



ARTIST INFORMATION SESSION + Q&A

THE COLLECTIVE WALL

214 S. Michigan Avenue | Downtown Howell

October 8, 2026

artdoinggood.org



What is ART Doing Good?

Community-inspired public art that celebrates local stories and helps people connect.

- 1 We listen to what people have to say about what makes Howell special.**
- 2 The artist draws inspiration from this input to create original artwork.**
- 3 A permanent QR code shares about the art and links to the community.**



Input comes from large canvases at on-site events and messages sent from the QR Code.

Recurring themes were Howell's events, historic places, local shops and wanting the city to feel welcoming.



THE COLLECTIVE WALL • DOWNTOWN HOWELL



A permanent QR code beside each piece of art shares the story behind the art and artist, and connects people to ways to get involved locally.



Meet the wall

214 S. Michigan Avenue • Downtown Howell



Actual wall • painted, heavily textured brick

~65 ft

painted brick length

20 / 15–16 ft

tall / lower sections

~1,200 sq ft

estimated available surface

Approximate measurements; the artwork does not need to fill the wall.



There are places the brick has been patched.



Existing QR code and signage will be removed.



Approximately 5' from building to curb







The community inspires. The artist creates.

We are asking Howell:

What would you love to see reflected in this mural?

What do you hope people feel when they stand in front of this wall?

What's something about this community an outsider might miss?

Community input inspires the artwork, but doesn't dictate the design.

No required theme, color palette or style.

How does the community participate?

**People share their perspectives.
The selected artist brings them to life.**

COMMUNITY INPUT

ART Doing Good gathers input before concept development.

ARTIST'S ROLE

Interpret the input in your own artistic style.

HANDS-ON PAINTING

Not required. Artists may suggest an optional activity.

Community input inspires the artwork, but hands-on participation isn't required.

Materials + installation

Direct painting is the current plan. Other methods may be proposed.



Existing brick + previous repairs

CURRENT PLAN

**Paint directly on
the existing brick.**

ALTERNATIVE METHODS

**Panels and mosaics
may be considered,
but are not
preapproved.**

Painted July 2026 with Sherwin-Williams SuperPaint Exterior, Low Lustre, Inkwell SW 6992.

Artists should base their estimates on the wall in its current condition.

Any additional preparation or protective coating the artist believes is necessary should be identified in their estimate.

Scope + proposed cost

Please provide a realistic all-in estimate or range.

Please include:

Artist fee, design, materials, lift/equipment, assistance, installation and any proposed finish.

FUNDING UPDATE

Grant awards are expected at the end of October. No final artist budget yet.

Final scope and compensation will be agreed upon before commissioned work begins.

How will we select the artist?

ART Doing Good will convene a selection panel to review applications.

ARTISTIC STRENGTH

A distinctive voice and compelling examples of past work.

COMMUNITY APPROACH

Interest in interpreting Howell's stories through art.

PROJECT FEASIBILITY

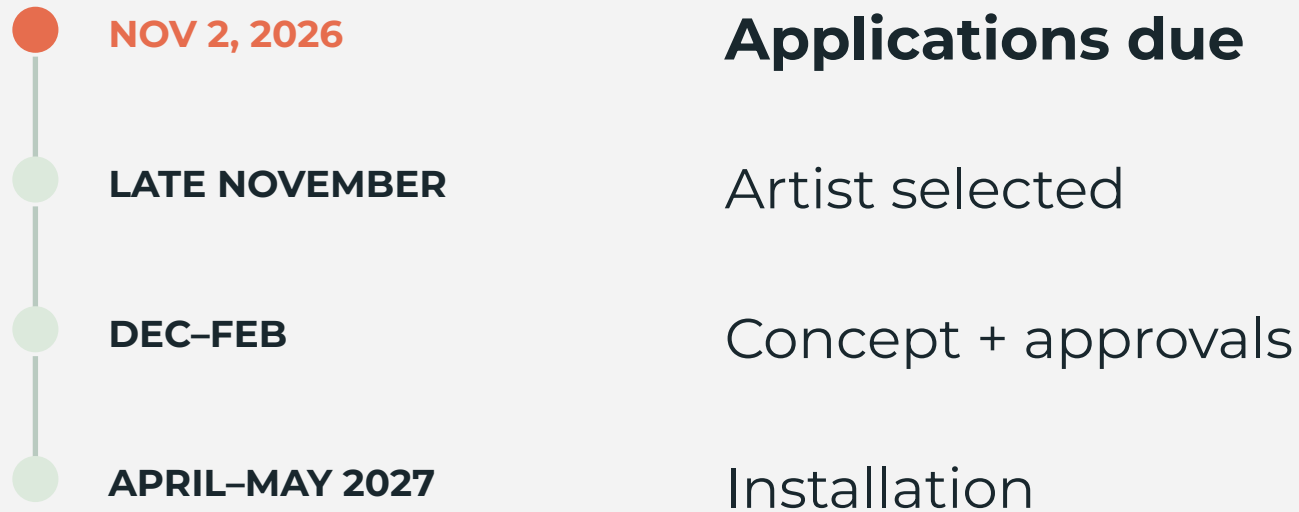
Demonstrated experience completing exterior murals and managing installation.

PROPOSED COST

A realistic scope, budget estimate and timeline.

Open to Michigan-based artists or artist teams with demonstrated exterior mural experience.

How to apply + what comes next



QUESTIONS?

artdoinggood.org/the-collective-call-to-artists

Questions afterward? susan@artdoinggood.org