

City of Philadelphia Mural Arts Program

PRESS CONTACT:
Cari Feiler Bender, Relief
Communications, LLC
610-416-1216 or cari@reliefcomm.com

CITY OF PHILADELPHIA MURAL ARTS PROGRAM ANNOUNCES “SPRING ARTS DISTRICT”

PHILADELPHIA – June 22, 2016 – The City of Philadelphia Mural Arts Program announces Spring Arts District, a new outdoor gallery of rotating artworks in the Callowhill North section of Philadelphia. This is a unique collaboration between the City of Philadelphia Mural Arts Program and Arts + Crafts Holdings, an active investor and the leading developer in the Spring Arts area on the northern edge of Center City Philadelphia. To breathe creative expression into this post-industrial neighborhood, artists have been invited to experiment, create, and innovate walls of buildings between 10th and 11th Streets and Spring Garden and Hamilton Streets. The artworks, some temporary and some permanent, will be exhibited on a revolving basis, providing a diverse range of artists with the opportunity to create engaging public art. The project is designed to promote and grow a community of artists in a vibrant urban district in Philadelphia.

The Spring Arts District series of murals is already under way, with the first two of nine total murals already complete. The Mural Arts Art Education Program will allow several of the artists to work with students in the program. The murals will be painted over the summer and early fall, to culminate in a dedication and celebration in October 2016. In the future, artists will be invited to submit proposals for the opportunity to add their own dynamic visuals to the walls of this up-and-coming Philadelphia neighborhood.

The inaugural artists will be featured at the following locations:

- Matt Moore – 448 N. 10th Street (complete)
- Kid Hazo - 1027 Ridge Avenue (complete)
- Ryan Beck and Miriam Singer - 1016 Buttonwood Street
- Andrew Jeffrey Wright - 990 Spring Garden Street
- Hawk Krall - 467 N. 10th Street
- Martha Rich - 1025 Hamilton Street
- Three more large walls are also under consideration to be painted by artists to be determined later this year at 1025 Hamilton Street, 1016 Buttonwood Street, and 990 Spring Garden Street (east-facing wall)

The first two murals have been completed by artists Matt Moore and Kid Hazo. **Matt Moore** created an untitled mural at 448 N. 10th Street while working with students in the Mural Arts Art Education program. Moore worked with high school students at the Attic, a LGBTQ community Center in Center City, and with younger students at



Waring Elementary School in Fairmount. With the students, he made downloadable fonts, taught students adobe illustrator and used the fonts to spell out phrases chosen by the students. Moore is a graphic designer currently living in Paris, designing product and promotional materials for companies like Coca Cola, Instagram, Hershey's, and many others. Known for meticulous attention to pattern and movement, his current practice and aesthetic is heavily influenced by graffiti. His mural merges his current graphic design sensibilities with the camouflaged typography learned from his study of graffiti. Moore dubbed his digital abstract style *Vectorfunk* early on in his career, and has since employed it to cover surfaces ranging from Ray-Ban Wayfarers to Nixon wristwatches; large 3D mosaic walls for Instagram HQ, branding for Coca-Cola's London Olympics campaign, and an entire issue of *Wired Magazine*.



Kid Hazo created *Caught Out There* at 1027 Ridge Avenue this spring. The mural, designed and implemented with students in the Mural Arts Art Education program, comments on the life of a street artist. Hazo worked with students at Edison High School to study projection mapping, the fundamentals of using multiple surfaces, and how to integrate art into nuanced urban spaces. His work

with the youth was a combination of projected light and paint. Fun-loving local street artist Kid Hazo creates often humorous, Philadelphia-specific public art. He is most known for giving a Philadelphia Parking Authority attendant a parking ticket that was the size of his car. His art parodies the heart of Philly culture and venues around the city. His lighthearted props and sculptures are interjected into the urban environment in attempts to brighten up someone's day.

“Arts + Crafts is thrilled to collaborate with the City of Philadelphia Mural Arts Program in Spring Arts. As we all know, art has the power to help ignite change on the street. In Callowhill’s emerging Spring Arts District, an area that has been overlooked for decades, we have the opportunity to begin curating art and tenancy, shining a light on the neighborhood’s rich history and potential, creating ‘place’ and bringing life to this blank canvas. Along with this public art initiative, by seeding and incubating these former industrial buildings with arts, culture, technology, creators, innovators and makers, we will metaphorically and literally add color, texture, flavor, and vibrancy to help create a unique and authentic Philadelphia experience,” said **Craig Grossman, General Partner, Arts + Crafts Holdings**. With over fifteen years of experience in transformational “creative class” place-making and neighborhood revitalization, Craig’s focus at Arts + Crafts Holdings is leading its long-term strategic vision, community development and leasing and operational initiatives.

“The City of Philadelphia Mural Arts Program is excited by the idea of claiming several walls in a neighborhood to curate together as a revolving outdoor gallery of public art,” stated **Jane Golden, Executive Director of the City of Philadelphia Mural Arts Program**. “By partnering with Craig Grossman and Arts + Crafts Holdings, we are envisioning a group of projects that will play off of each other and inspire further creativity in this section of our City.”

The City of Philadelphia Mural Arts Program is the nation’s largest public art program, dedicated to the belief that art ignites change. For over 30 years, Mural Arts has united artists and communities through a collaborative process, rooted in the traditions of mural-making, to create art that transforms public spaces and individual lives. Mural Arts engages communities in 50-100 public art projects each year, and maintains its growing collection through a restoration initiative. Core Mural Arts programs such as Art Education, Restorative Justice, and Porch Light yield unique, project-based learning opportunities for thousands of youth and adults. Each year, over 12,000 residents and visitors tour Mural Arts’ outdoor art gallery, which has become part of the city’s civic landscape and a source of pride and inspiration, earning Philadelphia international recognition as the “City of Murals.” Follow along on social media: @muralarts on [Twitter](#) and [Instagram](#), phillymuralarts on [YouTube](#), and MuralArtsPhiladelphia on [Facebook](#).

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EDITOR’S NOTE:

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Email cari@reliefcomm.com with any questions.