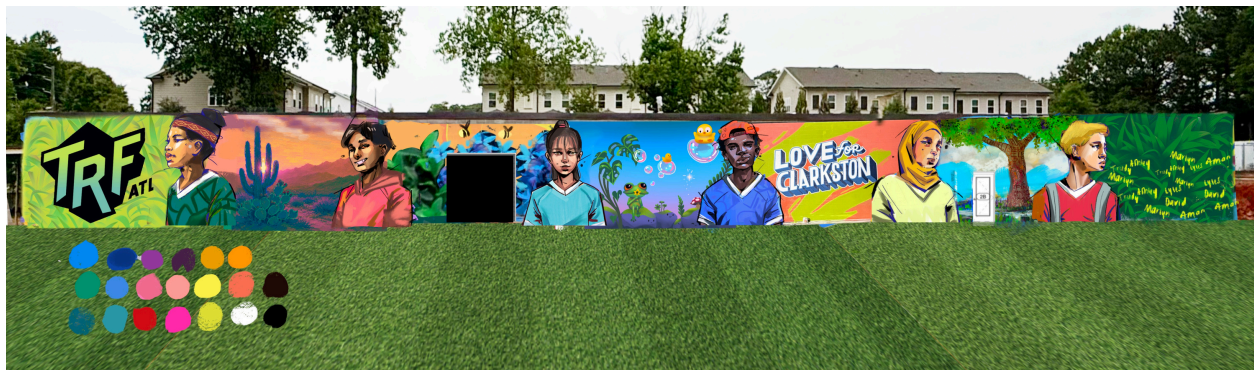


TRF-ATL COMMUNITY MURAL PROJECT

“The Global Game” — A Public Art & Youth Engagement Initiative

Proposed by Paul Piszko, Founder of TRF-ATL

PROJECT SUMMARY



TRF-ATL is developing a large-scale public mural in Clarkston, Georgia—one of the most diverse communities in the United States.

Led by Trudy Tran as Creative Director, this project will transform a highly visible exterior wall into a **community-driven landmark** celebrating youth, culture, and soccer as a universal language.

This is not just a mural—it is a **collaborative public art experience** involving professional artists and local refugee youth.

THE CONCEPT

The mural is designed as a layered, collaborative experience that combines professional artistry with community participation. Anchored by large-scale portrait work and supported by

contributions from additional artists and local youth, the wall becomes more than a single artwork—it becomes a shared canvas that reflects the identity, energy & diversity of Clarkston.

Lead Artist Portrait Series

- 6 large-scale, half-body portraits
- Representing diverse youth identities
- Soccer as the unifying theme
- Designed and executed by Trudy Tran

Collaborative Artist Background

- Open space between portraits
- Invited artists contribute layered elements
- Styles blend into one cohesive story
- Creates a “living wall” effect
- Designed and painted by Austin Blue, Leah Abuycayan, Shannon Willow

Community “Coloring Book” Section

- Designed for youth participation
- Refugee and local kids paint guided sections in the TRF ATL logo
- Creates direct ownership and engagement

WHY THIS MATTERS

Representation

This mural reflects the lived experiences and identities of Clarkston’s diverse and global community. By showcasing youth from different cultural backgrounds, it provides visible representation in a public space where it is often lacking.

Youth Engagement

The project invites local youth to actively participate in the creation of the mural through a dedicated painting section. This hands-on involvement transforms them from observers into contributors, creating a deeper sense of ownership and connection to the space.

Cultural Identity

Through soccer as a universal language, the mural highlights shared experiences across cultures while honoring individual backgrounds. It creates a powerful visual narrative that celebrates diversity, resilience, and unity within the community.

Placemaking

The mural will transform a large exterior wall into a recognizable and meaningful landmark within Clarkston. It enhances the physical environment while creating a destination that people gather around, photograph, and take pride in.

PROJECT IMPACT

Serves Thousands

Located in a high-visibility area, the mural will be experienced by thousands of residents, visitors, and athletes throughout the year. Its scale and accessibility

ensure ongoing engagement far beyond the initial installation.

Youth Engagement (Direct Impact)

Refugee and underserved youth will have the opportunity to directly participate in the painting process. This involvement fosters creativity, confidence, and a sense of belonging within the community.

Permanent Public Art

The mural will stand as a long-term, publicly accessible installation that continues to deliver value over time. Unlike temporary programming, it provides a lasting visual and cultural asset for the community.

Community Pride & Visibility

By celebrating the identities and stories of local residents, the mural strengthens community pride and shared ownership. It also increases visibility for Clarkston as a vibrant, diverse, and welcoming place.

Support for Artists

The project creates opportunities for both established and emerging artists to contribute to a meaningful public work. It supports creative expression while fostering collaboration across different artistic styles and backgrounds.

PROJECT BUDGET

Target Range: \$42,000

Includes:

- Lead artist design & execution
- Supporting artist stipends
- Materials & wall preparation
- Community engagement programming

Budget Breakdown:

- **Artist and Creative Director Fees – \$23,000**

Creative direction, design, project management, painting, communication.

- **Community Engagement –\$2,000**

Organizing and providing supplies for public workshops, community input sessions, community volunteer paint days, mural unveiling event.etc.

- **Collaborating Artists –\$6,000**

Collaborating artists will design and paint on allocated sections of the wall.
\$1-2k per contributing artist.

- **Assistant Artists –\$4,000**

Support with wall prep, painting, cleanup.

- **Supplies & Equipment– \$5,000**

Weather and UV-resistant paint, brushes, rollers, tape, tarps, buckets, protective gear, surface cleaning, scaffolding/ladder, safety equipment.

- **Contingency Fund –\$2,000**

Reserved for unexpected circumstances

TIMELINE

- **Community Paint Days:** 2-3 days
- **Installation:** 2-4 weeks

- **Sealant:** 2 days

Total Duration: ~5 weeks

MURAL EXECUTION PLAN

1. Site Assessment & Preparation & Material Preparation (3 days)

Purchase high-quality exterior mural paint (UV/weather-resistant), brushes, rollers, spray tools.

Order equipment, drop cloths, ladders/scaffolding.

Print design references and prep color guides for on-site use.

3. Community Engagement

Invite socccer kids to participate in paint days, painting select areas which will be touched up afterwards to ensure professional look.

5. Mural Execution (2-3 weeks)

Lay out the design using grid or projection

Block in major shapes and color fields.

Add detail work, blending, figures, flora, and typography.

Main artist and collaborating artist will work simultenaously

6. Finishing & Optional Sealant (3–5 days)

Add finishing touches.

Apply optional varnish to ensure mural longevity.

Remove equipment, clean the site, and complete final inspection.

7. Documentation & Promotion

Photograph the final mural

Capture behind-the-scenes content for social media, marketing, or grant/sponsor reporting.

Prepare press materials, signage, or QR codes with mural info.

8. Unveiling & Celebration

Host a mural unveiling or community event

Share acknowledgments and promote via social platforms or city publications.

ABOUT TRF FOUNDATION

TRF-ATL (Train. Refine. Flourish.) is a **501(c)(3) nonprofit soccer training and community organization** based in Clarkston, Georgia—one of the most diverse square miles in the United States. The organization is dedicated to expanding access to high-quality training, mentorship, and development opportunities for youth of all backgrounds, particularly those from refugee and underserved communities.

Through sponsored participation, subsidized programming, and community-driven initiatives, TRF-ATL actively removes financial barriers and creates inclusive pathways for engagement. By leveraging soccer as a universal language, TRF-ATL fosters confidence, connection & opportunity—both on and off the field.

ABOUT THE ARTIST & CREATIVE DIRECTOR

Trudy is a multidisciplinary artist based in Atlanta, Georgia. She earned her Bachelor's degree in Fine Arts from Kennesaw State University. Her work cultivates the exploration into a wide range of traditions, identities, and unique stories of different cultural groups. Through intertwining realism and illustrative elements, Trudy utilizes storytelling and documenting the world in her pieces. Her artwork has become a vehicle for creative ambition and an opportunity to rekindle imagination.

Trudy's murals and large scale pieces work to elevate businesses and cities, revitalize locations, uplift community voices, and foster a strong sense of belonging and identity among locals. Through events like mural workshops, design surveys, community paint days, and public unveilings, her projects go beyond creating art on walls—they become

catalysts for conversation, collaboration, and community connection.

Trudy has created artworks for clients including MARTA, AT&T, Greystar, Scholastic, Penguin Random House, Walmart, Rumble Boxing, Sam Flax, the City of Atlanta, the City of Clarkston, the World Cup, Atlanta Falcons and more. She has created murals around the nation, including the states of Oklahoma, Tennessee, Florida, Georgia, and California.

ARTIST CASE STUDIES



"Clarkston is Home," 2025 / North Indian Creek Drive Underpass / Clarkston, GA / 1000 sq. ft.

CLIENT REQUESTS: Clarkston, Georgia, is widely known as "the most diverse square mile in America". This distinction arises from the city's history of welcoming refugees from around the globe. The city council requested a mural that represented the extremely diverse population, where the inhabitants and refugees of Clarkston felt seen and heard when they passed through this location.

SOLUTION: A community meeting was held with the artist and local residents, who shared what they felt best represented the voice of Clarkston. I explored the city to gather references—real people, local gardens, churches, and foods—to include in the mural. Several of Clarkston's many languages were carefully translated to spell out: "Clarkston is Home." After installation, a public unveiling took place. The mural celebrated the city's cultural diversity and created a strong sense of belonging. During the process, visitors often pointed out their culture or language—showing they felt seen and represented.



"Rebirth" 2026 / 740 Sidney Marcus Blvd NE / Atlanta, GA / 3000 sq. ft.

CLIENT REQUESTS: The City of Atlanta requested a mural that would beautify the location and attract the eyes of visitors from all around the world during the World Cup in 2026.

SOLUTION: Photo references were taken all around Buckhead to gather site specific elements highlighting the spirit of neighborhood. A vibrant design was created to speak about the location of where the mural was situated. The elements include Buckhead's historical residential homes, the art district in Miami Circle, the Peachtree Road Race, flowers from local community gardens, people of different ages, ethnicities, and backgrounds to represents Buckhead's diversity, and a phoenix to symbolize the rebirth of Atlanta. The mural succeeded not only in its goal to establish a connection with local residents, but also to share the story of Buckhead to visitors from all around the world.



Toward Equality in Our Schools, 2025 / Johnson Middle School / Westminster, California / 350 sq. ft.

CLIENT REQUESTS: The principal of this middle school requested a mural that would highlight the history of the school location and pay respect to the historical events that paved the way towards desegregation and equality in schools, specifically pertaining to the Mendez vs. Westminster case. Student engagement was requested.

SOLUTION: Student painting and business workshops as well as surveys were organized, so that students could directly play a part in the mural and learn about the business aspects of a creative career. A dynamic and colorful design was created featuring figures from the Japanese family that were closely involved with the Mendez family, including the client's requests to quote "Towards Equality in Our Schools" in Japanese and Spanish. An olive branch was featured to symbolize social justice.

Artist Additional Portfolio Samples

Website: <https://trudytran.art>



FUNDING OPPORTUNITY

We are seeking grant and community funding partners to support the creation of this project.

Funding will directly support:

- Artist compensation
- Materials and installation
- Youth participation programming

CONTACT

Paul Piszko

Founder, TRF-ATL

678-488-0015

paul@trf-atl.com

795 Glendale Rd, Scottdale, GA

Trudy Tran

Artist & Creative Director

706-718-5563

trudy.tran3@gmail.com

Artist References

1. Becca Zajac:

becca@dragonflytrails.org, 706-405-0009

Project Coordinator at Dragonfly Trails Network

Project: Dragonfly Trails Underpass (Columbus, GA)

2. Tabettha Getz:

columbusga2025@gmail.com, 706-761-6215

Executive Director of Columbus 2025

Project: The Food Mill (Columbus, GA)

3. Derrik Diza:

derrik@influentialwalls.com, 949-923-1506

Founder of Influential Walls

Project: Johnson Middle School (Westminster, CA)