

THE ART MILES



MURAL PROJECT[®]



The Art Miles Mural Project - Oceanside California

Summary

Project: Produce media via hi-rez photo and video the essence of the **Art Miles Mural Project** specialized selections from a **12-mile collection** of **12 themed** acrylic painted **5'x12' Murals** for reproduction and archival as needed.

Scope: The images/media production will be used to promote **Community Unity** via events, print, multi-media, exhibits and video production.

Community Outreach: San Diego County – from youth to seniors.

Public Need: Thread “**Community Building and Unity**” by working together through the arts to learn and collaborate with diverse cultures.

Benefactors in San Diego County: People of all ages, backgrounds, cultures to experience and develop community spirit, awareness, advocacy and teamwork.

Cultural Support and Outreach: Educate by showing how art heals and raises self-purpose and worth by collective and individual participation producing hands on experiences.

How ART uplifts Communities into Mutual Collaborations: Engaging with others through interactive art and mural projects.

Traveling Exhibitions: AMMP projects include publishing high resolution images from the art captured via photography, visuals will evolve into localized and county wide exhibits and publishing requirements.

Why are funds needed? To support the expense of production and equipment for professionally capturing the murals via video and hi-rez photography and extensive post-production.

How will funds be used? Producing the tools for community outreach through exhibits, illustrated book publishing, prints, video productions, merchandising, multimedia and live exhibits.



INTRODUCTION

Many of us know and understand what constitutes a **mural**, however, a simple definition of a mural can be described as follows:

A mural is a painting done directly on the wall. It comes from the Latin word *murus*, which means *wall*. Murals often show the concerns, hopes, values and memories of the community where the murals are painted. Murals are not like other paintings. They have a different purpose, a different kind of effect on the lives of those who see them. They are public art in the best sense, because they are created in public, often with the community interacting and looking on. Good public art says something about the community. It says, this is who we are or, this is what we think, this is where we came from, and this is what we want and it says these things in a way that everybody can understand and enjoy.

History of The Art Miles Mural Project and How Art uplifts Communities into Mutual Collaborations

As modern and recent history will reveal, a phenomenal project began in 1997 in Bosnia and Herzegovina in the post Balkan conflict, by California residents, **Drs. Fouad, and Joanne Tawfilis**. She was the Director of the **Women of Srebrenica Project**, working firsthand and in the field with the widows of 10,000 missing men that disappeared in a period of two days. Through her assignment in the **City of Tuzla**, where the widows were sent following the genocide of the men and boys, **Dr. Tawfilis** worked on educational, economic development and reconciliation issues. During the time spent there she sought refuge and relief from the stress and pressure of horrific war stories shared by the widows. She found herself having to accompany them as they searched for the remains of their loved ones. This diversion of grief and emotional stress that filled her heart found her working on art projects in an orphanage.

It was here, in March of 1997 that by request of the children, Joanne facilitated the very first mural created by **350 orphans** on a bed sheet full of bullet holes. (Below is one of the images the children created). After an emotional 5-day week of discussion and exchanging of ideas, and locating paint materials, the children immersed themselves in a

process of a kind of “catharsis” and together, shared their own personal stories of what tragic events had overtaken their lives, sketching and painting images as the one above.

And thus, the **PROCESS** of creating the mural became the focus and genesis of their visual recollections of the horrors of war and violence and together, they designed a “trptych” with the left side of the original mural showing this kind of artwork, the center panel images of themselves, and the right panel, images of flowers, butterflies, balloons, sunshine, and clowns. The titled that mural, **Yesterday, Today and Tomorrow**. (This story is told in more detail on a TEDX Talk, “**Painting Outside the Lines**,” by **Joanne Tawfilis**) (<http://www.tedxorangeoast.com/talks/>)

In 2014 **Dr. Joanne and Dr. Fouad Tawfilis**, founded and opened the first **Mural Museum in the World in Oceanside, California**, dedicated to exhibiting the present-day inventory of over twelve miles of murals created by more than ½ million people from over one hundred countries. The project was designed to support of the **United Nations decades for the Culture of Peace** in a process designed to bring people together to promote global harmony. The mural museum had to close its doors in 2018 because an unexpected, extraordinary rise in overhead costs and the unexpected passing of Fouad. The project was then transferred to the **United Nations Association San Diego** (a non-profit 501.c3 organization located in Balboa Park).

There are now more than twelve miles of acrylic murals on canvas, with 440 murals per mile:

- 1) Environmental
- 2) Women
- 3) Peace, Unity, and Healing
- 4) Sports
- 5) Music
- 6) Fairy Tale
- 7) Senior
- 8) Children
- 9) Muralist
- 10) Indigenous
- 11) Hero Mile
- 12) Multicultural Mile

The use of multimedia to exhibit these spectacular works of art can only further the continuation of building foundations for education, cultural awareness, team building.



Building power and/or enhance life outcomes throughout San Diego

With the unfortunate number of human and natural disasters, the Art Miles Mural Project focused on the evolution of utilizing the murals on creative learning, spirituality, and inclusiveness. This form of Social Emotional Learning has produced positive results in healing and grieving methodologies. The impact of mural facilitation and creation has been extremely helpful when working with troubled youth caused by immigration, refugee influxes, poverty, and displacement. The healing power of the murals has had both immediate and lasting effects on people everywhere and there are many testimonials that show how providing people of all ages, from any location throughout the globe, the opportunity to express themselves as an individual or as a group and how painting murals can work healing power miracles!



Benefactors in SD County -
The Art Miles Mural Project is helping to build power and/or
 enhance life outcomes throughout San Diego County

Our presence is sought after for work with and for the opportunity of youth of all ages by partnering with many local community members/organizations, schools, individuals (teachers, coaches, informal youth leaders (sometimes gangs) as a means to “Stop the Hate” and bring others together as volunteers and utilize interactive painting and exhibitions of themed murals miles listed. It is evident that we truly address Social Justice fields in areas specific to this application in a visible sustainable manner and our work continues with a sampling described here:

- A) We work with early childhood programs** through continuing education as well as specialized organizations, (Mountain Shadows Outreach Center (autistic and disabled adults), and senior centers throughout North County.
- B) We paint murals with organizations** such as Boys and Girls Clubs, neighborhood community and resource centers (recently Landes Community Center with a 70 foot outside wall mural and adjoining 25 foot “Low Rider and Children Wall”) and completed a 10 year record of painting more than a dozen murals with Laurel Elementary School and numerous other schools for national observances and environmental awareness projects.
- C) Art Miles participates and supports** with mural art, the United Nations Sustainable Development Goals within schools and for Model UN.
- D) We create and facilitate murals** in response to natural and human disasters or tragedies
 - a. Provide healing murals** in response to school shootings across the entire United States with healing murals sent from our North County and Balboa Park locations. (examples, painting 14 murals with communities that date all the way back to the Sandy Hook Newtown tragedy to the Uvalde, Texas school shootings
 - b. Facilitating and painting murals** sent to and welcomed by the City Mayor regarding their civic center shootings in Buffalo, New York

- c. Providing healing murals to victims and survivors** of natural disasters such as raging forest Fires from California to Maui, and hurricanes, tsunamis, floods
- d. Creating healing murals facilitated with military** personnel, community members in response to the Fort Hood shootings and the tragic deaths of (Camp Pendleton military personnel in Afghanistan and delivery to the USMC personnel who accompanied the bodies of the fallen back home in Oceanside)
- e. Painting murals during cultural and civic city events** in Oceanside such as Noche’ Mexicana, Day of the Dead, Valley Arts Festival and the local Luiseno Tribal Community:: creating a 225-foot mural for the year-long historical 225th anniversary of Mission San Luis Rey, PRIDE, Juneteenth, 4th of July, Filipino-American and Pacific Islander Observances
- f. Teaching and training 8 SER** (Federal employment training program for individuals ages 55 and over) since 2014
- g. Painting murals in San Diego County** including Balboa Park for World Environment Day
- h. Facilitating and painting murals** and organizing exhibitions for International Women’s Day, LBTQAI/PRIDE events
- i. Facilitating and producing murals for Incarcerated** youth and adults





Program Priorities and Initiatives of Communities Served

The **Art Miles Mural Project** has exhibited in major museums, inside and outside of public buildings, and at World Heritage Sites throughout the world, winning many awards and accolades throughout the 26 years that it has been in existence. In May of 2014 Art Miles was honored by the United Nations Education, Scientific and Cultural Organization (UNESCO) at the international headquarters located in Paris, France in a major historic exhibition.

The **Art Miles Mural Project** is a 100 percent all-volunteer project, headed by Dr. Joanne Tawfilis, however, the goal is to see this collection, now encompassing an amazing visual documentation of modern history, become a legacy for generations to come. Dr. Tawfilis is a member of the **US National Commission to UNESCO**, and **United Nations Association San Diego** and **Director of the UNESCO Center for Peace for California and Baja**.

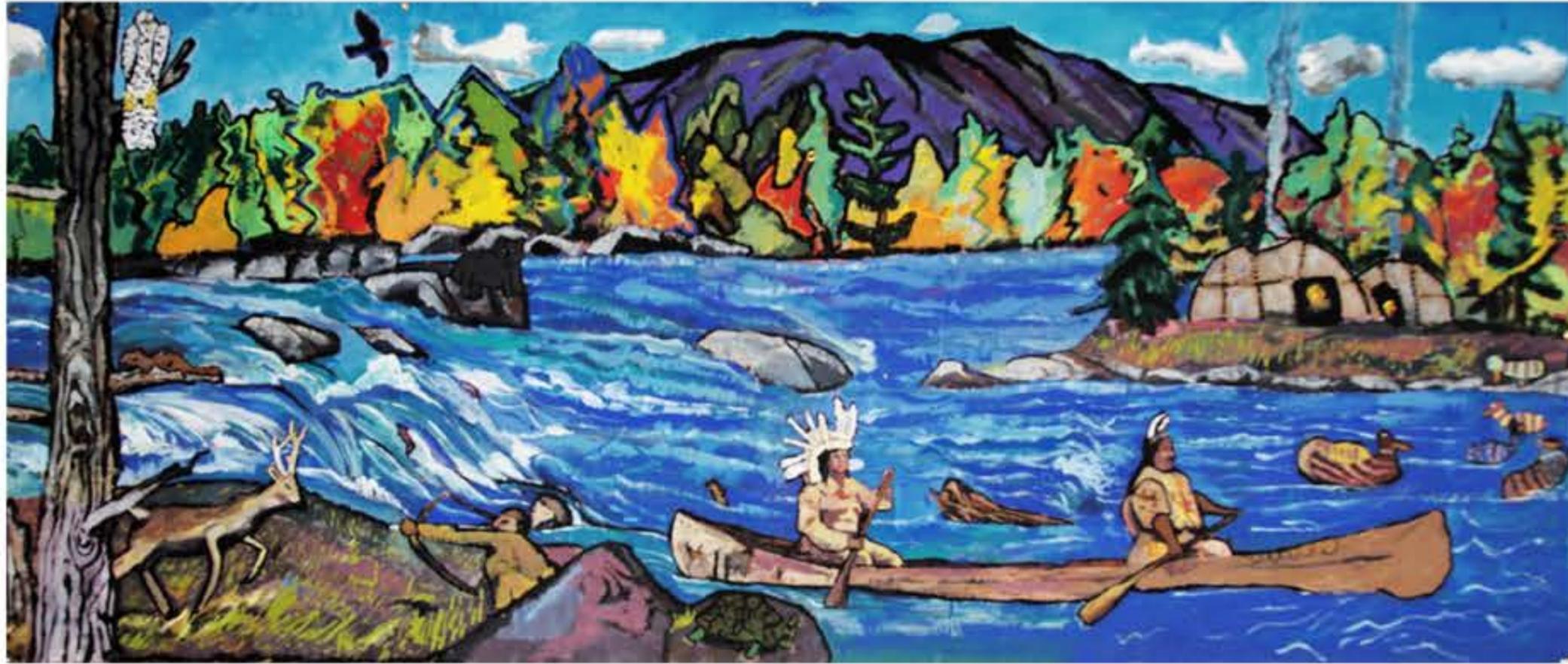


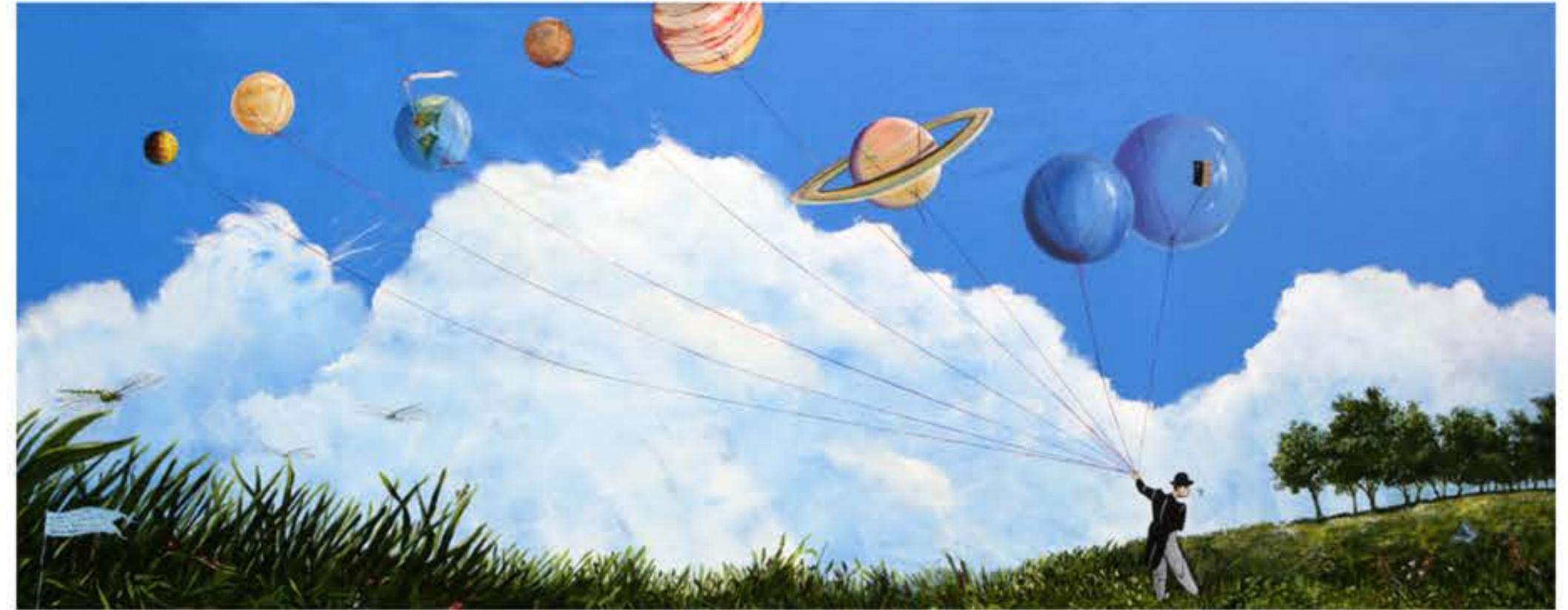
Funding Use to Enhance its Work

The application for the EIG grant is to seek and obtain critically needed funding to photograph a special selection of “stellar murals” from the enormous collection of the twelve miles of murals enabling the sharing and continuation of the vision and legacy utilized for communication, healing and unity. Most importantly high resolution photography can magnify and expand the PROCESS of mural making in a much needed, more than ever missing spiritual and community building aspect during this turbulent times of history.

Funding support is also needed for the “Muramid” a unique model designed and created in 2014 to showcase over one thousand of mural images in miniature (see page twenty-one) and was unveiled at the Great Alexandria Library grand opening in Egypt. It was replicated and became a “show stopper” for the 5th World Conference on Arts Education held in Seoul, South Korea, and in the UNESCO world headquarters in Paris, France. A portion of this grant would be used to update images for technological redesign in order to include a sampling of the last ten years of added murals to the inventory.

Publishing high resolution images from the art captured via photography visuals evolve into localized and county wide traveling exhibits and publishing requirements. The expense of production for professionally capturing the mural images via high resolution photography and post-production is needed to support community outreach through illustrated book publishing, prints, video productions, merchandising, multimedia, and live exhibits.









The Aquarium of the Pacific - Long Beach, California
AMMP Pyramid (above) and Joanne Tawfilis (right)





Conclusion

The **Art Miles Mural Project** is a local national and international movement, an amazing PROCESS that brings people closer together through Mural art, as a common global language, as an educational and cultural exchange and civil society dialogue. The **Art Miles Mural Project** is award-winning project recognized by the US Dept of State, encouraging shared expression, opinions, ideas & feelings, among children, youth & adults through mural painting.

The previous pages represent just a few select samples from the collection. The growing number of murals continue to proliferate from the **Art Miles Mural Project** offer an addition to a progressive part of a city and the regions support of cultural growth and tourism.

Submitted by:

Joanne Tawfilis, PhD Fine Arts

Art Miles Mural Project

Co-Founder

May Peace Prevail On Earth!
Director, UNESCO Center for Peace, California and Baja
Member, International Committee of Artists for Peace
Owner Muramid Arts and Cultural Center
Member, Executive Board
United Nations Association San Diego Chapter
Member, US National Commission to UNESCO
<http://www.artmiles.org> | <http://www.muramid.com>

