

A white and yellow van is driving on a paved road that winds through a landscape of colorful, layered hills. The hills are in shades of red, orange, yellow, and tan, with some green grass patches. The van has "GREETINGS FROM" written on its side. The sky is blue with a few wispy clouds.

# GREETINGS TOUR

POSTCARD MURALS ACROSS AMERICA



# OUR STORY

## MISSION

Greetings Tour is a nationwide mural project creating interactive landmarks through public art. Using the classic large letter postcard style, our artwork captures the pride of locals for their hometowns and sparks the interests of visitors alike. At each stop, we collaborate with local artists, businesses and residents to create a piece of true public art art that engages the local community.

*Muralist Victor Ving and photographer Lisa Beggs have been traveling full time in their RV since leaving New York City in 2015. To date, the artist duo have completed a total of 40+ murals across 20+ different states continuing their mission to create their colorful & photogenic artwork in all 50 states and eventually taking the project to an international level!*









# ABOUT US

BEHIND THE SCENES



**VICTOR VING**

Muralist Victor Ving is a former NYC graffiti artist who now utilizes his aerosol art experience to create public artworks for communities across America. He is the founder of Klughaus creative agency specializing in large scale mural art.



**LISA BEGGS**

Lisa Beggs is a traveling photographer living full-time on the road since 2015. After studying Commercial Photography and Dance at Ohio University, she moved to New York City where she began shooting.



**HONEYBEAR**

2014 Thor Four Winds Motorhome  
Current Mileage: 110k  
"Our Home on Wheels"

TIMELINES

# DESIGN & PROCESS









# IDEAL WALL SPECS

## BEST WALLS FOR INTERACTIVE MURALS

### SIZE

- 25'-30' ft. w x 12'-15' ft. h
- Walls that are too big lose the interactive element.

### SURFACE

- Concrete, cinderblock, brick, or stucco (primed.)
- Power washed prior to a coat of white primer.

### NEIGHBORHOOD

- High foot traffic.
- Young Adults (18-35)

### PLACEMENT

- Facing oncoming traffic
- Public access (can step back enough for clear photos)

### SIGHT

- Ground level
- No obstructions (signs, parking spaces, utility poles, trees, etc.)

### PARKING (INSTALL)

- Enough space to park our RV during painting (24' ft. x 8' ft.)

# DESIGN PROCESS

## SKETCH & PHOTOGRAPHY

To create true “public” art, we work with locals that have roots in the community to suggest ideas of relevant imagery to be incorporated in our artwork.

Past interactive and collaborative processes include leaving letter(s) blank as a canvas for local artists and adding ideas from the immediate environment while painting.

For committee approvals, we do require clear and concise feedback with solid direction. We typically include up to 2 rounds of revisions for our projects.

### STEP 1

- Lettering concept/placement to scale of wall. Default 2:3 scale.

### STEP 2

- Photo references for content laid out within letters for approval.

### STEP 3

- Design original content from references or clear usage of existing references.

### STEP 4

- Final \*sketch created for mural.

**\*Sketches are blueprints for a mural and NOT meant to be full renderings.**







# TIMELINE

## CONCEPT TO EXECUTION

Every project is unique and we have the ability & resources to pull off rush projects when necessary. Most successful mural projects are planned at least 2-3 months in advance. The general timeline below can be used as a point of reference:

### SKETCH/DESIGN

- 1 week – Initial concept/layout
- 3-5 days – Each round of revisions (includes up to 2 rounds.)

### INSTALLATION

- 2-3 days – Initial preparation of wall (cleaning, priming, sketching.)
  - 2-3 days – Blocking out background elements & lettering.
  - 1 day – For each unique image painted within lettering.
- \* All installation dates are weather dependent for outdoor murals.

### DOCUMENTATION

- Content captured during mural installation.
- 1-2 days – B Roll footage.
- 1 week – Edited final photo selects & recap video (1-2 minutes.)



COMMUNITY ENGAGEMENT

# INTERACTIVE POSTCARDS



# INTERACTIVE ART

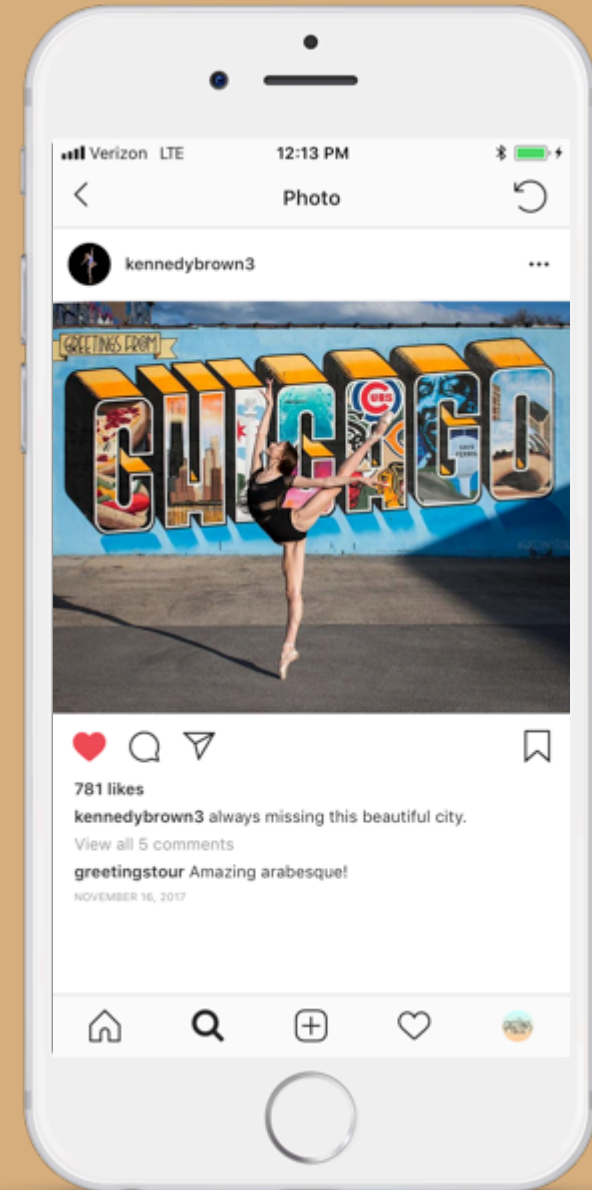
## MODERN DAY POSTCARDS

Sending physical postcards have become a past time for the current generation. We've taken the "Wish You Were Here" postcard concept and added our modern twist to it by creating interactive mural as photo backdrops for people of all ages and backgrounds.

The practice has become a modern way of sending greetings to friends and family in our digital age through social media.

Every day, we are constantly tagged and mentioned in photos of people engaging and interacting with our artwork across the country. We love watching the pieces take on a life of their own long after we are gone.

Our murals create an opportunity for associated brands to create a memorable and impactful positive experience for their customers.







# COMMUNITY PARTICIPATION

## EDUCATIONAL WORKSHOPS

### EDUCATION

- Teaching the public how to use spray paint to create murals.
- We can prepare outlines for people to help fill in.
- Inspirational talk about how to make a living doing what you love.
- Panel / Q&A session.







## FOLLOWER DEMOGRAPHICS

This slide showcases select social media posts of engagement with our murals. We have listed some recent statistics pulled from our own social account: [@greetingstour](#)

## GENDER

60.4% - Female  
39.6% - Male

## AGE

45.3% - 25 to 34  
33.3% - 35 to 44  
9.9% - 45 to 54

## LOCATIONS

5.8% - New York  
5.2% - Chicago  
5.1% - San Diego





# STATISTICS

AS OF JANUARY 2021

## MURALS COMPLETED

Total large letter style murals completed on the Greetings Tour since 2014.

42

## STATES COMPLETED

Current total of unique states with permanent Greetings Tour murals.

21

21k+

## SOCIAL FOLLOWING

Total social media followers on our most active social media network: Instagram

## MILES TRAVELED

Number of miles driven in the RV across the country since 2014!

110k+







## PRESS OPPORTUNITIES

For each public mural that we paint, there is never a shortage of press coverage opportunities. Articles and interviews have been published on just about every mural that we have done in print, digital and broadcast formats. In addition, our overall project has been featured in many prominent publications.

Past publications and news sources that we have been featured in include: [InStyle Magazine](#), [Conde Nast Traveler](#), [Elle Decor](#), [Hypebeast](#), [Time Out Chicago](#), [Vogue](#), [Travel Channel](#) and syndicated news networks including [NBC](#), [CBS](#), [FOX](#) and more. Media kits are available upon request.

# WHY GREETINGS TOUR?

## BENEFITS OF WORKING WITH US

### ✓ **COMMUNITY ENGAGEMENT**

Our goal is to engage the community in the public art process through education, voice, hands-on participation, representation and experience.

### ✓ **TECHNICAL EXPERTISE**

We offer a well-articulated experience at various stages of project development with a decade plus of experience in mural painting, project management and documentation.

### ✓ **NATIONWIDE RESOURCES**

We work closely with our agency, Klughaus to provide additional resources from coast to coast to help streamline projects including fabrication, staffing, consulting, equipment rentals and insurance needs.

### ✓ **AUTHENTICITY**

Often imitated but never duplicated! We put 110% into the level of detail and quality of our murals that can only be fully appreciated when seeing them in person. When it comes to large letter postcard murals, we are the undisputed experts.



LOCAL TO AMERICA

# SUPPORTING COMMUNITY

# PUBLIC ART LANDMARKS

SUPPORTING THE COMMUNITY



## STATUE OF LIBERTY

Artist: Frédéric Bartholdi in **New York**  
Born: France / Based: France



## CLOUD GATE (THE BEAN)

Artist: Anish Kapoor in **Chicago**  
Born: Bombay, India / Based: London



## LOVE STATUE

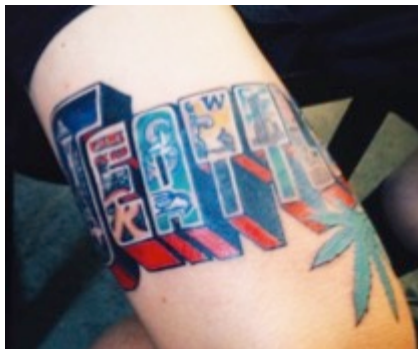
Artist: Robert Indiana in **Philadelphia**  
Born: New Castle, IN / Based: NY & ME

All of the artists who created the public art pieces above were not residents nor native to the location of the artwork. Yet, the pieces have become symbolic icons of the respective cities while creating tremendous value in their communities. These iconic artworks continue to bring joy to visitors and locals proudly associate them with their hometowns. In addition, the artwork has indirectly helped the local economy by creating jobs across several industries including tourism, art and public services just to name a few. Our collective murals serve a similar goal on a national scale.





Local San Diego artist Dave Persue (Bunny Kitty) collaborating on a mural.



Locals proud enough to get tattoos of our murals (Seattle & Chicago.)

# COLLABORATION

## SUPPORTING THE COMMUNITY

As a nomadic artist couple, we have built our own community in cities and towns across the country. The United States is where we call home and we consider ourselves humble residents to everywhere we spend time. We strive to connect and learn from those with roots in the community and always respect the local history of where we create our art.

When it comes to public art, there is a distinction between placing studio art in public view versus directly involving the community in the process of the creation. Our project gives local artists a chance to collaborate with us directly. We offer letters as blank canvases for other local artists to create their own murals within our piece. In addition, spending time living in the neighborhood in our RV and having conversations with local residents and businesses help generate ideas for the mural content. This gives everyone in the community a sense a ownership of the artwork long after we leave. Some locals have been so proud of the art that they had our murals tattooed on themselves!

# LOCAL BUSINESS

## SUPPORTING THE COMMUNITY

*“We really have noticed a significant increase in people visiting the mural, which almost always results in fresh new faces through the door. The mural has made our shop a landmark and almost everybody knows our business, as well as surrounding businesses because of the Greetings from Orlando mural.”*

Jonathan Santin / Co-Owner / **Uncle Tony’s Donut Shoppe**

*“The San Diego mural is a stop on everyone’s tour of North Park. There are visitors from all over the world snapping souvenir pictures and often browsing the shops around the mural. It has positively impacted the neighborhood and my business by being a centerpiece and landmark.”*

Chris Clark / Founder / **Shaper Studios**

*“The Greetings from San Diego mural is just a block away from my shop and very rarely do I pass the wall without seeing an impromptu photo shoot in front of it with tourists and locals alike. It’s been such a positive destination spot for our community here in North Park (San Diego.)”*

Edwin Negado / Owner / **Gym Standard**

*“For years, the Little Saigon District (San Diego) had been desperately waiting on a gateway sign. The community is very grateful and pleased for the Greetings Tour mural. The design speaks volumes to the history, cultural and identity of the Vietnamese refugee settlement in San Diego post the Vietnam War.”*

Beryl Forman / Marketing and Mobility Coordinator  
**El Cajon Boulevard Business Improvement Association**



IN THE WORDS OF OUR CLIENTS

# PAST MURAL RESULTS

# CLEVELAND

## TESTIMONIAL

*“Victor Ving and Lisa Beggs brought their Greetings Tour to Cleveland, Ohio in 2015, capturing the wonderful landmarks and history of our city and helping beautify a neighborhood with new vibrance. They partnered with Graffiti HeArt, a local non-profit organization that provides art education scholarships for underserved youth and promotes graffiti mural art, and have become a friend of Cleveland. The new Cleveland Hilton included a Graffiti Suite, inspired by the collaboration between Graffiti HeArt and Greetings From Tour, including Victor's mural as per of the interior design.”*

Stamy Paul  
Founder & President  
**Graffiti HeArt**

*“We are so glad that we decided to work with the Greetings Tour to paint a mural that said “Greetings from Cleveland” rather than our neighborhood name “Ohio City,” which was our original plan. We had hoped to use this mural as an opportunity to market our neighborhood, but at the recommendation of Victor and Lisa, decided to use Cleveland instead. Over the past two years, this mural has become a destination in our neighborhood – visitors from the regional as well as out of town tourists make sure to visit our neighborhood so they can get a picture in front of the “Greetings from Cleveland” mural. We don’t feel it would have the same impact had we used our neighborhood name.”*

Ashley Shaw  
Economic Development and Planning Manager  
**Ohio City Incorporated**



MADE POSSIBLE BY GRAFFITI HEART, OHIO CITY INC., AND SOLO BLOCK CLUB

@GREETINGSTOUR

*Greetings from*

**CLEVELAND**

The word 'CLEVELAND' is rendered in large, 3D block letters with orange tops and black outlines. Each letter contains a different scene or icon: 'C' shows a yellow house; 'L' shows a classical statue; 'E' shows a church with a green dome; 'V' shows the Statue of Liberty; 'E' shows the Terminal Tower and the hashtag '#This is CLE'; 'L' shows a lighthouse; 'A' shows a train; 'N' shows a classical building; 'D' shows a clock tower; and 'C' shows a Cleveland Browns football helmet.



# BUMBERSHOOT (SEATTLE)

## TESTIMONIAL



*“We stumbled upon Victor and Lisa’s Greetings Tour work via Instagram in early 2015. Quickly our entire team became enthralled with the art, travels, and community cultivated by the tour. Two months after discovering the Greetings Tour on social media I stumbled upon Victor and Lisa’s work at a popular and iconic building in the Lohi neighborhood of Denver. After seeing their work in person, I was incredibly impressed with the detail and scale of the mural. I reached out to Victor that day, and 4 months later The Greetings Tour was the most talked about, photographed, and engaged art installation of the festival. I would work with these two amazing people again in a heartbeat. Professional. Incredibly Talented. Friendly. Relevant. Victor and Lisa are the whole package.”*

Sam Warren

Creative Director

**Bumbershoot Music and Arts Festival**



GREETINGS FROM

BUMBERSHOOT

@GREETINGSTOUR





# CHICAGO

## TESTIMONIAL

*"We were very excited to hear that Greetings Tour was planning a mural in Chicago and even more excited when they asked us to help locate the ideal wall for this project! Prior to its installation, Greetings Tour asked my opinion on whether it should read "Chicago" or "Logan Square". We unanimously agreed that far more people would appreciate and make this a destination if the mural read "Chicago". This beautiful mural captures many of the elements that make up Chicago. Since its installation, "Greetings From Chicago" has easily become the most popular and most photographed mural in the city! On any given day, you can find fans lined up to shoot their wedding, modeling or graduation photos. The mural attracts people from across Chicagoland and statewide, as well as tourists from all corners of the globe.*

Billy Craven  
Founder & President  
**Galerie F**







# PAST CLIENTS

## CIVIC ORGANIZATIONS

visit  
knoxville  
TENNESSEE



BOULEVARD



DESTINATION  
Cleveland



## BRANDS & COMPANIES

VOGUE



Rainier  
BEER



lululemon  athletica



Abercrombie & Fitch







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info@greetingstour.com

## **W E B S I T E**

[greetingstour.com](http://greetingstour.com)

## **P H O N E**

718-350-7671

## **S O C I A L**

@greetingstour

