

Monochronicle Property Report

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OVERVIEW

Case study - Design Thinking in Public Art: Phase II

From \$25,000.00

TEMPORARY INSTALLATION

Artwork timeline

Temporary installation

WHAT IS DESIGN THINKING?

The design thinking approach brings together what is desirable from a human point of view with what is technologically feasible and economically viable. In public art, it is understanding a local community and producing artwork that is technically and economically reasonable. For example, immersive community research helps artists set aside their own views and recognize people's needs. Carefully planned dialogues help artists build on their diverse ideas, not just negotiate compromises when differences in vision arise. Experiments with new ideas and solutions reduce all stakeholders' fear of change. For more examples, see our [design thinking in public art Phase I here](#). IDEO studio explains the process in detail [here](#).

"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success." —TIM BROWN, EXECUTIVE CHAIR OF IDEO, [Design Thinking for Educators by IDEO](#).

GOALS

- **Support the site.** Public art's inner purpose is to serve the public. We selected a location that recently became pedestrian-only and desperately requires beautification.
- **Develop empathy.** Design thinking is an organized way of approaching a problem by asking the right questions of both project stakeholders (property and business owners, organizers, artists) and people residing nearby, followed by a process of ideation in order to arrive at a successful solution.
- **Site-specific research.** Take into consideration architecture, traffic, culture, and surrounding fluid dynamics. In collaboration with the Monochronicle team, conduct surveys and identify people's needs/desires on public art topics.
- **Identify alternatives.** Alternative strategies and solutions that are not instantly apparent with our initial level of understanding. We are open to innovation!

ABOUT THE SITE

This property is situated in the middle of downtown Gainesville, FL. For a long time, the building was abandoned. As the new tenant moved in, the facade is being renovated welcoming artists to add their designs. In 2020, parts of SW 1st Avenue road were

blocked to allow local businesses to expand their outdoor seating areas during the early part of the COVID pandemic. In a series of votes, the city commission made this block of SW 1st Avenue permanently pedestrian-only, turning the area into a festival street.

THE MURAL

The mural will feature two side profiles and two portraits of the late Bo Diddley, as well as his famous rectangular guitar. The idea of painting Bo Diddley came from responses to a community survey put out by Monochronicle. Many people wanted to highlight the rich history of the Gainesville music scene, Bo Diddley in particular. "Bo Diddley deserves a good mural in Gainesville!" – Bill Bryson. From the perspective of the site, the musical theme of the mural is complemented by various shows and events that happen right next to the wall and around the corner.

The late Bo Diddley of Archer was one of rock music's principal architects in the 1950s. He is generally credited as the man who gave rock its beat—the "rock" upon which the "roll" was built. His innovative and original style of rhythm and blues has been influencing generations of musicians for more than five decades. He was known as "The Originator" because of his key role in the transition from blues music to rock & roll, influencing a host of legendary acts including Buddy Holly, Jimi Hendrix, Eric Clapton and The Rolling Stones. He introduced more insistent, driving rhythms and hard-edged guitar sounds on a wide-ranging catalog of songs. In the late 1970s, Diddley moved to Archer, Florida, where he lived until he passed away in 2008. He was inducted into the Rock and Roll Hall of Fame in 1987. Among his top honors was a Grammy Lifetime Achievement Award in 1998 and placing 20th on a list of "The 100 Greatest Artists of All Time" in 2004 Rolling Stone Magazine.

THE TEAM

Iryna Kanishcheva, MBA is a public art curator and producer. She was the founder and curator of several groundbreaking public art projects in the USA and her hometown, Ukraine. Among them the first urban art initiative in North Central Florida, 352walls. She is the Founder of [Monochronicle](#), an arts service organization, and software.

Monochronicle assists state arts agencies and private property owners in the artist selection process and production of murals, sculptures, and other art installations. Iryna is a recipient of the 2021 Business Arts Award which recognizes businesses that have contributed significantly to the arts in the city. She also was awarded the 2015 Public Art Award for her significant contribution to the enhancement of the greater environment through public art; the 2018 City Beautification Award for outstanding public space and community projects; and more. [JEKS](#) is a graffiti/mural artist from Greensboro, NC. Over the past 4 years, he has carved out a spot in the street art scene being one of the tops in large-format portraiture and hyperrealism. Self-taught from painting graffiti since the late '90s, the spray can is his medium. He has painted 100s of multi-story murals all over the US and as far as Canada and Colombia, South America. He is a contract Monster Energy artist as of late 2021 and has worked with many high-profile clients recently such as Spotify, PBR, Optimo, Warner Media, Bleacher Report, United Way. Many of his murals have become viral social media hotspots and beloved landmarks in the cities where they are installed.

FUNDING

Sponsored in part by the [State of Florida, Department of State, Division of Arts and Culture](#) and the [Florida Council on Arts and Culture](#). Supported by [BosshardtRealty](#).

CONCLUSION

This project highlights the effective use of design thinking in public art, blending community-driven insights with innovative artistic solutions. Through immersive research, collaborative ideation, and creative experimentation, the mural not only beautifies a pedestrian-only area but also celebrates Gainesville's rich musical heritage. The involvement of local voices and expert artists ensured the mural resonated deeply with the community, transforming a once-abandoned space into a vibrant cultural landmark. The success of this project exemplifies the power of public art to engage, inspire, and elevate shared spaces in meaningful ways.

Additional Information

2 STORIES

Place

Address	16 S Main St, Gainesville, FL 32601, USA
City	Gainesville
State	Florida
Zip	32601
Country	US

Gallery



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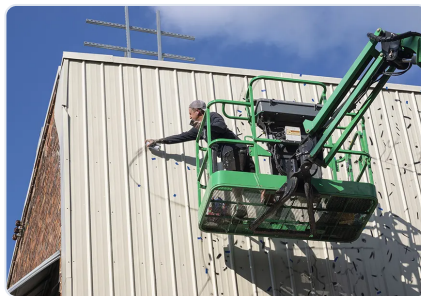
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Contact

Monochronicle

team@monochronicle.com