



artbae



35th Annual
Mayor's Arts
Awards Winners

COMMERCIAL ART OVERVIEW DECK

Our Approach | Project Management



CARY MICHAEL ROBINSON

CEO, Founder | Artbae

“DCCA FY21 Grant Recipient”



ABOUT ARTBAE

MISSION

Artbae focuses on bringing beauty out of chaos by allowing art to heal, inspire, and provide hope. Our primary objective is to encourage people to live their purpose through their passion by putting their “art” (the expression and application of that divinely-inspired creative skill) before anything else in order to live a more satisfying life.

BRAND VALUE STATEMENT

Artbae is an arts, entertainment and education-based lifestyle brand with a passion for advocacy.

Founded on the premise that all human beings are created to create, we utilize our network of creatives, influencers and design thinkers to collectively promote the importance of living one’s purpose through their passion in order to leave a unique mark on the world.

In addition to our custom apparel brand and inclusive social media presence and promotion, we deliver authentic artistic experiences that directly support local artistic talent and aim to build awareness for activism and social change through arts-centered programming initiatives.



MEET YOUR ARTBAE TEAM

MAIN PROJECT POCs



**ALSEAN
BRYANT**

Creative Genius/Biz
Manager



**ANDREW
MOORE**

Programs and Design Strategy
Coordinator



**ASHANTI
BROWN-
DANIELS**

Marketing and Operations Manger



**CARY
MICHAEL
ROBINSON**

CEO/Creative Director

WHY ARTBAE?

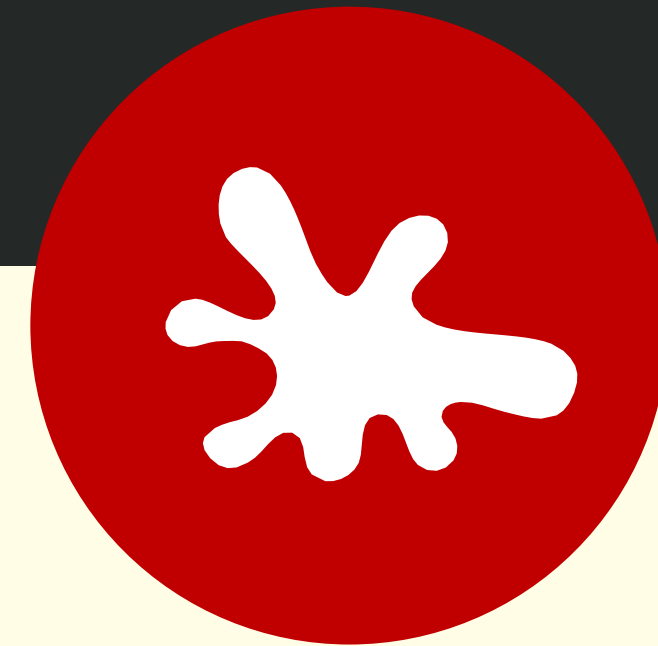
WE MAKE COMMERCIAL ART *EASY, IMPACTFUL AND ACCESSIBLE.*



Artbae has access to 30+ professional artists in our collective.



Our team builds and manages the entire commercial art project from start to finish.



We leverage creative marketing and PR to unveil your finished art to the world.

OUR SERVICES

TYPES OF COMMERCIAL ART PROJECTS WE DO

Promotion & Advertising

Paintings, Illustrations, Photographs & Media

Visual Branding

Logos & Brand Mascots

Publishing & Web Design

Covers, Illustrations & Graphic Elements for Magazines, Books & Websites

Public Art

Applied Art (Interior/Exterior Murals), Ephemeral Integrated, Installation, Stand-alone, Street & Window Art

Event Planning

Budgeting, Scheduling, Site Selection, Décor Arrangement, Vendor Coordination

Interior Design

Concept & Design Development, Space Planning, Vendor Coordination

Communication

Graphic & Packaging Design

New Media Art

Digital Art, Character Development, Computer Graphics, Interactive Art, Sound Art & Virtual Art





SHAWN PERKINS

Professional Muralist and Visual Artist



Based in Washington, D.C.

Southwest Airlines Influencer, DC Auto Show Artist, ESPN's NFL 30 for 30 Artist



TAKOMA ACADEMY
TAKOMA, MD



TAKOMA PREP
TAKOMA, MD



BROOKFIELD PROPERTIES
1250 CONN AVE NW, WASHINGTON, DC

lw

LUTHER WRIGHT

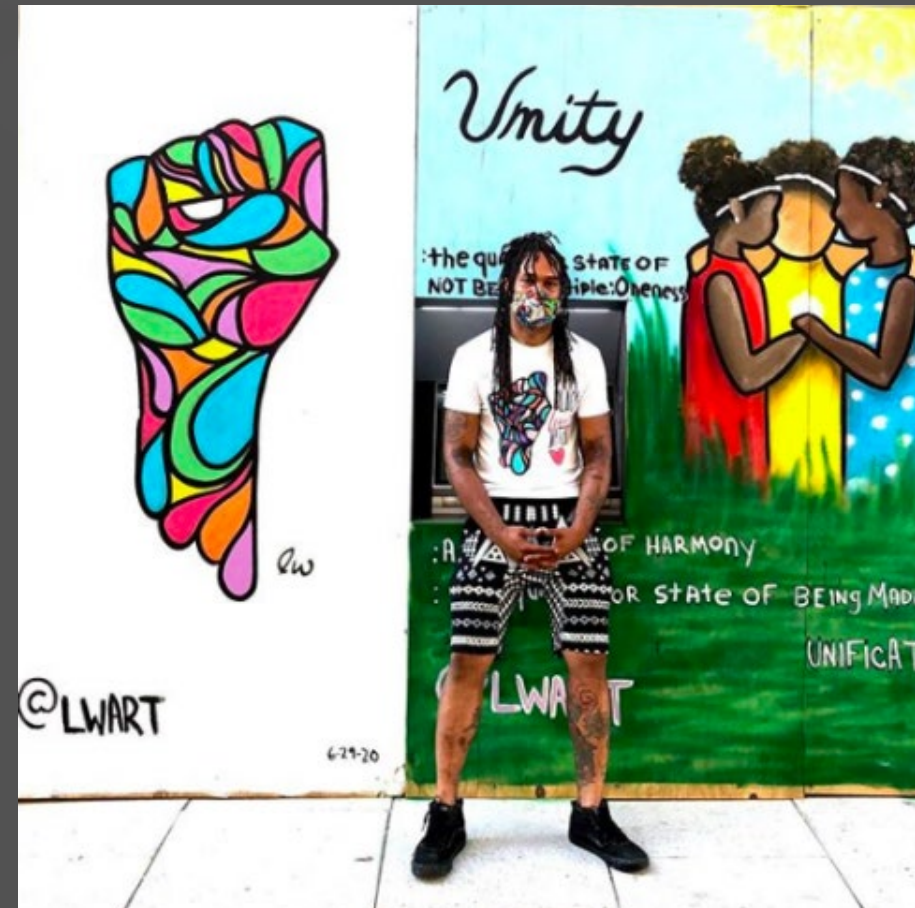
Professional Muralist and Visual Artist



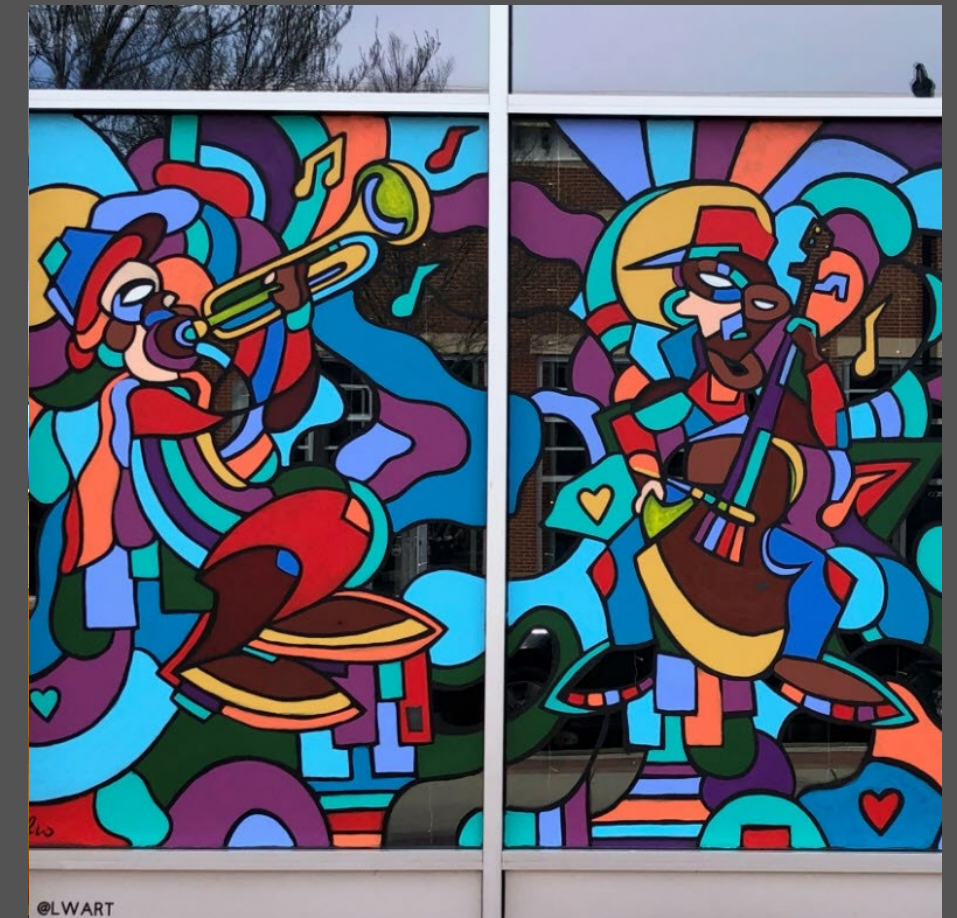
Based in Brentwood, MD

Titan Indie Arts Awards, Artist of the Year 2019

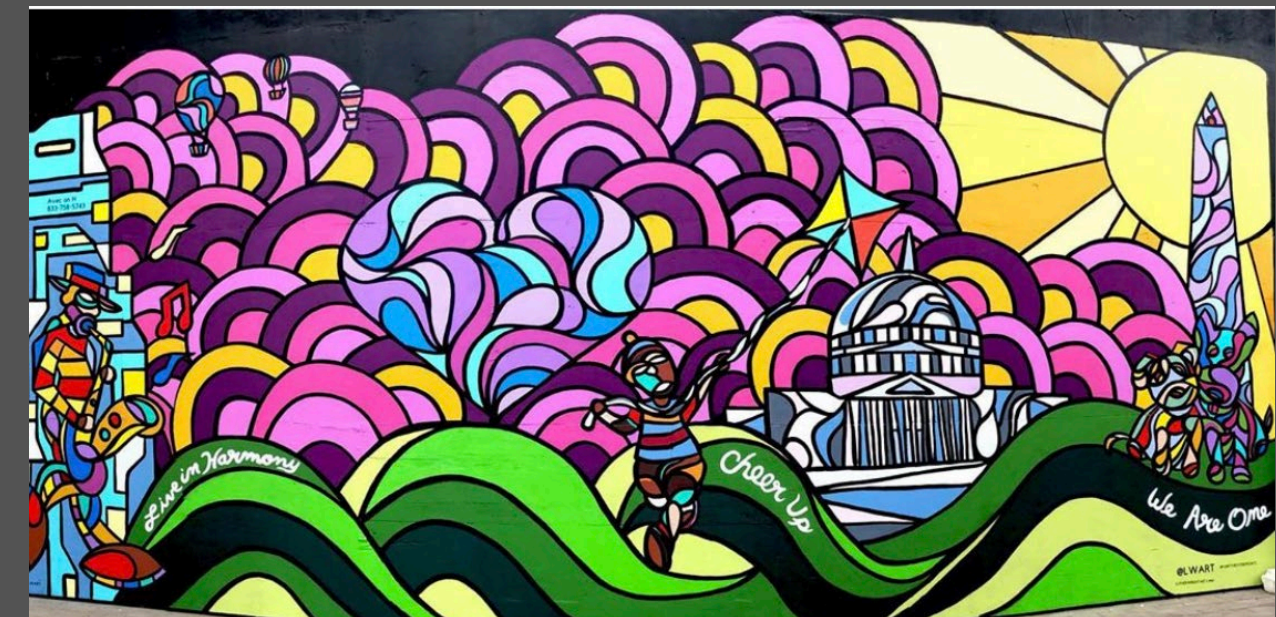
Maryland State Arts Council Member, CEO of LW Arts & Design



WARNER BUILDING
WASHINGTON, DC



BUSBOYS & POETS
HYATTSVILLE, MD



AVEC ON H APARTMENTS
901 H ST NE, WASHINGTON, DC



ROBERT STEPHENSON

Professional Muralist and Visual Artist



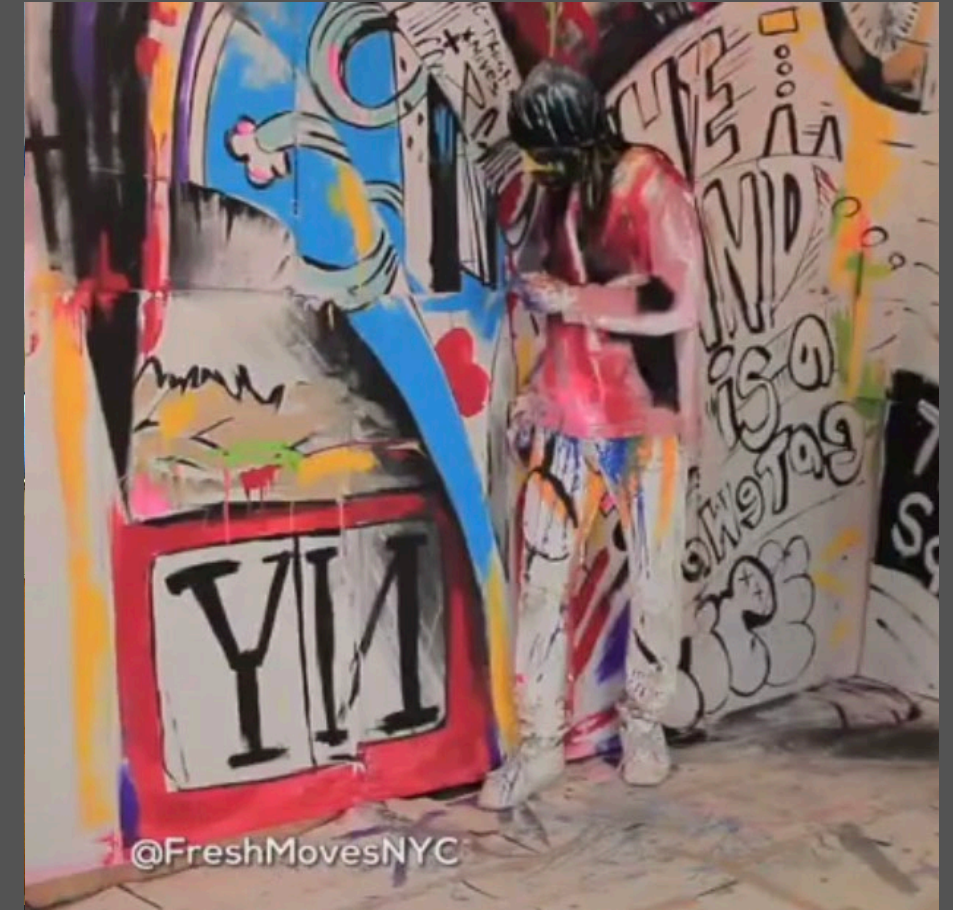
Based in Washington, DC

#4TC (4 the Culture) CEO/Owner



BLM STANDING MURAL

HYATTSVILLE, MD



PERFORMANCE BACKDROP

MANHATTAN, NY



STOREFRONT RETAIL

4806 Rhode Island Ave, Hyattsville, MD



KEIONA CLARK

Professional Muralist and Visual Artist



Based in Brentwood, MD

2019 Art Basel Artist, Founder of DMV League of Artists, Art Curator/Manager of 39th Street Gallery



BUSBOYS & POETS
HYATTSVILLE, MD



CIRCA AT CHINATOWN
WASHINGTON, DC



OLD SENATORS THEATER
3950 MINNESOTA AVE NE, WASHINGTON, DC

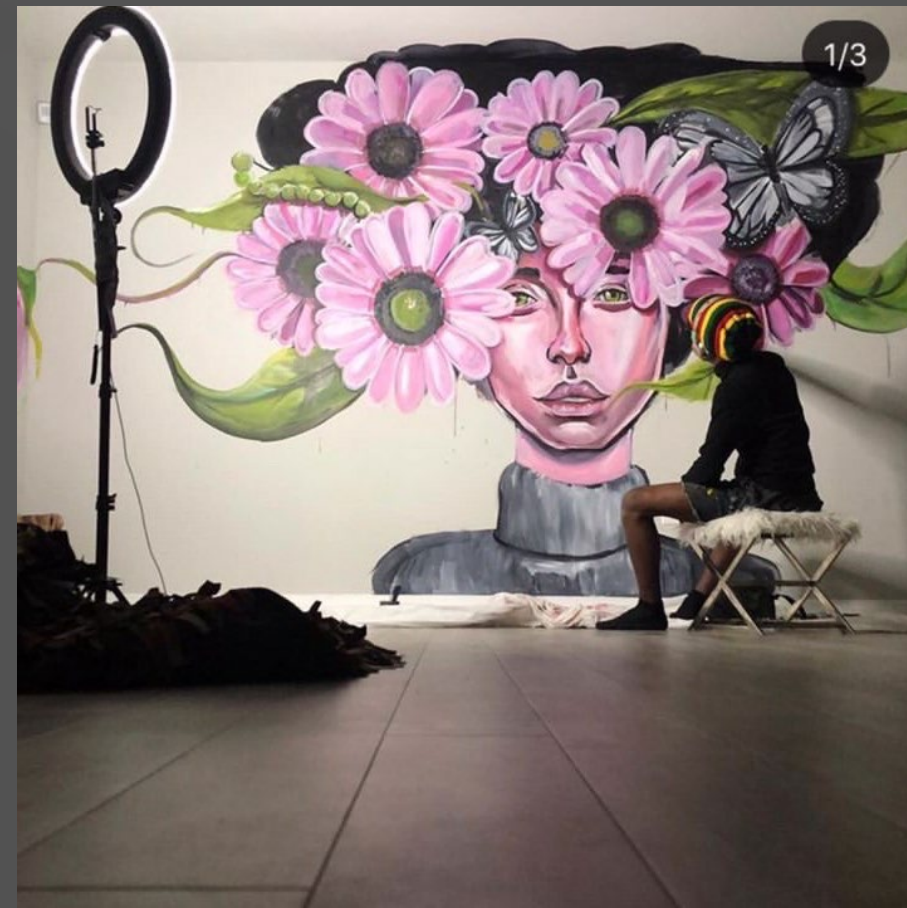


DEW G CHARMANT

Professional Muralist and Visual Artist



Based in Washington, D.C.
Resident Artist at The Pentagon



BLAKE PORTER STUDIO
WASHINGTON, DC



INSTALLATION ART
WASHINGTON, DC



URBAN OUTFITTERS
3111 M ST NW, WASHINGTON, DC



ROZA MATLIN

Professional Artist & Muralist



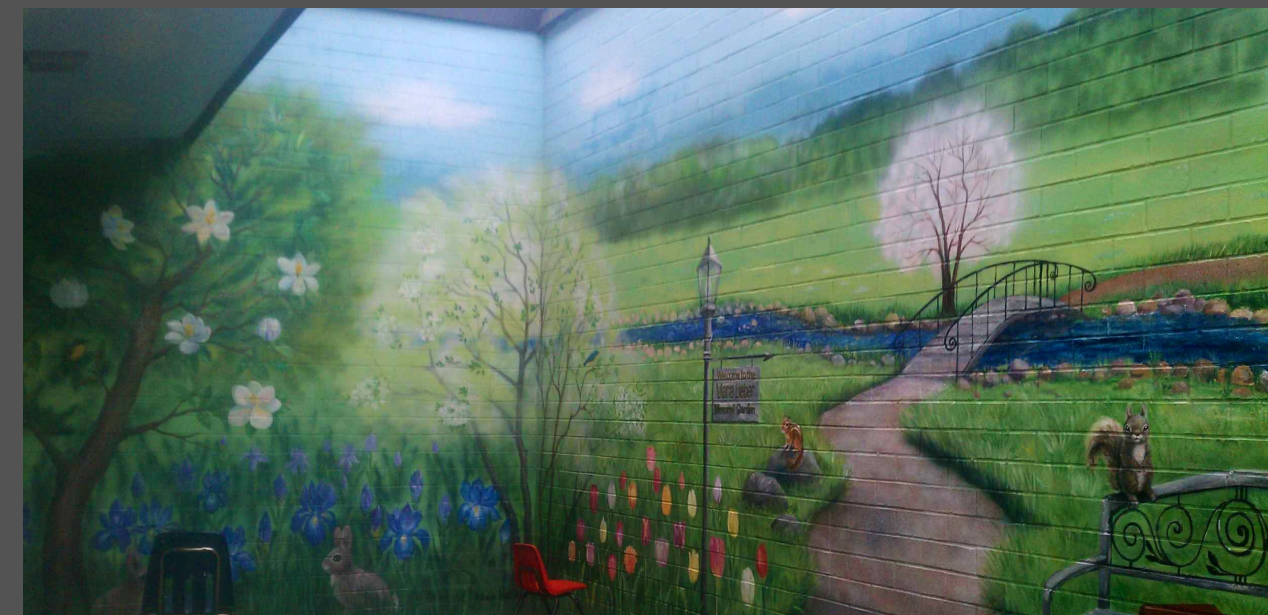
Based in Washington, D.C.



STARRY NIGHT INSPIRED MURAL
TAKOMA, MD



BUILDING INTERIOR MURAL
TAKOMA, MD

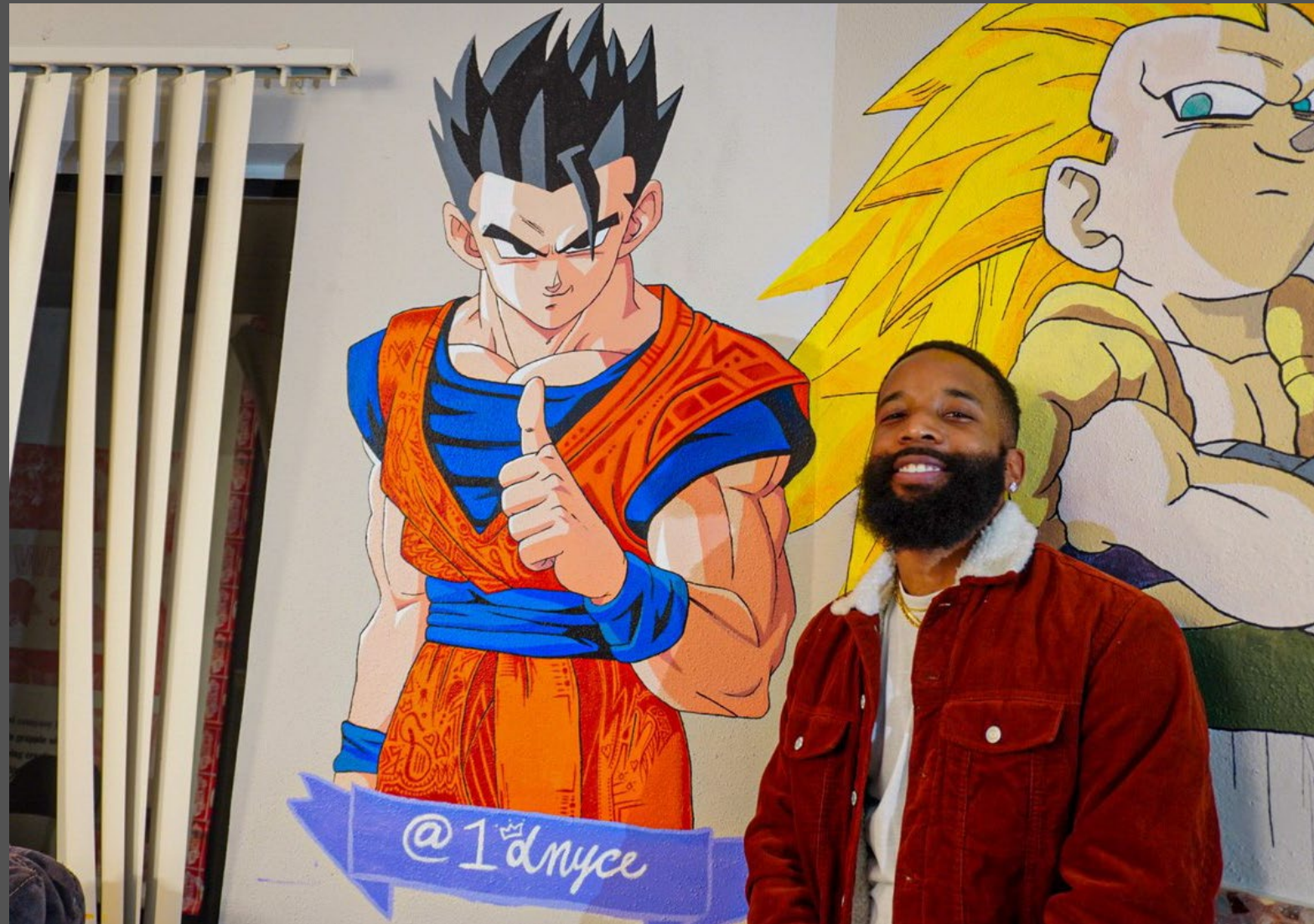


PUBLIC SCHOOL INTERIOR MURAL
TAKOMA, MD



DONNIE EVANS

Professional Artist & Muralist



Based in Washington, DC



LED BILLBOARD ART
BALTIMORE, MD



CUSTOM ART
WASHINGTON, DC



CUSTOM ART
WASHINGTON, DC



ART BROWN

Professional Artist & Muralist



Based in Washington, DC



CUSTOM ART
WASHINGTON, DC



CUSTOM ART
WASHINGTON, DC



SELFIE EXHIBIT MURAL
ARLINGTON, VA



TARIKA CAMPBELL

Professional Illustrator, Graphic Designer, Art Instructor & Muralist



Based in Washington, D.C.



TIN MAN
TAKOMA, MD



WARNER BUILDING
WASHINGTON, DC



WIZARD OF OZ EVENT PROPS
TAKOMA, MD



DEVIN JOHNSON

Professional Muralist and Visual Artist



VIEW DETAILS

Based in Washington, D.C.



"LOST IN THE MOMENT" ART
BRISTOW, VA



"DOUG" CUSTOM ART
WASHINGTON, DC



"HYPERSPACE" MURAL
BRISTOW, VA

PROJECT DEVELOPMENT

INTRODUCTION CALL

- Introduce Artbae
- Learn more about your organization
- Get a better understanding for your commercial art needs and budget

NEXT STEPS:

- Schedule project meeting
- Discuss your needs in more detail
- Review our process

ARTBAE PITCH MEETING

- Deeper dive into Artbae
- Share our approach for commercial art projects
- Discuss how we can help you achieve your vision within your budget

NEXT STEPS:

- Build and distribute project RFP to Artbae collective of artists
- Review and vet submitted proposals
- Share final set of proposals for client consideration

DEVELOPMENT MEETING & ARTIST SELECTION

- Client selects preferred artist(s), introduction call scheduled
- Project budget finalized
- Project timeline finalized

NEXT STEPS:

- Client and artist meet to discuss project needs
- Artbae to share project proposal for client review

CONTRACTS AND ACTION ITEMS

- Proposal is finalized
- Contracts are signed by Client, Artbae and Artist(s)
- Timeline is finalized
- Action items developed

NEXT STEP:

- Project begins

PROJECT MANAGEMENT

CREATIVE CONCEPTING

OUR ROLE:

- Conduct research to find various insights
- Define the problem
- Brainstorm creative concepts
- Idea generation & selection in terms of feasibility
- Creative execution

YOUR ROLE:

- Provide a project/creative brief
- Share any insights taken from data collection

ARTIST MANAGEMENT

OUR ROLE:

- Serve as a liaison between each artist and client
- Build and coordinate artist team(s)
- Provide artistic direction throughout project phases
- Administrative execution

YOUR ROLE:

- Maintain close working relationship with Artbae
- Trust Artbae to facilitate communication between Client and each artist

VENDOR MANAGEMENT

OUR ROLE:

- Managing work quantity and quality
- Managing relationships
- Obtaining quotes with pricing
- Ensuring payouts are properly disseminated

YOUR ROLE:

- Clearly define project goals and expectations
- Collaborate to set achievable deadlines

MARKETING AND PUBLICITY

OUR ROLE:

- Focused coverage and targeted social media promotion
- Create a publicity campaign plan
- Custom press-release generation and advertising

YOUR ROLE:

- Provide social media handles and unique hashtags for social media content distribution

MANAGE TIMELINE AND EXPECTATIONS

MARKETING AND PUBLICITY

RIBBON CUTTING LIVE EVENT

- Program planning assistance
- Artbae attendance and on-site event assistance from project staff and team of artists
- Donation of custom items and services to serve as giveaways and special offers

WHAT WE WILL NEED:

- Date and time selection for event
- Specific goals for event

GUEST SPEAKER OPPORTUNITIES

- Audio/Visual Support
- Speech from project lead and/or Artbae CEO
- Live art opportunity

WHAT WE WILL NEED:

- Date and time selection for event
- Specific goals for event

PRESS AND MEDIA OUTREACH

- Announcing project on social media platforms (Facebook, Instagram & Twitter)
- Adding project to our website gallery
- Notifying the public about the event via word of mouth
- Live streaming of event

WHAT WE WILL NEED:

- Permission to stream live within the venue

SOCIAL MEDIA AND EMAIL PROMOTIONS

- Announcing project in our monthly “Artbae Bloc” email blast
- Posting photos of project on social media platforms (Facebook, Instagram & Twitter)

WHAT WE WILL NEED:

- Permission to share eye-catching photos via social media



PROJECT TIMELINE

15 DAYS OUT

Setup for installation of artwork, including any scaffolding needed. Sketch layer of design applied to mural space.

7 DAYS OUT

Building up the composition, layer by layer. Base, background layer is fully applied and taped correctly. This will set the tone for the remainder of the project.

3 DAYS OUT

This is about the midway point. A great time to involve community participation or engaging residents to contribute to the artwork in their neighborhood.

WORK PERIOD

Final Details are made to the work. Line-work and the more specific details of the imagery are handled here at this point. Any touch-ups, or second coats are applied to achieve full vibrancy and contrast.

COMPLETION

Work is to be totally complete and rid of any needed materials or equipment used to finish. Prepare for unveiling, and finish all documentation of the project.

PROJECT BUDGET



20%

10%**

70%**

EXPENSES

COVERS:

Materials Needed
Required Equipment
Documentation
Travel
Project Design
Concept Inception
Artist Compensation

ARTBAE FEE

COVERS:

Project Management
Strategic Planning
Artists Management
Marketing and Publicity
Planning

OPERATING COSTS

COVERS:

Marketing Production
Capturing the process:
4K Cinematic Video and
Photography, Time-Lapse
Capture, Editing of Footage,
and Packaging of Media.
Non-capitalized Research
& Development Expenses

ARTIST FEE

COVERS:

Project Design
(concept, originality, attention to
detail)
Travel
(getting to/from work site)
Artist Compensation
(time, expertise, skill)
Miscellaneous
(food, additional supplies, etc.)

**** Operating Costs and Artists Fee percentages are subject to change based on project needs, budget and final proposal.**



artbae

“When ART Meets HeART”



artbaeonline



artbaeonline.com



info@artbaeonline.com

