

= Woodstock Mural =

Woodstock Mural is a mural designed by artist Mike Lawrence , painted on the west side of the New Seasons Market store in the Woodstock neighborhood of Portland , Oregon , in the United States . The painting has three sections , each representing a theme : commerce , education , and the outdoors . It depicts figures adorned with symbolism related to characters in Greek mythology , including Hermes , Athena , and Demeter , along with local businesses and local landmarks such as the neighborhood farmers ' market , Grand Central Bakery , Portland Fish Market , Woodstock Park , and the Woodstock Library .

The Woodstock Neighborhood Association (WNA) originally made plans for a mural on the exterior wall of Lutz Tavern . Following an outreach effort to identify an artist , Lawrence and WNA met for a brainstorming session , during which they agreed on theme 's for the proposed public artwork . Even after some funding was secured , efforts stalled . The association later proposed a mural for the nearby Red Fox Vintage building .

The original mural was completed on the Red Fox Vintage building by Heidi Schultz in November 2013 . However , shortly after its completion , New Seasons announced the construction of a new grocery store next to the mural . The company offered to reproduce the painting on the east side of an adjacent building or the west side of the planned building . Dan Cohen and his assistant were hired to reproduce the mural , which was completed in October 2015 .

= = Description = =

Woodstock Mural was designed by artist Mike Lawrence as a work divided into three sections . According to the Regional Arts & Culture Council (RACC) , each section includes a central figure adorned with symbolism associated with Greek mythology , representing one of three themes : commerce , education , and the outdoors . The Portland Tribune described the mural as " rich in latent symbolism with more mysterious content " , referring to the mythological symbolism in particular . The original painting measured 54 feet (16 m) x 15 feet (4 @. @ 6 m) . In 2015 , the mural was reproduced on another wall following construction of an adjacent new building housing a New Seasons Market ; the new building hid the original mural . The " imposing " reproduction , as described by The Bee , a community newspaper , measures 52 feet (16 m) x 15 feet (4 @. @ 6 m) .

Commerce , represented on the left side , is depicted by a shopkeeper wearing a hat with the wings of Hermes , the Greek god of commerce (or , according to some sources , Mercury , the Roman god of commerce) . The business owner is bearded and wears a crocus flower in his apron . He has a tattoo of the caduceus , the staff carried by Hermes Trismegistus in Egyptian mythology and Hermes in Greek mythology . In his store is a shelf with other symbolic items that represent local businesses .

The center section is devoted to education and depicts Athena , the Greek goddess of wisdom , in the form of a girl in the Woodstock Library . She is adorned with an owl on her shoulder and an olive branch necklace . She holds a tiger lily in her hand . Woodstock School 's Mandarin Immersion Program is honored with an arc of Chinese characters above the girl 's head , written on a chalkboard . The Mandarin Chinese text translates to " A nice place to live " or " It 's a great place to live " , which is Woodstock 's motto . According to The Bee , the central section also represents other neighborhood schools and the neighborhood 's close proximity to Reed College .

The mural 's right section depicts Demeter , the Greek goddess of the harvest , in the form of an Asian female urban farmer at the neighborhood farmers ' market . She wears poppies in her headdress , giving the appearance of a crown , and has a tattoo of a sheaf of wheat . Next to her is a cornucopia , which symbolizes abundance and nourishment . She holds a lotus staff , described as a " flaming torch " . The figure also represents " the love of gardening " . Douglas fir trees and Woodstock Park , specifically its off @-@ leash dog area , are also depicted in the painting 's right section .

= = History = =

The Woodstock Neighborhood Association (WNA) originally made plans to paint a community mural on the east exterior of Lutz Tavern . Following an outreach effort to locate an artist , WNA and Lawrence held a brainstorming session . Kenny Heggem , who served as the project manager of the mural committee , recalled , " We talked about our fantastic park and its leash @-@ free dog area , Woodstock Elementary 's Mandarin Immersion Program , and our awesome library . " The session resulted in the group 's choosing the mural 's three themes .

In August 2012 , RACC confirmed funding of \$ 6 @,@ 000 for the 60 @-@ foot (18 m) x 15 @-@ foot (4 @.@ 6 m) painting . The mural 's design was divided into three parts to accommodate the exterior wall 's three sections . RACC published an image of Lawrence 's proposed mural and said the goal of the project was to " highlight the best of the neighborhood and instill a sense of community pride " . The agency also said the project was still raising funds and hoped to start in the spring of 2013 . Efforts stalled , but WNA later proposed a mural with a different design for the east side of the Red Fox Vintage building , located at the intersection of Southeast 46th Avenue and Southeast Woodstock Boulevard .

According to the Portland Tribune , the project was a collaboration between local businesses , institutions , and neighborhood residents . Beaver State Scaffolding and Sherwin @-@ Williams both contributed resources to the project . RACC awarded partial grant funding through its Public Art Murals Program , which is funded by the City of Portland and " provides funding for community murals that reflect diversity in style and media and encourages artists from diverse backgrounds and range of experience to apply " . WNA volunteers also assisted , led by Heggem and Becky Luening , head of the neighborhood association .

Heidi Schultz of Schultz Art & Design served as the project 's production manager . She created a pattern against the wall using Lawrence 's digital design , then mixed the paint , completed the mural , and added a clear coating for protection . Painting the mural took about six weeks , and it was mostly finished by November 2013 . Red Fox Vintage hosted a party to celebrate the work 's completion on December 14 . The mural took nearly two years to plan and complete , which was longer than expected .

= = = Reproduction = = =

Not long after the mural 's completion , New Seasons Market announced plans to build a new store immediately adjacent to the mural . In January 2014 , the co @-@ owner of Red Fox Vintage , said , " We 're going to have a sit @-@ down with New Seasons about the mural . To the best of my knowledge , New Seasons will make it right . " She shared three options to discuss with the company : repainting the mural on Red Fox 's east wall , transferring it to the new store 's exterior wall , or keeping the original mural in place and making it visible from the grocery store 's interior .

New Seasons met with WNA and offered to reproduce the painting , either on the east side of the Red Fox Vintage building or the west side of the planned grocery store . Luening said the latter option was more practical , because the artist could paint on panels in her studio instead of working outside . New Seasons hired Dan Cohen of Dan Cohen Creative Labs to duplicate the mural using a method similar to one he uses in his work as a " mega mural " painter . He said of the process :

I paint giant advertising murals all over the country . I do about one mural a month . We create the pattern using the original image , and paint on top of it . We use a special machine [to create the underlying design] that works like an arc welder .

During construction of the new building and the mural 's transfer , New Seasons displayed a banner which read , " The mural will return " . Cohen and his assistant , Christo Wunderlich , transferred the design using a machine , then painted the art by hand . The duo also added bread and a fish to the mural to represent the local businesses Grand Central Bakery and Portland Fish Market , respectively . The new store opened in October 2015 .