

May 25, 2017

Vigor Life Competition  
Statement of Concept

As an artist, I seek out ways to express concepts that exude positive responses and cause my audience to feel inspired in some form or fashion. Creating a mural as outlined by the theme of this competition, "Strength, Health and Dedication", is no different.

I wanted to create an appealing mural that would not just reflect and encourage "Strength, Health, and Dedication", but would do it in a tasteful way and unimimidating way. I wanted something that would show community pride and reach multiple generations.

I came up with a simple theme, "Fit for life". I then associated this theme with our state map and added healthy fruit and wheat which are staples in our state's resources and promote the ideal of quality nutrition. I added the iconic natural beauty of Mount Rainier to promote our great outdoors.

The overall "look and feel" of this mural was inspired by vintage postcards of various cities. Instead of featuring local landmarks of a certain city within each letter spelling out the name of that city, I used the words, "FIT FOR LIFE". Within each letter, I feature people doing healthy activities such as sailing on Lake Washington, bicycling, yoga, jogging, tennis, and golf.

The combination of the activities, the fruit and wheat, Mt. Rainier, the map of the state and the words, "Fit of Life", all work in concert with each other.

For me, this mural will be pleasant to the eye, promote strength, healthy living, dedication and community pride. If I am commissioned to paint this mural, I will involve my sons to paint this with me. It will be a bonding experience and one that years from now will look back to as something that we did as a family. Thank you for your consideration.

Sincerely,

Rick Moreno, Artist

BUILDING EXTENSION

BURNETT PUB



40'

SOUTH WALL  
(MURAL AREA)

VIGOR BLDG.

MURAL DESIGN BY:  
WOW MURALS,  
RICK MORENO-ARTIST  
5-23-17

May 25, 2017

Vigor Life Competition  
Statement of Living Healthy

As I have grown older, the meaning of living a “Healthy Lifestyle” has changed evolved as you will. When you are young, you might take your health for granted. You think time is on your side, and for most, it is. In reality, you are using a very limited perspective. And hopefully, as you grow older and wiser, your perspective changes.

A healthy lifestyle has many layers, body, mind and spirit that all work in collectively to sustain each of us. It’s not just enough to exercise, and eat nutritious foods. It is exercising our spirit too. It is connecting to others, and placing value on others. It is a sense of community, and an acute awareness of the beauty that the world has within our environment. Living healthy is a verb. It is an action. It is a balance and even more, it is a choice.

Sincerely,

Rick Moreno, Artist