



July 11, 2022

Kendall UP Mural at Green Garage

Jessica, et al.,

Thank you for the opportunity to revise our designs for this project.

In this revision, we wanted to maintain our central message, which is to encourage people to look up. In this era where we're often looking down at our phones, scrolling and focusing on things happening elsewhere, the act of looking up and appreciating the aesthetics of our built environments can bring us back into the present moment and orient us towards the real and exciting happenings taking place in our own neighborhoods, like the fun new Green Garage roof garden!

For these designs, we were inspired by the history of Cambridge as a center of counterculture and intellectual design innovation. In our research on the city's mid-century design aesthetic, we were inspired by the architecture of the Design Research store (which has similarities to the architecture of the Green Garage) and the Marimekko line that they carried. The iconic patterns and bold use of color and line in the Marimekko designs have a similar aesthetic to the Sol LeWitt collection at the Mass MOCA, which we recently revisited. The combination of these influences, along with the "look up" message, spurred us to create designs that incorporate vibrant color blocks encircling an arrow with a skylike keyhole opening—a portal to the wondrous garden on the roof.

We were also inspired by the mural's location in Kendall Sq. near MIT, one of the world's most technologically pioneering locales. The keyhole sky at the center of the mural evokes the exploratory, forward-thinking vision of the scientists and thinkers in the area, whose work is ushering us into unknown potential.

We hope this is enough information to convey what we have in mind for these designs. Please remember that there is no way to render what the actual painted mural will look like through a computer mockup. The painting will have more life and dimension than we can achieve here.

Thanks again!
-Meredith & Josh



Green Garage: Exterior Mural Concept (1)



Green Garage: Exterior Mural Concept (2)

