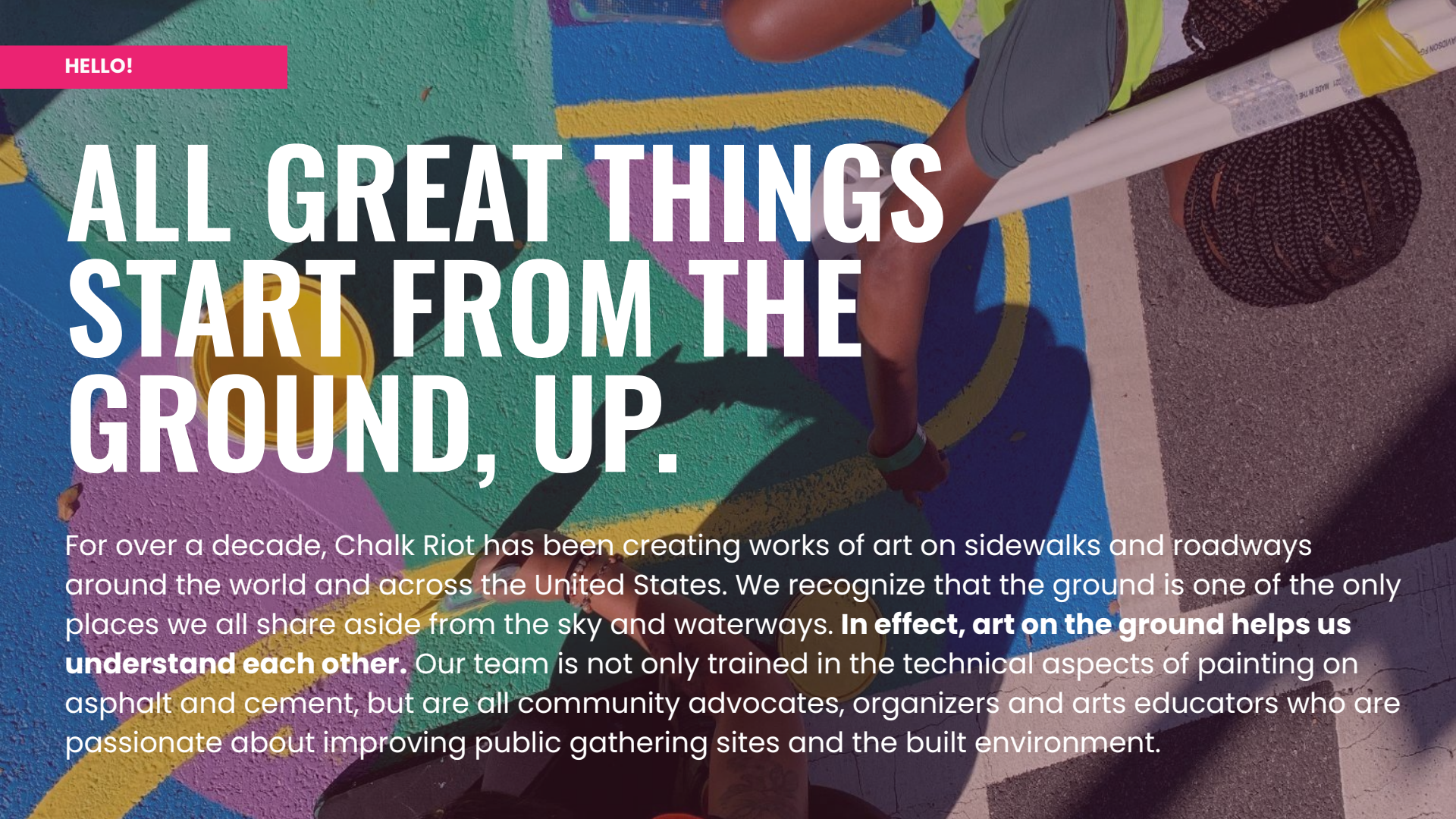


2024 BEALL AVENUE ASPHALT ART PROJECT



CHALK
R!OT



HELLO!

ALL GREAT THINGS START FROM THE GROUND, UP.

For over a decade, Chalk Riot has been creating works of art on sidewalks and roadways around the world and across the United States. We recognize that the ground is one of the only places we all share aside from the sky and waterways. **In effect, art on the ground helps us understand each other.** Our team is not only trained in the technical aspects of painting on asphalt and cement, but are all community advocates, organizers and arts educators who are passionate about improving public gathering sites and the built environment.

HELLO!

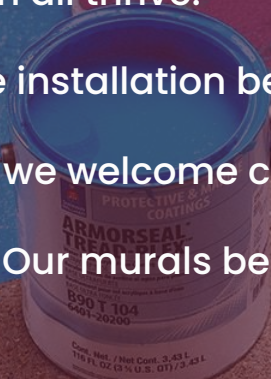
We believe in a future of city streets where everyone can walk, stroll and roll with the confidence that their journey will not only be safe, but colorful and joyful.

Thank you for the opportunity to share our ideas with you.



OUR CREATIVE COMMITMENTS

- We acknowledge the historically divisive and harmfully forced installation of roadways in this country. As such, we always begin our design process with historical research, and move forward from there.
- We aim for our art to inspire curious and empathetic exploration of the immediate surrounding area(s). We are working towards a future of fewer cars and lower carbon emissions so that we can all thrive.
- No surprises in the designs once installation begins!
- Everyone's input has value, and we welcome collaboration with residents.
- Our murals do not belong to us. Our murals belong to everyone who passes above, next to, and through them.
- Our designs are informed first and foremost by intimate observation processes and conversation, *then* by data and overhead maps.



TECHNICAL EXPERTISE

- **Expertise** in Streetbond application, as well as thorough knowledge of various latex and epoxy coatings, paints and concrete stains
- **Pavement cleaning and preparation** techniques of the highest standard
- **Four arts educators on our team** with combined 26 years of teaching experience for various age groups
- **Extensive project management and community organizing experience**, with a trained practice of centering equity alongside requests of multiple stakeholders and funders
- **Fully insured** for up to \$3 million
- Relationships with **trusted vendors** and brand representatives
- Chelsea currently pursuing higher **education in transportation planning!**



OUR INSPIRATION

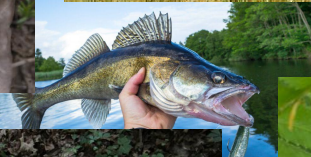
Do you ever think about why the road is there in the first place? What's underneath all of that asphalt, anyways?

How can we echo the movement of our world with energetic color -- instead of literally paving over it?

We're obsessed with these questions.

THE FERN RECLAMATION of BEALL AVE







OVERALL VISION

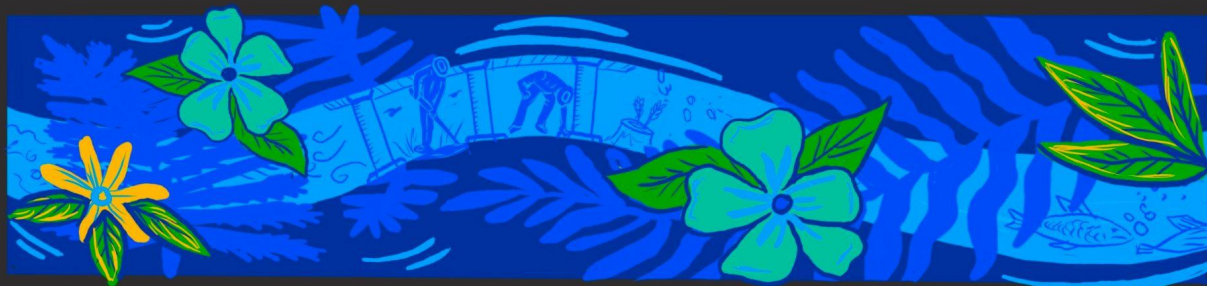
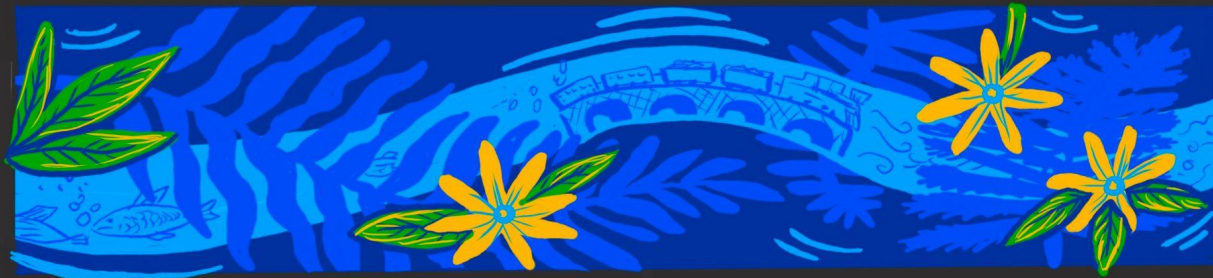
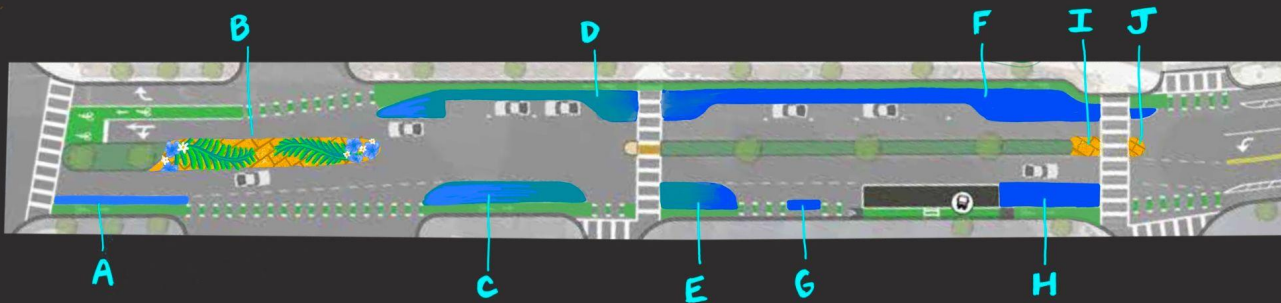
FERNS ARE REALLY COOL. And the Rockville area in Maryland is home to several native species of ferns!!!

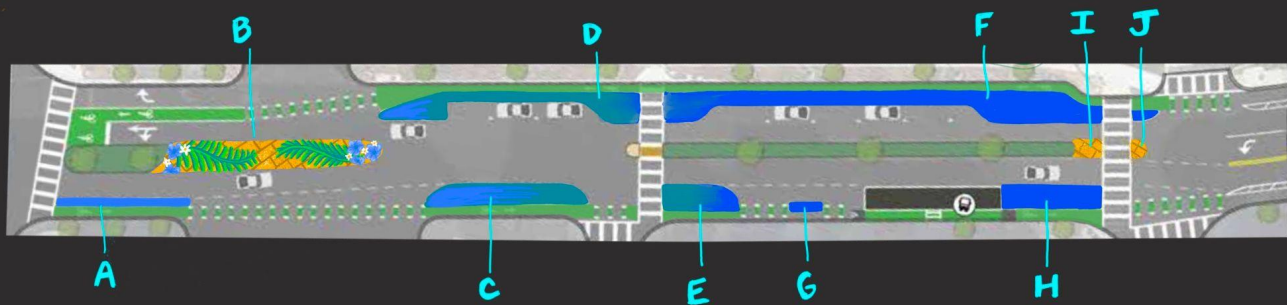
FERNS are one of the oldest plants on earth. They predate dinosaurs and can live for a couple hundred years.

ASPHALT is traditionally made from bitumen, a type of fossil fuel, and decomposed fern matter is in many fossil fuels today.

In our quest to lower carbon emissions and curb traffic violence caused by fossil-fuel dependent vehicles, we can “reclaim” the pavement with ferns. This is their turf!!

We will incorporate historically significant imagery as well! Ferns are the anchor to the overall experience.







A group of five women, four standing and one kneeling in front, are posing for a photo. They are all wearing bright orange safety vests over various colored shirts. The woman on the far left is wearing a black cap and glasses. The woman in the center is wearing large black headphones. The woman on the far right is making a peace sign. The woman kneeling in front is also making a peace sign. They are all smiling. The background shows a building with large windows and a tree. A yellow caution tape is visible on the left and right sides of the image.

THANK YOU



chelsea@chalkriot.com



[@chalkriot](https://twitter.com/chalkriot)



chalkriotart.com