

Review Committee Notes:

While original, the overall concept contains social connotations and ideological undertones inconsistent with community values. Feminine figure without a nose/mouth could be misinterpreted by the public in a negative way.

Public exposure from a wide variety of people and cultures should be considered thoughtfully in this prominent location. A negative response to the imagery was immediately elicited from an internal review committee.

Style, scale and color palette are compatible with site - noting concerns with the content and public interaction.

Potential for negative interpretation of imagery suggestive of silencing, social exclusion, inability to emote, oppression and misogyny.

No concerns of decency. Noted concerns of negative social impact and misinterpretation.

SSRC Response:

Thank you for the detailed feedback on the mural proposal. We appreciate the time and thought put into these notes, and we would like to address each point to clarify the intentions behind the artwork.

Concept and Social Connotations: The omission of facial features, particularly the nose and mouth, is a deliberate artistic choice meant to shift focus to the eyes, which we believe are the true windows to emotion and connection. The intent is to invite viewers to engage their imagination and create their own stories, rather than convey any negative social connotations. The artistic intent is to foster a deeper, more personal narrative through the connection with the eyes.

From the Artist Directly:

“Collaborating with the mountain allowed me to craft a piece that captures not only the essence of western appreciation but also the spirit of adventure, thrill, and self-confidence—qualities essential when facing a formidable mountain. I chose the cowgirl and the specific phrase because, as a father to a young girl, I want her to have heroes who inspire and motivate her to conquer challenges, instilling in her the confidence that it’s not her “first rodeo.”

Many of my pieces, including this one, lack a major facial feature, the mouth. The color palette is limited, and there is minimal scenery. This intentional simplicity encourages viewers to engage their imagination and create their own stories for the figure. While the mouth can convey words, true emotion, and connection are found in the eyes. By omitting the mouth, viewers are drawn to connect with the figure through her eyes, fostering a deeper, more personal narrative.”

Public Exposure and Cultural Sensitivity: The mural's location and its exposure to a diverse audience are crucial considerations. The feedback from the internal review committee is valuable, and we appreciate the awareness of how the mural might be perceived by a broad spectrum of viewers, however, the intention of this artwork is to be a source of inspiration and connection. As a result of the committee's comments and deep care for our community's reputation, we are enacting a new plan to mitigate negative reactions including:

- * Consistent staffing near the mural to walk the majority of guests through their interpretations and the artistic intent. Our Ambassadors are a significant part of the experience of Steamboat and are briefed and ready to share the details of the piece as part of the brand experience.
- * A printed plaque leveraging the artist's statement with a QR code that links to a digital experience diving into more artistic projects at Steamboat Resort and around our valley. We hope to collaborate with Steamboat Creates to source the appropriate projects to feature as well as to start a stronger partnership on other art projects at the Resort.
- * Stronger connection and exposure to art throughout the Steamboat experience, guided by Steamboat Creates

Style, Scale, and Color Palette: We are glad to hear that the style, scale, and color palette are seen as compatible with the site. These elements are essential to the mural's overall impact, and they have been carefully chosen to create visual harmony with the environment.

Negative Interpretation of Imagery: The potential for negative interpretations such as silencing, social exclusion, or oppression was not the intention of this piece. The aim was to create a space for viewers to project their emotions and stories onto the figure. The artwork is intended to engage the viewer in a meaningful and imaginative way, allowing for a personal connection that transcends any negative connotations.

Decency and Social Impact: We're encouraged by the feedback on decency and take the concerns about social impact seriously. My goal is to create art that resonates positively and fosters community engagement. The mural is intended to be a positive and meaningful addition to the community, and its design is a reflection of this commitment.

Review Committee Notes:

No concerns with painting the surface. No information provided on preparation of site and appropriateness of materials. No note on intention to maintain.

SSRC Response:

We are using high-quality exterior paints specifically chosen for their durability and ability to withstand the elements. These paints are designed for outdoor use, ensuring that the mural will remain vibrant and intact during its expected lifespan. While the mural is intended to last only a few years, the use of exterior paints ensures it will maintain its appearance throughout this period. Regular maintenance will be minimal due to the quality of the materials, but we will monitor the mural to address any unexpected issues.

Summary:

Although we appreciate and understand the concern about the social connotations and ideological undertones that could be misinterpreted, the artist's intent with this piece, as with many others, is to use simplicity to invite viewers to engage their imagination and create their own stories. The omission of facial features, like the mouth, is a deliberate choice to shift focus toward the eyes, which we believe are the true conveyors of emotion and connection. However, we understand the importance of aligning with community values, and we are open to mitigating the negative interpretations through education and communication to ensure our guests understand the true value of this piece. Your feedback is valuable, and we are eager to explore ways to maintain the essence of the piece while ensuring it resonates positively with our audience.

We hope this clarification helps to communicate the intent behind the mural. We look forward to its contribution to the community's visual landscape.