



## RE-DISTRIBUTION WALL

Re-distribution Wall is a new 6-month sponsored mural program at Distribution Hall that aims to create paid opportunities for local artists, and a unique promotional platform for businesses and organizations.

Situated among cross-town car, pedestrian, bicycle, and MetroRail traffic, at least 2,500 viewers each day pass by the 150 - 4,500 square feet available.

*Distribution Hall is an event venue and production studio located in the heart of east Austin that maintains a commitment to support and uplift local organizations having a meaningful community impact.*

1500 East 4th Street  
Austin TX, 78702

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[lindsay@distributionhall.com](mailto:lindsay@distributionhall.com)  
[@distributionhall](https://www.instagram.com/distributionhall)

**DH1500**<sup>®</sup>  
DISTRIBUTION HALL — AUSTIN.TX



charlesbenrussell  
Austin, Texas



charlesbenrussell Welp, this mural made it a year without getting tagged, though pretty close. Thanks for letting them be.. Give it a visit, 1500 e. 4th st. 78702 ,  
Edited · 137w



jmelart I skated by here this afternoon and spent some time admiring. It's an awesome piece of work. Thanks for putting it up  
137w 1 like Reply ...



Oct 4, 2020 replies (1)



Liked by vladmejia and 131 others

OCTOBER 4, 2020



## Previous Murals

Charles Ben Russell  
2019, ~200 ft<sup>2</sup>

Mark Hilton  
2019, ~1,600 ft<sup>2</sup>

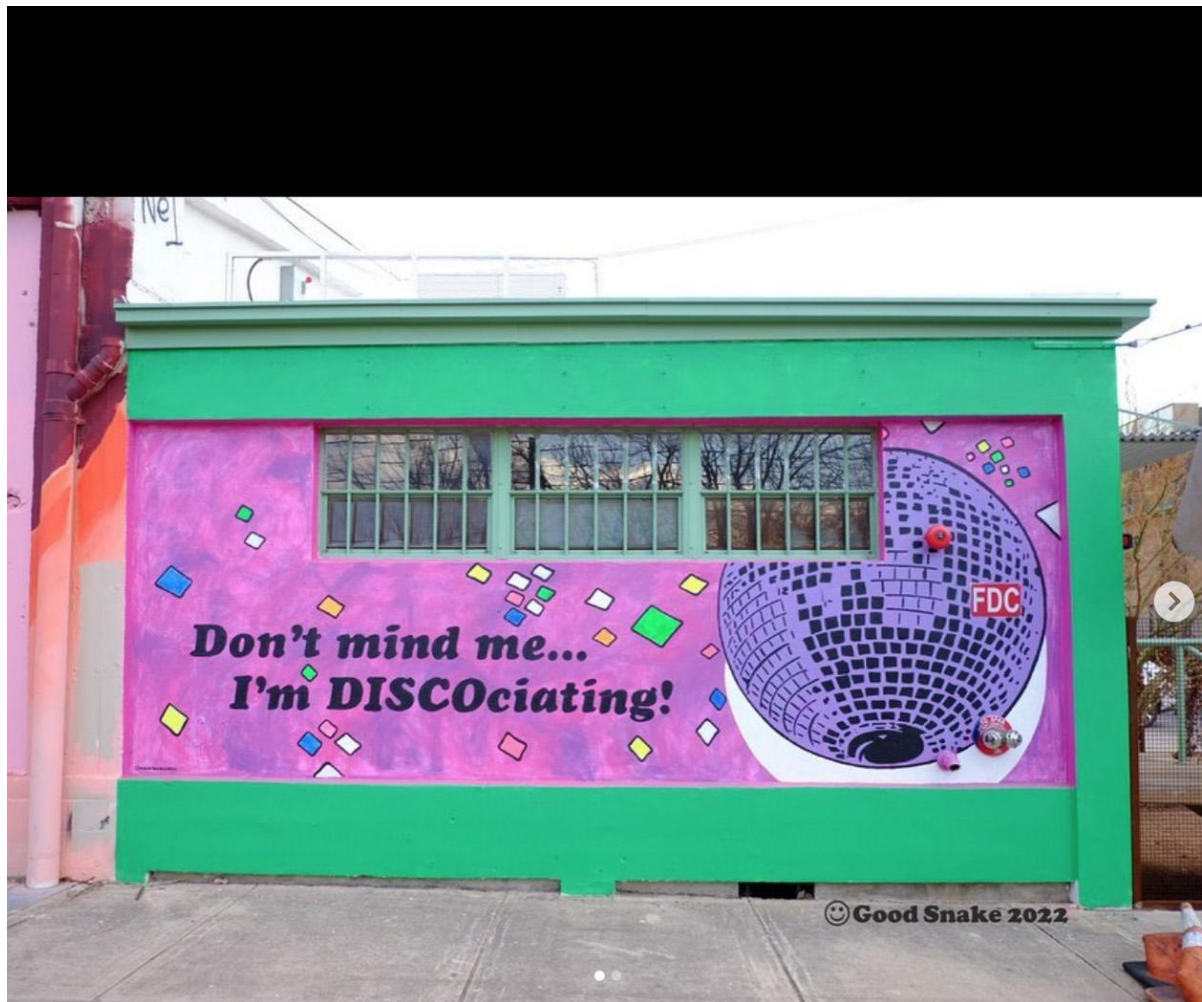


## Previous Murals

Emily Mente, 2021, ~200 ft<sup>2</sup>

Riley Williamson, 2021, ~200 ft<sup>2</sup>

Good Snake, 2021, ~150 ft<sup>2</sup>



**goodsnake**  
Austin, Texas



**goodsnake** 🦋 Complex thought? In THIS economy? (Throwback to our wall at this little pandemmy community mural project we organized at @distributionhall with our friends last year!) #dontmindmeimdiscociating

44w



**meadowgirlie** still the fucking best

44w 1 like Reply

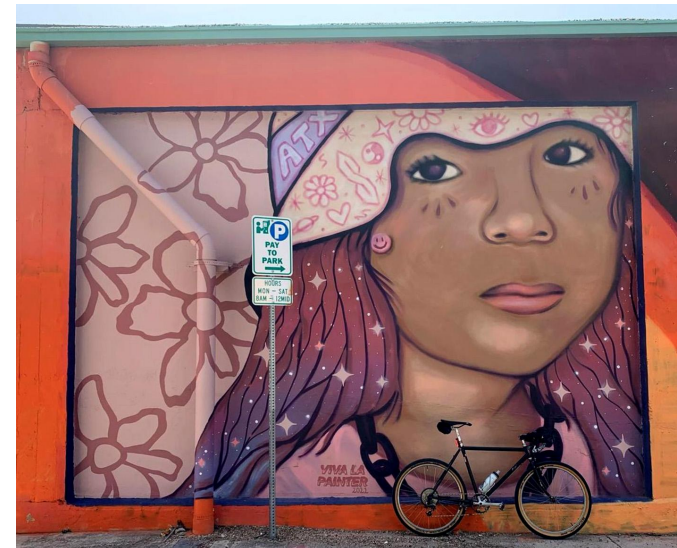


View replies (1)



Liked by **margaretbee** and others

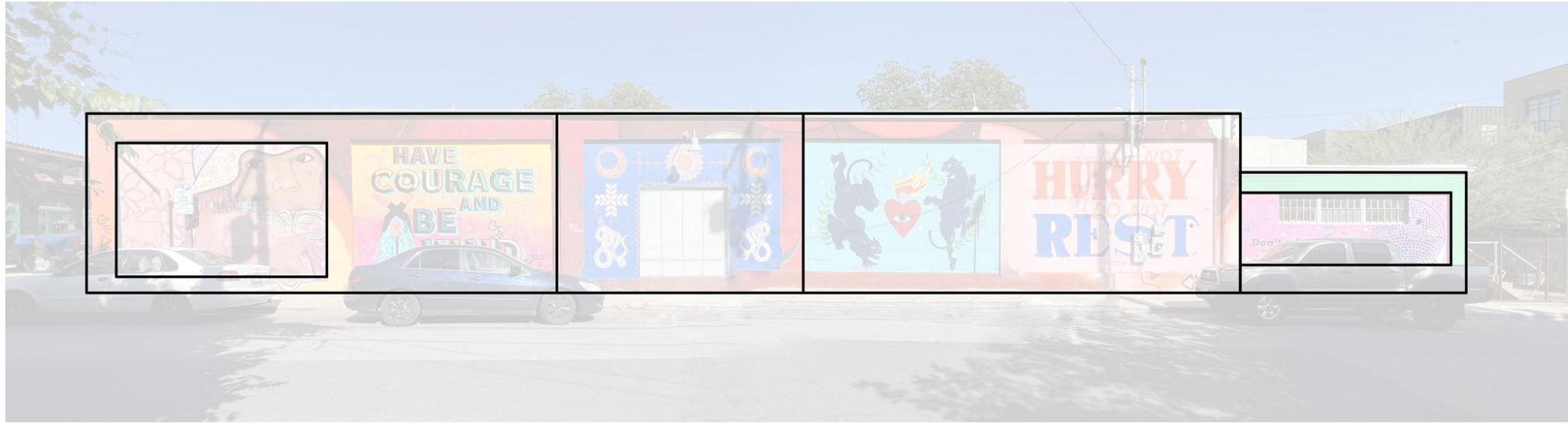
JULY 12, 2022



## Previous Murals

Lauren Napolitano, 2021, ~200 ft<sup>2</sup> / Jessica Fontenont, 2021, ~200 ft<sup>2</sup>

Carmen Rangel, 2021, 2023, ~200 ft<sup>2</sup>



**Mural Space Available - west side, ~16-11 feet high**

Inset - ~200 ft<sup>2</sup> each

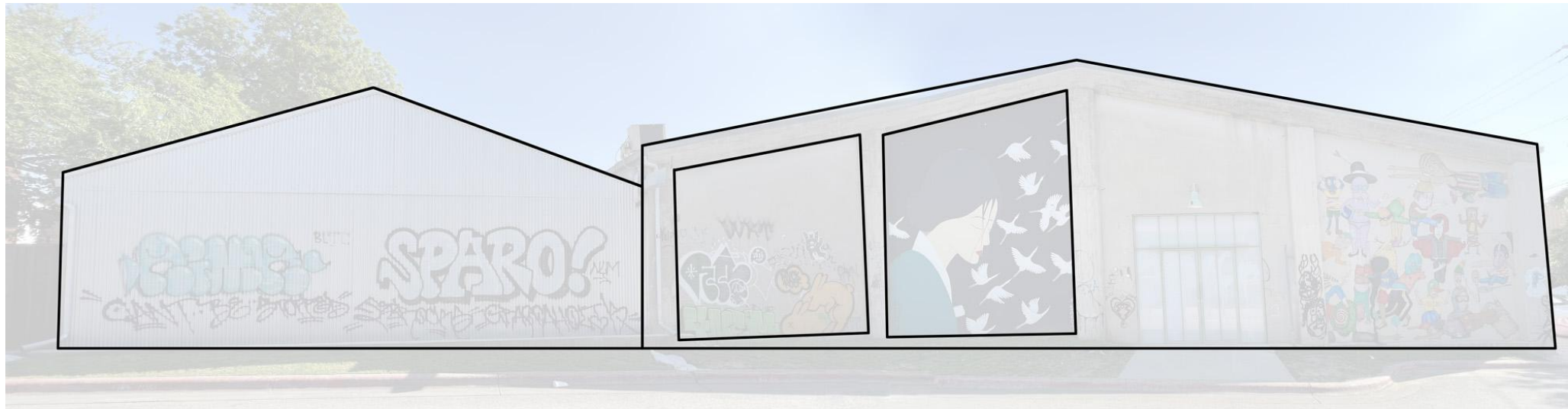
Inset with frame - ~300 ft<sup>2</sup> each

Small inset - ~150 ft<sup>2</sup>

Small inset with frame - ~225 ft<sup>2</sup>

16-foot high full length - ~1,600 ft<sup>2</sup>

Entire west side - ~1,825 ft<sup>2</sup>



**Mural Space Available - north side, ~14-22 feet high**

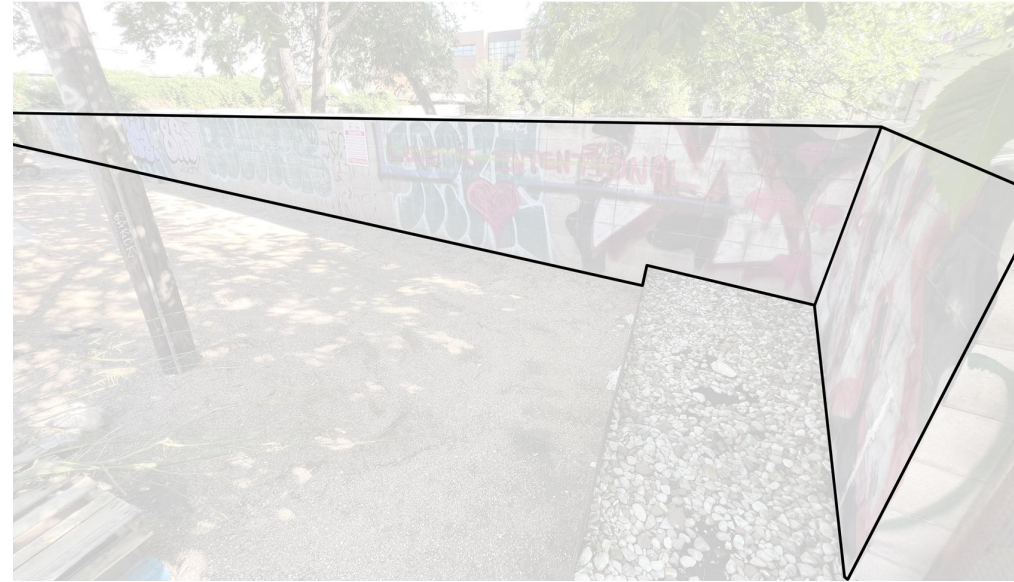
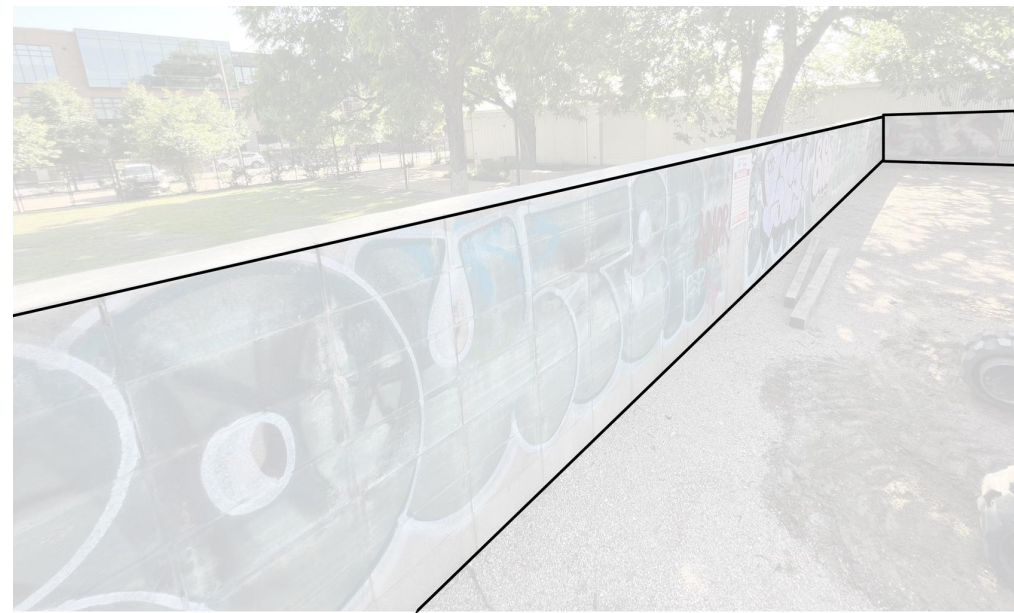
Hangar - ~600  $ft^2$

Studio Warehouse - ~1,600  $ft^2$

Entire north side - ~2,200  $ft^2$

Small SW inset - ~200  $ft^2$  each

Large SW inset - ~250  $ft^2$  each

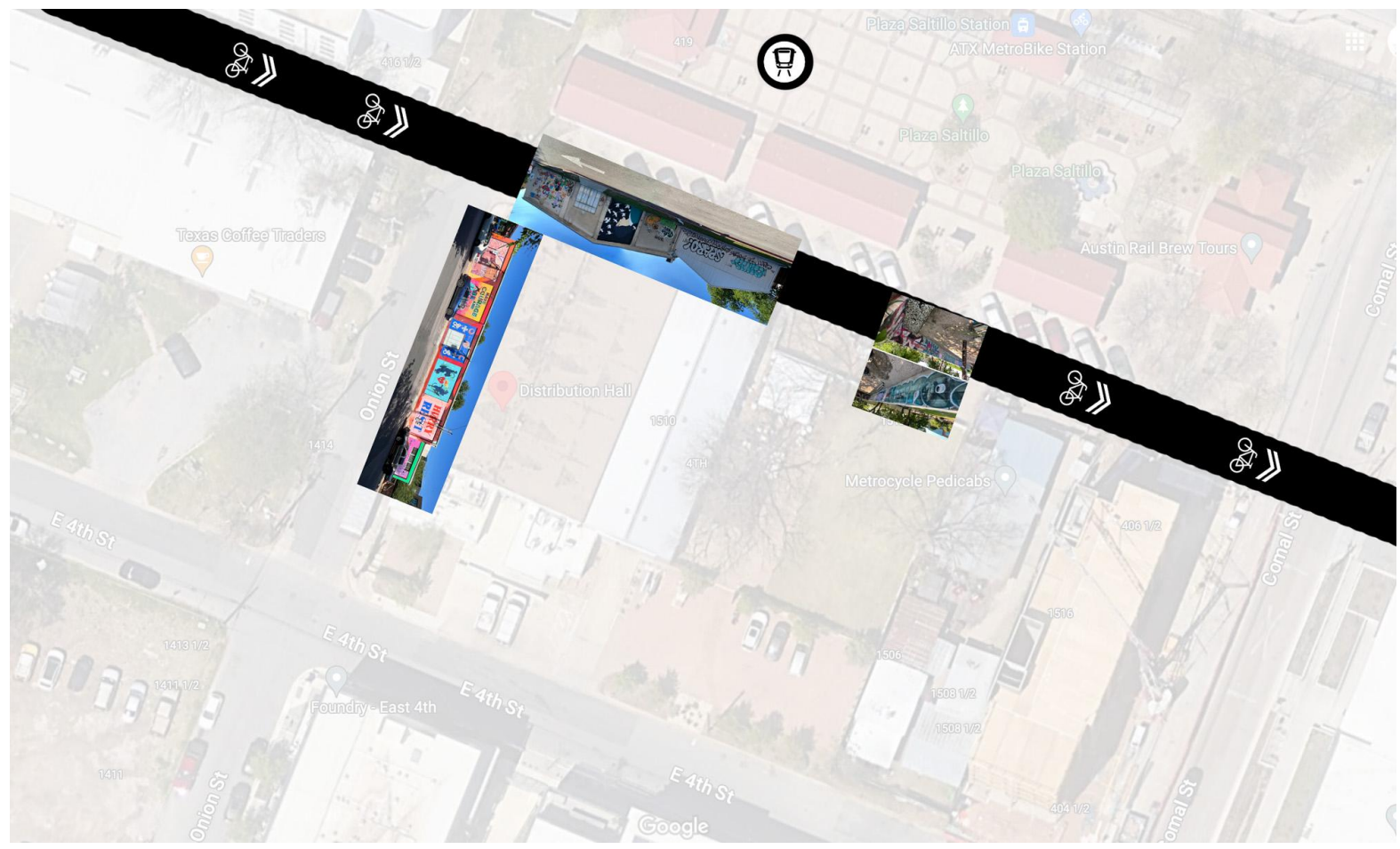
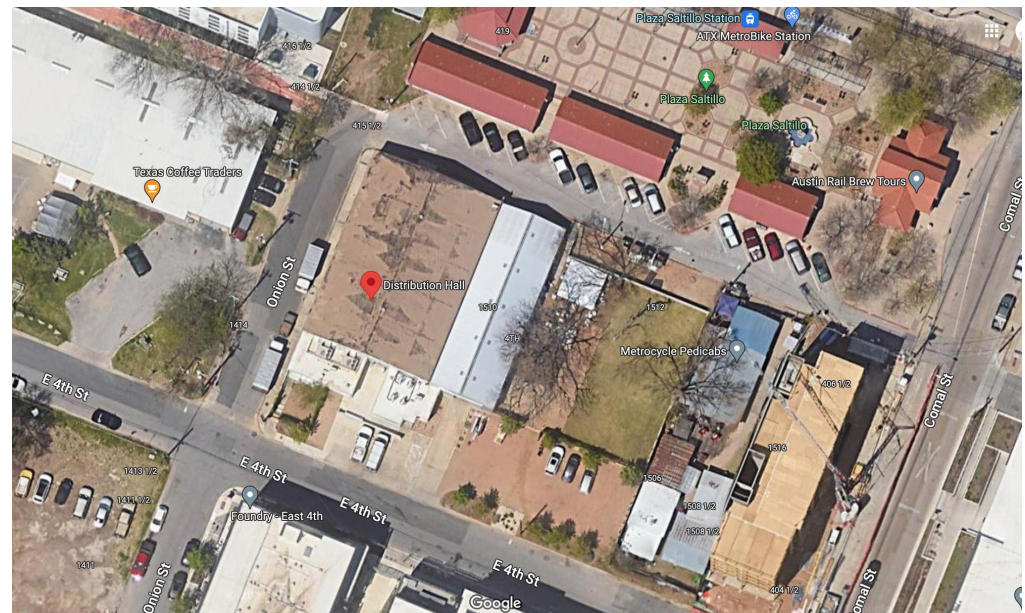
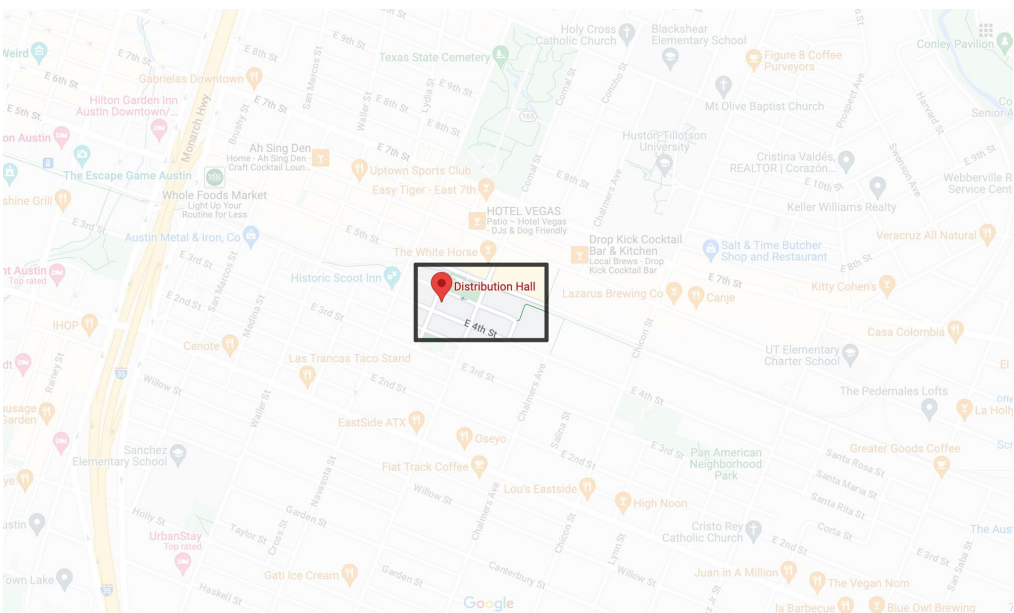


**Mural Space Available - dumpster area, ~5.5-4.5 feet high**

Long wall - ~400  $ft^2$

Short wall - ~40  $ft^2$

Entire dumpster area- ~440  $ft^2$



**Location and Traffic**  
Centrally located 6.5 blocks east of I-35 at 4th and Onion Streets.

Public transportation at **CapMetro's Plaza Saltillo Station** at the north side has **~1,000 riders a day.**

The **Crosstown Greenway** is used by at least **1,000 cyclists and 500 pedestrians daily.**





## Neighborhood comparison

Mural by Nicholas Conrad Miller on the west side of Cisco's (500 feet away), organized by the former Austin Mural Program in 2013 remains in excellent condition and is frequently photographed.



### Neighborhood comparison

The east side of Cisco's features another mural, with the addition of a wall segment painted black for any taggers or flyers to be contained away from the artwork.

## RE-DISTRIBUTION WALL plan

Every 6 months a new sponsor will cover the cost of an original mural artwork to be designed and fabricated by a local Austin artist, and also have up to 300 ft<sup>2</sup> available for their own advertisement.

Murals at Distribution Hall are frequently included on art and architecture tours through the city, and are accessible to regular car, pedestrian, bicycle, and MetroRail traffic thanks to immediate proximity to Plaza Saltillo and the Crosstown Greenway, as well as neighboring entertainment at the Historic Scoot Inn, White Horse Honky Tonk, Hotel Vegas, and many other popular restaurants and bars.

Sponsors not only benefit from an ideal urban environment for their advertisement, but also give back to the local artist community and contribute to the enjoyment of the city's population, all for less than the cost of a billboard in the same neighborhood. The one-month cost of covering all 4,500 ft<sup>2</sup> mural space is comparable to the cost of a one-day 15-hour booking at Distribution Hall, each drawing about 2,500 viewers a day.

*Stats sources: Reagan Advertising, CapMetro, City of Austin Parks and Recreation Department; Pricing: Austin Graffiti Removal, Shorty's Wraps*

*Costs	
Artist supplies, design, and fabrication	\$20 per ft <sup>2</sup>
Vandyguard mural protection	\$1.25 per ft <sup>2</sup>
Vinyl ad production and installation	\$20 per ft <sup>2</sup>
Surrounding graffiti care - paint over	\$2.25 per ft <sup>2</sup>
Surrounding graffiti care - removal	\$3.75 per ft <sup>2</sup>
*300 ft <sup>2</sup> maximum for advertisements 300 ft <sup>2</sup> minimum for artist murals	

Pay schedule	
Deposit	25%
Due at start of on-site work	50%
Upon completion	25%

*Distribution Hall provides free use of one scissor lift with a max working height of 25 ft, one 8 ft ladder, and on-site storage between painting days.*



kelvy\_\_  
Bolm Studios



kelvy\_\_ Mural mock-ups 🙌

One day, hopefully 🙏

#kelbrown  
#atxartist  
#austinmurals  
#atx  
#muralart  
#mural  
#murals  
#contemporarypainting

Edited · 3w



andresolute Niceness

3w 1 like Reply

— View replies (1)



mac180music Yessir 🙌🙌

3w 1 like Reply

— View replies (1)



Liked by ojodeharmonia and others

APRIL 26

## Pilot Program with local artist [Kel Brown](#)

Kel Brown has created a ~900 ft<sup>2</sup> mock-up for a proposed mural to kick off RE-DISTRIBUTION WALL. We here at Distribution Hall love Kel's work for its playfulness, joy, and intricately layered approach to bursting open that space between the 2nd and 3rd dimensions. Kel's experience as an exhibiting artist in both gallery and public outdoor settings promises a technically and logistically successful completion of a project this scale.



<b>Pilot Program with local artist <a href="#">Kel Brown</a></b>	
<b>Costs - west side only</b>	
Artist supplies, design, and fabrication	~\$18,000
Vandyguard mural protection	~\$2,300
Vinyl ad production and installation	~\$6,000
Surrounding graffiti care - paint over	~\$500
<b>GRAND TOTAL</b>	<b>~\$26,800</b>

<b>Pay schedule</b>	
Deposit	~\$6,700
Due at start of on-site work	~\$13,400
Upon completion - 3-4 weeks	~\$6,700