

## Tour Structure

Tours should have a clear structure, touch on relevant themes, and the audience should walk away feeling like they had an enjoyable and worthwhile experience.

### Introduction

The introduction for the mural tour should set the tone and expectation for the tour. A good mural tour should start off with the basics: an introduction to the guide and to the tour.

Sample introduction:

"Hello my name is \_\_\_\_\_ and I am a \_\_\_\_\_ and city guide for ArtWorks Mural Tour Program. The tour will be approximately \_\_\_\_\_ minutes long and include about \_\_\_\_\_ number of stops. ArtWorks Mural Tours are meant to be engaging and conversational in nature so please feel free to ask questions as we go along. This tour will touch on a few different themes and by the end you should know ABC"

### Tour Stops

Tour stops should be varied and tell one continuous story. There should be a good mix of longer tour stops that fully explain the history of the mural and its connection to the community and shorter anecdotal stops. It is also appropriate (due to time constraints) to just point to a mural and give a brief description or ask a single looking question. As you take the group from stop to stop, let them know the length of the walk between the murals or how many murals are left on the tour to give them a timeline for how long they will be on the tour. Lastly, we want our tours to be interactive and engaging so we encourage asking questions, using engagement strategies, and telling personal stories to educate and entertain the tour group.

### Conclusion

The conclusion of the tour should be clear and tie up all loose ends. During the conclusion, the guide should thank the audience and hand out surveys. The guide should also state they will be available for the next few minutes to answer any additional one-on-one questions about the murals, city history, or advice on what to do after the tour.

Sample conclusion:

"The last point I want to make is that \_\_\_\_\_. I hope as you continue to discover our murals around the city, you appreciate the work behind them and consider how they were designed to reflect the community. I want to thank you for joining me on the tour today, you were a wonderful audience. I will be staying in the area for the next 5 or 10 minutes to answer any individual questions that may have come up and also to hand out surveys so we can hear your feedback on our tour program. Thank you!"



## Tour Themes

When leading a tour, it is important not only to talk about the meaning behind a specific mural but also tell the story of ArtWorks and Cincinnati. Below is a list of several themes which are important to telling that story. Not every theme needs to be discussed during the tour but choosing two or three themes to weave into the narrative help link all of the murals together.

### ArtWorks loves Cincinnati

ArtWorks loves Cincinnati and that is reflected in all of the work we do. We put artists to work and give our youth meaningful work experiences through our apprenticeship model. The public work we create beautifies the city and gives value and a sense of community to the neighborhoods we work with. The neighborhood murals are designed with input from community engagement meetings and reflect the identity and character of the community. Cincinnati's colorful characters are celebrated in murals downtown and the Cincinnati Masters Series recognizes famous local artists by creating large-scale interpretations of their work in the city center.

### City as a Gallery

ArtWorks is committed to making public art in every neighborhood in Cincinnati. While art is often viewed privately in a home, gallery or museum, ArtWorks makes art accessible by putting large-scale murals on the sides of buildings in high traffic areas.

### Central Parkway as a Corridor for the Arts

When the mural program of ArtWorks was established in 2007, Central Parkway was an obvious choice to develop as a corridor for the arts. As people drive, walk and bike down Central Parkway, they are greeted by numerous colorful and engaging murals making it a Corridor for the Arts. *Mr. Tarbell Tips His Hat*, *The Canal at Vine Street*, *Fresh Harvest*, *What's Happening Downtown*, *The Face of the Arts*, and *Homecoming (Bluebirds)* are among the murals visible when traversing Central Parkway.

### Cincinnati Colorful Characters

ArtWorks celebrates Cincinnati's colorful characters through murals of citizens who contribute to Cincinnati's political, artistic and cultural landscape. Currently Jim Tarbell dressed as Peanut Jim Shelton and Henry Holtgrewe are examples of citizens represented in murals.

### Cincinnati Masters Series

ArtWorks is committed to celebrating local talent through the Cincinnati Masters Series. Interpretations of works of art by nationally recognized talent are painted in the city center to acknowledge the city's artistic legacy. The work of Frank Duveneck, Charley Harper, John Ruthven and Tom Wesselmann are the current artists' represented in the Masters Series but ArtWorks hopes to add one master painting every year.

### Apprentice Model

Something that makes ArtWorks unique among public art organizations is that the focus is on youth employment. Every summer ArtWorks hires around 150 youth to create works of art under the guidance of professional artists. The youth come from almost every single neighborhood in the city and ArtWorks accepts youth with all ability levels. Following a tradition that is hundreds of years

old, the professional artist teaches and directs the youth who assist in designing and executing the pieces of public art. This model gives youth meaningful work experience and sets them up for success when entering the professional job market.

#### Cincinnati History

Cincinnati has a rich history and Cincinnati history is frequently represented in the murals. As the tour group walks throughout the neighborhood, the story of Cincinnati and its notable artworks, architecture, and landmarks add depth to the tour content.

## Designing a Tour Stop

As you get more comfortable giving tours, we encourage you to deviate from our tour script and design your own tour stop. When planning a tour stop, it is important to keep it simple and not overwhelm the audience with too much information. With each stop on the tour, the guide should consider the question "What is the main message I want the audience to learn?" This prompt will guide you as you develop your tour stops.

Below is a template to use when developing the tour stops. This template includes space to think through the main message, engagement strategies as well as how to introduce and conclude the tour stop.

### Sample Tour Stop

*Mural Title: Ice Cream Daydream*

*What is the main message you want the audience to learn from this particular tour stop?*

\*I want the audience to learn about the apprentice model and know that this mural is unusual because apprentices were allowed to add original design elements

*Are there any questions or engagement strategies you will use to lead the audience to the main message?*

\*I ask the audience towards the beginning "What catches your eye? What was the first thing you noticed when you looked at this mural? If you could only take a picture of one detail, what would you choose?"

\*Towards the end of the tour, I will ask "If you could add a design element, what might you add to this mural?"

*What information do you need to relay to get to the main message?*

\*I need to tell them that the artist allowed the apprentices to contribute to the design

*How will you introduce this mural?*

\*I will introduce this mural by asking the engagement questions listed above.

*How will you conclude?*

\*I will conclude with the engagement question listed above. I will also ask if anyone has any questions or additional comment

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***What information do you need to relay to get to the main message?***

***How will you introduce this mural?***

***How will you conclude?***

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