



PRINTWORKS X MANCHESTER CITY COUNCIL
HAND-PAINTED ADVERTISING PROPOSAL V2

HAND-PAINTED ADVERTISING

A BRIEF HISTORY

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Hand-painted advertising, formerly defined as sign painting, has a rich history dating back to the early days of commerce.

Before the advent of mass-produced printed materials, businesses relied on skilled artisans to handcraft their signage. In the 19th and early 20th centuries, sign painters were integral to urban landscapes, adorning storefronts with vibrant and personalised advertisements.

The craftsmanship involved in hand-painted signs required a unique set of skills, blending artistic talent with a deep understanding of typography and layout. These artisans played a crucial role in shaping the visual identity of businesses and conveying their messages to the public.

As technology advanced, the art of hand-painted advertising faced a decline with the rise of cheaper and more efficient printing methods. Vinyl signs and digital printing became the norm, relegating the traditional craft to a niche market.

However, in recent years, there has been a notable resurgence of interest in hand-painted advertising around the world. Businesses and communities are rediscovering the charm and authenticity of hand-crafted signs. This revival is fueled by a growing appreciation for the unique aesthetic and the human touch that hand-painted signs bring to a space.

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HAND-PAINTED—

HAND PAINTED OUTDOOR ADVERTISEMENTS ARE AUTHENTIC SENSORY EXPERIENCES.

THEY ARE BOTH CRAFT AND COMMERCIAL. A BREATH OF FRESH AIR FROM THE ADVERTISING OVERLOAD OF DIGITAL SCREENS AND BILLBOARDS ACROSS OUR CITIES.

FAR FROM CONTRIBUTING TO THE CLUTTER, THEY ADD A TOUCH OF HUMANITY AND CRAFTSMANSHIP TO OUR VISUAL LANDSCAPE.





MURAL ADVERTS ARE NOT CONFINED TO JUST GABLE END WALLS. EACH EXTERIOR WALL CAN BE A CANVAS FOR CREATIVITY, BREAKING FROM THE MONOTONY OF BLANK SPACES.





OVERALL
MURALS
SINCE 2010

Coachella

BY DIVERSIFYING THE LOCATIONS OF MURAL ADVERTS, WE ENGAGE PEOPLE AT
UNEXPECTED MOMENTS. IT'S NOT ABOUT BOMBARDING THEM WITH ADVERTISEMENTS;
IT'S ABOUT WEAVING ART SEAMLESSLY INTO THE URBAN FABRIC.





NO
LEFT
TURN

ONE
WAY



LANE
10 AM
8 PM
FRI

340 40
GOOD TRIPS
Only



A CROWD PLEASER
SINCE 1795

T

BUS
LANE

THE BEAUTY OF MURAL ADVERTS LIES IN THEIR ABILITY TO TRANSCEND TRADITIONAL NOTIONS OF ADVERTISING CLUTTER. PEOPLE DON'T VIEW THEM AS NUISANCES; THEY SEE THEM AS EXPRESSIONS OF ART AND CULTURE. WHEN CRAFTED WITH SKILL AND THOUGHT, MURALS BECOME LANDMARKS THAT PEOPLE APPRECIATE FOR THEIR AESTHETIC VALUE, NOT JUST AS MARKETING TOOLS.



BC CAP Blue Coast Capital
330 SQ FT
SHOP TO LET
7518 2408

Sound Of Mind



AMFib



A website makes it real.



SQUARESPACE



hixxy

JOSEPHINEHICKS.COM



EST. 1973
Timberland
BEST THEN. BETTER NOW.



APPARITIONMEDIA

coles
centra

STRI

FRID

THE PA

IF
PLATIN

Dufur

Who is Belle?



bellefilm.co.uk
#whoisbelle

CRIME • SECURITY • ENFORCEMENT • ASB
CCTV
This area is monitored by
CLOSED CIRCUIT
CAM 63
Camden

MINE MOZA





ARTWORK FRAMING—

Framing of the artwork on the wall can be important to give the mural shape and balance, whilst making it feel like it's integrating with the building whilst showing you don't have to paint the entire wall for a mural to work effectively.

Examples on the next pages



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COLOSSAL

OMBRE PREMIÈRE
THE NEW EYE COLOUR IN CREAM AND POWDER

CHANEL

AVAILABLE ON CHANEL.COM

COLOSSAL[®]
ALWAYS HANDPRINT



MOCKUPS—

PRINTWORKS MANCHESTER MURAL PLACEMENT—



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STANDARD FORMAT
WHITE FRAME
EVEN SPACING BETWEEN SIGNAGE



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WIDE FORMAT
WHITE FRAME
EVEN SPACING BETWEEN SIGNAGE

This is an artist-led graphic/illustration style to showcase the range of artwork we could have on the wall, not just realism adverts. We encourage the artist-led approach where ads don't necessarily look like ads, but more like pure art.

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WIDE FORMAT
THICKER WHITE FRAME
EVEN SPACING BETWEEN SIGNAGE

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This is a photorealism style ad but only 50% of the wall has been utilised for realism. The large simplistic area to the left helps give the artwork some room, helping the overall wall feel less busy.

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STANDARD FORMAT
WHITE FRAME
LARGE SPACING BETWEEN SIGNAGE
REMOVAL OF VUE SIGNAGE

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The removal of the VUE signage reduces the amount on the wall in total helping with the balance and makes the mural stand out even more.

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PROJECTIONS—

Projections are an easy and effective way to enhance murals bringing them to life at night.

The projectors are housed in a van or tower built at ground level then projected upwards. Brands typically pay for 1 - 5 days of projecting during a campaign.

Here are some examples of mural advertising with projections.



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SCAN & WIN



Pause (k)