

Ocean Key

EXTERIOR MURAL

PARADE



PARADE ART
206.457.3130
hello@paradeart.com

7225 3rd Ave NW
Seattle, WA 98117
www.paradeart.com



We are commissioning a large-scale exterior mural on the facade of Ocean Key Resort and Spa.

The goal of the mural commission is to re-activate the historic building through public art and provide a distinctive visual identity, while supporting, welcoming and uplifting the local creative community.

Exterior Paint Palette

PT-02

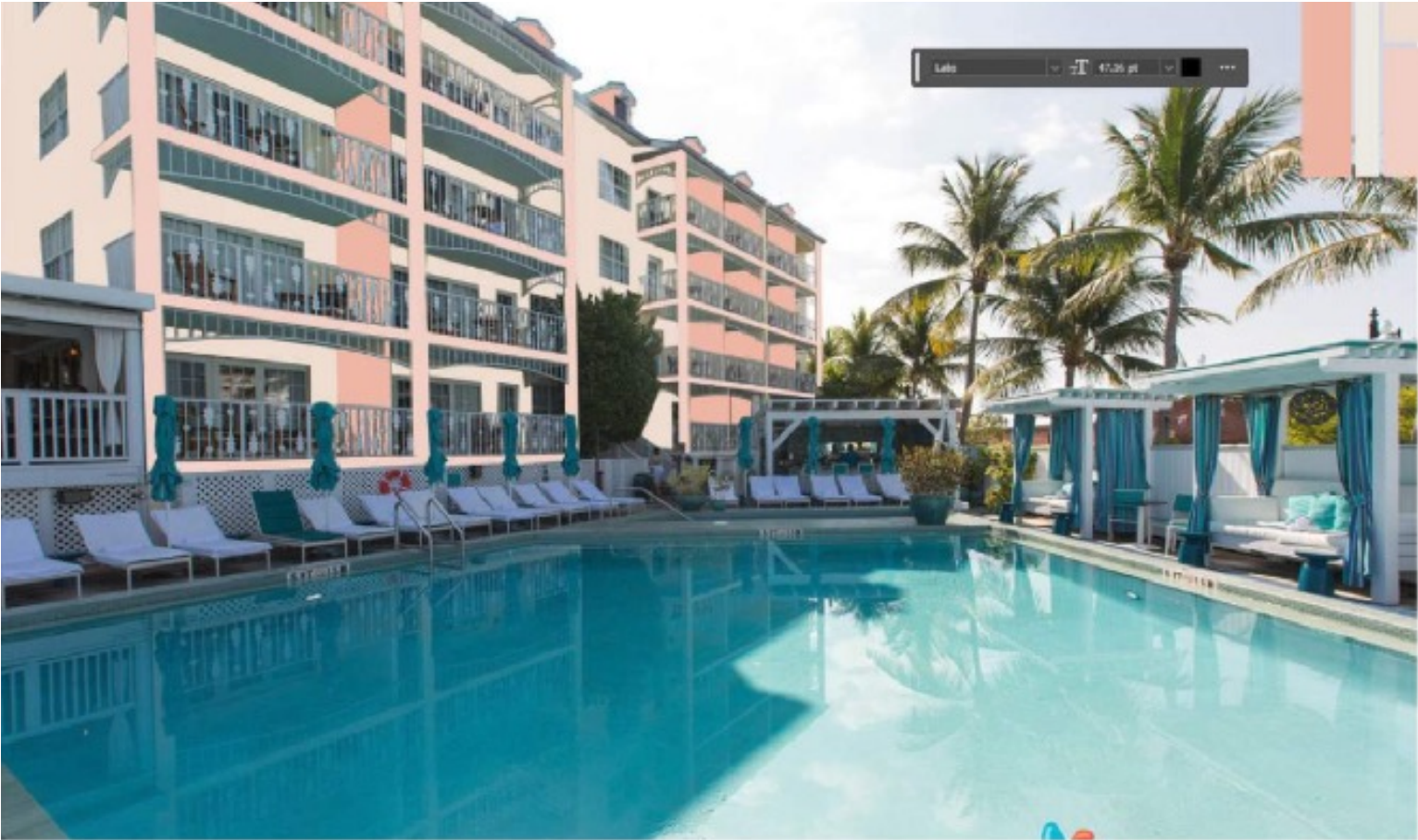
SW 6336 NEARLY PEACH

PT-01

SW 6610 KORAL KICKS

PT-04

SW 6611 JOVIAL



APPROXIMATE AREAS OF
DESIRED COVERAGE FOR
MURAL





PAINTABLE AREAS

Zone 1: Porte-cochere, heavy to full coverage.

Zone 2: Facade, very light coverage. Just "mural moments".

Zone 3: Exterior bar/deck, more significant coverage.

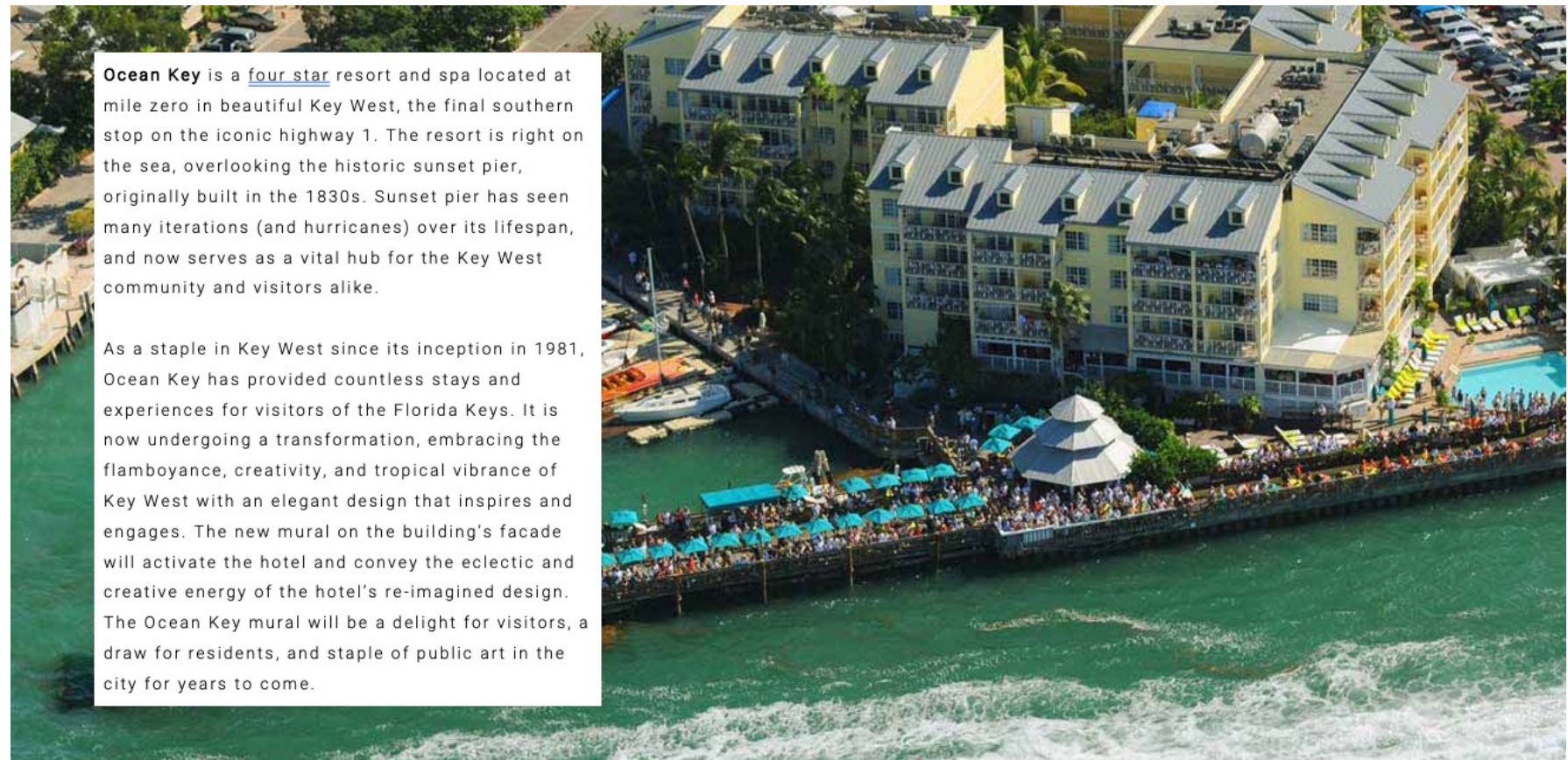
DESIGN / COVERAGE CONCEPT

Mural greets guests at the porte-cochere with an exciting splash of color and design upon arrival. It then tapers organically onto the facade and guides guests along the property and up the grand stair with moments of color and texture. Guests are welcomed into the second floor entry and exterior deck, where the mural intensifies once more. Throughout, the mural feathers and tapers seamlessly into the different areas, avoiding moments of hard/drastic transition.



Received: 14 Submissions
from a range of South Florida
Muralists

- Orla Ananda – Ft. Lauderdale
- Sergio Arce- Miami
- Davel – Miami
- Billy Kearins – Key West
- Brian Lacey – Miami
- Nico – Miami
- Brian Peterson – Miami
- Ivan Roque - Miami
- Nicole Salgar – Miami
- Amir Santiago – Miami
- Katlin Spain – Key West
- Steven Teller – St. Augustine
- Hiero Veiga – Miami
- Shannon Wiley – Key West



Ocean Key is a four star resort and spa located at mile zero in beautiful Key West, the final southern stop on the iconic highway 1. The resort is right on the sea, overlooking the historic sunset pier, originally built in the 1830s. Sunset pier has seen many iterations (and hurricanes) over its lifespan, and now serves as a vital hub for the Key West community and visitors alike.

As a staple in Key West since its inception in 1981, Ocean Key has provided countless stays and experiences for visitors of the Florida Keys. It is now undergoing a transformation, embracing the flamboyance, creativity, and tropical vibrance of Key West with an elegant design that inspires and engages. The new mural on the building's facade will activate the hotel and convey the eclectic and creative energy of the hotel's re-imagined design. The Ocean Key mural will be a delight for visitors, a draw for residents, and staple of public art in the city for years to come.

PAGE PULLED FROM RFP



Orla Ananda Murals

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orlaananda.com

South Florida

Orla Ananda is a Russian-born, South Florida-based multidisciplinary artist and founder of **Orla Ananda Murals**, a Creative Mural House specializing in large-scale, site-specific artworks. With over 15 years in the creative industry, Orla has completed more than 100 projects worldwide, transforming public, commercial, hospitality, and residential spaces through murals, installations, and collaborative design.

Her practice blends bold linear geometry, vibrant color, and photography with architectural sensitivity, activating spaces with movement and storytelling. Orla's work has been commissioned by cultural institutions, global brands, developers, and city programs—bridging fine art, placemaking, and design.

SHOWS

ArtbrutMoscow, CVZ Contemporary, Hermitage Museum, H3 Concept Gallery, Milk Gallery, Moscow Biennale, Tulum Art Week, Stand Up For Fashion, FRANK Contemporaries

CLIENTS

Cultural & Institutional: TheArmory Show, Carnegie Hall, Hermitage Museum, Frieze Art Fair, Soho House
Developers & Architecture: Stiles, Akel Homes, Conn Architects, IndieWalls, WXLLSPACE, SFL Hospitality Group
Hospitality & Commercial: Converse Kids, Alfa Romeo, Prince Street Pizza, La Sandwicherie, Wells Coffee, Voodoo NightClub, d.o.gHotels
Community & Wellness: Business for the Arts Broward, Institute of Financial Wellness, American Mane, Anuttara, Create & Cultivate

PUBLICATIONS

The New York Times, Architectural Digest, ELLE Décor, Frieze Magazine, Hyperallergic, Art Market, Art Auction, FAD, Fort Lauderdale Illustrated

SKILL

- Murals & Site-Specific Installations
- Public Art & Urban Landscaping
- Creative Direction, Mixed-Media Collage, Design
- Photography & Visual Storytelling

EDUCATION

- **Boise State University**, MSW 2020
- **The New School for Design (Parsons)** ,BFA 2012

Broward Mall - Plantation

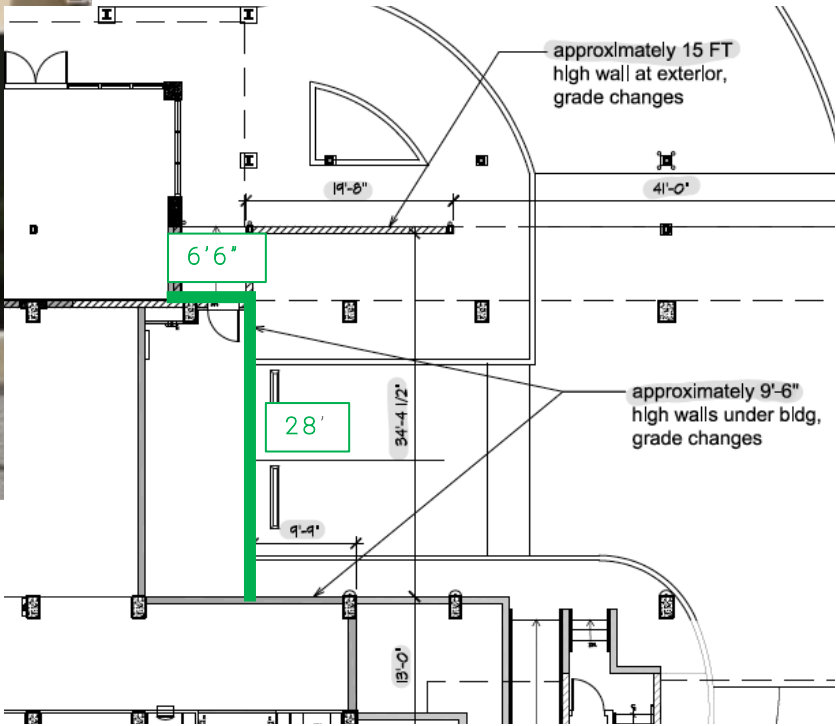


Lumarie - West Palm Beach

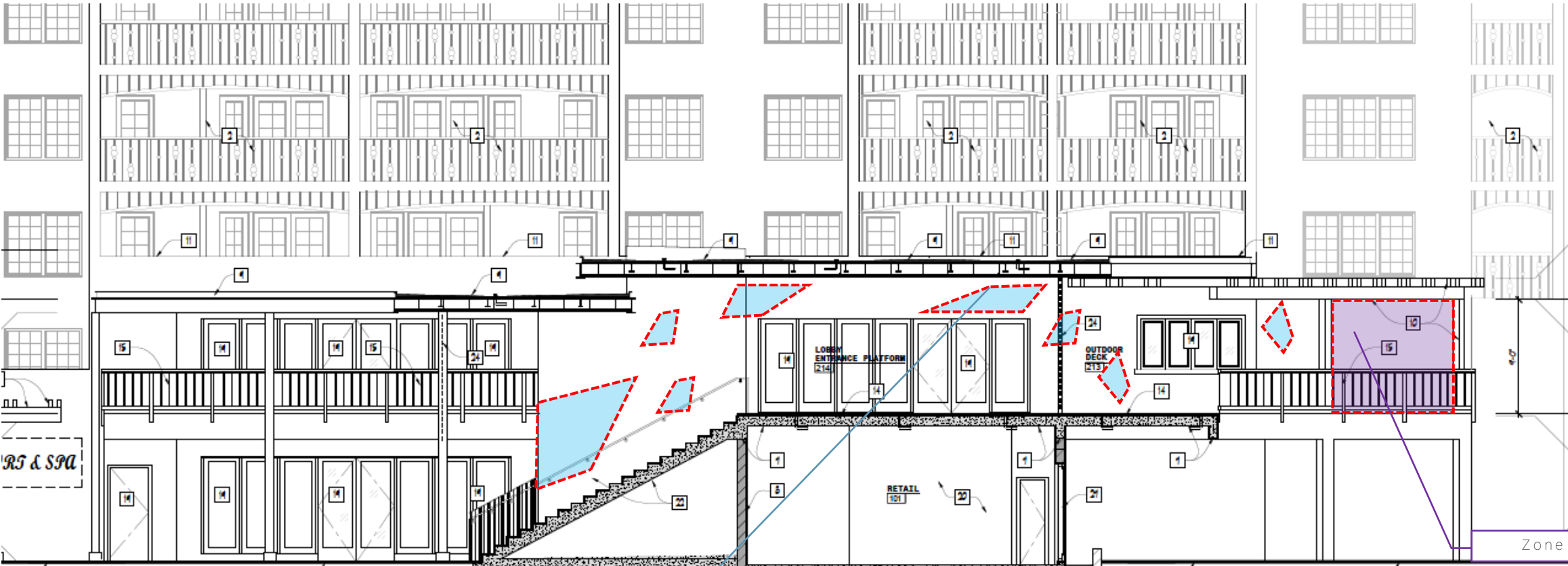


All About The Wow - Miami





FLOORPLAN – HEIGHT OF PORTE-COCHERE WALL IS APPROX 9'6" (EXTERIOR GRADE CHANGES)



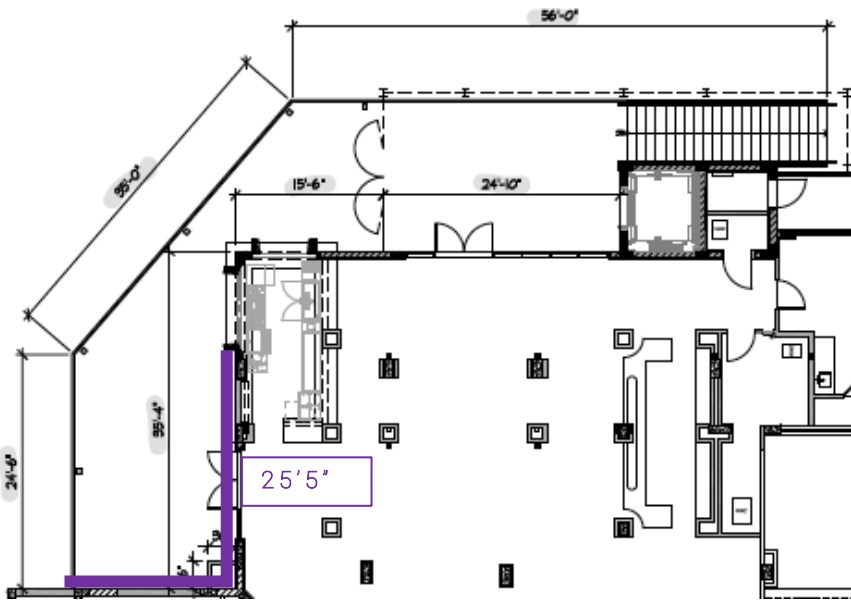
PAINTABLE AREAS

Zone 2: Facade, very light coverage. Just "mural moments".

Zone 3: Exterior bar/deck, more significant coverage.

Zone 2

Zone 3



CONCEPT FOR AMOUNT
OF COVERAGE. HEIGHT
OF DECK BAR AREA
APPROX 11'



Paint System

High-performance, exterior-grade acrylic latex paints from Sherwin Williams, selected for their long-term durability, color retention, and UV resistance.

Surface Prep & Protection

All surfaces are properly primed and sealed, then finished with MasterClear® Supreme Satin – a clear topcoat that protects against graffiti, weather, and general wear.

Maintenance Plan

A custom touch-up kit is provided with labeled paint samples and care instructions to support long-term care on-site. Long-Term Support

Should any restoration or touch-ups be needed, Orla Ananda Murals remains available to help preserve the artwork’s original vibrancy and integrity over time. We welcome every opportunity to reconnect with the mural and ensure it continues to shine in its space.

Touch-Up Rate

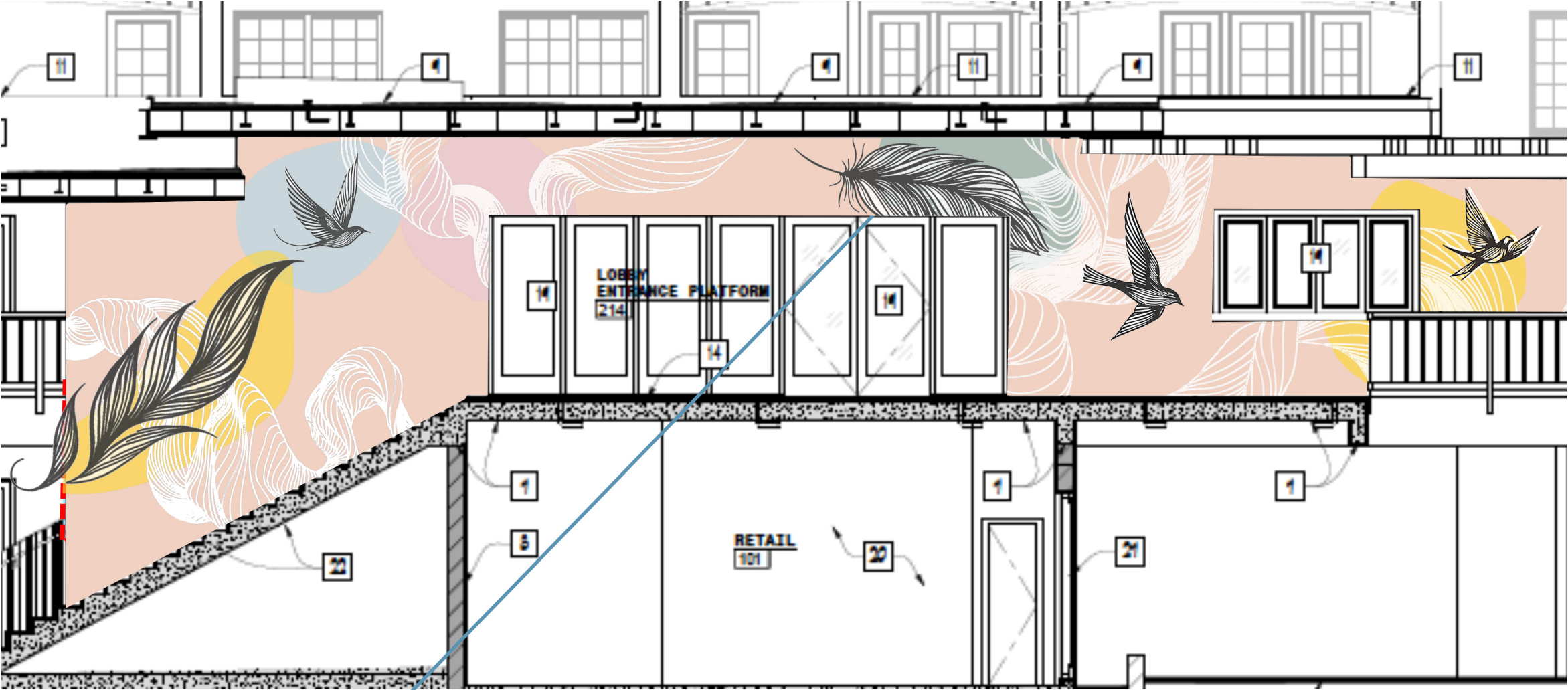
Touch-up services are offered at a flat artist rate of \$1,500 per day, excluding travel, accommodations, or equipment rentals. These may be arranged by the client or reimbursed depending on what’s provided. A more granular rate can be provided once the scope of work is defined.





ZONE 2A

PARADE



ZONE 2B



PARADE

ZONE 3



March 2022 Color of the Month

SW 7069

Iron Ore

Expert Pick

SW 7005

Pure White

SW 6633

Inventive Orange

SW 6296

Fading Rose

SW 6792

Minor Blue

SW 6540

Starry Night

Expert Pick

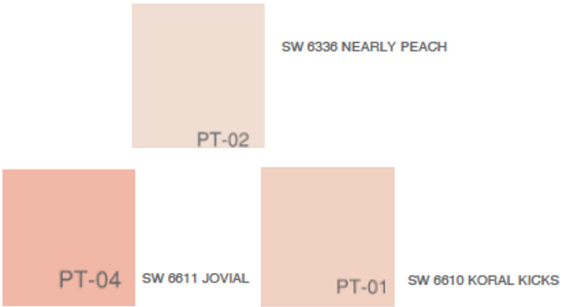
SW 6479

Drizzle

SW 6907

Forsythia

LINEWORK



BUIDLING FACADE

BACKGROUND

BUDGET

Total Project Cost: \$35,000

- Artist Design Fee (10%): \$2,500
- Mural Installation Cost: \$22,500
- PARADE Curatorial/PM Fee: \$10,000

Per MDP AIPP Valuation of Construction Permits:
1% of \$2,289,603.44 = \$22,896.03

TIMELINE

Request for Proposals

- July 13: Portfolios and proposals are due.

Paid Preliminary Design Stage

- July 17: Artist(s) will be notified of their selection status for the paid design stage. Site visits will be scheduled.
- Artist(s) selected for the paid design stage will receive a stipend of \$2,500 (10% of total mural fee) to create at least two unique preliminary design concepts.
- 50% will be paid to begin the design phase, with the remaining 50% paid on delivery of final design(s).
- Artists will collaborate with Parade Art to develop their preliminary design concepts. Parade will provide guidance and feedback throughout entire process to ensure designs meet project goals. Up to 2 revisions may be requested during the preliminary design process.
- August 15: Preliminary Designs submitted.

Commissioning

- August 25: Artist(s) will be notified of selection for final design and commissioning. Additional feedback will be provided to selected artist to revise design for final draft.
- September 12: Final draft of design submitted.
- September 19: Comments from the selection committee will be provided, with one final revision of design based on comments.
- Sept 29: Final design submitted.
- November 2025*: Installation of Mural

*Installation dates to be determined in coordination with client, construction team, and artist.
Please note weather might cause interruption or delay of installation.

PURCHASE ORDER

Orla Ananada Murals

Purchase Order Date
Jul 24, 2025

Delivery Date
Aug 15, 2025

Purchase Order Number
PO-202835

Reference
Ocean Key Mural - Design Fee

Parade Art LLC
7225 3rd Ave NW
Seattle, WA 98117
hello@paradeart.com
o. 206.457.3130

Description	Quantity	Unit Price	Amount USD
Exterior Hand-Painted Mural at Ocean Key Resort Design Phase Scope - Orla Ananada	1.00	2,500.00	2,500.00

Design Deliverables:

Artist will provide two initial digital design concepts/sketches presenting a comprehensive plan for artwork on the facade of Ocean Key Resort. One concept will be selected by the client and may undergo up to two rounds of revisions by PARADE and/or the client. The final approved design must be to-scale and clearly indicate the precise placement of artwork on all intended areas of the facade.

Additional Scope Details:

Specifications regarding size, coverage, conceptual art direction, and color palette are outlined in the mural brief and RFP. These elements will be further discussed and clarified during the design kick-off meeting.

MURAL TERMS AND CONDITIONS

Parade Art LLC is a professional art consulting firm commissioning original art on behalf of the Client. Consultant is responsible for facilitating the transaction and ensuring that terms are met, including communicating with the Client and receiving and distributing payments. By accepting a Purchase Order from Parade Art LLC, Artist agrees to the following terms and conditions:

1. General Agreements
- a. Artist agrees to create the Work with the highest quality and care. Artist represents and warrants that they have the knowledge, skills, and experience necessary to do so.

b. Artist agrees that the Work will be original and free from plagiarism or likeness to any work not created by the Artist. While derivative pieces may be created, the Artist will not create an exact replica of the commissioned Work.

c. Artist agrees to complete the Work within the agreed-upon timeline as described in the Purchase Order or as otherwise agreed by both parties in writing.

d. Artist agrees to use high-quality paints that are warranted for a minimum period of 20 years on properly prepared and primed surfaces.

PARADE

Description	Quantity	Unit Price	Amount USD
<div>2. Compensation</div> <div>a. A 10% deposit will be paid to initiate the design phase of the mural. 40% will be paid upon approval of the design and agreed installation date. The remaining 50% balance payment will be made 30 days after satisfactory completion of the installation.</div> <div>b. Consultant will perform good faith collection of all amounts owed by Client and timely payment of Artist using Client-provided funds.</div> <div>c. Artist agrees that Consultant may charge a commission in addition to the Artist's compensation for their role in the transaction. Consultant is responsible for collecting such commission from the Client.</div> <div>3. Design Phase</div> <div>a. Parade will provide a Design Brief indicating mural size, art direction and any specific preferences for the mural design.</div> <div>b. The artist will develop a minimum of two distinct design options for review and feedback by Consultant and Client. Designs must follow the brief and provide a clear visualization of the proposed composition and color.</div> <div>c. Artist will make up to 2 revisions to one selected design. Edits beyond this must be quoted by the Artist and accepted in writing before further revisions commence.</div> <div>d. If the Client declines to proceed with the Installation Phase after the Design Phase is complete, the artist shall retain the Design Fee and this agreement shall terminate.</div> <div>4. Installation Phase</div> <div>a. Upon approval of the final design, the installation date for the Mural will be confirmed by the Artist and Client.</div> <div>b. Client and Artist agree to perform good faith collaboration on matters of scheduling, site access, security, and safety.</div> <div>c. If the Client reschedules within less than 10 business days of the agreed installation date, they will be responsible for additional documented costs incurred by Artist. The Artist will reschedule the install at their soonest availability.</div> <div>d. Client is responsible for the following:</div> <div><div>• Surface preparation of wall including priming</div><div>• Access to the mural area during agreed work hours</div><div>• Working bathrooms and running water</div><div>• Municipal approvals or permits required.</div></div> <div>e. Artist is responsible for the following:</div> <div><div>• Liability insurance in the amount of \$1M per occurrence / \$2M aggregate, with Client and Consultant listed as additional insured.</div><div>• All supplies, equipment, materials and travel expenses required to create the Work, including floor and wall protection where needed to ensure no damage to the Site.</div></div> <div>f. Artist shall send documentation of progress on the Work at 50%, 75%, 90%, and 100% completion</div> <div>g. Parade reserves the right to withhold payment and require revisions if the Work differs from the approved design or if there is a concern about quality of execution.</div> <div>h. Client bears the risk of loss or damage to the Work once the Work is installed at the Site.</div>			
INCLUDES TAX			0.00
TOTAL USD			2,500.00

Thank You!