The City of Philadelphia Mural Arts Program (Mural Arts) is the nation’s largest public art program, dedicated to the belief that art ignites change. For 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, 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.” For further information, call 215-685-0750 or visit muralarts.org. For further information, call 215-685-0750 or visit muralarts.org. Follow along on social media: @muralarts on Twitter and Instagram, phillymuralarts on YouTube, and MuralArtsPhiladelphia on Facebook.

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Dr. J, © 1990 Kent Twitchell and City of Philadelphia Mural Arts Program. 1219 Ridge Avenue. Photo by Jack Ramsdale.
FAST FACTS

• Mural Arts creates between 50 and 100 public art projects annually in direct collaboration with more than 10,000 individuals.

• Approximately 1,000 young people are enrolled in Mural Arts’ Art Education program annually.

• The organization also engages approximately 1,000 vulnerable adults in programs led through collaborations with SCI - Graterford Prison, the Philadelphia Prison System, Philadelphia’s Youth Violence Reduction Partnership, and the Department of Behavioral Health and Intellectual disAbility.

• Mural Arts offers walking, bicycle, and trolley tours to more than 15,000 people annually.

• More than 50,000 subscribers follow our work online, and through its bi-annual magazine, Off the Wall.

• Every year, Mural Arts employs approximately 150 artists and teaching artists, contributing nearly two million dollars to Philadelphia’s creative economy through artist wages.

• Philadelphia’s largest mural, How Philly Moves, measures nearly 85,000 square feet and extends along a parking garage at the Philadelphia International Airport. It is the second largest mural in the world.

• Mural Arts regularly receives inquiries from municipalities around the country and the world seeking to replicate its model.

• The average mural requires 30 gallons of paint at an average cost of $60 per gallon.

• The most expensive mural paint color is Cobalt Blue at $160 per gallon.

• The average cost to produce a mural is $25,000 to $30,000. The most expensive mural the program has created is Philly Painting, at about $500,000. Designed by Dutch artists Haas & Hahn, Philly Painting spans four blocks of Germantown Avenue, weaving a geometric design of abstract color across more that 50 adjacent storefronts.

• In 2007, Charles, the Prince of Wales and his wife Camilla, the Duchess of Cornwall, visited Donald Gensler’s mural, Reading: A Journey, at 40th and Pennsgrove Streets.

• The most unusual location for a mural is on the side of an industrial-sized gas tank at the Sunoco refinery (26th Street and Penrose Avenue) called Philadelphia on a Half Tank by Paul Santoleri.

• Mural Arts matches every public dollar invested in its work with $1.50 in private contributions. Approximately 10% of income comes from sources outside of Philadelphia.
**IMPACT BY THE NUMBERS**

**Creative Economy**
As of June 2014, Philadelphia’s unemployment rate is 7.8%, compared to the national rate of 6.3%.  

- Each year, Mural Arts employs more than 150 artists as muralists, assistant artists, and teaching artists, paying nearly two million dollars in wages.

**Recidivism**
Pennsylvania's one-year recidivism rate is 35%.  
*Pennsylvania Department of Corrections 2013 Recidivism Report.*

- Only 10% of Mural Arts Guild re-entry program participants recidivate during their first year post-release.

**Access to Art Education**
The typical Philadelphia public school profile reveals only one visual arts teacher serves 500 to 800 students.  
*Public Citizens for Children and Youth, 2009.*

- Mural Arts enrolls nearly 1,000 students in art education programming at 30 sites. Our faculty includes 30 lead and assistant teaching artists.

**Graduation**
Only 50% of Philadelphia high school students graduate on time and more than 40% drop out altogether.  
*Ruth Curran Neil of Johns Hopkins University.*

- 100% of students in Mural Arts’ most advanced program track (Emerging Muralists) graduated from high school in 2014, and 78% matriculated at colleges. Of those who matriculated, 93% were awarded scholarships.

**Property Values**
The net loss of real estate value in Philadelphia due to blighted properties is 3.6 billion dollars.  
*Econsult Corporation, 2010.*

- Mural Arts projects are among the top five investments the city can make on commercial corridors, where they help reduce blight and increase retail sales and property values.  
*Econsult Corporation, 2009.*

**Health**
Due to Philadelphia’s high rates of poverty and homicide, its residents are at higher risk of experiencing a mental health disorder. They are simultaneously less likely to access services that can help.

- In 2014, Yale School of Medicine identified a statistically significant impact on the health of individuals and communities as a result of their involvement in Mural Arts’ Porch Light program.

**Tourism**
Greater Philadelphia hosted 39 million visitors in 2013. Visitor spending supported 90,261 regional jobs and generated 636 million dollars in state and local taxes.  

- In 2014, Mural Arts hosted nearly 15,000 tour customers from around the world. 68% were from outside of Philadelphia. 65% of tours took patrons to neighborhoods outside of Center City. The total estimated economic impact of the Tours audience is $505,000 according to the Greater Philadelphia Cultural Alliance Impact Calculator.
HISTORY AND OVERVIEW

The City of Philadelphia Mural Arts Program’s work is rooted in the idea that art ignites change. The organization creates art with others to transform places, individuals, communities and institutions. Through this work, it establishes new standards of excellence in the practice of public and contemporary art. Its process empowers artists to be change agents, stimulates dialogue about critical issues, and builds bridges of connection and understanding. Mural Arts’ work is created in service of a larger movement that values equity, fairness, and progress across all of society. Its staff and artists listen with empathetic ears to understand the aspirations of our partners and participants. And through beautiful collaborative art, the organization provides people with the inspiration and tools to seize their own future.

Mural Arts was first established in 1984 as part of the Philadelphia Anti-Graffiti Network’s effort to eradicate the city’s graffiti crisis. Artist Jane Golden was hired to reach out to graffiti writers and redirect their energies to constructive public art projects. In addition to addressing the problem of graffiti, Mural Arts’ collective mural-making processes proved to be a powerful tool for generating dialogue, building relationships, empowering communities, and sparking economic revitalization. In 1996, the Anti-Graffiti Network was reorganized and the Mural Arts Program became its own entity. Soon after, the nonprofit Philadelphia Mural Arts Advocates was established to raise additional funds for the program, making Mural Arts a unique public/private partnership.

The organization targets every neighborhood in Philadelphia, each year enrolling 2,000 individuals in its three programmatic initiatives and directly engaging an additional 8,000 in its projects. The programmatic initiatives include Art Education for youth; Restorative Justice for inmates, those re-entering society, and victims of violence; and Porch Light for those struggling with mental illness, trauma, and addiction. Each of these initiatives generates projects with themes and processes relevant to their target constituencies. Mural Arts also has a Community Murals department, which focuses on creating projects in collaboration with community groups and organizations; and a Special Projects department that produces large-scale artworks meant to push the boundaries of public art.

Mural Arts’ award-winning Art Education program provides nearly 1,000 underserved Philadelphia youth with access to quality after-school, summer, and daytime art education courses at schools and community sites.

The Art Education program builds its curriculum on a 21st century skills framework, an approach to education that integrates content that is thematically relevant to the challenges and interests of today’s youth, opportunities for critical and creative thinking, learning around technology, and development of life skills. As they develop new competencies, participants bring their talents and perspectives to major mural projects.

Mural Arts’ Restorative Justice program uses the power of public art to break the cycle of crime and violence in communities. Each year, the organization works with approximately 300 inmates and youth engaged in residential placement centers to help them reconnect with society in productive ways through community engagement, skill-building, and collaborative mural projects that promote reconciliation and recovery. Mural Arts provides classes at five Philadelphia County prisons, as well as State Correctional Institution - Graterford, where inmates are paid an hourly wage through a formal work program to create community murals. Mural Arts also offers a re-entry program for 40 individuals coming out of the Philadelphia Prison System and referred by Philadelphia’s Youth Violence Reduction Partnership.

Mural Arts’ newest program, the Porch Light program, is a collaboration with the Department of Behavioral Health and Intellectual disAbility to uplift public art as an expression of community resilience and a vehicle of personal and community healing. Mural Arts builds teams of artists, service providers, service recipients, community members, and Philadelphia residents who together conceptualize and then create transformative public art projects.

Mural Arts strives to engage a broad public in its work, offering year-round events, many of which are free and open to the public. These include mural tours, gallery exhibitions, community paint days, our Wall Ball fundraiser, and Mural Arts Month—a month-long celebration every October of all-things-mural. The organization’s successful Tours program, which runs year-round, takes more than 15,000 patrons each year into every neighborhood, showcasing the unique character of Philadelphia’s communities.

The organization is recognized as a force for excellence and innovation in public art. Most recently, it had projects honored by the Public Art Network, the Venice Biennale, and the United Nations. A recent 30th Anniversary retrospective at the Pennsylvania Academy of the Fine Arts positioned Mural Arts as an international model for socially-engaged public art.
### 1980’s

**1984**
Philadelphia Anti-Graffiti Network (PAGN) is founded by Mayor W. Wilson Goode. Established as part of a city-wide anti-graffiti initiative, PAGN works with young graffiti writers, re-directing their artistic energies into art that enhances rather than undermines communities.

**1985**
PAGN paints its first mural, *Life in the City*, on a 636-foot span of the Spring Garden Street Bridge. Jane Golden and a crew of nearly 100 young people paint day and night for four weeks to complete murals on both sides of this highway-and-pedestrian bridge linking West Philly to Center City.

**1987**
PAGN begins its partnership with the Pennsylvania Horticultural Society’s (PHS) Philadelphia Green Program. As PHS’ initiative “Green Country Towne” expands, PHS staffers bring PAGN artists along to negotiate murals for neighborhoods hardest hit by the city’s industrial decline.

### 1990’s

**1990**
Well-known portrait muralist Kent Twitchell is commissioned to paint the Dr. J (Julius Erving) mural at 1219 Ridge Avenue. The goal of this mural is to integrate superior artwork with a subject that is significant to the community. This is the first mural installed using the parachute cloth method.

**1991**
PAGN completes its 1,000th mural, *Pathology of Devotion*, by Vincent Desiderio at 12th & Morris Streets.

**1996**
The City of Philadelphia Mural Arts Program is born. PAGN is restructured and the mural program is transferred to the Department of Recreation.

**1997**
Philadelphia Mural Arts Advocates, a private nonprofit, is incorporated to advise and support the program. That same year, Mural Arts is asked to complete six major murals in less than eight weeks for the Presidential Summit on Volunteerism. Al and Tipper Gore join Mural Arts and hundreds of volunteers to paint murals along Girard Avenue.

**1998**
*Peace Wall* is painted, amidst racial strife, in the Grays Ferry neighborhood of Southwest Philadelphia. The mural helps divided residents find common ground through art and becomes a symbol of hope and unity.

*Common Threads* by Meg Saligman is painted at Broad and Spring Garden Streets. Eight stories high and the program’s tallest mural at the time, it remains one of the most iconic mural images.

**1999**
Mural Arts launches an after-school and summer art education program for youth. It will later win a Coming Up Taller Award, now known as the National Arts and Humanities Youth Program Awards.

### 2000’s

**2000**
Mural Arts completes its 2,000th mural, *Liberty*, by Peter Pagast, at 15th & Arch Streets. The mural, modeled after a sculpture at City Hall, depicts an 11-story figure carrying the world.

**2001**
Mural Arts becomes part of the city’s social services division, partnering with the Department of Human Services, and begins working in homeless shelters, prisons, and youth detention centers.

**2002**

**2003**
*Pride & Progress*, at 1307 Locust Street, is painted by muralist Ann Northrup. This mural is the nation’s largest work of public art celebrating the LGBT community.

**2005**
In celebration of the Lincoln Financial Group’s 100th Anniversary, Mural Arts is commissioned to engage Philadelphia students in examining the legacy of Abraham Lincoln and to create a 10,000 square foot mural, *Legacy*, by muralists Josh Sarantitis and Eric Okdeh.

**2006**
Mural Arts facilitates *Metamorphosis: Blueprint to End Homelessness*, by Bob Phillips and Cheryl Levin. This project, located at 1360 Ridge Avenue, contains a series of fabricated steel sculptures and glass mosaics, and is Mural Arts’ first major sculpture installation.

[muralarts.org]

*ART IGNITES CHANGE*
2007
Their Royal Highnesses Charles, the Prince of Wales and his wife, Camilla, the Duchess of Cornwall, make a historic visit to Philadelphia and spend the afternoon with Mural Arts.

Mural Arts hosts a national conference on the Arts in Criminal Justice which attracts more than 300 individuals representing 35 states and nine countries.

2009
Mural number 3,000, Tuskegee Airmen: They Met the Challenge, located at 20 South 39th Street, is dedicated.

Mural Arts collaborates with internationally-renowned artist Steve Powers on Love Letter, a series of more than 50 rooftop murals and street-level signs along the Market Street corridor in West Philadelphia.

2010
Mural Arts collaborates with the Department of Behavioral Health and Intellectual disAbility to launch the Porch Light program. This new initiative targets individuals struggling with mental health challenges, addiction, homelessness, and trauma.

Mural Arts and artist J. Meejin Yoon create Light Drift, a temporary interactive lighting installation along the Schuylkill River banks. Thousands of visitors travel to the waterfront.

2011
With Journeys South, Mural Arts creates a landmark project examining the evolving immigrant histories of South Philadelphia via public art projects that include off-the-wall media.

Mural Arts launches the Albert M. Greenfield African American Iconic Images Collection, which features 47 murals celebrating African American history, traditions, and culture linked through downloadable podcast, tour, and interactive website.

2012
Mural Arts hires renowned Dutch artists Haas & Hahn to create Philly Painting. During an 18-month residency, they work with the Commerce Department and local residents to transform a four-block stretch of Germantown Avenue. This project goes on to win a public art award from Americans for the Arts’ Public Art Network.

2013 & 2014
Mural Arts completes a new mural project, Legendary, by Amber Arts & Design featuring Tatyana Fazlalizadeh, that honors GRAMMY Award winners, The Roots. The project includes a new youth-oriented curriculum called Roots 101, pop-up studios, and community panels and paint days.

The Pennsylvania Academy of the Fine Arts opens a major exhibition on Mural Arts, positioning the organization as a leader in socially-engaged art.

German artist Katharina Grosse partners with Mural Arts to install psychylustro, an abstract work of color along a five-mile stretch of the Northeast Regional Rail Line.
JANE GOLDEN,
FOUNDER & EXECUTIVE DIRECTOR

Jane Golden has been a driving force for the City of Philadelphia Mural Arts Program, overseeing its growth from a small city agency into the nation’s largest mural program and a model for community development across the country and around the globe. Under Golden’s direction, the Mural Arts Program has created more than 3,700 landmark works of public art through innovative collaborations with community-based organizations, city agencies, non-profits, schools, the private sector and philanthropies. Golden, a young artist initially hired by former Mayor Wilson Goode to help combat the graffiti crisis plaguing the city, reached out to graffiti writers to help turn their destructive energies into creative ones. The murals themselves transformed city neighborhoods suffering from years of neglect and hardship. In 1996, the Mural Arts Program was reorganized under the City of Philadelphia Department of Recreation and Golden was put in place as its director, at which time she established the Philadelphia Mural Arts Advocates, a nonprofit organized to raise funds and provide support to the program.

In the decade since, Golden has connected the process of muralism to a multitude of community and public outcomes. In partnership with a range of city agencies, she has developed innovative and rigorous art education, restorative justice, and behavioral health programs serving young people, offenders at area prisons and detention centers, and individuals suffering from trauma, mental illness and addiction. These programs have made it possible for thousands to experience and witness the power of art to connect young people to their communities and to opportunities for their futures, to break the cycle of crime and violence, and to bring about healing in individuals and communities affected by behavioral health disorders.

In addition to developing innovative programs, Golden has overseen a series of increasingly complex, ambitious, and award-winning public art projects, including How Philly Moves, an 85,000 square-foot mural at the Philadelphia International Airport; Light Drift, an interactive light project in and along the Schuylkill River created by a team from MIT; Love Letter, a narrative series of 50 text-based images visible from the Market-Frankford El developed by Steve Powers; and Philly Painting, a collaboration with Dutch artists Haas & Hahn to catalyze economic development by engaging community members and businesses in the transformation of more than 50 buildings along a struggling commercial corridor.

Sought after nationally and internationally as an expert on urban transformation through art, Golden has received numerous awards for her work, including the Philadelphia Award, the Hepburn Medal from the Katharine Houghton Hepburn Center at Bryn Mawr College, The Visionary Woman Award from Moore College of Art, the 2012 Governor’s Award for Innovation in the Arts, a Distinguished Daughter of Pennsylvania Award from former Pennsylvania Governor Edward G. Rendell, the Adela Dwyer / St. Thomas Peace Award from Villanova University, LaSalle University’s Alumni Association’s Signum Fidei Medal, and an Eisenhower Exchange Fellowship Award. Golden has also co-authored two books about the murals in Philadelphia, is referenced publications around the world, and is an adjunct professor at the University of Pennsylvania. Golden holds a Master of Fine Arts from the Mason Gross School of the Arts at Rutgers University, and degrees in Fine Arts and Political Science from Stanford University. In addition, Golden has received honorary PhDs from Swarthmore College, Philadelphia’s University of the Arts, Widener University, and most recently, Haverford College and Villanova University.

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