

GUIDELINES & INSPIRATION MURALS ON ABBOT KINNEY



DESIGN NOTES

Thanks for joining World Wide Mind for your Experiential Campaign on our highly popular Abbot Kinney Blvd.

Following is reference of murals that are on Abbot Kinney, Blvd. It's these types of artistic murals that helped GQ magazine rank Abbot Kinney as "The coolest block in America".

These existing murals are provided to help inspire and direct what type of mural designs can be done on the World Wide Mind Building.

As you will see there is no crass, overt branding, large text or logos, or any product shots on Abbot Kinney.

If any products or services are needed to be shown, they smartly and artistically weaved into the art, such as the glasses for Warby Parker, or the sleeping bears for Casper mattresses.

It's extremely important that the artistic and non-commercial appearance that has made Abbot Kinney so popular is kept and continued.

Attempts to not respect this neighborhood agreement have been met with banning by the chamber of commerce, picketing by local residents, social media trolling of the brand, spray paint tagging, and all sorts of issues that have lead to the exit more than a few companies. That is why we give you these guidelines and back story.

WWM is happy to provide concepts for your mural, or just provide guidance to concepts you have.

We can advise what is acceptable to us and our neighbours. Ultimately WWM needs to approve any mural before its painted, so that's why we like to get the communication flowing early on with our clients so there is no issue with timing and we can manage expectations for all involved.

In addition we have approved mural artists that we can connect you with.

Thanks for reading and absorbing these rules, we wish you happy designing, and for any more questions contact Danny@WorldWideMind.com

WARBY PARKER



SAJE



1212 ABBOT KINNEY BLVD



CONTACT: BEN NOTT / BEN@WORLDWIDEMIND.COM / 310 314 3600



THE BRIG



HABITAS



ROOSTER FISH



CASPER

