MANOS DE MUJER

PROJECT SYNOPSIS

The Manos de Mujer Project is a public art initiative with the goal of highlighting the strong community of women business owners, mothers and cultural protectors in the Rincón area. Artist Kelly Meagher is seeking support from the local community to create a mural featuring women in a pose of strength and support of one another as they seek to create a more sustainable future for their community through strong leadership.

Rincón has become a powerful little town here in Puerto Rico. Once a sleepy surf town it has turned into a popular surf destination, with people from around the globe traveling here every winter to enjoy our world class waves and experience the vibrant Puerto Rican culture.

It is no secret that much of this community is supported by women owned businesses seeking sustainable growth, health and wellness options and environmentally conscious practices. Downtown Rincón is a perfect place to honor these women and create eye catching public art that sparks conversation while enhancing the downtown area.

With growth often comes overdevelopment and poor planning. The last year showed us that we need to be strong as a community to protect what we love. Many local, strong women stepped up to show the government that we will not sit back and watch as the natural resources are destroyed for the sake of development and greed. This community proudly stood up for what they believed is right. This mural project will feature women as warriors for the environment.

By creating beautiful murals throughout the downtown area we hope to guide our tourism in a creative and sustainable way that can educate our visitors about the issues in our area and how to visit with intention, care and sensitivity. They will illustrate women leaders in beautiful scenarios of community support and love of the environment.

PROJECT HISTORY + FUTURE WORK

In 2019 artist Kelly Meagher was asked to create a mural with the Ruinas Urbanas project in Aguadilla, Puerto Rico. This urban art festival featured mostly male artists from Puerto Rico and New York, Kelly utilized her traditional painting style along with feminine subject matter to make a mural about environmental connection. Her mural ‘Nature is Calling’ sparked something inside her. This project comes from that desire to highlight women and create art that sparks conversation. Additionally it would be great to bring more murals to the downtown area to beautify an area that is consistently walked on foot during weekends and Artwork.

These smaller format murals will be viewed up close at eye level on walls walked frequently by thousands of visitors. The goal is to start with one highly visible mural and continue to expand the project over time. There are 4-5 small walls in prime areas that could be great canvases for the project.

TOPICS TO COMMUNICATE AND SUBJECT MATTER TO HIGHLIGHT IN 1ST MURAL

-Strong Female Community -2 local women in a strong yet supportive pose
-Puerto Rican Culture -Palm Frond hat or a woman wearing a Vijigante mask- a role often more masculine. Possibly Amapolas or Flamboyan could be integrated into the design.
-Culture and the Environment - local plants, birds, and patterns inspired by the Puerto Rico.
Activism- Possibly utilize the shape of Los Pozos and the Boqueron Wildlife Refuge- the land being developed into Esencia as a meaningful shape in the composition. We could Integrate another design element to represent the Paseo in Rincón.

BIO- KELLY MEAGHER

Kelly Meagher is a Puerto Rico based artist creating with intention and sensitivity for the community that surrounds her as she lives within a culture which is not her own. After years of immersing herself in the beauty of her adopted home Kelly seeks to explore ways to unite different cultures around her through a mutual love of the environment and community.

As a multi disciplinary artist she has created apparel and artwork for private businesses and murals in many local homes within her community. Kelly now seeks to create artwork to inspire sustainable progress and positive growth within the Rincón community. Additionally, she would like to enhancing awareness of environment issues. Kelly wants to lift up and highlight the female community members as the culture continues to shift from a more machismo culture to one that celebrates the beauty and strength of women.

Kelly would like to create murals that start a dialogue about the island culture and consideration for sustainable and culturally sensitive growth. After years of creating private murals Kelly seeks to create more public art which can be enjoyed by everyone and help shift the culture to one that celebrates the value of women in society.

DONATIONS WILL BE USED TO

-purchase primer, paint and supplies for the mural wall and cover some of the artists time.
-Purchase supplies for the creation of a Vejigante mask or Palm frond hat which will be used in the reference photo shoot.
-Pay photographer for reference photoshoot
-Donate a portion of proceeds to a local women owned non profit - En la Brega Art Foundation

WHAT IS IN IT FOR THE DONORS?

-Our local community gets to see women featured prominently in the downtown area. A new feminine focused mural created by a female artist will highlight the hard work and supportive community of women in our area.

-A Limited Edition Print of the mural (fine art, no sponsorship logos) will be released with donors of a certain tier receiving it automatically. Donors of every tier get first access and a discount on this print run

-Raise funds to be donated to a local women owned no profit- En la Brega Arts Foundation

Kelly will tag all donors in posts about the murals. Thanking them for their support of the project. Ideally, a small plaque will be placed next to the mural with information on the work and all donors listed.

TIMELINE

March
- Secure partnership with local non profit to begin fundraising.
- Create webpage on artists page for potential donors to learn about the project and provide link to donate.
- Curate photoshoot for reference material and finalize design.

Late March
- Get wall approved and begin prep on wall.

April
Paint mural downtown, donors that want to come join and help are more than welcome.
Photograph mural and create Limited edition prints.

May
-Mothers Day party for donors and mural unveiling.

FUNDRAISING GOALS

We would like to raise $3,000 to help support the artist with costs associated with the design, reference photoshoot, materials, mural photography, art print production, wall plaque, merchandise and more.