

Paint the *Parks*



Public Art for Play, Wellness &
Community Pride



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2024 MLK Fest BR painting of the neighborhood packet park

Project Overview



STEAM Playground installation at LA Key Academy.

Paint the Parks brings art, nature, and healing into public parks by transforming blank walls, restrooms, trailheads, and gathering spaces into vibrant reflections of community culture, local ecology, and shared values. Through deep community engagement and place-based design, we collaborate with residents and stakeholders to co-create murals and interactive installations that activate underused spaces, encourage wellness, and spark joy.

This program is especially effective in:

- Historic parks undergoing revitalization
- Trailheads, recreation centers, and splash pads
- Sites needing passive surveillance through beautification
- Areas with high youth traffic, summer camps, or senior programming

Each project serves as both a visual landmark and a community-building experience.



Scotlandville High School students restoring community plaza seating.

200+

Walls Project Public Art installations completed

Areas with public art report higher visitor engagement, enjoyment, and connection to place versus zones without art.

Nyaiyonga, Blessings. (2024). The Impact of Public Art Installations on Urban Recreation Spaces. International Journal of Arts, Recreation and Sports.

20% ↑ value

properties immediately adjacent to or fronting an urban park

Public art installations significantly enhance the aesthetic appeal, social cohesion, cultural vibrancy, and economic vitality of urban recreation spaces

Nyaiyonga, Blessings. (2024). The Impact of Public Art Installations on Urban Recreation Spaces. International Journal of Arts, Recreation and Sports.

Our Process



Volunteers working on the Jewel J Newman Park skywalk staircase mural

- 1 Initial Consultation**
 - Understand goals, site-specific needs, and usage patterns with parks staff and community members.
- 2 Community Engagement & Research**
 - Host on-site visioning sessions, design charrettes, or pop-ups to gather intergenerational input.
- 3 Concept Development & Design Approval**
 - Create design mockups based on themes like play, safety, health, local nature, and history. Final designs reviewed collaboratively.
- 4 Surface Prep & Fabrication**
 - Prepare walls or ground spaces, apply protective coatings, and fabricate 3D or weatherproof components.
- 5 Installation & Community Engagement**
 - Artists install work with volunteer days or youth participation to foster ownership.
- 6 Unveiling & Maintenance**
 - Launch with a ribbon-cutting or public art event. Provide long-term care and activation guidance.

Our work in Louisiana

We bring color, creativity, and purpose to school walls through murals that blend STEM education with placemaking. By working directly with students, teachers, and administrators, we design art that not only reflects the school's identity but also sparks curiosity, encourages learning, and strengthens community pride.



Artist Ashli Ognelodh

BREC 75th Anniversary Series

In honor of BREC's 75th anniversary, The Walls Project embarked on a transformative journey to infuse art, technology, and community engagement into Baton Rouge's public spaces. This initiative resulted in a series of vibrant murals across five parks, creating a scavenger hunt trail that linked 10 parks within the system via touch-reactive murals celebrating each park's unique offerings.



Artist Morgan Udoh

South Louisiana Fairgrounds Splash Pad

The mural, painted directly onto the splash pad's concrete surface, is a celebration of Louisiana's iconic swamp life, featuring colorful depictions of tiger sharks, gators, crawfish, and catfish. Inspired by the natural flow of the Mississippi River and the rich ecology of the region.

In a unique twist, water-revealed characters are hidden around the perimeter of the mural, encouraging park goers to grab pails and buckets and explore the artwork through splash and movement.



Mural celebrating Independence Park theatre installed at Highland Community Park



Artist Skinny Dope



Artists Lionel and Taylor Milton

BREC Howell Park

During MLK Fest 2023, The Walls Project orchestrated a vibrant fence mural at the Utility Yard, part of a series of placemaking efforts across Baton Rouge, bringing together volunteers and council-led partners to transform a utilitarian space into a community food security celebrating canvas. The utility yard is a part of the 4 acre farm on BREC property in a historic food desert.

Baker Recreation Center

Louisiana visual artist Lionel Milton returned to the BREC Baker Gym to restore the mural he originally painted there seven years prior. The refurbished artwork reflects the evolution of his style, retaining the foundational bold lines and vivid palette while layering in his more refined, whimsical NOLA flair. The restoration blended roots and reinvention in a work that continues to inspire pride and hope within the community.



Artist Brendan Palmer



Artist Skinny Dope

Independence Park Signage

A collaborative design and fabrication effort between the Walls Project artists, WHLC architecture, and BREC parks system to highlight the Independence Park Theatre entrance.

BREC Scotlandville Pathways

This art walk at Scotlandville Parkway was installed as a series of 12 walks along the trail system during our 2023 MLK Festival of Service in collaboration with community and BREC volunteers.

Our work in Texas

The South Side Quarter Development Corporation (SSQDC) and The Walls Project (TWP) came together to transform the entryways into the South Dallas/Cedars neighborhoods with a series of vibrant murals. The first of these works—the Seeds of Service community garden mural—was completed as a landmark celebration of the area’s culture and creativity.



Artist Dora "By Zeneth" Renosa

Earth Day Mural

This initiative honored the rich history and traditions of South Dallas and the Cedars, amplifying the voices, memories, and creative energy of the community. The walls themselves became storytellers, sharing local heritage while shaping a more vibrant, connected, and inspiring environment.



Seeds of Service community garden



Students show off their completed mural vision boards.



Joyful students celebrate at the mural unveiling event..

Case Study: National Endowment of the Arts

NEA: Our Town Grant

2020 | Project Budget: \$100,000

Collaborators: The Walls Project, LSU
Coastal Sustainability Studio

Funders: National Endowment of the Arts



Overview of the Walls Project's Our Town Grant

The Walls Project, which manages Baton Roots, partnered with LSU Coastal Sustainability Studio to develop a comprehensive master plan and site design for the once-underutilized golf course. LSU Coastal Sustainability Studio faculty and students lent their technical expertise in architecture and landscape architecture to help develop the plan in collaboration with the local community, HealthyBR, BREC and Build Baton Rouge, the parish's redevelopment authority.

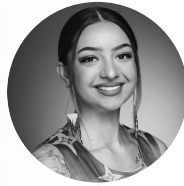
Baton Roots Community Farm began in Mayor-President Broome's Geaux Get Healthy coalition, aiming to enhance the well-being of citizens by promoting active lifestyles and ensuring access to fresh foods, primarily in areas where a grocery store was more than a 10-minute drive away.

The NEA Our Town grant funded the development of a comprehensive master plan for the farm, engaging artists, designers, engineers, students, and residents to repurpose additional acreage in the abandoned golf course within a flood-prone area of North Baton Rouge.

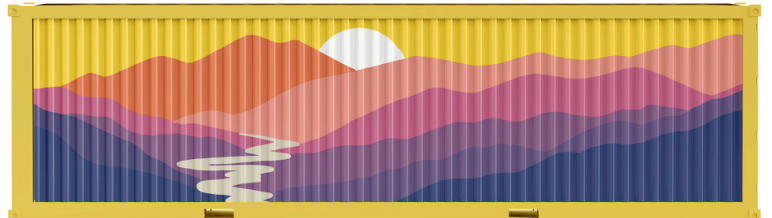
The Walls Project collaborated with Chicago-based artist Faheem Majeed to lead discussions with members of the local community, artists, and LSU design students to begin the process of developing artistic concepts and ways to integrate art into this part of Baton Rouge that had endured decades of disinvestment, hyper-segregation, and systemic poverty.



Case Study: Volunteer-Based Mural Project



Manna Soup Kitchen
2023 | Project Budget: \$10,000
Artist: Maddie Sanders
Funders: Durango Creates & Manna Donors



Overview of the Manna Soup Kitchen Mural Project

The Manna Soup Kitchen mural project, led by The Walls Project, is a testament to the power of art in fostering community engagement and supporting local nonprofits. The project was made possible through securing funding from Durango Creates, a testament to the collaborative spirit and commitment to the arts in Durango, Colorado.

The first step in this transformative initiative was the selection of a talented artist who could bring the mural to life. The Walls Project meticulously chose an artist known for their ability to capture the essence of community and nonprofit work. This mural was to be more than just a piece of art; it was to be a symbol of unity, created by the community for the community.

Before the first brushstroke hit the wall, The Walls Project ensured that the artist's design resonated not only with the mission of Manna Soup Kitchen but also with the neighbors and the broader community. This collaborative approach ensured that the mural would be a reflection of the collective spirit of Durango.

With the design confirmed, The Walls Project moved forward with purchasing the necessary paint and volunteer supplies. The involvement of volunteers was a key aspect of the project. Over a dedicated weekend, a diverse group of volunteers from all walks of life came together, united by their passion for art and community. Together, they transformed the blank canvas into a vibrant mural that told a story of compassion, support, and the enduring strength of community bonds.

The culmination of this incredible journey was the mural unveiling, a celebration of art, community, and the invaluable work of Manna Soup Kitchen. This event not only showcased the mural but also provided an opportunity for the community to come together, engage with the nonprofit, and reaffirm their commitment to supporting those in need.



Case Study: Earth Day Baton Rouge

Earth Day BR 2025

2025 | Project Budget: \$15,000

Collaborators: The Walls Project, BREC,
Keep Louisiana Beautiful, and 100+
Volunteers



Earth Day Baton Rouge 2025: Combining Eco, Art, Tech, & Agriculture

On April 19, 2025, the Walls Project, in collaboration with Sprouts Healthy Communities Foundation and BREC Parks, hosted an Earth Day event that engaged participants in educational and hands-on activities promoting environmental stewardship. Attendees explored eco-art installations and sustainable practices, emphasizing the importance of environmental responsibility.

The Earth Day celebration featured eco-friendly art projects, where attendees could creatively build while creating as little waste as possible. These activities underscored the community's commitment to environmental sustainability and creative expression. Agricultural activities included planting 20 trees and 800 plants, moving 10,000 lbs of mulch, and laying much-needed landscape fabric. Tech was also featured with a tech recycling collection and a guided nature tour, teaching how to use the iNaturalist app.

Through these initiatives, The Walls Project and its partners demonstrated their dedication to fostering a greener, more sustainable future for Louisiana.



About Walls Project

The Walls Project leads programs, events, and alliances that work to break through and tear down the societal walls that discourage or prevent people from living safe, healthy, and prosperous lives.

Since 2012, Walls has led integrated programs and events, contributing \$3M+ in economic growth to Louisiana's capital region and pursuing areas of need where services and programming do not exist or are cost-prohibitive for much of the population.

Walls was founded on the belief that the physical, social, and economic conditions of individuals ultimately and collectively inform the overall safety, health and well-being, and economic conditions of communities.

Organization & Program Management



Dr. Ashlyn Harrison
Co-Executive Director,
Louisiana



Morgan Udoh
Assoc. Director of
Public Art &
Placemaking



Maliah Mathis
Assoc. Director of
Youth Programming



Paul Franklin
Dallas Program
Manager



Casey Phillips
CEO, Walls Project
Co-Executive Director,
Texas



Thomas Donley
CFO, Walls Project
Co-Executive
Director, Colorado

Project Pricing

SINGLE SITE ACTIVATION

1 Mural Completed in 8-12 weeks

\$20,000

- ✓ 6 weeks of stakeholder meetings
- ✓ 4 Rendered mock-ups of murals by professional artists (1 mural design selected)
- ✓ Event planned around mural installation (100 people)
- ✓ Press release, blog post, and ribbon cutting (upon request)

MURAL PARK SERIES

3 Locations in 4-6 Months

\$55,000

- ✓ 12 weeks of stakeholder meetings
- ✓ 6 Rendered mock-ups of murals by professional artists (3 mural designs selected)
- ✓ Event planned around mural installations (3 events x 100 people)
- ✓ Press release, blog post, and ribbon cutting (upon request)

DISTRICTWIDE PARK BEAUTIFICATION

6+ Locations Completed in 1 Year

\$100,000

- ✓ 24 weeks of stakeholder meetings
- ✓ 12 Rendered mock-ups of murals by professional artists (6 mural designs selected)
- ✓ Event planned around mural installations (6 events x 100 people)
- ✓ Press release, blog post, and ribbon cutting (upon request)



Contact Us



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