

The Evolution of an Idea - Mural Art & Concept

1 The mural artwork on this building explores **how an idea is born**, grows, spreads and is realized. The squiggles and lines to the right represent a brain, where all ideas ultimately originate.



3 From here, momentum is gained and the idea has an electricity to it. Thoughts become more organized and structured. It is time for the idea to grow and adapt.



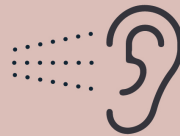
4 While the original idea grows – **vertically, in the case of this mural** – its inspired fragments spread outward and laterally, reaching the eyes and ears of other people and communities.



2 A familiar symbol of the “**eureka moment**” – the lightbulb – when the idea has developed out of vague concept or curiosity and into a clear path of action ahead.



5 The earlier stages of the idea are represented by playful organic shapes, but become more concise and geometric – building blocks – as the concept evolves and wraps around the building.



6 The mural art on the north elevation of the building is composed exclusively of more defined shapes and also includes a sun which symbolizes a new day dawning at this site in the community of Esquimalt.



Every project we undertake is guided by a desire to create spaces and places that inspire others to pursue their own goals and dreams. In other words, we hope that our ideas – as they pertain to the built environment – may have a ripple effect and spark new ideas for the people and communities that use and inhabit our buildings. In essence, this mural is the artistic embodiment of this philosophy.