# NMFC Mural Artist Brief

Document authored by Northern Michigan Firewood Company (NMFC). Licensed under CC BY-NC-SA 4.0.

Thank you for considering working with NMFC. We’re not just commissioning art—we’re inviting you to participate in a cultural system rooted in firewood, mutual aid, and decentralization. The mural you create will stand on the front of a kiosk that distributes heat, candles, and care—24/7, no gatekeepers.

## What This Mural Should Do

• Make people feel seen—especially those often forgotten.  
• Challenge the illusion that we are enemies with each other.  
• Frame the real tension: ‘Us vs. the systems that divide and extract.’  
• Invite curiosity and quiet defiance.  
• Be rooted in this place—its people, its winters, its strength.

## Tone & Style

• 70% Familiar: local imagery, community symbols, warmth, labor.  
• 30% Disruptive: subtle resistance, metaphors of decentralization, refusal to comply.  
• Not aggressive—defiant. Not loud—grounded.  
• Think firewood as a symbol of rebellion, not fire as destruction.

## What This Is Not

• Not a protest wall.  
• Not a billboard.  
• Not a corporate brand.  
• This is a local artifact with a pulse.

## Visual Prompts You Can Explore

• A candle passed between hands  
• A kiosk rooted into the earth  
• Firewood stacks forming a quiet barricade  
• Axes laid down like offerings  
• Shadows of institutions in the background  
• Bitcoin as a symbol of stored freedom (optional and metaphorical)

## Final Note

We trust you. If you honor the values, you don’t need to be literal. Bring your vision. This is about building what can’t be bought—and letting the wall speak for those who weren’t supposed to have one.  
  
Burn Bright. Stay Free.