



PHILLIP ALTSTATT

PROFESSIONAL MURALIST + MULTIMEDIA DIRECTOR | phil@inspiredmurals.com

An illustration of a woman with dark, curly hair, wearing a long, flowing, light-colored dress. She is holding a parasol and looking towards the right. The background is a soft, muted green with falling red and white petals. There are stylized green leaves and flowers on the left and right sides of the image.

PROMOTING REPRESENTATION FOR A BRIGHTER FUTURE

Phillip Altstatt is a commercial muralist and multimedia director who offers vibrancy to the people who make up some of the world's most recognized brands, through murals that support equity and inclusion.

His clients include AT&T, Major League Soccer, CBS, Corona & Modelo Beers, Wingstop, Cheerios, Nature's Valley, MacGuyver, IDEAL Industries, and California State University Sacramento.

Phillip's goal is to bring walls to life, through color and energy, creating an environment that inspires that show up every day to the work that affects us all.



MURAL

CASE STUDY: SACRAMENTO STATE

THE REQUEST

Sacramento State created a multi-year campus mural project to support the University's Antiracism and Inclusive Campus Plan, in an effort to represent our humanity in all of its beautiful splendor and conveys a true sense of belonging.

THE SOLUTION

Phillip has taken part in all phases of the mural project, collaborating with campus stakeholders to plan, execute and market the event. He has held workshops for applying to be a muralist, in support of populations who have had little access to commercial mural making. Phillip has also mentored student muralists, who have shown promise, but have not had the opportunity to work at large scale.

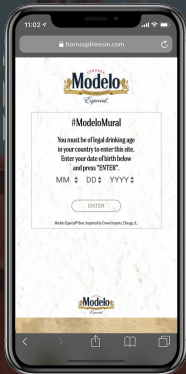
AUGMENTED REALITY CASE STUDY: MODELO BEER

THE REQUEST

Modelo Beer hoped to engage an entire community, in celebration of the coming summer.

THE SOLUTION

Phillip's team worked with Modelo and local artists to create augmented reality murals that would only become viewable if the user was in a specific geographical location, using the promotional website created by our team. They could then point their phones and a target wall, to produce the AR experience.



INTERACTIVITY

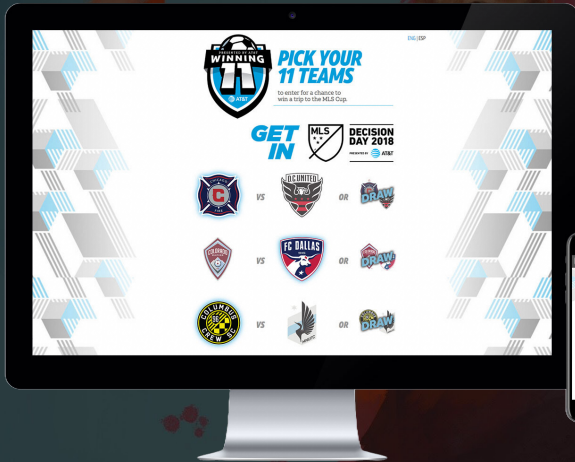
CASE STUDY: AT&T + MLS

THE REQUEST

AT&T is a sponsor of Major League Soccer in the United States. The brand hoped to generate excitement for an upcoming weekend, in which 11 matches would take place.

THE SOLUTION

Phillip's team worked with AT&T, to create an online contest for Major League Soccer Fans, where users could make their picks for the winner of each of the 11 upcoming matches. One fan was selected to win a trip to the MLS Cup at the end of the season.





TARGETED MARKETING

Phillip offers murals as part of a multi-faceted marketing approach, to spread brand awareness while fostering company culture.

In addition to murals, Phillip can generate promotional marketing websites, contests, targeted social media content & ads, and augmented reality experiences.

The potential to promote your brand is only limited by our combined creativity and ingenuity.

THE PROCESS



PHASE 1: MOODBOARDS + ESTIMATES

Determine Art Direction, Evaluate KPI's and Goals, Identify Wall and Placement
Approx. 1-3 Days

PHASE 2: DESIGN + REVISIONS

Develop Digital Artwork, with 2 Rounds of Revisions
Approx. 2-3 Weeks

PHASE 3: PAINTING

Priming and Prep Work, Painting, Promotion + Event (optional purchases)
Approx. 1-3 Weeks

PRICING

Pricing is determined by a large number of factors. These factors include but are not limited to:

- Wall Size
- Wall Finish and Texture
- Materials and Equipment Needed
- Working Timeline
- Level of Sophistication and Complexity
- Anti-Graffiti Coating
- Wall Preparation Required

BASE PRICE STARTS AT \$5000

This is not a per wall basis but a per project basis. In certain cases, two murals could be priced together at less than \$5000 each.

In order to facilitate a project, it is simply a \$5000 minimum.

TESTIMONIAL

I have had the pleasure of working with artist Phil Altstatt on two occasions, most recently, for a multi-artist mural. Mr. Altstatt was a featured artists. He quickly became a leader and an essential component of the project through his leadership and technical assistance.

He went above and beyond to not only execute a beautiful piece but he generously donated his time and energy to ensure that the project ran smoothly and the mural site was a welcoming environment for visiting artists and staff. Phillip was extremely creative and professional in all phases of the mural resulting in a visually beautiful mural and a very rewarding experience.

- Raphael Delgado
Creative Director

CLIENTS



AT&T



MACGYVER



LET'S TALK



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