are organized to mark the completion.

6. MARKETING, GRAPHICS & ENGAGEMENT

This section includes a collection of visual content that captures the essence of the Lafayette Street Overpass Public Art Project. It features social media graphics, a press release, photos taken before, during, and after the mural installation by local photographers and videographers, images from the community engagement event and the workshop. Additionally, this section includes the community engagement questionnaire and project boards used to gather and present feedback.

Social Media Graphics

Deadline Extended!

ARTIST OPEN CALL

Council Member Alyssa Cigarroa and the City of Laredo, in collaboration with UP Art Studio, are commissioning local artists to assist in the Lafayette Street Overpass Public Art Project, which includes the painting of the overpass's 17 columns and beams, and which will serve as an artistic gateway, connecting Lafayette Park, Las Santa Ranas neighborhood, and the José A. Valdez Jr. Baseball Park.

We seek to hire artists who live in Laredo, or have lived experience in Laredo.
Special consideration will be given to artists who live or work in the Las Santa Ranas neighborhood.

Artist Eligibility

- Over age 18 and legally able to work in the U.S.
- Must document at least three large-scale mural projects within the past three years.
- Must have experience/proficiency in painting murals over 12' high that require use of a lift or scaffolding.

Mural implementation is slated to begin 2024.
Artist Stipend will be up to \$15,000, determined by final scale of project.
The artist stipend covers the artist's time for community engagement and assisting with implementing the project.



Request for Qualifications (RFQ) and Application can be found at the application portal.
The application is due Friday, January 19, 2024.

This project is funded by the City of Laredo and Council Member Alyssa Cigarroa and represents the city's dedication to celebrating its cultural heritage and promoting the arts as a powerful means of community enrichment.



UP ART STUDIO
@UPARTSTUDIO

ARTIST OPEN CALL

INFORMATION SESSION



Join the Session Online
January 11, 2024
6:30 pm



Request for Qualifications (RFQ) and Application
can be found at the application portal.

The application is due Friday, **January 19, 2024**.

*This project is funded by the City of Laredo and Council Member Alyssa
Cigarroa and represents the city's dedication to celebrating its cultural heritage
and promoting the arts as a powerful means of community enrichment.*



@UPARTSTUDIO

We want your input for the
Lafayette St. Overpass Art Project

LAFAYETTE STREET COMMUNITY EVENT

Sunday, February 25, 3 – 6 pm
Canizales Park in Laredo
1903 Lafayette St.

CARNE ASADA • MUSIC • ACTIVITIES



@UPARTSTUDIO

FOR IMMEDIATE RELEASE

Laredo, Texas – Commencing This Week: Lafayette Street Overpass Public Art Project

The City of Laredo, in close collaboration with Council Member Alyssa Cigarroa and UP Art Studio, is excited to announce that the Lafayette Street Overpass Public Art Project will commence this week. This project marks a significant effort to transform the Lafayette Street underpass into a captivating visual landmark that highlights Laredo's rich cultural heritage and encourages community engagement.

Selected Artists Bring Vision and Expertise:

The city has selected three distinguished artists, Gil Rocha, Alexander Barron, and Jesus "CIMI" Alvarado, for their unique abilities to contribute to this transformative project.

- **Gil Rocha**, a seasoned artist and educator based in Laredo, brings over two decades of experience in mural art. Rocha's work is characterized by its vibrant storytelling and deep engagement with the community's social, political, and emotional narratives. With a portfolio that spans across the United States and beyond, Rocha's participation promises to infuse the project with a profound sense of local identity and artistic excellence.
- **Alexander Barron**, another Laredo native, has demonstrated a remarkable ability to create visually captivating murals that resonate with audiences. Barron's experience in mural art, combined with his dedication to exploring themes of youth, family, and camaraderie, aligns perfectly with the project's goals to enrich the city's public spaces with meaningful art.
- **Jesus "CIMI" Alvarado**, hailing from El Paso, Texas, is renowned for his dynamic murals that reflect the vibrant border culture and community participation. CIMI's art pays homage to contemporary and historic Chicanx figures, bridging communities through shared stories and cultural pride. His expertise in working with mineral silicate paint and engaging community narratives will undoubtedly contribute to the project's success.

Project Overview:

The Lafayette Street Overpass Public Art Project will see the transformation of the underpass, including its 17 distinctive columns, with durable KEIM mineral silicate paint that promises longevity and aesthetic appeal. The selected artists will be working closely with UP Art Studio's creative team, including lead artists Frank Nathen and Alexandre Serty, and field supervisors Joshua Nelson and Pedro Campos, all under the guidance of curator and field director Noah Quiles. UP Art Studio, led by Elia Quiles, is serving as the project manager, ensuring a collaborative and integrated approach to the mural's creation.

Funding and Support:

This initiative underscores the city's dedication to investing in local talent and beautifying public spaces through art, fostering a deeper connection between the community and its cultural roots.

Looking Forward:

The project's commencement this week is a key step in enhancing Laredo's urban landscape. The city looks forward to the unique visions and creative contributions of Gil Rocha, Alexander Barron, and Jesus "CIMI" Alvarado, as they collaborate with UP Art Studio's esteemed team to bring this ambitious vision to fruition.

For further information and updates on the project, please visit [City of Laredo's official website] or contact Elia Quiles, Principal of UP Art Studio, at info@upartstudio.org.

- END -

Contact Information:

City of Laredo Public Relations Office

Email: [City Email]

Phone: [City Phone Number]

UP Art Studio

Elia Quiles, Principal

Email: info@upartstudio.org

Phone: 713-614-1605

Note to Editors: High-resolution images and biographies of the selected artists are available upon request. Interviews can be arranged through the contact information provided above.

ABOUT UP ART STUDIO

UP Art Studio is a consulting firm whose mission is “Civic Pride through Civic Art.” Principals Noah Quiles and Elia Quiles are a husband-and-wife team who curate, create, manage, and implement public art plans and projects. They are passionate about harnessing the power of art and placemaking—and the creativity of artists—to uplift people, neighborhoods, and underserved areas.

The firm commissions local and national artists and assists clients with ideation, planning, feasibility, funding, partnerships, community engagement, artist management, project delivery, and communications/PR. Since 2012, UP Art Studio has delivered hundreds of murals, Mini Murals, and other public art installations. The firm is currently creating and implementing Public Art Plans for major districts of Houston and for cities around Texas. For more information, please visit www.upartstudio.org.

LAFAYETTE STREET COMMUNITY EVENT

Neighborhood Survey / *La Encuesta Sobre el Barrio*

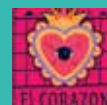
THE NEIGHBORHOOD / *EL BARRIO*

1. What neighborhood do you live in? *¿En qué barrio vives?* _____
2. How long have you lived in the neighborhood? Circle one.
¿Cuánto tiempo llevas viviendo en el barrio? Marca una opción.
 - a. Less than a year / *Menos de un año*
 - b. 1-5 years / *1-5 años*
 - c. 6-10 years / *6-10 años*
 - d. 11-20 years / *11-20 años*
 - e. More than 20 years / *Más de 20 años*
3. Do you work in the neighborhood? Circle one. *¿Trabajas en el barrio? Marca una opción.*
 - a. Yes / *Sí*
 - b. No / *No*
4. Describe the way you see your neighborhood in five words (does not have to be a sentence).
Describe cómo ves a tu barrio en cinco palabras (no tiene que ser una oración).

5. Are there any important cultural/historical events that have taken place in your neighborhood?
¿Ha habido algún evento cultural/histórico importante que haya tenido lugar en tu barrio?

THE ARTWORK / *LA OBRA DE ARTE*

6. Are there any colors that hold special meaning for this community?
¿Hay algún color que tenga un significado especial para esta comunidad?



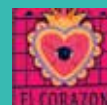
LAFAYETTE STREET COMMUNITY EVENT

Neighborhood Survey / *La Encuesta Sobre el Barrio*

7. Are there any symbols or motifs/patterns that hold special meaning for this community?
¿Hay algún símbolo o motivo/patrón que tenga un significado especial para esta comunidad?
-
-
-
8. What themes do you think are important to explore in the artwork for the overpass? Circle one.
¿Qué temas crees que son importantes para explorar en la obra de arte del paso elevado?
Marca una opción.
- a. Community / *Comunidad*
 - b. Culture / *Cultura*
 - c. History / *Historia*
 - d. Nature / *Naturaleza*
 - e. Other / *Otro:* _____

FEEDBACK AND SUGGESTIONS / *COMENTARIOS Y SUGERENCIAS*

9. What excites you most regarding the Lafayette Street Overpass Art Project?
¿Qué es lo que más te emociona del Proyecto de Arte del Paso Elevado de Lafayette Street?
-
-
-
10. Is there anything else you would like to share about your neighborhood or the art project?
¿Hay algo más que te gustaría compartir sobre tu barrio o el proyecto de arte?
-
-
-



Lafayette St Overpass Project

Inspiration and Concepts



UP
ART STUDIO



Lafayette St Overpass Project

Inspiration and Concepts



UP
ART STUDIO



Lafayette St Overpass Project

Which designs do you like?



UP
ART STUDIO

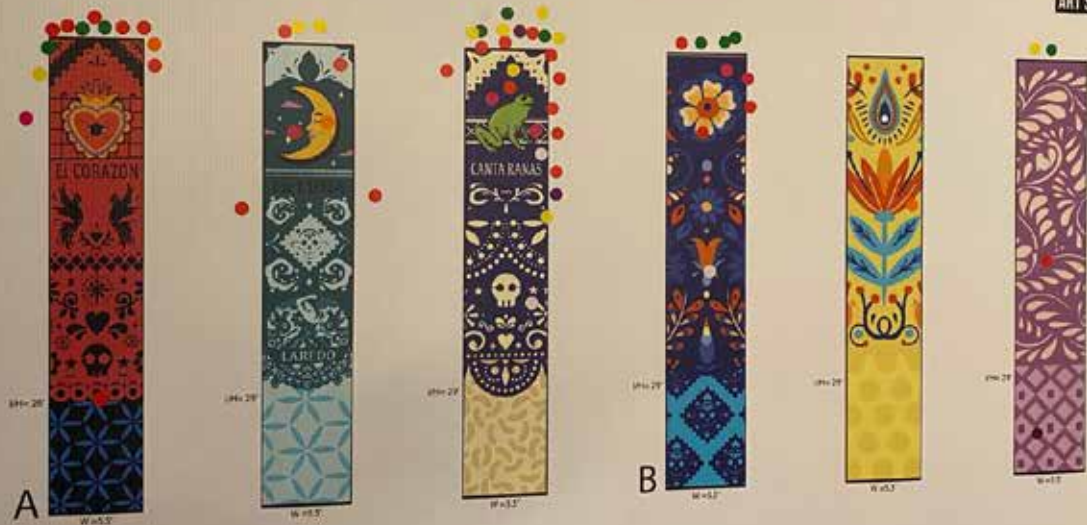


Lafayette St Overpass Project

Which designs do you like?



UP
ART STUDIO



Lafayette St Overpass Project

Choose your favorite Color Palettes



UP
ART STUDIO



Lafayette St Overpass Project

Choose your favorite Color Palettes



UP
ART STUDIO



Lafayette St Overpass Project

Which symbols represent your community?



UP
ART STUDIO



Lafayette St Overpass Project

Which symbols represent your community?



UP
ART STUDIO



Lafayette St Overpass Project

Which patterns do you like?



UP
ART STUDIO



Lafayette St Overpass Project

Which patterns do you like?



UP
ART STUDIO



Photos from Community Engagement Event



Lafayette St Overpass Project



10/27/16 - Colors and composition of 10



the working design may change

Before Photos





In Process Photos



Photos from Workshop



Final Photos





7. MEDIA LINKS

The Lafayette Street Overpass Public Art Project garnered significant media attention, highlighting its impact on the community and the vibrant artwork created. Below is a selection of media articles that covered various aspects of the project. Please note that this is just a sampling of the media coverage, and there were additional articles and features not listed here.

Media Links	Title / Link	Date
City of Laredo website	Call for Artists: Lafayette Street Overpass Public Art Project	12/28/23
	https://www.cityoflaredo.com/Home/Components/News/News/111/15	
LMT online	City of Laredo and UP Art Studio invite local artists for overpass project	12/31/23
	https://www.lmtonline.com/local/article/laredo-calls-artists-lafayette-street-overpass-18581625.php	
KGNS	Laredo seeks artist for Lafayette St. overpass transformation	1/2/24
	https://www.kgns.tv/video/2024/01/02/laredo-seeks-artist-lafayette-st-overpass-transformation/	
KGNS	City of Laredo starts beautification efforts on Lafayette Bridge	3/22/24
	https://www.kgns.tv/video/2024/03/22/city-laredo-starts-beautification-efforts-lafayette-bridge/	
Telemundo	Embellecerán Puente Lafayette	3/22/24
	https://www.telemundolaredo.tv/video/2024/03/22/embellecern-puente-lafayette/	
KGNS	Laredo's Lafayette bridge prepped for colorful transformation	3/22/24
	https://www.kgns.tv/2024/03/23/laredos-lafayette-bridge-prepped-colorful-transformation/	
KGNS	Lafayette Loteria	6/7/24
	https://www.kgns.tv/video/2024/06/07/lafayette-loteria/	
KGNS	Bringing quality of life through the beloved game of Loteria and more	6/7/24
	https://www.kgns.tv/2024/06/07/bringing-quality-life-through-beloved-game-loteria-more	
LaredoBuzz.com	District 8 Council Member to Host Lafayette Overpass Art Project Ribbon Cutting Celebration	7/4/24
	https://laredobuzz.com/2024/07/district-8-council-member-to-host-lafayette-overpass-art-project-ribbon-cutting-celebration/laredo-texas	
KGNS	Laredo's Lafayette Street Overpass gets artistic makeover	7/5/24
	https://www.kgns.tv/2024/07/05/laredos-lafayette-street-overpass-gets-artistic-makeover/	
LMT online	Six-block mural marks Laredo's Lafayette Overpass	7/6/24
	https://www.lmtonline.com/local/article/lafayette-overpass-mural-laredo-public-art-ribbon-19556944.php	
El Manana de Nuevo Laredo	Mural de Identidad	7/7/24
	https://elmanana.com.mx/.../20240707/20240707-E-05.pdf	
City of Laredo - YouTube		
The City of Laredo	Lafayette Overpass Community Art Project Ribbon Cutting Ceremony 070524	7/5/24
	https://www.youtube.com/watch?v=-wQRnZsgRcw	
The City of Laredo	Lafayette Overpass Public Art Project Package 070524	7/5/24
	https://www.youtube.com/watch?v=kYa3pdLg9bY	

Por IDALIA ALVAREZ
idalia.alvarez@elmonarca.com.mx

VIDA Y ARTE

MURAL DE IDENTIDAD

Celebran cultura fronteriza con mega mural realizado en las columnas del Puente Lafayette, en el barrio Santa Ranas; destacan iconos mexicanos

■ La comunidad se reunió para el corte de listón y admirar el resultado final de la obra. [ver más noticias](#)



District 8 Council Member to Host Lafayette Overpass Art Project Ribbon Cutting Celebration

Written by admin, Jul 4, 2024, 0 Comments

Courtesy Andres Garcia,

LAREDO, TX— The City of Laredo, District 8 Council Member Alyssa Cigarroa, in partnership with UP Art Studio, invites the community to the Lafayette Overpass Public Art Project Ribbon Cutting Ceremony. The event will take place on Friday, July 5, 2024, at 5:30 p.m., under the Lafayette St. Overpass (intersection of Lafayette St. and Santa Rita Ave.).

Prior to the ribbon-cutting ceremony, the community is encouraged to participate in an art workshop alongside a community cleanup organized by Keep Laredo Beautiful from 8:30 a.m. to 4:00 p.m. Volunteers at the workshop will have the opportunity to paint the slanted walls under the overpass, contributing to the beautification of this community space. To volunteer for the art workshop or the community clean-up, participants are required to register by clicking this link.



News Weather Sports Watch LIVE KGNS+ Originals KGNS On Your Side KGNS News Today

Laredo's Lafayette Street Overpass gets artistic makeover



Six-block mural marks Laredo's Lafayette Overpass

By David Gomez Jr., Laredo Morning Times
July 6, 2024



City leaders and artists pose for a photo before a ribbon cutting on July 6, 2024, at the Lafayette Overpass.
David Gomez Jr./Laredo Morning Times

8. CONCLUSION

The Lafayette Street Overpass Public Art Project has been a resounding success, meeting its objectives of aesthetic enhancement, community engagement, cultural reflection, and professional development. The collaborative efforts of UP Art Studio, the City of Laredo, Council Member Alyssa Cigarroa, and the local community have resulted in a project that not only beautifies the overpass but also strengthens community bonds and reflects the unique cultural fabric of Laredo. This project stands as a testament to the power of public art in fostering civic pride and community engagement.

El Corro de Laredo

Designers, Lead Artists
Frank Nathen, Alexandre Rajkovic



Artists
Jesus Alvarado, Gilberto Rocha, Alexander Barron

Production Team
Noah Quiles, Pedro Campos, Joshua Nelson

In the heart of Santa Ranas and Los Amores, this vibrant public art project stands as a testament to the community's rich cultural heritage and history. The mural, spanning the length of 6 blocks, is composed of 17 distinct elements, each contributing to a symphony of color and symbolism.

Project Funded by:
The City of Laredo
Council Member Alyssa Cigarroa, District 8

Project Led and Produced by:
UP Art Studio



Spring – Summer 2024

APPENDIX

Maintenance and Conservation Worksheet/Plan

The following information is intended as a guide for supplying the City of Laredo with the necessary information to ensure the best maintenance and conservation of our work.

General Information

Artist names(s): UP Art Studio (Frank Nathen – lead artist and designer, Alexandre Rajkovic, Jesus Alvarado, Gilberto Rocha, and Alexander Barron)

Date of installation March 22 – May 10, 2024 and July 1 – 5, 2024

Location of installation Lafayette Street Overpass Public Art Project
1600 – 2200 Lafayette Street, Laredo, Texas 78041

Dimensions (if more than one, please describe). H _____ W _____

Artwork Description

Please provide a narrative description of the artwork/artist statement.

The Lafayette Street Overpass mural in Laredo is a vibrant celebration of the community's cultural heritage, inspired by the beloved Mexican game "Lotería." The mural features larger-than-life depictions of traditional Lotería cards, each showcasing iconic imagery such as "La Luna" (the moon), "El Nopal" (the cactus), and custom cards like "El Centro" and "El Agave," which reflect unique aspects of the local community.

Interwoven with these cards are intricate patterns of "papel picado" (traditional Mexican paper cut-outs) and other patterns inspired by Mexican textile designs, pottery, and even local businesses, adding layers of texture and cultural significance to the artwork. The use of bright, vivid colors and dynamic compositions brings the mural to life, creating a visual feast that is both captivating and meaningful.

The artwork also highlights the neighborhoods of Canta Ranas and Los Amores, depicted by a singing frog and "El Corazón," respectively. These elements add a personal touch to the mural, celebrating the unique identities and stories of these local areas.

The creation of this mural was a deeply collaborative process, engaging the local community in the design and execution. Residents participated in selecting the Lotería cards, color combinations, and patterns, ensuring that the final artwork resonates with the collective identity and pride of Laredo. This inclusive approach not only fostered a sense of ownership and connection among the participants but also ensured that the mural authentically represents the community's spirit and values.

The Lafayette Street Overpass mural transforms the bridge into a vibrant landmark, enhancing the aesthetic appeal of the area and providing a source of pride and inspiration for all who pass by. It stands as a testament to the power of community collaboration and the enduring significance of cultural traditions in shaping our shared spaces.

Please list all primary and material finishes used in this work. When supplying this information, please provide the exact names of products used, including trade and common names, exact formula, spec sheets, etc.

The following materials was used.

- Paint: KEIM Soldalit Sol Silicate All Surface Paint Tinted Colors
- Clear Coat: KEIM PSS 20 Eco Graffiti Protection System (sacrificial)

The spec sheets with product details are included in the design package.

Briefly describe the processes used in the creation or fabrication of this work. Please be as specific as possible listing tool types, machining specifications, casting directions, application techniques, and any similar detailed information that is available. Please provide drawings of mechanical connections, e.g. bolts or dowels and non-mechanical connections such as welds or glued joints.

Not applicable, as no fabrication was needed.

Describe the installation process and list associated installation materials (e.g. composition of base or backing, location and type of hanging device, diagram of footing). Also, list any special tools needed and their use in the process.

The surface was prepared (power washed) and primed.

The mural was painted directly on the wall surfaces using mineral paints.

An anti-graffiti coating was applied, using a sprayer, according to manufacturer's specs.

Is the site/context/surrounding landscape an integral part of the work? Would the intended character and integrity of the work be altered if the work were relocated to another site? How?

It is not possible to relocate the artwork as it is painted directly on the brick surface of the building.

Maintenance Requirements and Instructions:

Describe the ordinary or routine maintenance you recommend to keep the work in good condition (e.g. lubrication of moving parts, reapplication of surface coatings, dusting, washing, waxing, and/or regular component rotation or replacement). List the brand name of any products that should be used (if applicable) and the technique for proper application. Please include the frequency anticipated for these procedures.

Inspection, ongoing maintenance, and periodic treatment are essential to keep a mural in good condition. In extreme cases, relocation, repainting, or deaccession may have to be considered.

It is important to inspect the murals annually or semi-annually to ensure that instability, damage, or potentially damaging conditions are detected before major damage or deterioration occurs. All inspections as well as any work that is subsequently carried out should be documented.

Routine maintenance activities may include removing or trimming vegetation, removing surface dirt (especially along the base of the mural) with a broom or hand brush. A gentle washing with sponges or a light water hose wash is recommended as needed. Industrial maintenance procedures such as power washing are often inappropriate for murals and can cause extensive damage.

As the environmental concern of the bird feces and urine was not properly addressed, we are not able to give maintenance guidance for these areas.

Indicate anticipated conservation of the work beyond ordinary or routine maintenance.

The following recommendations were adapted from the Canadian Government:

<https://www.canada.ca/en/conservation-institute/services/care-objects/fine-art/conservation-guidelines-outdoor-murals/caring-existing-mural.html>

Graffiti must be removed in a safe and effective manner that does not affect the image layer below. For this reason, removal should be undertaken by a conservator or an artist/technician familiar with the piece. Removal without adequate testing, or by an individual without adequate experience or supervision, can irreparably harm the mural.

As such, the artist/project manager – UP Art Studio, should be contacted whenever graffiti needs to be removed, or extensive treatment is required.

In the event that conservation is needed, a professional conservator should ideally be involved. He/she can provide treatment options and an outline of the materials and procedures to be used. The final decision should include input from all the various stakeholders — the owner/municipality, the community, and the original artist.

Prior to undertaking the agreed-upon treatment, the cause of deterioration should be determined and corrected. The original artist should also be consulted prior to major treatment or alteration of the work or its context, both as a moral right and because he/she can provide detailed information on the materials, techniques, and visual characteristics of the original surface.

The actual treatments can range from a traditional conservation approach (in which a conservator inpaints areas of loss) to treatments in which a conservator supervises or advises the artist and/or a group of community volunteers in restoration or reconstruction activities, to treatments undertaken by an artist, who has proved they are respectful of a conservation approach and undertakes relatively basic procedures that have been approved by the artist and owner.

A mural with major loss or deterioration may require more extreme intervention, such as reconstruction (repainting) of damaged parts based on respect for the remaining original material and evidence of an earlier state (photographs), or even repainting by the original artist.

All treatments should be carefully documented. The treatment decisions should be recorded, and a detailed record kept of the work undertaken, the materials used, the person(s) doing the work, and the date. Before, during, and after treatment photographs should also be taken.

Do you intend your artwork to age and/or deteriorate through time? How?

All murals will eventually deteriorate over time, however, they can be preserved long-term (20+ years) if proper materials are used to paint it, and maintenance and care is taken, as outlined above. The mineral paint used guarantees color retention for at least 20 years, however the bird droppings need to be taken into consideration as they may degrade the paint more quickly.

Contact information:

Please list the name and contact information for yourself and persons or firms involved in the production of your work as well as the contact information for persons recommended to be contacted in the event that conservation becomes necessary.

UP Art Studio should be contacted in the event that conservation becomes necessary.

Elia Quiles: 713-614-1605

Noah Quiles: 713-876-8802

Completed by:

Name: Elia Quiles

Date: 6/27/24

ABOUT UP ART STUDIO

UP ART STUDIO IS A CONSULTING FIRM WHOSE MISSION IS “CIVIC PRIDE THROUGH CIVIC ART.”

Principals Noah Quiles and Elia Quiles are a husband-and-wife team who curate, create, manage, and implement public art plans and projects. They are passionate about harnessing the power of art and placemaking—and the creativity of artists—to uplift people, neighborhoods, and underserved areas.

The firm commissions local and national artists and assists clients with ideation, planning, feasibility, funding, partnerships, community engagement, artist management, project delivery, and communications/PR. Since 2012, UP Art Studio has delivered hundreds of murals, Mini Murals, and other public art installations. The firm is currently creating and implementing Public Art Plans for major districts of Houston and for cities around Texas.

ACKNOWLEDGEMENTS

Special thanks to:

- Council Member Alyssa Cigarroa: For Her Vision And Unwavering Support.
- City of Laredo Executive Leadership:
- City Departments:
 - Engineering: Led The Project on behalf of the City
 - Parks And Recreation: Undertook Surface Preparation and Logistical Efforts.
 - Environmental Services: Assisted With Waste Disposal.
 - Laredo Pd: Ensured Safety Throughout The Project.
 - Traffic & Signals: Provided Other Crucial Support.
- Local Partners: Webb County, Keep Laredo Beautiful
- Volunteers And Community Members: For Their Engagement And Contributions.



UP ART STUDIO

832-701-0809

info@upartstudio.org

www.upartstudio.org