Monochronicle Property Report

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OVERVIEW

Case study - Jacksonville Jaguars Vinyl Mural at Miller Electric Center

From $5,000.00

INTEGRATED ARCHITECTURAL ART | MURAL | PERMANENT

Artwork timeline Permanent

The Jacksonville Jaguars commissioned a large-scale vinyl mural as part of their broader initiative to incorporate public art at their new sports performance facility, the Miller Electric Center. The Cultural Council of Greater Jacksonville and its Art in Public Places had announced seven (7) open Calls to Artists for Miller Electric Center (Jacksonville Jaguars' Sports Performance Facility). The Jacksonville Jaguars are a professional football team, one of 32 member clubs of the National Football League (NFL), aligned in the South Division of the American Football Conference (AFC). This collaboration between the Jacksonville Jaguars, the Cultural Council of Greater Jacksonville, and selected artist Daas from the Monochronicle network highlights the impact of innovative digital design combined with traditional mural techniques.

The Concept of Vinyl Wraps in Art

Vinyl wraps are a versatile technique used to apply large-scale digital artwork onto various surfaces, including walls, fences, and utility boxes. The design is printed on high-quality vinyl material, which is then applied to the surface using an adhesive. One of the main advantages of vinyl wraps is that they allow for easy installation and removal without damaging the underlying structure. Additionally, they provide weather resistance, making them ideal for exterior installations like the one at the Miller Electric Center.

Jacksonville Jaguars Vinyl Mural

About the Mural: "Victory's Horizon"

Daas' mural, titled **"Victory's Horizon"**, captures the raw energy and intensity of the sport. The design features angular shapes symbolizing a player's firm grip on a football, emphasizing strength and determination. Dynamic field markings evoke movement toward the end zone, while scattered confetti celebrates victory. Through the use of bold, contrasting colors and lines, Daas was able to reflect the excitement of game day and the spirit of the Jacksonville Jaguars. The artwork itself is located on the south façade of the fan amenity grandstands, measuring 12 feet by 50 feet. This immense scale required precise digital design, ensuring the artwork would maintain its visual impact from both up-close and at a distance.

PROJECT REQUIREMENTS AND TECHNICAL PARAMETERS

This large-format mural was created digitally for printing on opaque vinyl and installed on flat architectural precast wall panels. The vinyl was selected for its durability and easy removability, with a requirement that it should not leave adhesive residue after removal. The project team worked with a vinyl printing firm to ensure the highest quality materials and installation. Artwork should strive to meet the following guidelines depending on the kind of mural:

- SPORTS MURAL or MURALS ABOUT PEOPLE: should be centered around the theme of Inspiring Greatness
- ABSTRACT MURAL: should mostly be in the Jaguar color palette
- COMMUNITY PRIDE: highlight our diverse fanbase
- HISTORIC: should focus solely on Jacksonville's History
- LANDMARKS: should focus on well-known landmarks significant to the Jacksonville community

The total budget for the mural project, including the artist's fee and design execution, was **$5,000**. The mural is part of a broader vision for the Miller Electric Center to serve not only as a high-performance training facility but also as a cultural landmark that reflects Jacksonville's community and pride.

COLLABORATION AND COMMUNITY ENGAGEMENT

This project was a testament to the power of collaboration. The Jacksonville Jaguars, the Cultural Council of Greater Jacksonville, and Monochronicle worked closely together to bring the mural to life. The Jaguars’ commitment to incorporating public art into their facilities reflects their dedication to community pride and cultural enrichment.

DAAS
The artist was selected through an open call published via Monochronicle. DAAS is a mural artist known for his bold use of color and innovative design, blending abstract and representational elements in his large-scale artworks. His vibrant, organic forms and dynamic compositions are saturated in vivid colors, bringing a sense of energy and beauty to the spaces they inhabit. DAAS’ artistic journey was deeply influenced by his time living in Osaka, Japan, where he worked for Universal Studios Japan (USJ). Immersed in Japanese culture, he developed a deep appreciation for the precision and dedication to craftsmanship found in traditional Japanese art, which became pivotal in shaping his unique style. In addition to the mural, there was a grand opening ceremony planned to celebrate the installation and highlight the importance of art in community spaces. This event further emphasized the role of art in bringing people together, fostering a sense of connection, and celebrating the spirit of Jacksonville.

CONCLUSION

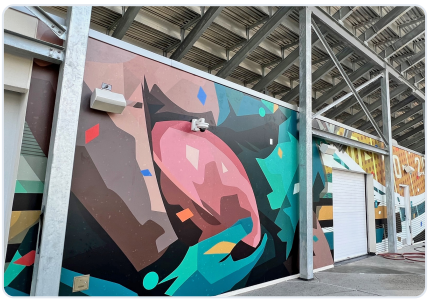
The installation of **"Victory's Horizon"** has transformed the Miller Electric Center into more than just a sports facility—it's now a place where art and athleticism intersect. The mural not only enhances the visual environment but also serves as a symbol of the Jaguars' drive for excellence and community engagement. As part of the Jacksonville Jaguars’ larger mission to inspire greatness both on and off the field, this project has

contributed to the growing cultural identity of the city. For more details and to view currently available original designs, visit Monochronicle Marketplace.

Place

Address	1 TIAA Bank Field Dr, Jacksonville, FL 32202, USA
City	Jacksonville
State	Florida
Zip	32202
Country	US

Gallery



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