

Brief Description of Proposed Improvements:

Mural art is hot in the Sunshine State, echoing a nationwide trend celebrating public art. Over recent years, the medium has grown so much that a new tourism industry has sprung up. Both locals and tourists alike often go out of their way to areas they may not typically visit just to take in the mural. Most even interact with the murals creating social buzz and engagement for the murals themselves and the cities in which they are painted (just search #murals on Instagram for proof). Wing murals specifically take the social buzz even further by providing interaction guidelines regarding how and where to stand (just search wings murals on Pinterest).

As an advertising agency, we thrive on trends, social buzz, and engagement. So, our mural serves many purposes. It not only proves we are on trend, but we know how to create social buzz and engagement (for our clients). Perhaps most importantly, it shows our pride in the community in which we live and work (this is further represented by our newly created #delrageous and @Delrageous social experiment that touts all things good in Delray).

Put simply, it's DAMN GOOD to be here in Delray. And we've chosen to memorialize our feelings in a manner that can benefit the city, the locals, and tourists alike. And it's accessible to everyone. No museum ticket required.







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#DEL RAGEOUS

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