

field  
♦ trip  
ART ADVISORY

# BASECAMP ARTWORK GOAL

The artwork program at Basecamp will celebrate the best of everything that Steamboat has to offer utilizing fresh, vibrant, energetic artwork to connect the community with the surrounding great outdoors.

Bold, original artwork will speak to the rebellious spirit of a Steamboat “Ramble Rouser.” The artwork will welcome visitors to their Basecamp, a hub for friends to gather and revitalize before heading back into the wild. It will inspire adventure, embracing the ethos of play and exploration - off the beaten path.

# INITIAL MURAL ARTWORK GOAL & CRITERIA

The main mural will be the jumping-off point to tell the visual story of the property - a welcome to Basecamp. Combining vibrant colors and geometric patterns with contrasting figurative elements, the mural will embrace juxtaposition and create an unexpected, eye-catching visual landmark.

- STORYTELLING
- COLORFUL
- BOLD
- HIP
- FRESH
- ORGANIC
- UNEXPECTED
- INTO THE WILD

- FUN
- LAYERED
- VIBRANT
- UNIQUE
- INSPIRED
- ENERGETIC
- ADVENTUROUS
- PLACEMAKING



