



# Palais Royale Alleyway Visual Transformation Project



Overview of the general location of the Palais Royal building block within the downtown area

Prepared By: The-Studio, Inc

120 W. Mishawaka Ave

Mishawaka, Indiana

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## Payment Structure

Final design will be completed after down-payment is received. The proceeding payments are for Phase One and Phase Two of the Palais Royale Alleyway Visual Transformation Project. Payment will be due after each phase is complete.

|  |                                    |                |
|--|------------------------------------|----------------|
| Down-Payment:                            | Upon approval of Conceptual Design | \$2,500        |
| Final Payment:                           | Upon Completion of Phase 2         | \$5,500        |
| <b>Total Payment for Phases 1&amp;2:</b> |                                    | <b>\$8,000</b> |
| Phase 3 Down-Payment:                    |                                    | \$2,000        |
| Final Payment for Phase 3:               |                                    | \$2,800        |
| <b>Total Payment for Phase 3:</b>        |                                    | <b>\$4,800</b> |
| Phase 4:                                 |                                    | TBD            |

Checks made payable to The-Studio, Inc.

## Contingencies

Time Frame: Because this is an outdoor mural, factors such as wind, rain, and other unforeseeable interferences may affect the estimated time frames given.

Artistic Creativity: All designs are subject to slight adjustments as deemed necessary by the artist.

Project will start after final designs are approved.

Unlike standard construction projects, the artist will determine the best times to work, which may be throughout the night, if necessary.

The artist carries his own business insurance and is responsible for daily set-up and clean-up, as well as all safety precautions.

## Overview

This project will transform “Ernie’s Alley” located between the LaSalle Grill and the Palais Royale buildings. The scene will take up the walls beginning on the Northwest side and ending on the Southeast wall of the Palais Royale building to encourage entryway access to the Northeast entrance in Ernie’s Alleyway. The alley way will be transformed into a theatre district scene with silhouetted figures and architectural and visual references to The Morris Performing Arts Center.



Ernie's Alley, view to the North

## Description

Visitors will feel as if they are travelling through a theatre district. The imagery and signage will be similar to the current alley artwork, with a more theatrical theme. Colors will consist of mostly black, white, and/or gray with a red used as a faux “red carpet” entrance. Approximately 20-30 figures will be used at street level, architectural elements will be used as both reference and as scenic breaks. The Marquis at the front of The Morris will be consistently referenced via directional arrows. The designs and art will be applied with both stencils and free-hand drawing.

## Project Process

- Initial Design Complete
- Proposal Submission Meeting
- Detailed design blueprint begins after down payment is received
- Acquisition of materials, supplies, and equipment
- Phase One & Two
- Phase Three & Four (weather dependent)

## Project Time Frame

The project will be executed in 4 different phases. Exact time frames are subject to change after final design blueprint is complete as final speculations will influence these details.

Phase One and Two: 14 business days total

Phase Three: 10 business days total

Phase Four: TBD based on design, weather, and cost

## Phase One: Marquis Arrows

The first wall will include 3 Marquis Arrows that are lined with lights, pointing down the direction of Ernie's Alley. The arrows will be black and white with circular lights lining the inside. The three arrows will grow in size, with the first arrow as the smallest, the third as the largest, with the second arrow as the medium. The shape of the arrows mirrors the decorative lighting pattern of the marquis



Location: Northwest Wall Exterior (facing Main St.)

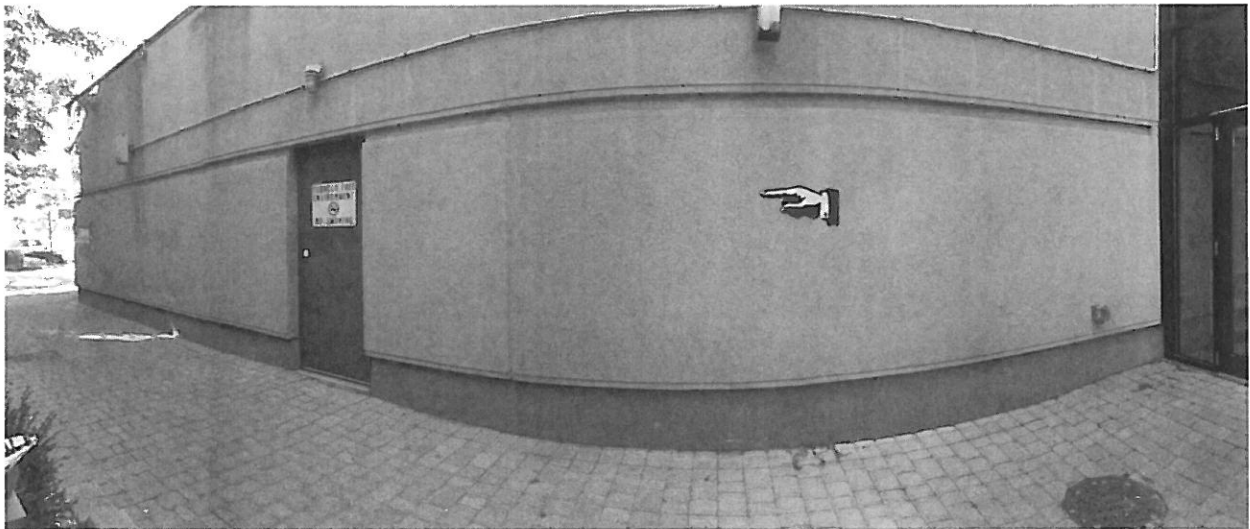
View of wall 1 from Main St.

Size: 55'W, 12'H

## Phase Two: Theatre Booth, Revolving doors, and Celebrity Silhouettes

The second wall will introduce pedestrians to a theatre front. It will reference famous figures in silhouette form while also directing patrons to the rear entrance of The Palais Royale. There will be a continuous curtain hanging between the alleyway lights and the indent on the wall (2'H). Beginning underneath the indent, there will be line lights outlining the theatre front that includes a faux revolving door and a detailed vintage ticket booth. The scene will include a line of celebrities who appear, humorously, to be waiting in line. These silhouettes will be separated and provide visual distance to the velvet red stanchion ropes. The rest of the scene will be painted in grisaille, so the red ropes can grab attention and provide the contrast between the characters and their scene.

Location: North Wall Exterior (facing Colfax; end of Ernie's Alley's)

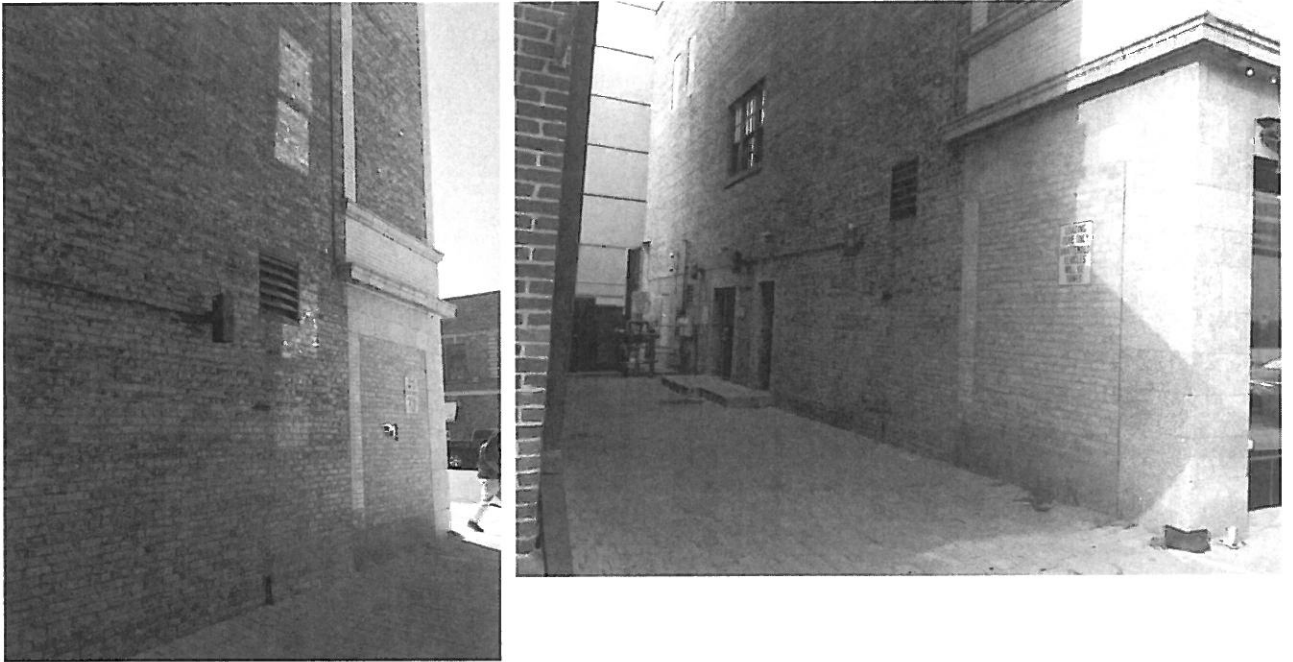


South Face, Morris Building, view to the northwest, present state

Size: 42'W, 8.5'H

### Phase Three: Parisian Cafe Scene

The third phase consists of a series of arches matching the upper window architecture of the Palais front. Visitors will feel as if they're walking through a theatrical scene, lined with arches and awnings to extend the feel of the Palais' exterior. Between the arches, silhouetted figures will be continued and function as vignettes. Above the arcade will be lite motif of the marquis lights serving as a border along the entablature. The imagery and scenes will match the scene of Phase 2 in style, color, and image.

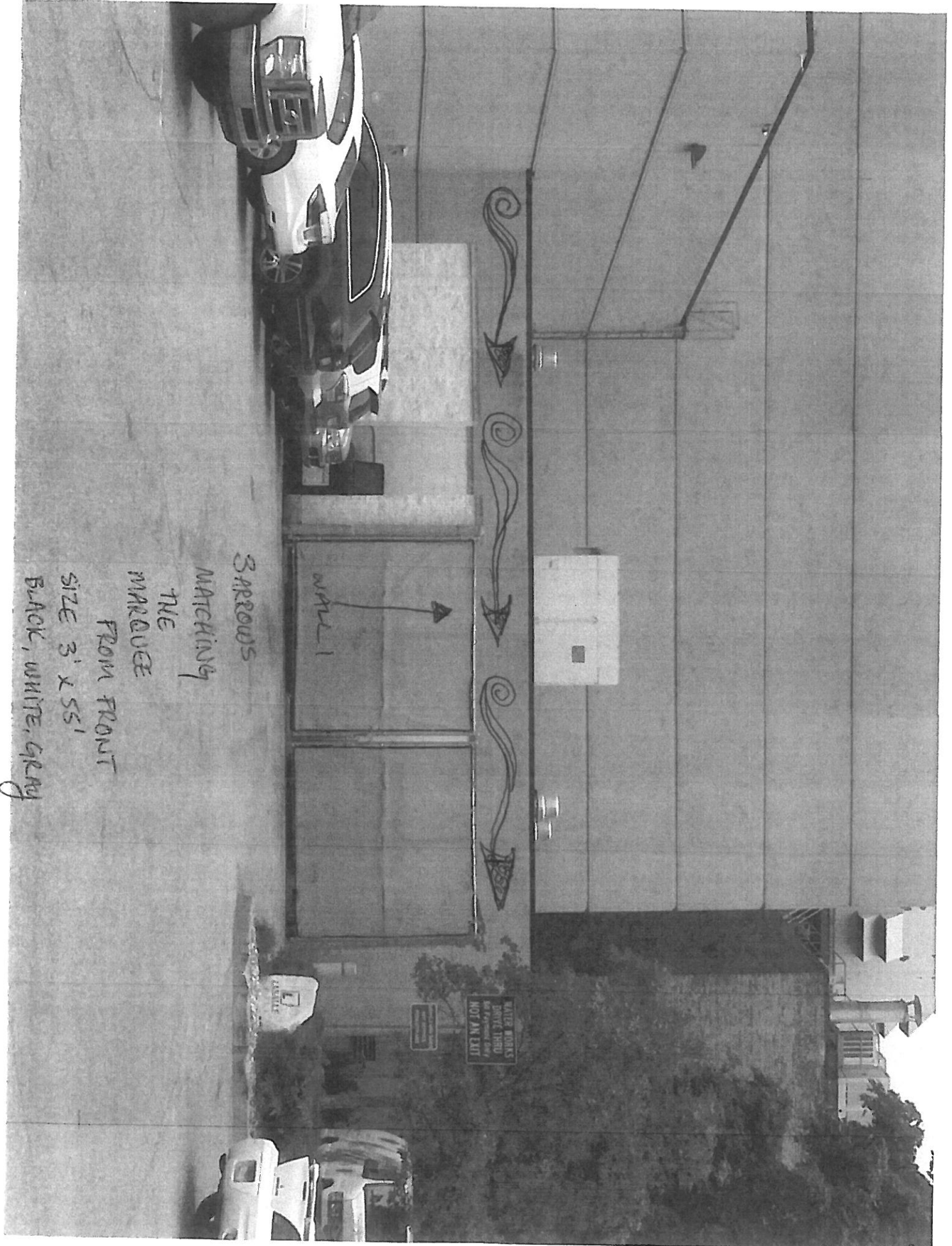


Location: Southeast Wall at the Entrance of Ernie's Alley

West Face, Palais Royale Building, view to the northeast, present state

Size: TBD





WALL 1

3 ARROWS  
MATCHING

THE  
MARQUEE

FROM FRONT

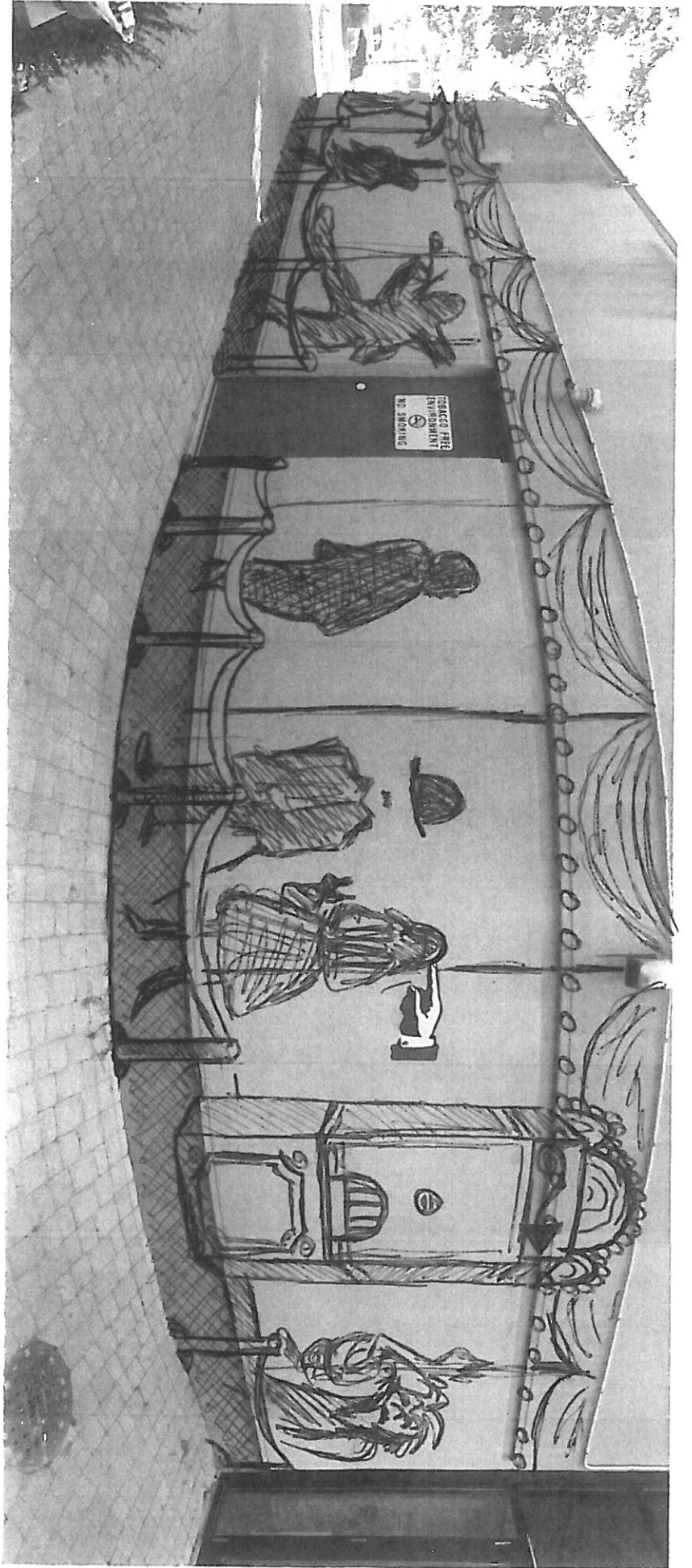
SIZE 3' x 55'

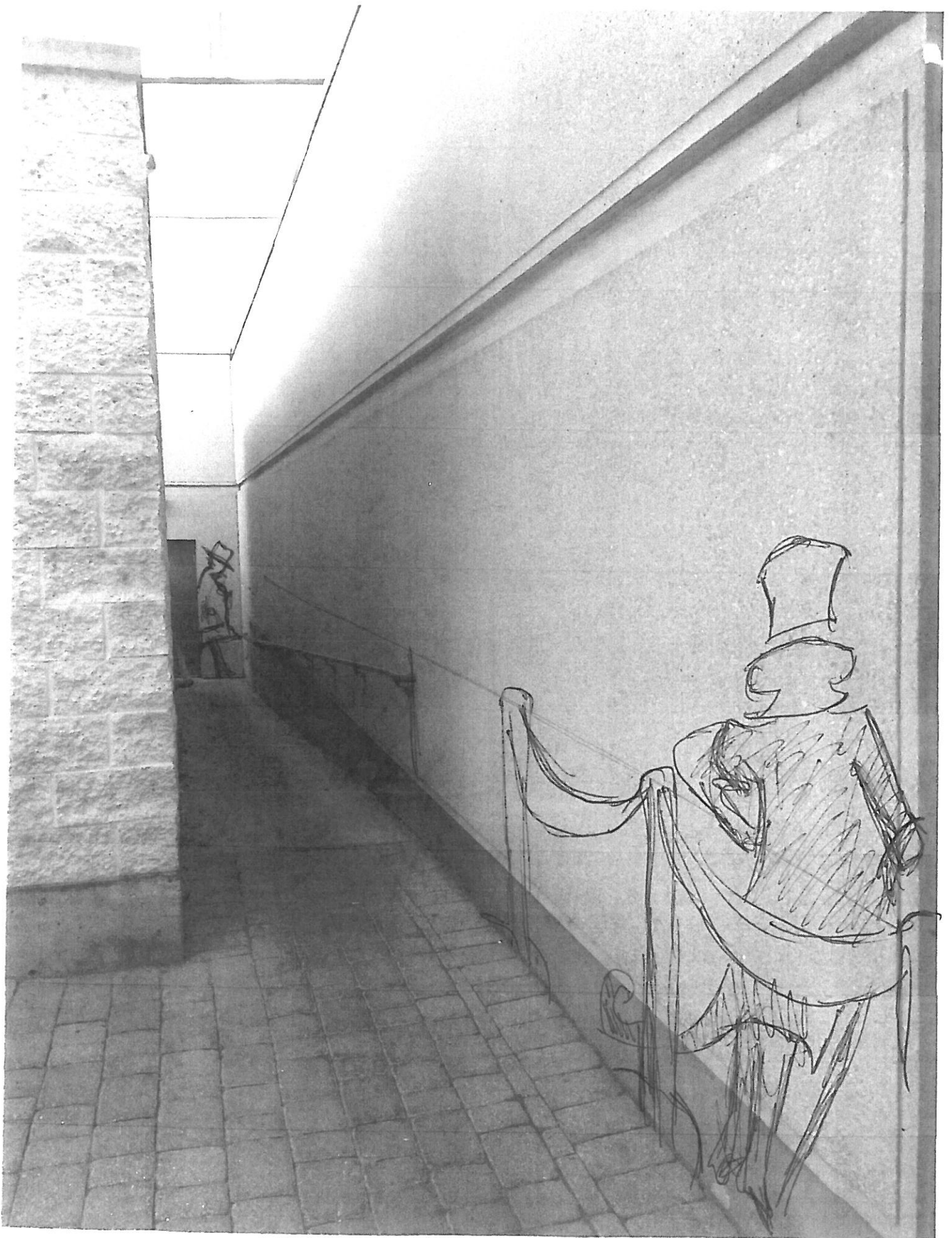
BACK, WHITE, GRAY

WATER WORKS  
SAVE LIVES  
NO OPEN FLAMES  
NO HOT M EXITS

7  
ASTORIA









LASALLE GRILL

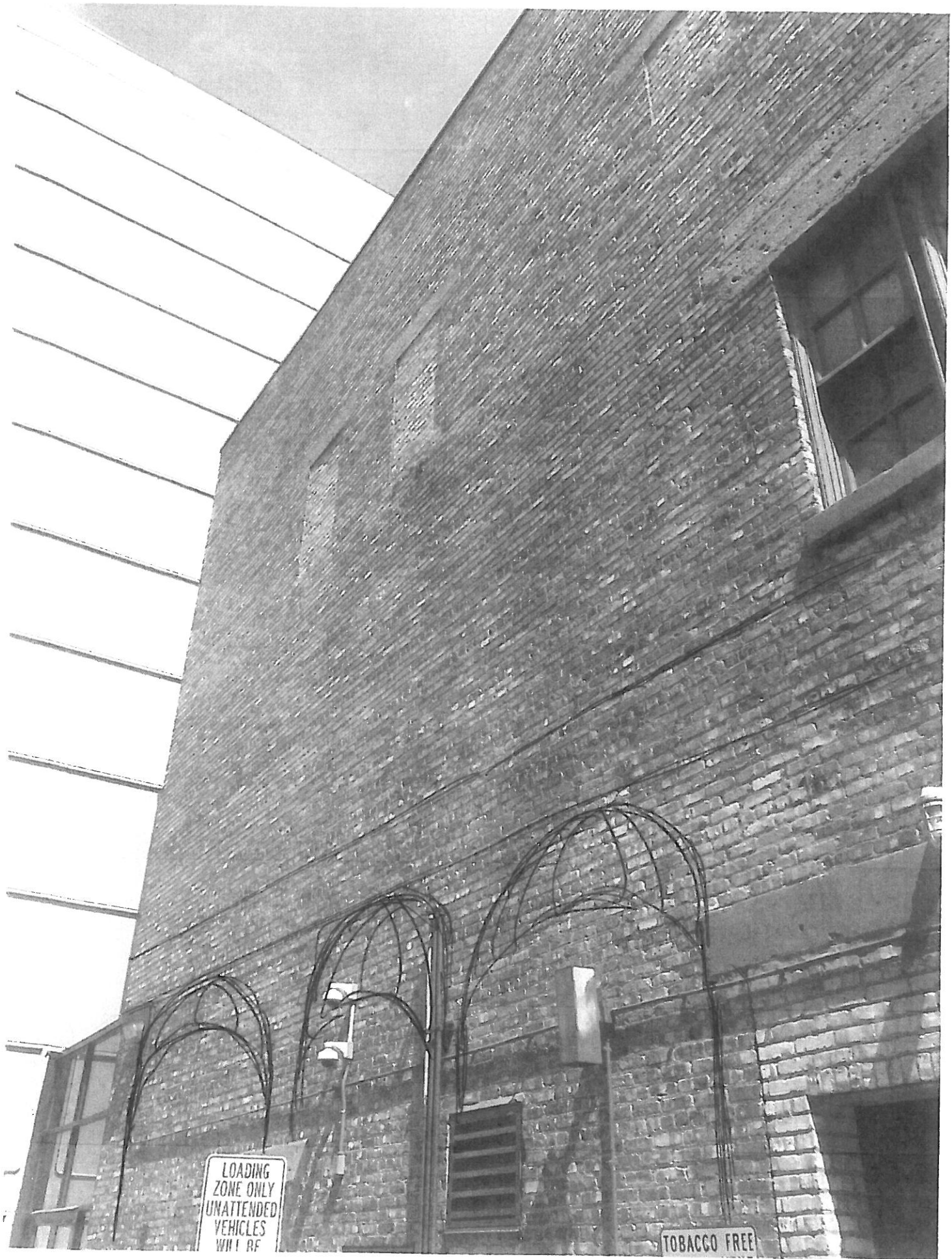
PARAIS ROYALE

Black Border →

Inside looking out

Columns for Arcade Breakdrop

← Should be finished



LOADING  
ZONE ONLY  
UNATTENDED  
VEHICLES  
WILL BE

TOBACCO FREE

