



# ***Muralmatics ‘Lansing Shaped’***

## ***Final Report***

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### Overview

**Lansing Shaped** is an engaging city-wide, interactive mural project that showcases three distinct generations—children, parents, and grandparents- of one Lansing family on three repurposed Lansing schools: Verlinden Elementary, Otto Middle, and Harry Hill High, located in the North, West, and South neighborhoods. The murals are strategically placed in neighborhoods adjacent to mixed-use community spaces with little public art.

Each mural, a testament to the community's rich history, includes a QR code that directs viewers to a video of the mural's subjects discussing how Lansing shaped their lives. Viewers, as integral members of this project, receive instructions on recording and submitting their own stories, fostering ongoing dialogue about the community's impact.

### Project Execution

Muralmatics director Dustin Hunt facilitated the design and installation of Lansing Shaped, and contracted Wondergold Pictures, a Lansing-based boutique visual agency, to create the video content accompanying each mural. Additionally, several Lansing-based photographers were contracted to capture reference and process shots and photographs of completed murals. Each mural measures approximately 35 feet high and 35 feet wide and is visible for several hundred feet. Each mural was installed using a concrete and masonry bonding primer, high-quality exterior and spray paints, and two coats of UV protective anti-graffiti sealant. For the installation of one mural, two emerging artists were selected to participate in a Muralmatics Apprenticeship, which offers emerging artists an immersive, hands-on experience in large-scale mural installations while equipping them with essential business skills. The apprenticeship provides in-depth training on the entire mural creation process, from conceptual design to final installation, with a strong focus on community engagement and social impact. Apprentices gained practical knowledge in identifying and responding to Requests for Proposals (RFPs) and Requests for Qualifications (RFQs), understanding contracts, and managing project logistics.



## Promotion and Community Engagement

Muralmatics created a promotional campaign, including videos, buttons, stickers, and maps, designed to pique residents' interest in the project in a tease campaign throughout the winter of 2025.

Muralmatics will run targeted ads in Clinton, Eaton, and Ingham counties, encouraging residents to participate in Lansing Shaped. In the Spring of 2025, Muralmatics will release a video announcement as a sort of project reveal, shared across a coordinated swath of social media accounts, with pertinent information for residents to participate in Lansing Shaped. Residents can join by following a few simple steps outlined on each webpage at each mural site and uploading their video testimonials sharing how Lansing has shaped them. Videos will be screened, edited, and uploaded by Muralmatics and included in a video gallery for future mural site visitors to watch.



Muralmatics director Dustin Hunt in front of 'Lansing Shaped - South' mural.

