

Attachment 1

Project Proposal by *The Good of the Hive* for Carrboro, NC
December 29, 2015
(This is a draft proposal and not a contract)

The Good of the Hive
4 Hillendale Rd, Asheville, NC. 28805

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Project:

Create a beautiful, engaging, mural on the fire station wall (or another wall in the town of Carrboro)

Subjectmatter:

Honeybees.

Concept:

The hive moves as one entity. From birth to swarm to death, the hive works together toward the good of all within it. The swarm is an incredible, natural behavior of a healthy honeybee hive. And it is an example of the power of moving together toward a new beginning. It has a reputation as something to fear, but nothing could be further from the truth. In actuality it is one of the most elegant and sublime experiences in the natural world, and contradictory to what people generally think, the hive is at it's most docile when swarming. It is the natural expansion of a healthy, thriving, hive. It is also a cleansing process and has been known to give the bees enough of a fresh start to remove viruses and even solve a mite problem in a hive. It is one of the best examples of the hive acting as one mind or super-organism. The bees place themselves and their precious queen in an extremely vulnerable position in order to grow. It is the symbol of a new beginning.

The concept for the Carrboro mural would be to use the idea of the swarm, but shift the perception from chaos and danger to something elegant and sublime. Sample designs of swarms in the form of a wave, a strand of DNA and a more literal swarm are attached to the email.

Specifications:

Artist Matthew Willey will design and implement the creation of an engaging mural, about honeybees spanning the side wall of the fire station in downtown Carrboro, NC. This mural will stand alone as a finished piece, but also exist as a part of the growing series of murals created through *The Good of the Hive* Initiative. The process will be captured in in a time-lapse video as well as film. It will be shared with the world through social media.

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Other possibilities and offerings:

Kids from the elementary school come and teach the firefighters about pollination and we film it to be shared through social media.

Chalk mural on day of event.

Planting of bee-licious flowers adjacent to the mural.

Cost:

Items included in cost of mural:

-Design

-Wall prep

-Artistry/Labor

-Materials (Scaffolds if necessary, Paint, Coating of finished mural)

-Lodging/Food

-Incidentals

-Social Media engagement through *The Good of the Hive's* channels.

-Filming

Total= \$15,200.00

Cost may vary depending on lodging availability, design intricacy, extent of filming etc. For example, I may have a family I can stay with in Durham, which would remove the lodging fee. Itemization of cost and timeline will be specifically outlined when a specific design is agreed upon.

IMPORTANT:

By having *The Good of the Hive* paint a mural in your town you become a part of a growing (and global) piece of art.