



MEDIA ADVISORY: For Immediate Release

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ViBe Creative District Mural Festival presented by TowneBank to feature 10 NEW murals in 10 days by 10 artists this May

(Virginia Beach, VA) May 1, 2019-- The [ViBe Creative District nonprofit](#) announced today that the public is welcomed to come witness the second annual ViBe Mural Festival presented by TowneBank this May 10 - 19, 2019. A total of 10 new murals will be painted by 10 different national and local artists at private properties through the arts district next month (featured artists and locations below). The project allows the artists a 10-day time frame to paint their artwork designs to completion providing the public ample time to explore and meet the artists while they work.

The nonprofit published an [open call for muralists](#) in March 2019 to select the artists, which will each receive a stipend of \$3,000 and materials reimbursement up to \$1,000. The two-week open call received 110 submissions from artists in 17 states across the country (32%) as well as 10 different cities in Virginia (68%). Over 350 images were provided to the 10 local businesses and property owners hosting the new murals to help them select their favorite artist, the nonprofit handled all logistics to pair artists with the businesses.

“Adding large scale art to the district is an important part of our nonprofit’s mission to make an impact in this neighborhood,” said Kate Pittman, executive director of the ViBe Creative District nonprofit. “The best part is witnessing the live mural painting by the ten artists throughout the district which acts as performance art as the murals unfold over the course of the ten days.”

All 10 locations are located within a short one mile walk and were selected by the ViBe Creative District nonprofit over the last year as the locally owned businesses and property owners expressed interest in participating in a mural project to support the district’s growth. These public artworks will help create a sense of place and arrival within the arts district. Property owners have committed to preserving the murals for a minimum of 2 years and posting a sponsor plaque to recognize the funders.

TowneBank, also located within the ViBe District in the Runnymede Corporation property, signed on as a lead sponsor of the festival to help underwrite the cost of the 10 murals along with community events where the public is invited to meet the artists and celebrate the arts. The district now boasts nearly 50 murals and creative crosswalks.

NEW THIS YEAR:

- Kick Off Party at Croc's 19th St Bistro to welcome the artists to the ViBe District and offer an exclusive sneak peek of all murals. Special opportunity for media interviews.
- Contemporary art gallery BOJUart will feature an exhibition of fine art available for purchase from the featured muralists. "The Flip Side" will be on view all week. A special sponsors event will be held on Thursday night to recognize the community partners who have made this festival possible.
- Block Party at Davis Ad Agency featuring the Guava Jam band. The community is welcomed to participate in a neighborhood block party featuring live music, a community mural painting, face painting and yard games.

ViBe Mural Festival FEATURED ARTISTS:

1. **Mary's Restaurant Plaza – Artist Schuyler Beecroft, east wall**
2. **Best Value Hardware – Artist TALENT Murals, east facing**
3. **Gypsy Soul Boutique – Artist Seth Lubaton, north facing wall**
4. **McKenzie Construction – Artist Susan Tolbert, south facing wall**
5. **Borte Property – 2 Artists: John Hutchinson & IGOR, east facing wall**
6. **Prosperity Kitchen – Artist Naomi McCavitt, south facing wall**
7. **Freedom Wash Car Wash – Artist ARCY (multiple walls)**
8. **Freedom Wash Car Wash – Artist ARCY (multiple walls)**
9. **Esoteric – Artist JUURI, north facing courtyard wall**
10. **Vibrant Shore Brewing -- Artist Matt Brass, east facing wall**

A complete map of all public art murals and creative crosswalks in the ViBe District is available online (click image below). **New mural locations are in RED.**



ViBe Mural Festival PUBLIC PROGRAMMING & EVENTS:

- Friday, May 10:** **Artists arrive to ViBe Creative District and begin painting murals.**
- 6-8pm **Kick-Off Party & Welcome Artists Happy Hour at Croc's 19th St Bistro**
Come meet the artists from 6-8pm at Croc's, get a sneak peak at the art work renderings and enjoy garden fresh fare, plus a signature ViBe cocktail. Special opportunity for media to meet and interview artists.
- May 11 - May 19:** **Daily Golf Cart Mural Tours – available upon request**
Priority seating provided to persons with disabilities. Limit 5 per tour. Please call 757-202-9533 to reserve a ride.
- Sunday, May 12:** **Art in the Park pop-up art & craft show @ ViBe Park**
10am-4pm
Mother's Day
Located on the corner of 18th St and Cypress Avenue and 18th St Parklet. Over 40 vendors selling items made or assembled by hand. Great gifts for mom! Enjoy live music and help participate in a public art mural.
- Wednesday, May 15:** **Coffee Break with the Artists @ Prosperity Kitchen**
10-11am
Come enjoy a cup of coffee and casual conversations with artists and the opportunity to ask one on one questions about their work.
- Thursday, May 16:** **VIP Sponsor Party @ Boju Art Gallery- Invite only**
5-7pm
See a curated exhibition of the muralists' fine art inside the contemporary gallery and enjoy a champagne toast to celebrate the mural festival sponsors. The exhibition is available for viewing by the public throughout the festival.
- May 17-May 19:** **Instagram Challenge:** Visit the district during the closing weekend (Friday-Sunday) of the Mural Festival and tag your favorite artist and murals pics with @thevibecreativedistrict and #vibemuralfest
Top 3 images win \$100 gift certificates to your favorite ViBe business.
- Saturday, May 18:** **Artist Talk @ 1701**
2-3pm
Come here a Q & A session with all the artists moderated by ViBe Creative District's executive director.
- 3-6pm **Block Party – Closing celebration @ Davis Ad Agency featuring Guava Jam**
Gather at the NE Block of 17th ST and Baltic Ave for a free and open to the public party featuring live music by Guava Jam, beer from Back Bay Brewing, wine from Hampton Roads Winery, face painting, community mural painting & yard games by Beach Social. Raindate: Sunday, 5/19.
- Sunday, May 20:** **Walking Tour of the ViBe Mural Festival presented by TowneBank**
9am, 11am, 2pm
Participants can park free at Davis Ad Agency on Baltic Ave and enjoy a guided walking tour of all 10 new murals. Tour ends at Chesapeake Bay Distillery for local spirits tasting.
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About the Featured Artists (in alpha order)

ARCY

Arcy has devoted the last 10 years of his career to large scale street art. Each year, he actively reaches out to community projects throughout the US and beyond, searching for ways to express his art through community platforms. His art strives to embody enthusiasm, patience, and creativity. <http://arcyofficial.com/> @arcyart

SCHUYLER BEECROFT

Currently located in San Francisco, 28 year old art Director, designer, and artist was born and bred in Virginia Beach. Focused on dissecting and experimenting (with) visual attributions concerning design theory and the systematic implementation of "the grid." @scuylerbeecroft

MATHEW BRASS

Brass is lifelong artist, currently living in Hawaii, with a BA in Graphic Design from Montana State University. Prior mural experience includes two large murals on the memorial Park bandshell half dome in Helena, Montana. Brass's use of brilliant colors and pointillist technique contribute to his signature style. mattbrass108@gmail.com

IGORS CUSTOM

Igor is a Virginia Beach artist with an artist studio located in The Alley on 19th Street in the ViBe Creative District. He is a skilled, professional hand painter with experience restoring antique collectibles, pinstriping cars or motorcycles and painting custom onsite wall or window signage for dozens of local businesses. <http://www.igorscustom.com/> @igorscustom

JOHN HUTCHINSON

Hutchinson is a local graphic designer currently employed at 17th Street Surf Shop in the ViBe District. Of his mural, Hutchinson says, "This particular mural concept was inspired by our state's (Virginia) flag emblem and its motto, "Sic Semper Tyrannus". Both of which seem as though they could not be more appropriate for this moment in our history. My hope is that the image will convey a sense of urgency in facing the most challenging issues of our times both on a local as well as global level." <https://www.pinterest.com/hutchy4435/portfolio/>

SETH LUBATON

Seth Maxwell Lubaton was born and raised in Virginia Beach. Growing up his parents owned a store at the Oceanfront strip, making the Oceanfront his second home. He currently works as a graphic designer at Signs of Success in Virginia Beach. Outside of graphics, Lubaton is an avid painter. sethlubaton@gmail.com

NAOMI MCCAIVITT OF THICKET DESIGN

"We hold in our hands just one core belief. That in a world where people are as busy as they have ever been, we risk losing ourselves. We risk losing our humanity. The quiet self-reflections in nature that for thousands of years have brought stillness to the human experience are increasingly rare in our hurried urban life. Endangering all that we are, and have been. So we stand in defiance." Thicket works with designers, retailers, and agencies who share this need to reconnect human to nature. We aspire to create modern heirlooms: hand-made artifacts of the natural world. <http://thicketdesign.net/> @thicketdesign

JURRI ROBERTSON

As a Japanese+American with mixed-geographic upbringing, "home" has been an elusive concept for me my entire life. In my art, I find solace in the melancholy faces of my girls surrounded by florals and traditional kimono pattern. I feel purpose in my portraits of unlikely warriors, and a wonder at the fellowship of suffering that knows no geographic bounds. In street art, all these things are amplified due to the scale and visibility of the work. I'm struck with wonder when someone happens to see their own story or struggle in one of my works.

It's a magical moment, as if my own thoughts for a short time run exactly parallel to a complete stranger's. This amazing ability for art to engage with the viewer and morph to take on their story, is perhaps one of the most important things that has become "home" to me. www.juuriart.com @juuriart83

TALENT MURALS

Brothers with unique artistic styles and abilities, Todd and Eric Lindbergh are a force in the mural industry. With over twenty years experience conceiving, designing, and executing over one thousand murals, they continue to surprise their clients with exciting and innovative ideas. Creating murals for both public and private enterprises, Todd and Eric pride themselves most on their tribute murals painted for the military, police, and firefighters. www.muralsbytalent.com

SUSAN TOLBERT

Susan received a Master of Fine Arts from The George Washington University and has taught high school art classes for 12 years. In addition, she has taught for the Smithsonian's continuing education program, the Chrysler Museum continuing education program, The Governor's School, NPS's summer gifted program and was an Adjunct Associate Professor at TCC's VisualArtsCenter. suspowelltolbert@gmail.com

SAMPLE MURAL CONCEPT:

Mural concept for Mary's Restaurant Plaza by Virginia Beach artist Schuyler Beecroft.

BEFORE:



AFTER:



About the ViBe Creative District

The ViBe Creative District non-profit is a 501c3 that exists to promote, support, connect, and inspire the creative industries to boost our local economy, grow jobs, and enhance our quality of life. It works to create and revive economic vibrancy in our neighborhood with a remarkable local vibe.

Additionally, ViBe strives to enhance a place of discovery for locals and visitors along with economic vitality to meet the City of Virginia Beach's vision for a quality resort destination. For more information on please visit www.ViBeCreativeDistrict.org, email info@ViBeCreativeDistrict.org call 757-202-9533 or follow ViBe Creative District on Facebook at www.facebook.com/ViBeCreativeDistrict and Instagram at www.instagram.com/thevibecreativedistrict/



The poster features a central black square with the 'ViBe Creative District' logo in white. Below the logo, the words 'Mural festival' are written in a black, cursive script. Underneath that, a black bar contains the text 'PRESENTED BY TOWNEBANK' in white. Below the bar, the dates 'MAY 10 - 19' are displayed in a large, bold, black font, with '10 MURALS IN 10 DAYS' written below in a smaller, black font. The background is a vibrant, abstract splash of colors including yellow, pink, blue, and green. At the bottom, there is a graphic with a yellow square containing the 'ViBe Creative District' logo, a teal square, and a pink square. To the right, the text 'join us on Mother's Day' is written in a cursive font. Below this, the words 'ART PARK' are written in large, bold, black letters, with 'in the' in a smaller font between 'ART' and 'PARK'. The background of the bottom section includes stylized green trees and grass. A pink bar at the bottom contains the text 'A POP-UP ART AND CRAFT SHOW' in white, and a black bar below it contains 'SUNDAY, MAY 12 // 10AM - 4PM' in white. At the very bottom, contact information is listed: 'ViBeCreativeDistrict.org // 757-202-9533 // @thevibecreativedistrict'.

ViBe CREATIVE DISTRICT

Mural festival

PRESENTED BY TOWNEBANK

MAY 10 - 19

10 MURALS IN 10 DAYS

join us on
Mother's Day

ART in the **PARK**

A POP-UP ART AND CRAFT SHOW

SUNDAY, MAY 12 // 10AM - 4PM

ViBeCreativeDistrict.org // 757-202-9533 // @thevibecreativedistrict

**10 MURALS IN 10 DAYS
AND ONE BIG PARTY!**



Mural festival
BLOCK PARTY

3-6PM May 18th

18TH AND BALTIC

DAVIS AD AGENCY PARKING LOT

FEATURING LIVE MUSIC FROM GUAVA JAM

FREE AND OPEN TO EVERYONE

Live Music with Guava
Jam Band

Community Fence
Mural Painting

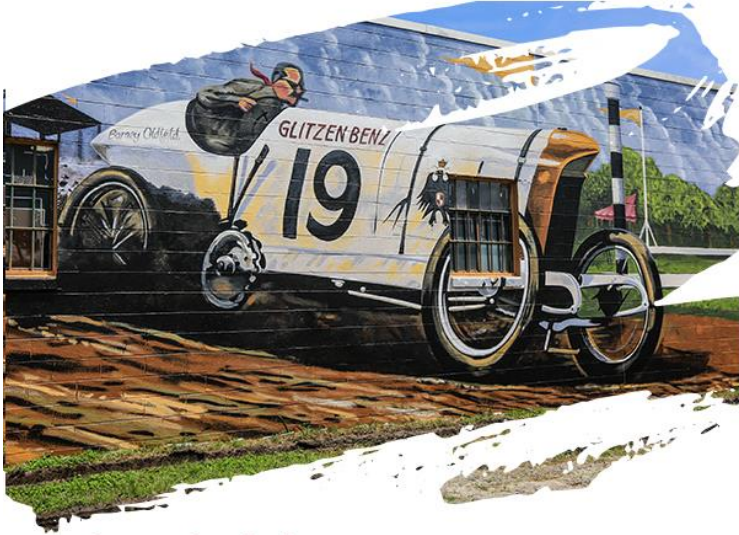
Food Trucks

Cornhole and Yard Games

Spirits, Beer & Wine

Shuffleboard from
@BeachSocial

Face Painting with Local
Artist Katerin Goold



www.ViBeCreativeDistrict.org

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