

Bike Friendly Kalamazoo's 2022 Public Mural Program

Virtual Gallery

Please respect the artist's rights.

Finished Public Mural - 2022



***When the Street Lights Come On* by Ellen VanderMyde**

Site Selection & Agreement



Jamie Clark, President of Clark Logic, generously provided an ideal building for Bike Friendly Kalamazoo's first public mural dedicated to depicting the joys of bicycling.

BFK's Art Committee welcomes ideas for sites offered by its members, building owners and the public. The Committee prioritizes and makes recommendations to BFK's Board of Directors.

Site Owner Jamie Clark and BFK Director Bill Adams (l-r)

Artist's Process

*Proposal through Completion:
Digital to Physical*



"When the Street Lights Come On"

Onsite representation, Ellen VanderMyde

Concept rendering chosen during
request for proposal process.

From Sketch to Outline



Onsite work began with an overhead projector.
The outline was completed in one night.

Painting the 960 Square Foot Mural



Custom colors were mixed and applied to paint the first public mural dedicated to depicting the joys of bicycling in our region.



Community Engagement



The public helped finish the mural.
A group of bicyclists from Modeshift Kalamazoo added to the festive feeling!

Gallery Exhibit



With thanks to the Prairie Ronde Artist Gallery, an artist meet and greet was held as a part of BFK's Fall Bike Celebration Weekend.

Media Coverage

Local artist paints mural for Bike Friendly Kalamazoo

by Dan Nichols | News Channel 3 | Tuesday, October 4th 2022



Local artists paint a mural for Bike Friendly Kalamazoo on Lovers Lane Oct. 4, 2022. (Dan Nichols/WWMT)



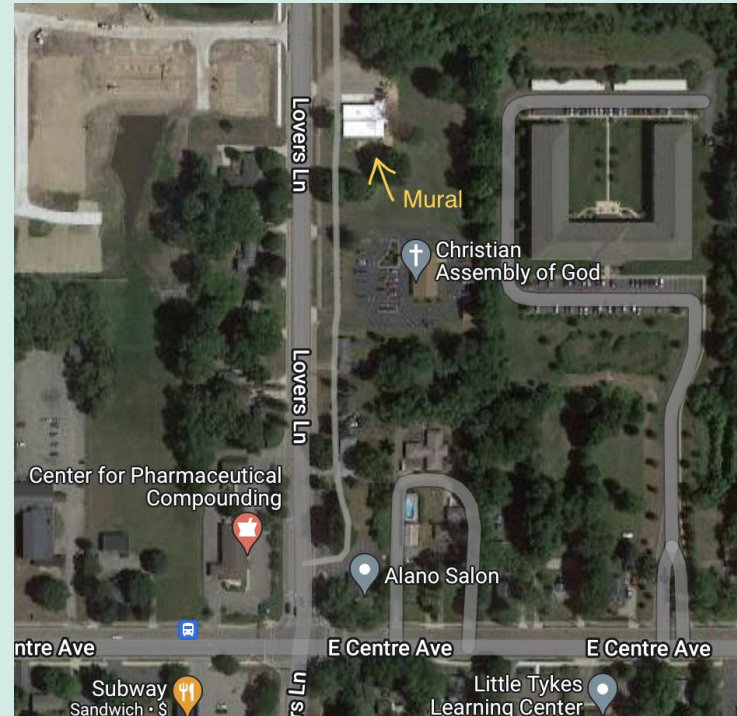
PORTAGE, Mich. — A mural created by a local artist aims to encourage bike ridership and promote bike safety is going up on Lovers Lane in Portage.

Final Touch Ups At 10+ Feet Up



Filling gaps in a wall 18 feet high. Building owner Jamie Clark's motorized platform made the job easier.

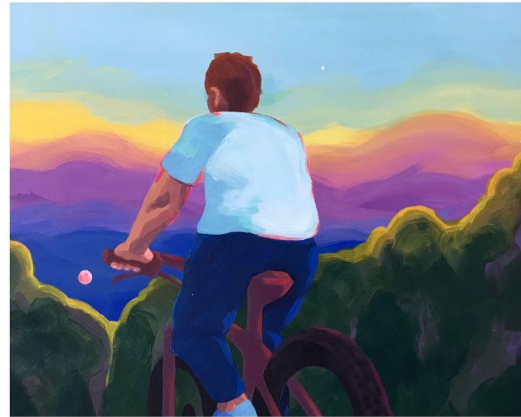
Public Art Viewed By Thousands



The mural at 7809 Lovers Lane in Portage MI sits next to a road, a multi-use path and a bike lane whose route is signed as The Portage Bikeway *and* the regional Southwest Michigan Bikeway. BFK's goal is to put a smile in the hearts of those passing by.

About the Artist

Ellen VanderMyde is a multi-disciplinary artist and illustrator based in Kalamazoo, MI. She received her Bachelor of Arts in Fine Art with a minor in Art History from the Frostic School of Art at Western Michigan University. While working in many media, she always returns to painting and drawing—her first loves. VanderMyde's work has been shown at Stay Home Gallery, The Ikouii Creative, Kalamazoo Institute of Arts, and in others across the United States. As an artist in residence at Stay Home Gallery she explored creating in solitude and was one of 10 artists selected by Save Art Space for their Miami Art Week exhibition. You can find VanderMyde creating in her studio or out hiking southwest Michigan.



About the Mural

“When the Street Lights Come On” is about the magic of a summer evening bike ride. It captures the ephemeral feeling of wonder one experiences as the sun sets and the air slightly cools—you know it is time to head home but you stay out just a little longer.

As a painter from Kalamazoo, Michigan, I am consistently inspired by the everyday beauty of our city and I often use direct experiences as a jumping off point. Cycling on a summer evening, while the street lights pop on one by one, is among the moments I feel the most free. My love of cycling has been a recurring motif in my work for over a decade.

Historically the invention and popularization of the bicycle in the 19th century helped move the cause of female equality and freedom forward in the modern world, yet I know so many women who are afraid to go out and ride. I love to depict women cycling in hopes of moving towards a world where everyone feels safe to get on a bike and go wherever they fancy. What I hear most from the public about my work is that the colors communicate tender feelings of joy, hope, and nostalgia. My reason for creating this piece is a desire to transmit the sense of delight and wonder I feel while cycling to inspire others to ride. I grew up riding the trails in Kalamazoo and Portage, It is personally very meaningful to me to bring happiness and a sense of wonder to those who bicycle or drive by the mural. Additionally, public art has been shown to encourage drivers to slow down and I would love to give back to my community by helping to create a safer environment for cyclists and pedestrians in the area. - E.V.



Bike Friendly Kalamazoo's Public Mural Effort

Bike Friendly Kalamazoo encourages the use of art to express the joys of bicycling, and in 2022 launched its first public mural effort.

In addition to benefits related to arts and culture that murals bring to a cityscape, over time there may be a public safety benefit. That is because there is a correlation between increased numbers of bicyclists and a reduction in crashes with motor vehicles, apparently due to a heightened awareness of bicyclists being on the road as their numbers increase.

Bike Friendly Kalamazoo's Art Committee reviews and recommends potential mural sites and design proposals to BFK's Board. The Committee also recommends that BFK's Requests for Proposals be sent to well qualified local / regional muralists. The element of judgement focuses on the merits of potential sites and proposals from the artists vs. awarding traditional 1st-2nd-3rd Place monetary prizes. In 2022 the Art Committee recommended both Kalamazoo-based artist Ellen VanderMyde and a site owned by Clark Logic to Bike Friendly Kalamazoo. As in previous years, BFK's board separated itself from the judging and concentrated on community engagement and fundraising.

Painting the mural started onsite in time for BFK's annual Fall Bike Celebration Weekend in the third weekend in September, concluding in November.

Bike Friendly Kalamazoo Liaisons

Bill Adams
Randy Schau
Paul Selden

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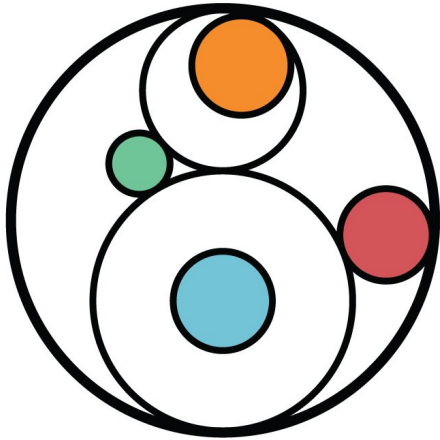


**Site owner Jamie Clark, president of Clark Logic, with artist
Ellen VanderMyde**



Left to right: Patrick Hershberger (BFK Art Committee Chair), Ellen VanderMyde (Muralist) and Paul Selden (BFK President).

Thank You!



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