



MURAL

Concept & Mocks

CONCEPT:

At Guitar Center, we believe in the power of music. It brings us together in ways that nothing else can. We believe the world is a better place when there's more music in it, and more music-makers. Everything we do is geared towards keeping the love of music alive and empowering musicians to keep that fire burning bright.

The exterior of our Hollywood flagship store will be treated as a bold extension of our brand. As an LA icon, we have an opportunity to express our love for musicians in a way that will feel inclusive, exciting and relevant. To be part of the LA landscape in a way that will forever change the vibrancy of the street and become part of the artistic fabric of our city, through artwork that celebrates our heritage, our dedication to music and those who make it.







The facade of Guitar Center will be transformed into one giant mural, separated into three segments with each segment painted as a unique mural by the artist. The completed mural will effectively be a collage of three unique murals side-by-side with some overlap and details added to each section by each artist.



On the far left of the facade will be a piece by artist Amanda Lynn called “Record Breaker”. The concept of this piece centers around the idea of music as a personal experience. The fantasy that comes when we’re inspired by certain lyrics, the dreamlike quality of our imaginations taking flight and the desire to explore our own artistic ideas through music.



Between the two portraits and to the far left of Amanda's, will be a piece in two parts by artist Patrick Griffin. An abstract, graphic representation of musical instruments in bright colors inspired by the lights on Sunset at night. The complex layering and movement inherent in Patrick's piece is inspired by the overlapping sounds, textures and nuance found in the very nature of music itself.



On the far right of the facade will be a piece by artist Scott Marsh. Jimi Hendrix, the greatest guitar player of all time is a perfect choice to bring to life upon the facade of arguably the greatest guitar store in the world.

Jimi's skin will be a mixture of colour and flesh tones, painted in an impressionistic and modern style. Around his head will be an aura/halo, in pinks and a gold dusty glow. Body wings, painted in a softer focus will have a smokey or aura-like finish. His clothing will be colorful, with lots of detail and pattern.

Like his music, this piece will be vibrant, transformative and energetic.