

ARTAZANDRA, LLC

IMPACTFUL ART. INSPIRED SPACES.

**Prepared for : Downtown Development
Authority of City of Stone Mountain
875 Main Street, Stone Mt Ga 30083**

**Response to RFQ (2025/1)
Stone mountain GA
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Sugar Hill, GA 30518**



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Artist Statement & Proposal: Alexandra Sorto

Title: "Stone Mountain: A Tapestry of Time and Joy"

As both an artist and educator with deep personal roots in this area, it is a true honor to submit this proposal for a mural in the heart of downtown Stone Mountain. Growing up, I made many cherished memories attending Stone Mountain Park — from watching the iconic laser light shows and enjoying delicious local food to being mesmerized by the craft of glassblowing artists. These early experiences shaped my appreciation for public spaces that spark wonder, connection, and a sense of cultural pride.

Now, as a professional muralist and designer, I am dedicated to creating work that honors the spirit of a place through visual storytelling. My artistic approach blends rich textures, vibrant color palettes, and layered symbolism in a collage-style format that invites viewers of all ages to find themselves in the imagery.

This proposed mural will celebrate Stone Mountain's layered history — from its early days as a granite quarry and bustling train town to the diverse and joyful community it is today. Through floating scenes of shared joy — a child reaching the top of the mountain hike, a tired little one carried on their mother's back, the first bite into a warm slice of pizza, the strum of a guitar at a local music event, or the glow of a family dancing under laser-lit skies — I aim to capture the magic of everyday moments that define this town.

These glimpses of life are what makes Stone Mountain not just a destination but a memory in motion — and it is my greatest joy to help bring that to life through public art.

Hello nice to meet you!





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Our team of muralists and designers experience ranges from crosswalk and container mural designs to city-sponsored public installations and event-based art community brainstorm sessions. We specialize in integrating storytelling, community voices, and creative problem-solving into each project—focusing on placemaking that invites reflection, joy, and pride in shared spaces.

EIN: 83-1589961

Primary NAICS: 518210

D-U-N-S Number: 035850118

CAGE Code: 9NKM9

Unique Entity ID (UEI): YJ8PP5MKS377

Business Classification: Service-Disabled Veteran-Owned Small Business (SDVOSB)
Core Capabilities Design and installation of large-scale interior and exterior murals for public, private, and commercial spaces Public art that reflects community values, incorporating symbolism, storytelling, and local identity Experts in creative direction, illustration, and branding Strong project management skills, delivering high-quality work on time and within budget Experienced in stakeholder collaboration, municipal partnerships, and youth/student engagement in public art Proven track record of community impact through art education and public beautification initiatives.

Our lead artist is an art educator at North Gwinnett High School, she has led multiple collaborative art initiatives requiring layered approval processes, from administration to city officials. She has served as an Arts and Special Features Committee Lead with experience aligning stakeholder goals, meeting municipal deadlines, and delivering public-facing artwork with student involvement over a year, from just an idea to reality. She is an expert creative problem solver, and she believes that all good designs solve a problem you have or didn't even know existed.

References

Denise Brinson
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The design for the 100 ft section
Scaled to 100ft high and 10ft wide
with a white border




CROSS WALK DESIGN FOR SUGARLOAF CID AND THE HUDGENS CENTER IN CONJUNCTION WITH GAS SOUTH

(2025) Designed a decorative crosswalk design with a limited color scheme inspired by the unique, diverse fabric of cultures in Gwinnett County to create a quilt-like design using motifs from various cultures in our community.

Two crosswalks with identical designs, one 10'x100' and one 10'x75', on Satellite Blvd and Sugarloaf Parkway these are to be installed in the next month in coordination with the Hudgens Center for Art and Learning and Sugarloaf CID.



The same design for
the 75 ft section
just cut down in a
tasteful way
Scaled to 75ft high
and 10ft wide
with a white border



Portfolio

2022

Location:

Twin Cities Pizza

Suwanee, GA

Client asked me to replicate the famous mural from NY city to fit the theme of their restaurant.

Used Silicon based paint with a primer on tile

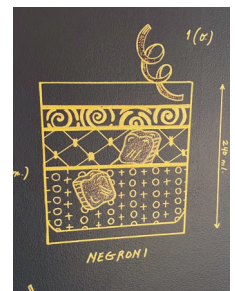
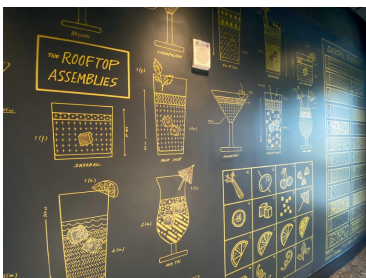


2023

Location: The Rooftop Bar in Sugar Hill, GA

Sherwin Williams indoor paint and Posca Markers

Client asked for a mixologists menu of drinks they sell with a functional key.





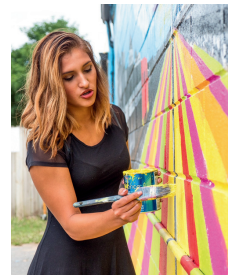
2022

**Location: A home owners residence back porch.
I used Sherwin Williams highest quality outdoor paint I believe diamond is the line.**



2018

**Location: City of Suwanee green room behind the stage in town center park
The Client asked for a park representation including the sculptures around the sculptour and so I created the Suwanee words from sculptures around the park.**



2017

Location: Garland Bros Business Office

**The client asked me to have fun with it and make something beautiful to bring beauty and light to this gravel lot. It became an iconic artwork in our town, one of the first large-scale bright murals of many now adorned in Suwanee. I did this when I was 17 years old. Using the highest quality outdoor paint at Sherwin Williams- the diamond line.
The design represents the old and new Terminus vs Atlanta.**

THE DESIGN

No information was given with the exact dimensions of where the location of the windows and doors are so of course this would be edited to render those details if selected to simply with the existing architecture and also ensure for a strong design execution on the wall.

For optimal viewing please click this link below:

[Adobe acrobat link for best color viewing](#)



Proposed Mural Timeline

Estimated Completion: 4 months (weekend-based work),

Requested Timeframe: Up to 6 months total (to accommodate weather delays and ensure mural longevity)

Phase 1: Site Prep & Design Transfer (Weeks 1–4)

Surface power washing and priming (weather permitting)

Final design adjustments and scale mapping

Grid projection or chalk outline to transfer design onto wall

Basecoat layering to establish key zones and overall flow

Phase 2: Background & Base Layer Painting (Weeks 5–8)

Large-scale color blocking and blended backgrounds

Application of foundational textures and environmental elements

Layering light-to-dark and back-to-front areas to create depth

Phase 3: Detail Work & Refinement (Weeks 9–13)

Gradual buildup of mid-layer forms, details, and transitions

Fine detailing, linework, and dimensional shading

Adjustments for balance, visual rhythm, and cohesion

Phase 4: Final Touches & Sealing (Weeks 14–16)

Edge refining and clean-up

Final highlights, adjustments, and finishing details

UV-protective topcoat and anti-graffiti sealer application

Final walkthrough and documentation

Detailed Mural Quote for Stone Mountain Mural Project

Total Project Budget: \$20,000

1. Artist Compensation

Lead Artist (Alexandra Sorto)

Creative direction, full mural design, prep, and execution

~160 hours over 4–5 months

\$10,000 (flat rate)

2. Assistant Artist Compensation (x2)

60 hours each at \$25/hour

\$1,500 x 2 = \$3,000

3. Equipment Rentals

Scissor Lift (40 ft reach, outdoor grade)

Rental: \$275/day x 10 days = \$2,750

Delivery & Pickup: \$250

Subtotal: \$3,000

4. Surface Preparation

Sandblasting / Wall Cleaning (Subcontracted)

Includes labor, equipment, debris haul

\$1,200

Professional Wall Priming (Subcontracted)

Exterior masonry primer, 2 coats, rollers/spray

\$950

5. Materials & Supplies

High-Quality Exterior Mural Paints (UV-resistant)

Full color palette, base + detail work

\$850

Brushes, rollers, painter's tape, trays, drop cloths, etc.

Replaced as needed throughout project

\$300

Anti-Graffiti UV Protective Sealant (Final Coating)

2–3 coats for durability

\$500

6. Miscellaneous + Contingency

Water/fuel, minor tool replacement, repairs, snacks for team, parking, weather delay padding

\$200

✓ TOTAL PROJECT COST: \$20,000

Includes all artist compensation, assistants, subcontractors, rentals, materials, prep, and finishing.