



CITY OF JERSEY CITY

STEVEN M. FULOP, MAYOR

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Mayor Fulop Unveils Major Citywide Mural and Beautification Program; Dozens of Murals to be Commissioned

JERSEY CITY – **Mayor Steven M. Fulop** today unveiled the **Jersey City Mural Arts Program** – a comprehensive mural project that will see **dozens of murals displayed** citywide as part of the administration’s focus on the city’s art community to beautify neighborhoods and promote cultural awareness.

“One thing we have heard from many of those in the arts community is that the city had previously not been as supportive of the arts as it could and had not tapped into the creative energy that exists here in Jersey City,” said **Mayor Fulop**. “While many of our galleries have closed over the years, our arts community is so creative and resourceful they have turned restaurants, cafes and high rises into revolving art galleries and have worked diligently to organize citywide art and entertainment events.”

“This mural project is our first step toward supporting our artists, and we will work to turn our whole city into an outdoor art gallery. We are committed to ensuring that Jersey City is a place where artist can work, create and be successful,” **Mayor Fulop** added.

The **Jersey City Mural Arts Program** – which is part of the City’s **Keep America Beautiful** initiative – is coordinated through the Mayor’s Office and staff is working with local and international artists, as well as local business and property owners, to select locations. The goal is to ensure that the murals reflect the history and culture of the immediate neighborhoods with a goal of installing 35 murals in the first year.

The first mural was completed on Saturday, Sept. 22 on the corner of Grand Street and Summit Avenue by Shawn “Pawn” Edwards and Emilio Florentine and depicts a Native American woman in a location that was once a Lenape Indian trail. Mural artist David Lavernia this week produced a mural tribute to Nelson Mandela on the corner of Martin Luther King Jr. Drive and Oak Street (photos attached). Lavernia is currently completing a second mural on Garfield Avenue before returning to Miami.

This is just the beginning of what will be dozens of murals across the city, with several more commencing in the next few weeks.

“Murals have proven to be a proactive approach to graffiti prevention, blight reduction, and community engagement,” said **Mayor Fulop**. “They are also investments in the arts, raise property values, and offer educational opportunities.”

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Collaborators include Jersey City's Creative Enabler, Luca Cusolito; Dylan Evans; Savage Habit; Jersey City Art School; Hudson County Art Supply, who has also supplied paint for the first three murals, and John Fathom, co-curator of 660 Studios, as well as Alan Ket, a Manhattan-based artist, author, curator, and manager who works with street artists and graffiti artists around the globe. These collaborators have put us in touch with additional artists including Ed Morris, Matt Caputo, Ivan Retro, Mor Nyc, and Steve Powers. The City has also partnered with two local photographers, Nick Fallen and Bryan Jude, to document the process.

On the international front, Pixel Pancho will be arriving from Italy the first of October to complete a mural on Barrow and Christopher Columbus. He has completed murals all over the world. Also completing a mural in October is Ekundayo, a Hawaiian native. This mural will be located corner of 2nd and Monmouth. ROA, from Belgium, will arrive in the spring to complete another mural. Lunar new year (lny), an Ecuadorian native and resident of Newark, is also slated to complete a mural next month.

All media inquiries should be directed to Jennifer Morrill, Press Secretary for the City of Jersey City, at 201-547-4836 or 201-376-0699.////