



Bike Friendly Kalamazoo's 2023 Public Mural Program

Virtual Gallery

Please respect artists' rights



Completed Public Mural — 2023

Bikeadelic Waves by Chafe Hensley and Heidi Weiss

Site and Selection Agreement

1122 Portage St. • Kalamazoo, Michigan



Gilmore Real Estate generously provided a site that is highly visible to motorists, bicyclists and pedestrians. This site is home to the non-profit Kalamazoo Dream Center, which provides free and low-cost goods such as gently used clothing, household items and food.

Artists' Concept

“From the beginning, we proposed a concept filled with a variety of bicyclists and bicycles, and bright colors in waves emanating from the spokes of the wheel. We felt the design overcame challenges posed by the texture of the large cinder block wall.” — Chafe Hensley & Heidi Weiss

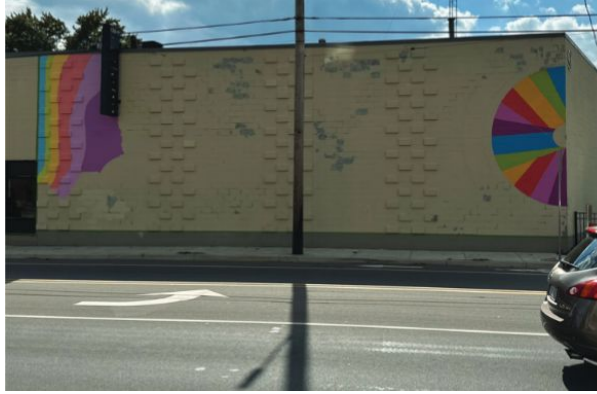


Bikeadelic Waves

Approximately 60' x 20'

Artists' Process

Proposal through Completion



In 2023, Weirder Wonderland submitted a proposal in response to a public Request For Proposal issued by Bike Friendly Kalamazoo (BFK). BFK's community-based Art Committee recommended, and BFK's Board approved, moving ahead with the Kalamazoo based firm. Weirder Wonderland (Chafe and Anne Hensley, co-owners) sub-contracted Spruce Interiors (Heidi Weiss, owner) to collaborate equally in preparation, project management and execution of this large exterior mural (60' x 20').

Heidi and Chafe spent a full day cleaning and prepping the wall to ensure longevity and stability of the material used. Paint (Benjamin Moore AURA, exterior low-lustre water-based acrylic paint) was purchased locally at Douglass and Sons, Inc. A scissor lift from Goggin Rentals and sidewalk barricade safety equipment rentals from Rathco Safety & Supply Inc. consumed most of the remaining budget.

Artists' Process

*From
Digital to Physical*



The layout was transferred by hand using multi-colored sidewalk chalk and carpenter's chalk line. Once the chalk sketch was applied, the remaining steps were to paint two coats of the 13 solid-color design.

Mural Exhibit



The public got a chance to meet artist Chafe Hensley and view an exhibit showcasing progress made on this year's public mural on September 19 during BFK's 2023 Fall Bike Celebration Weekend. The delightful venue was made possible by Apple Knockers Ice Cream Parlor.

Paint With Us! - Community Engagement



“We had the great pleasure of hosting a community paint event where people could help us with six different colors. All ages attended, Paint With Us! on Friday, September 22, 2023 from 4–7 pm.

“There were many discussions about bicycling, color, culture, muraling, painting, and we received a lot of feedback about the joy and light that this mural has brought to the corner.” — Chafe Hensley & Heidi Weiss

TIMELAPSE: Kalamazoo community helps paint Bike Friendly mural

by Samantha May | News Channel 3 | Fri, September 22nd 2023



Kalamazoo community helps local artists finish a mural that promotes bike safety in the Edison Neighborhood on Sept. 22, 2023. (Phil Gawel/WWMT)

"Come get messy and paint with us while celebrating the joy of bicycling, public art, and community," artist Chafe Hensley said in an invite.



KALAMAZOO, Mich. — A "Paint With Us" community event invited the public to help paint a mural in Kalamazoo's Edison Neighborhood.

The mural is being created at 1122 Portage Street.

*From article by
Samantha May*

Media Coverage

New mural rides into Kalamazoo's Edison neighborhood, promoting joy of bicycling and local artists

by Gabrielle Dawson | News Channel 3 | Tue, September 19th 2023



Bike Friendly Kalamazoo showed off a new mural in the Edison neighborhood. The mural is to show the joys of bicycling. Sept. 19, 2023. (Pat Hagan/VWMT)

“We are thrilled to be the next muralists to continue Bike Friendly Kalamazoo’s journey of promoting the love of cycling and raising joyful awareness while celebrating local artists,” Hensley said.

*From article by
Gabrielle Dawson*



KALAMAZOO, Mich. — A new mural is in the works in Kalamazoo’s Edison Neighborhood.



Local artists Chafe Hensley of Weirder Wonderland and Heidi Weiss of Spruce Interiors are creating the mural to display the joys of bicycling.



Public Art Viewed By Thousands



The mural at 1122 Portage Street in Kalamazoo MI faces a busy street with bike lanes on either side.

BFK's goal is to put a smile in the hearts of those passing by and encourage safe driving and bicycling.

Note the artists' depiction of bike lights in the completed work.

About the Artists

Weirder Wonderland is a creative goods and services partnership between Anne and **Chafe Hensley**, based in Kalamazoo, Michigan. Anne and Chafe's respective and collaborative work experience spans literary, visual, digital, musical, teaching, and organizational media.

Having worked with non-profits and for-profits, small independently owned businesses and multinational corporations, curating art projects and exhibitions, booking and promoting and playing music, creatively and professionally, Anne and Chafe seek collaboration that is engaging, joyful, and humane.

Chafe has been designing and illustrating since the early '90s and has performed a wide array of professional roles within the design industry and academia. Chafe's expertise runs the gamut of graphic arts, digital and traditional illustration, teaching, consultation, tutoring in Adobe Creative Suite and Procreate for the iPad, as well as writing, performing, producing, and publishing music.

Contact:

chafe@weirderwonderland.com
[@chafehensley](https://www.instagram.com/chafehensley)
weirderwonderland.com



Chafe Hensley
Creative Director and
Co-owner of **Weirder Wonderland**



Heidi Weiss
Artist and Owner
of **Spruce Interiors**



Heidi Weiss is the sole-proprietor of Spruce Interiors, a Kalamazoo based painting business specializing in interior painting, color consulting, murals, and specialty finishes.

Under the umbrella of Spruce Interiors she has been creating residential and commercial murals since 2013. Sometimes it's a very simple logo, other times elaborate stories or decoration; Heidi is always game to work alongside her clients to create a visual interpretation that brings their vision to life.

She holds a Bachelors of Fine Art and Master of Arts in Painting from Western Michigan University as well as a Master of Fine Arts from Cranbrook Academy of Art in Fiber.

Outside of her business she is involved in the arts through her own studio practice creating artworks in oil paint and mixed media. Heidi is also an educator having instructed at Kalamazoo Institute of Arts, KRESA's Education for the Arts, and Western Michigan University.

Contact:

heidi@sprucekzoo.com
[@sprucekzoo](https://www.instagram.com/sprucekzoo)
sprucekzoo.com

Artists' Personal Acknowledgement For On Site Support



Bike Friendly Kalamazoo's Public Mural Effort

Bike Friendly Kalamazoo encourages the use of art to express the joys of bicycling. It has sponsored such efforts for many years. More recently, BFK's public mural effort was launched in 2022.

In addition to benefits related to arts and culture that murals bring to a cityscape, over time there may be a public safety benefit. That is because there is a correlation between increased numbers of bicyclists and a reduction in crashes with motor vehicles, apparently due to a heightened awareness of bicyclists being on the road as their numbers increase.

Bike Friendly Kalamazoo's Art Committee reviews and recommends potential mural sites and design proposals to BFK's Board. The Committee recommends that BFK's Requests for Proposals be sent to well qualified muralists. BFK's board separates itself from the judging and concentrates on community engagement and fundraising.

Bike Friendly Kalamazoo Board Liaisons

Bill Adams
Randy Schau
Paul Selden

Thanks To Our 2023 Mural Sponsors

Jim Gilmore Jr. Foundation
Edison Neighborhood Association
Bike Friendly Kalamazoo

2023 Bike Friendly Kalamazoo Art Committee

Patrick Hershberger-Kalamazoo Co. Public Art Commission
Dustin Black-Modzeshift Kalamazoo
Lisa Brayton-Portage City Council
Doug Fooy-Parchment City Commission
David Jarl-Senior Principal at Eckert Wordell
Sarah Joshi-Galesburg City Manager
Patrick Jouppi-Kalamazoo Public Library
Lori Knapp-Portage City Council
Nicole Lee-Artists of Color Initiative
Alisha Siebers-Vicksburg Cultural Arts Center

Thank You!



**To BFK's generous
project sponsors**

