



Remembering a Forgotten Hero © 2018 City of Philadelphia Mural Arts Program / Willis Humphrey and Keir Johnston. Photo by Steve Weinik.

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Mural Arts Philadelphia 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 and equitable process, creating nearly 4,000 artworks that have transformed public spaces and individual lives. Mural Arts aims to empower people, stimulate dialogue, and build bridges to understanding with projects that attract artists from Philadelphia and around the world, and programs that focus on youth education, restorative justice, mental health and wellness, and public art and its preservation. Popular mural tours offer a firsthand glimpse into the inspiring stories behind Mural Arts' iconic and unparalleled collection, which has earned Philadelphia worldwide recognition as the "City of Murals." For more information, call 215-685-0750 or visit muralarts.org. Follow along on social media: @muralarts on Twitter and Instagram, MuralArtsPhiladelphia on Facebook, and phillymuralarts on YouTube.

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Still Life © 2018 City of Philadelphia Mural Arts Program / Phillip Adams. Dover and Thompson Streets, Philadelphia, PA. Photo by Steve Weinik.



Healing Begins Through Connection © 2018 City of Philadelphia Mural Arts Program / Swoon. 2913 Kensington Avenue, Philadelphia, PA. Photo by Steve Weinik.



Dreams, Diaspora, and Destiny © 2018 City of Philadelphia Mural Arts Program / Joshua Mays and King Britt. 53rd and Media Streets, Philadelphia, PA. Photo by Steve Weinik.



Water Gives Life © 2018 City of Philadelphia Mural Arts Program / Eurhi Jones and David McShane. 13th and Arch Streets, Philadelphia, PA. Photo by Steve Weinik.

Fast Facts

Mural Arts creates between 60 and 100 projects annually in direct collaboration with more than 25,000 individuals.

More than 2,000 young people are enrolled in Mural Arts' Art Education program annually.

The organization engages approximately 1,000 vulnerable adults in programs led through collaborations with SCI Phoenix prison, the Philadelphia Prison System, Philadelphia's Youth Violence Reduction Partnership, and the Department of Behavioral Health and Intellectual disAbility Services.

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

More than 100,000 people follow our work via social media, email, and print mailings.

Every year, Mural Arts employs approximately 250 artists and teaching artists, contributing about 2.1 million dollars to Philadelphia's creative economy through artist wages.

In 2015, Pope Francis hand-signed a panel of *The Sacred Now: Faith and Family in the 21st Century*, a mural by artist Cesar Viveros that commemorated his historic visit to Philadelphia, at an event that was broadcast to millions of viewers around the world.



World Meeting of Families, September 26, 2015. Pope Francis signs *The Sacred Now: Faith and Family in the 21st Century*. Photo by Bradley Maule.

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

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.

MOMO's untitled mural on the Sonesta Philadelphia hotel at 18th and Market Streets, created as part of Mural Arts' citywide *Open Source* exhibition in 2015, is the organization's tallest mural to date, measuring 22 stories in height.

Mural Arts has collaborated on projects with municipalities and organizations around the world, including Ireland, Cuba, Israel, France, and Vietnam.

A typical mural requires around 30 gallons of paint at an average cost of \$68 per gallon.

The most expensive mural paint color is cobalt blue at \$170 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* (2012), at about \$500,000. Designed by Dutch artists Haas & Hahn, *Philly Painting* spans four blocks of Germantown Avenue, weaving a geometric design and abstract color across more than 50 adjacent storefronts.

Two of our most unusual mural locations include Paul Santoleri's *Philadelphia on a Half Tank*, which appears on the side of an industrial-sized gas tank at the Sunoco refinery at 26th Street and Penrose Avenue, and Mat Tomeszkowski's temporary mural *14 Movements: A Symphony in Color and Words*, which stretched one mile down the South Broad Street median, from City Hall to Washington Avenue, in summer 2016.

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

60–100

60–100 public art projects completed each year

200+

200+ public programs and events held each year

250+

250+ artists employed by Mural Arts each year

150+

150+ public and private organization partners each year

**\$2.7
million**

\$2.7 million injected into Philadelphia's creative economy each year

100%

100% graduation rate for seniors in Mural Arts' Art Education open enrollment programming

2,000+

2,000+ students served annually in our Art Education program

25+

25+ active Art Education sites throughout Philadelphia at any given time

3,000+

3,000+ community members engaged in Porch Light program work annually

120

120 people visit and participate at the three Porch Light hub sites each day

15.7%

15.7% one-year recidivism rate for Restorative Justice Guild graduates in 2017, compared to 35% in Pennsylvania and 68% nationally

85%

85% of Restorative Justice Guild graduates are placed in steady employment, higher education, or vocational training programs

Mission & Overview

Mural Arts Philadelphia's mission is rooted in the deep belief that art ignites change.



Families Belong Together © 2018 City of Philadelphia
Mural Arts Program / Artes Ekeko. Photo by Steve Weinik.

Mural Arts' roots date back to 1984, when the Philadelphia Anti-Graffiti Network was established to address the city's widespread graffiti issue. Artist Jane Golden was hired to reach out to graffiti writers, with the goal of redirecting their energies toward public art projects. In addition to abating the presence of graffiti, this collaborative mural-making process proved to be a powerful tool for generating dialogue, building relationships, empowering communities, and sparking economic revitalization.

In 1996, the Philadelphia Anti-Graffiti Network was reorganized, and Mural Arts became its own city agency. 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.

Today, the organization works in every neighborhood in Philadelphia, and the city has become known for its thriving public art scene—particularly its bounty of murals.

Mural Arts' programmatic initiatives include Art Education for youth; Restorative Justice for incarcerated and formerly incarcerated individuals, young adults on probation, and their respective communities; and Porch Light for those struggling with mental illness, addiction, and trauma. Each of these initiatives generates projects and programming with themes and processes relevant to their target constituencies. Mural Arts also has a Public Art and Civic Engagement department, which focuses on creating a wide range of projects that are responsive to community needs, fueled by the imagination of artists, and focused on sharing stories about Philadelphia and the people who call it home.



Mission & Overview (cont.)

Art Education

Mural Arts' award-winning Art Education program provides over 2,000 underserved Philadelphia youth annually, ages 10 to 21, with access to quality in-school and after-school programming at 25–30 sites across Philadelphia. The program and its variety of initiatives exposes students to everything from entrepreneurship to environmental stewardship, all through a creative and colorful lens, and integrates content that is thematically relevant to the challenges and interests of today's youth. As they develop new skills, participants bring their talents and perspectives to major mural projects.

Restorative Justice

Mural Arts' Restorative Justice program uses the power of public art to break cycles of crime and violence in communities. Projects aim to have an impact on areas affected by crime, be inclusive and sensitive to victims, and reduce recidivism. Participants learn new skills that allow them to obtain employment and make positive contributions to their neighborhoods. Restorative Justice initiatives include year-round work at SCI Phoenix, the largest maximum security prison in Pennsylvania, where Mural Arts teaches and engages a small group of people in paid muralism work; and the Guild, which provides paid apprenticeships to people aged 18–24 who are on high-risk probation or re-entering their communities after time spent in the prison system.

Porch Light

Mural Arts' Porch Light program is a joint collaboration with the City of Philadelphia's Department of Behavioral Health and Intellectual disAbility Services, to uplift public art as an expression of community resilience and a vehicle of personal and community healing. Porch Light projects put names and faces to important mental and behavioral health issues. Participants have the opportunity to contribute to meaningful works of public art through year-round workshops, community meetings, health forums, and paint days. Every finished Porch Light project offers a fresh window of opportunity for continued progress and community growth.

Public Art and Civic Engagement

Mural Arts' Public Art and Civic Engagement projects stretch boundaries and traditions, delighting and engaging a new generation of art enthusiasts while staying true to the organization's democratic, community-driven roots. Initiatives include Community Murals, featuring projects designed in direct collaboration with community members to build social capital, represent diversity, and honor history; Restored Spaces, which focuses on harnessing the power of art to engage and empower people to reimagine, reclaim, and transform their shared public spaces; and Special Projects, which explores the various ways that creative expression can take shape in public space, and investigates how muralism can stay true to its civic foundations and traditions while expanding into new practices and techniques. Through an additional Restorations initiative, Mural Arts preserves its artworks for future generations and channels the spirits of the original artists and communities.

Tours and Public Programs

Public and private Mural Arts tours offer professional guides on a year-round basis and give a behind-the-scenes look at the vibrant "City of Murals," with in-depth stories about the people and communities that inspired and shaped each project. The Tours program takes more than 15,000 patrons each year into every neighborhood of Philadelphia, showcasing each area's unique character.

Mural Arts strives to engage a broad public in its work, offering over 200 events each year, many of which are free and open to the public. In addition to mural tours, these include celebratory mural dedications, panel discussions, gallery exhibitions, artist talks, symposia, community paint days, our annual Wall Ball gala fundraiser, and Mural Arts Month, a month-long celebration in October of all things Mural Arts.

Mural Arts is continually recognized as a force for excellence and innovation in public art, with projects honored by the Public Art Network, the Venice Biennale, and the United Nations. In 2017, the organization launched the Mural Arts Institute, a consultancy to share knowledge of community-based public art-making with organizations nationally and internationally.

History & Timeline

1980s

1984

The Philadelphia Anti-Graffiti Network (PAGN) is founded by Mayor W. Wilson Goode, established as part of a citywide anti-graffiti initiative. Artist Jane Golden is tapped to reach out to graffiti writers in order to redirect their energies into public art projects that enhance and connect local communities.

1985

PAGN paints its first mural, *Life in the City*, on a 636-foot span of the Spring Garden Bridge. Golden and a crew of nearly 100 young people paint day and night for four weeks in order to complete artworks on both sides of this well-traveled bridge that links West Philly to Center City.

1987

PAGN begins a partnership with the Pennsylvania Horticultural Society's (PHS) Philadelphia Green Program. As PHS' initiative "Green Country Towne" expands, staffers bring PAGN artists along to negotiate mural projects for neighbors hardest hit by the city's industrial decline.

1990s



1990

Well-known portrait muralist Kent Twitchell is commissioned to paint the *Dr. J* (Julius Erving) mural at 1219 Ridge Avenue, with the goal to blend high-quality artwork with a subject that holds great significance to the surrounding community. This is the first PAGN mural installed using the parachute cloth method.

1991

PAGN completes its 1000th mural, *Pathology of Devotion* by Vincent Desiderio, at 12th and Morris Streets in South Philadelphia.

1996

The City of Philadelphia Mural Arts Program (renamed Mural Arts Philadelphia in 2016) is born. PAGN is restructured and the mural program is transferred to the City's 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 staff 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 residents in a divided community find common ground through art, and becomes a symbol of hope and unity. The same year, Meg Saligman paints *Common Threads* at Broad and Spring Garden Streets. Eight stories high, and Mural Arts' tallest mural at the time, it remains one of the organization's most iconic artworks.

1999

Mural Arts launches an after school and summer art education program for youth. The program later wins a Coming Up Taller Award, now known as the National Arts and Humanities Youth Program Award.

Left: *Dr. J* © 1990 City of Philadelphia Mural Arts Program / Kent Twitchell. 1219 Ridge Avenue, Photo by Jack Ramsdale.

Right: *Peace Wall* © 1997 City of Philadelphia Mural Arts Program / Jane Golden and Peter Pagast. 29th and Wharton Streets. Photo by Jack Ramsdale.



History & Timeline

2000s

2001

Mural Arts begins partnering with the City's Department of Human Services, working in homeless shelters, prisons, and youth detention centers.

2002

Philadelphia Murals and the Stories They Tell, Mural Arts' acclaimed coffee table book, is published by Temple University Press. A sequel, *More Philadelphia Murals*, will be published later, in 2006.

2003

Ann Northrup paints *Pride & Progress* at 1307 Locust Street. At the time, the mural is the nation's largest work of public art celebrating the LGBT community.

2006

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

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 an afternoon painting with Mural Arts staff and constituents.

2009

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. The project receives international attention, receives its own tour on SEPTA's Market-Frankford line, and remains one of Mural Arts' most popular attractions for years to come.

2010s

2010

Mural Arts collaborates with the City's Department of Behavioral Health and Intellectual disAbility Services to launch *Porch Light*, a new program focused on individuals struggling with mental health challenges, addiction, homelessness, and trauma. The same year, Mural Arts and artist J. Meejin Yoon create *Light Drift*, a temporary interactive light installation along the Schuylkill River banks, which attracts thousands of visitors to the waterfront.

2011

Mural Arts launches the Albert M. Greenfield African American Iconic Images Collection, which features 47 murals celebrating African American history, traditions, and culture, all linked through a downloadable podcast, tour, and interactive website, narrated by Ahmir "Questlove" Thompson from The Roots.

2012

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

2013

The Pennsylvania Academy of the Fine Arts opens *Beyond the Paint*, a major 30th-anniversary exhibition on the work and history of Mural Arts, positioning the organization as a leader in socially engaged art.

2014

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.

2015

Mural Arts debuts its largest project ever, *Open Source*, a citywide public art exhibition curated by Pedro Alonzo, which brings 13 trailblazing artists to Philadelphia for projects that illuminate the city's diverse public identity.

2016

Mural Arts makes a splash during the Democratic National Convention in summer 2016, partnering with the DNC to create 57 handpainted donkeys, representing all U.S. states and territories. In addition, Mat Tomeszko's temporary mile-long ground mural, *14 Movements: A Symphony in Color and Words*, brightens the South Broad Street median from City Hall to Washington Avenue.

2017

Mural Arts produces a nine-week, citywide public art and history project, *Monument Lab*, with a team led by curators Paul Farber and Ken Lum. Twenty major contemporary and public artists from Philadelphia and elsewhere, including Tyree Guyton, Tania Bruguera, Mel Chin, and more, create temporary installations around the city exploring the concept of a 21st century monument for Philadelphia.

2018

With the help of an inaugural grant from the Art for Justice Fund, Mural Arts launches the Reimagining Reentry Fellowship program for formerly incarcerated artists and with artists Jesse Krimes and Russell Craig, produces *Portraits of Justice*—a major mural and symposium that engage the broader public in reimagining and reflecting on the criminal justice system.

About Jane Golden, Founder & Executive Director

Jane Golden has been the driving force of Mural Arts Philadelphia since 1984, overseeing its growth from a small city agency into the nation's largest public art program, a global model for transforming public spaces and individual lives through art.

Under Golden's direction, Mural Arts has created over 4,000 works of public art through innovative collaborations with community-based organizations, city agencies, nonprofit organizations, schools, the private sector, and philanthropies.

Initially hired as a young artist by former Mayor Wilson Goode to address Philadelphia's widespread graffiti issue, Golden reached out to graffiti writers to redirect their creative energy and talent toward collaborating with the City through muralism. The murals transformed neighborhoods that had long suffered from years of neglect, and the process transformed the way that the graffiti writers saw themselves: as artists. In 1996, Mural Arts was reorganized under the City of Philadelphia Department of Recreation, and Golden was made Executive Director. At this time, she established the Philadelphia Mural Arts Advocates, a nonprofit organized to raise funds and provide support to the program.

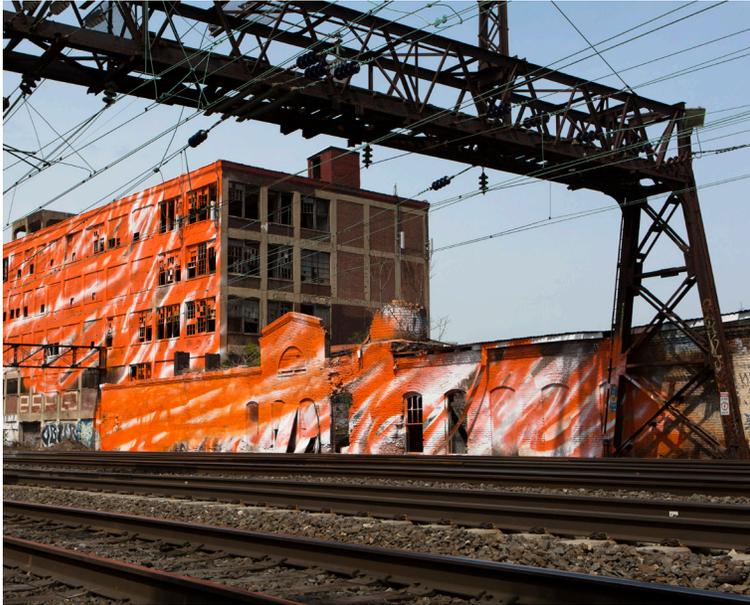
In the decades since, Golden has connected the process of muralism to a multitude of community and public outcomes. In partnership with a range of city agencies, she has developed groundbreaking and rigorous programs that work through art to make strides in youth education, restorative justice, and behavioral health. These programs have resulted in Philadelphia communities that are more connected, more economically stable, and more trauma-informed, among other outcomes.



Golden has also overseen a series of increasingly complex, ambitious, and award-winning public art projects, as well as launching the knowledge-sharing Mural Arts Institute in 2017.

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, the Visionary Woman Award from Moore College of Art, the Governor's Award for Innovation in the Arts, a Distinguished Daughter of Pennsylvania Award, an Eisenhower Exchange Fellowship Award, Philadelphia Magazine's Trailblazer Award, the Paul Philippe Cret Award from the American Institute of Architects, the Woman of Influence Award from Pearl S. Buck International, and the Woman of Distinction Award from the Philadelphia Business Journal. In 2018, she received the Anne d'Harnoncourt Award for Artistic Excellence from the Arts + Business Council of Greater Philadelphia, and the Dare to Understand Award from the Interfaith Center of Greater Philadelphia.

Golden is referenced in publications around the world, and is an adjunct professor at the University of Pennsylvania. In addition, she serves on the Mayor's Cultural Advisory Council, the Penn Museum Advisory Committee, and the board of directors of The Heliotrope Foundation.



psychylustro © 2012 City of Philadelphia Mural Arts Program / Katherina Grosse. Northeast Regional Rail Line. Photo by Steve Weinik.



Familias Separadas / Eres Mi Todo (You are My Everything) © 2015 Michelle Angela Ortiz. City Hall Courtyard, Philadelphia. Photo by Steve Weinik.



Light Drift © 2010 J. Meejin Yoon. Schuylkill River between Market and Chestnut Streets. Photo courtesy of J. Meejin Yoon, MY Studio.



A Love Letter for You © 2009 Stephen Powers. Market Street between 45th and 63rd Streets. Photo by Adam Wallacavage.

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