

Roseville

MURAL PROJECT

b|ue |ine arts

MURAL DOCENT ORIENTATION

Mission

The **Roseville Mural Project** is an initiative led by Blue Line Arts with the support of the Downtown Roseville Partnership and its property owners **to bring new public art of high artistic quality and enduring value** to the city of Roseville.



Objectives

- The creation of **5 new murals** in the Downtown Roseville District
- **Uplift the community** with new designs, encouraging residents and visitors to have pride in the area.
- Encourage **safe community engagement** in the project through video content, virtual associated events & a self-guided map brochure.
- Executing related **free arts programs** (such as the Youth Mural Camp for under-served youth) in conjunction with the project to ensure accessibility and inclusion.
- **Spur economic activity** at local shops and restaurants in the area when people visit the murals.



Timeline of Events



Artists will be painting:

- **Thursday, August 6th - August 29th**

Mural Artists Panel Discussion (virtual)

- **Tuesday, August 11th from 5-7pm**

Guided Mural Tour (limited to groups of 10)

- **August 14th starting at 7pm**

We are Roseville - mini mural competition in Vernon Street Square

- **Saturday August 15th & Sunday August 16th**

Mural Locations



Future location of Roseville Cyclery
105 Lincoln Street



The Place
Vernon Street
(mural located behind building)



Acton Academy
Corner of Oak & Bulen St
(mural located behind building)



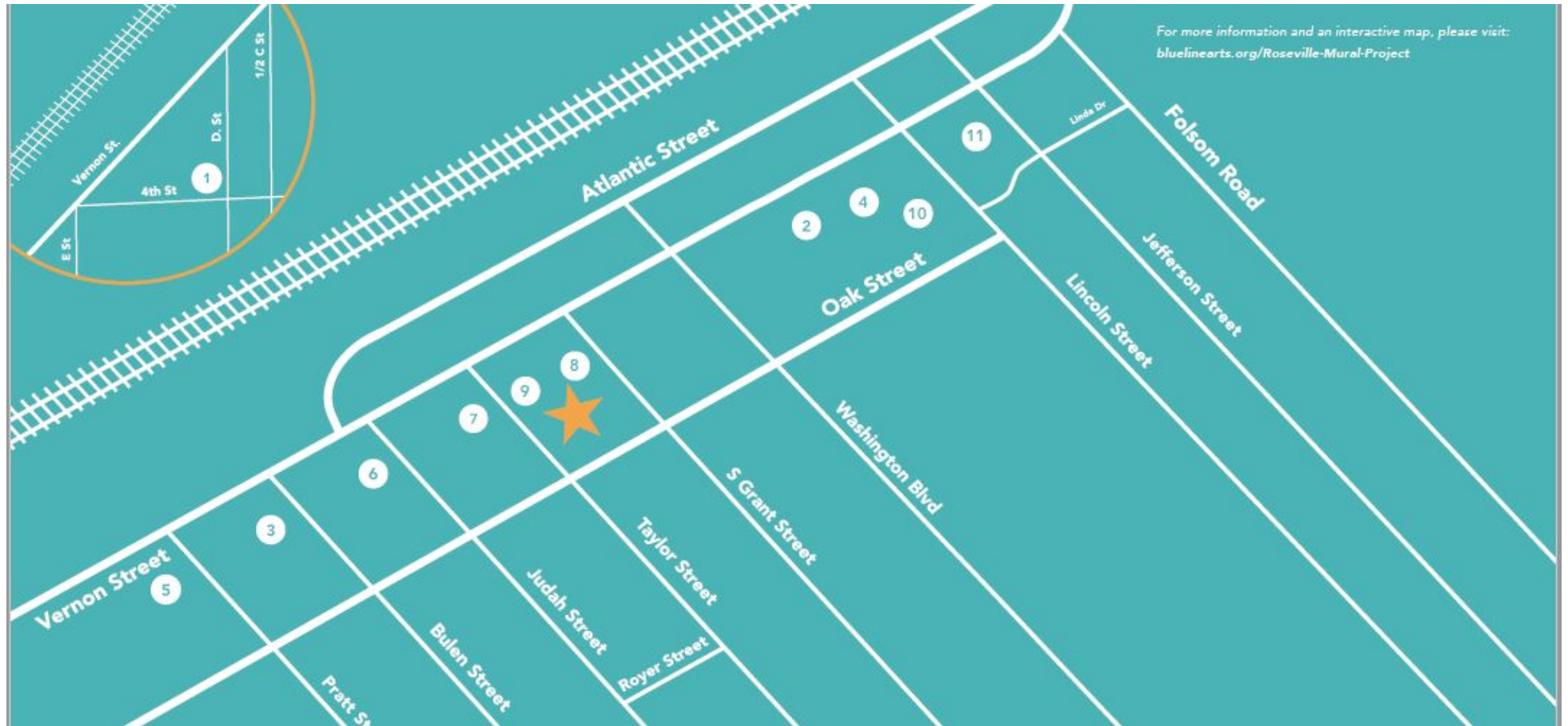
David R. Johnson Memorial Pool
100 D. St., Roseville, CA
(mural in front building)



Monk's Cellar
240 Vernon Street
(mural located behind building)



Mural Locations



Let's get started

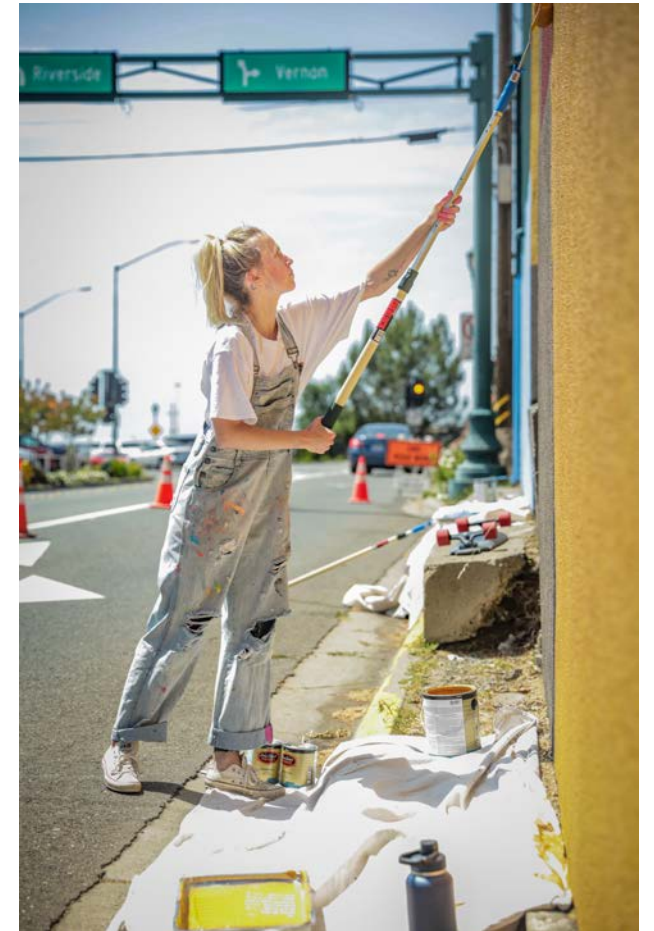
Step 1: Volunteer Application. You can fill this out online:

<https://www.bluelinearts.org/volunteer>

Step 2: Read the Volunteer Handbook. We can send a digital copy to you via email or you can have a copy when you come in for your first shift.

Step 3: Sign the Volunteer Agreement (last page of the handbook). We need this on file before you start your first shift.

Step 4: Sign up for shifts using the links to opportunities listed on the Blue Line Arts Volunteer Page: <https://www.bluelinearts.org/volunteer>

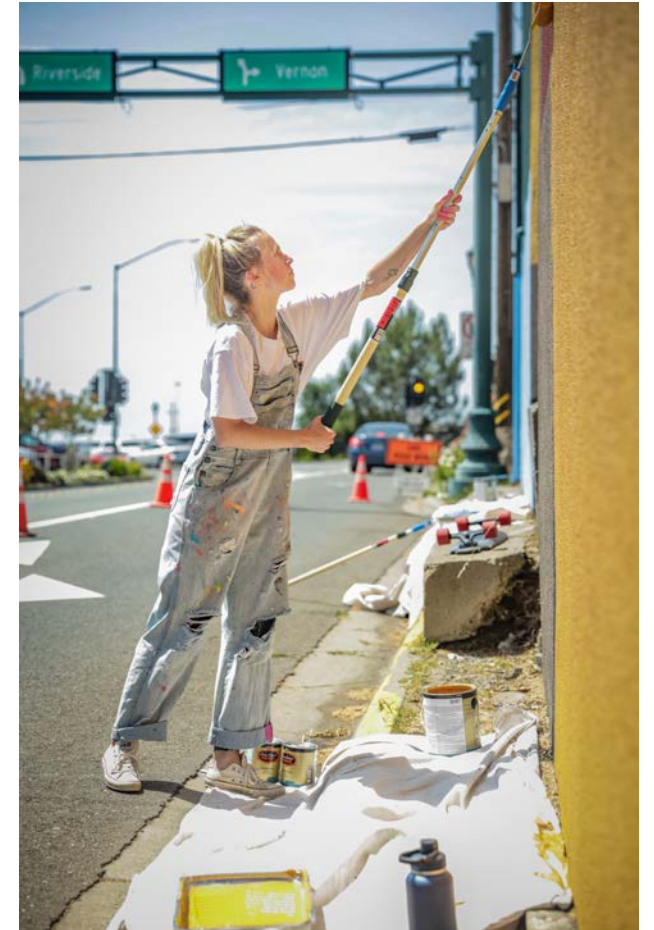


Check-in process

Step 1: At the beginning of your shift, please check-in at the Blue Line Arts front desk so that we can provide you with a **nametag** and have you check in using the **volunteer binder** so that we can keep track of your hours. Then a staff member will confirm which location you will be at during your shift.

Step 2: When you arrive at your designated Mural Location, please **introduce yourself** to the artist and let them know how long you will be out there to **assist them**. Ask them if they need any help with their materials, supplies, hydration, marketing, etc.

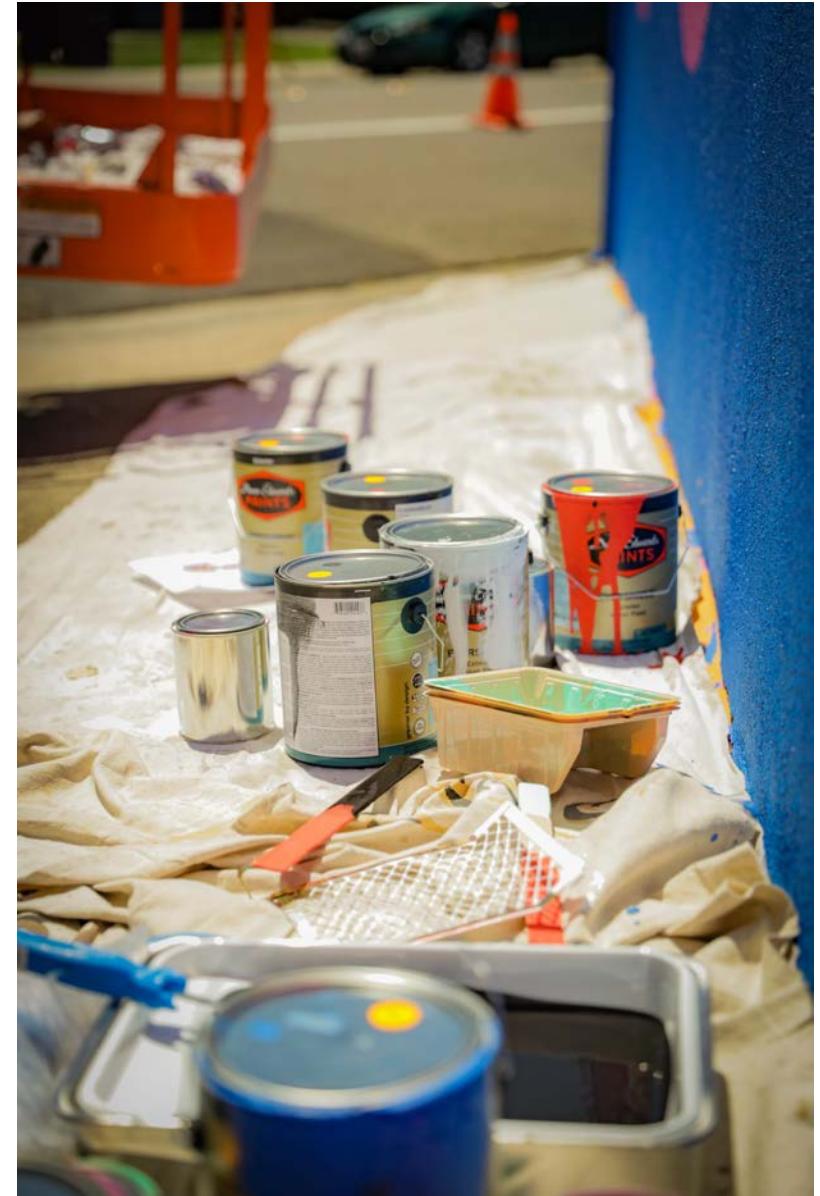
Step 3: At the end of your shift, let the artist know you will be leaving and head back to Blue Line Arts to hand in your **nametag** (we keep them organized at the front desk) and **sign out** of the volunteer binder.



Mural Docents

You are the helpful volunteers to assist the artist on site as needed and answer any questions that visitors may have about the project.

- **Safety:** please make sure you are wearing a mask and keeping yourself and anyone else at least 6 feet or more from the artist.
- **Painting:** this depends on the artist. Always be sure to ask first.
- **Supplies:** help them keep their supplies clean (if needed), washing brushes, etc.
- **Hydration:** help them fill up their water if needed
- **Marketing:** assist us by taking photos and videos while they work and send them to a Blue Line Arts staff member to assist in promoting this project to the community.
- **Visitors:** if you see an interested passerby, share details about who the artist is and what the Roseville Mural Project is all about. Encourage them to check out the rest of the murals.



Thank you!
We look forward to having you assist us with this
community project!

Roseville
MURAL PROJECT



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Timeline

- Painting: August 6th-29th
- Mural Panel: August 11th
- Mural Tours: August 14th
- We Are Roseville: August 15th & 16th

Mural Locations

Mural Docent Tasks

- Assisting Artists
- Sharing information with visitors
- Marketing

Sign up & Check in process