Mural festival

MAY 10 - 19
10 Murals in 10 Days

Wrap Up Report
TALENT Murals @ Best Value Hardware
John Hutchinson & IGOR @ 510 18th Street
Seth Lubaton @ Gypsy Soul Boutique
Naomi McCavitt @ Prosperity Kitchen
JUURI @ Esoteric
Susan Tolbert @ McKenzie Construction
SPECIAL EVENTS!

VIP Sponsor Party & Champagne Toast

--MEET THE ARTISTS--

BOJUart Gallery
Thursday, May 16 from 5-7pm

ARTIST TALK @ 1701
SAT @ 2pm

Mural Artists’ Exhibition at
BOJUart Gallery Thurs-Sun

MURAL FESTIVAL
BLOC PARTY
3-6PM May 18th
18TH AND BALTIMORE
DAYS ADBox AGENCY PARKING LOT
FEATURING LIVE MUSIC FROM GUAVA JAM
FREE AND OPEN TO EVERYONE

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POCKET GUIDE MURAL MAP/ TOURS

ViBe Creative District Mural Festival
May 10-19, 2019 // 10 Murals in 10 Days // An easy 1 mile walk

ViBe Creative District

1. Mary’s Restaurant Plaza – Artist: Schuyler Deecraft, east wall
2. Best Value Hardware – Artist: TALENT Murals, east facing
3. Gypsy Soul Boutique – Artist: Seth Lubaton, north facing wall
5. Borts Property – 2 Artists: John Hutchinson & IGOR
6. Prosperity Kitchen – Artist: Noemi McCarty, south facing wall
7. Freedom Wash Car Wash – Artist: ARCY, multiple walls
8. Freedom Wash Car Wash – Artist: ARCY, multiple walls
9. Esoteric – Artist: JURUI, north facing courtyard wall
10. Vibrant Shore Brewing – Artist: Matt Brass, east facing wall

View the ViBe Creative District Mural Map featuring 50+ public artworks via Google Maps @ www.vibecreativedistrict.org/publicart

*CLICK TO VIEW LINK*
EARLIER THIS MONTH, SAN FRANCISCO-BASED ARTIST DESIGNER AND ART DIRECTOR SCHUYLER BEECROFT PAINTED A 500-FOOT MURAL AS PART OF THE SECOND ANNUAL VIBe CREATIVE DISTRICT MURAL FESTIVAL. HOSTED IN VIRGINIA BEACH, VIRGINIA, 16 ARTISTS WERE ALLOTED 16 HOURS TO COMPLETE THEIR WORKS, EACH OF WHOSE WORKS WERE SELECTED BY THE BUSINESS WHERE THE WORK WOULD LIVE. ALTHOUGH HE CAN NOW BE FOUND ON THE WEST COAST, SCHUYLER IS A NATIVE OF VB AND CREATES WORK FOCUSED ON DISSECTING AND EXPERIMENTING WITH VISUAL ATTRIBUTIONS CONCERNING DESIGN THEORY AND THE SYSTEMATIC IMPLEMENTATION OF “THE GIRL.”

PHOTOS BY ALEX SMITH

ViBe Creative District
Published by Kate Jacobson Pittman | May 29 at 10:32 PM

Thank you Lee Belote at The Virginian-Pilot Virginia Beach Beacon for this delightful summary of our #vibemuraltest presented by TowneBank in partnership with Virginia Beach City Government and Virginia Beach Arts!

PILOTONLINE.COM
Virginia Beach district gains 10 new murals during second year of VIBe Mural Festival

*CLICK IMAGES TO VIEW LINKS
10 murals in 10 days: ViBe Creative District mural festival

The festival by the Virginia Beach Oceanfront will feature 10 new murals by 10 artists in 10 days!
Mural, Mural on the Wall

by Betsy Dijulio

When is a mural not a just a mural? When it is a driver of economic development, tourism, place-making, branding, legacy leaving, and employment for artists just for starters. The recent proliferation of murals in Virginia Beach’s ViBe District and Norfolk’s NSGW and Railroad Districts seemed a good time to understand a bit better who and what is driving this train.

Street art, including murals, is the people’s art, situated somewhere between what is perceived as the upper crust’s purview of galleries and museums and the grittier rebellious understand of protest and graffiti art. Across the country, murals are being protagonists in the counter-softball story of brightened urban areas like Detroit. But art and seemingly nimble brightened urban areas are jumping on the bandwagon.

My recent illustrated walking tour of the 10-block concentration of murals in the ViBe drew so much attention on social media that I started there. Charting with artist Preston at Greysteen’s co-op, True Citizen, Laura Hilde, has been one of the longest-running and most passionate promoters of the revitalization of the neighborhood.

The patchwork of projects began to feel more cohesive: mural festivals, paintings and permanent crossings, a changing mural, event-driven permanent and temporary murals like those for SVLVM, and opening Virginia Beach’s office of Cultural Affairs oversees the stand-alone mural projects on city-owned property.

Pittman, executive director of the ViBe Creative District, would agree with Detroit’s Mural in the Market co-founder, Jesse Cary, who asserts that a density of murals in a neighborhood generates stories around both the neighborhood and the artists. “We see it as a public good,” he says, emphasizing the murals’ ability to activate a sense of discovery and exploration throughout a neighborhood, putting more foot traffic on the streets, starting conversations, and driving an upick in business. She credits Sean Birch in bringing this idea to the ViBe.

There, property owners may, on their own, commission artists to paint murals. But, explains Pittman, not every business can afford to do that. By partnering with her office, businesses pay some 20% of costs and are presented with a “master file” of artists from which to choose, solicited directly

An open call. Many districts around the country, including the ViBe, use the mural festival model, e.g., “50 murals in 30 days.” In this way, a concentration of murals is commissioned, painted, and celebrated within a condensed amount of time and a condensed footprint, about a mile for 2018, the second year of the ViBe Mural Festival. They make a bigger initial splash and lasting visual impact, while creating opportunities for black parties and other programming from artists like the guided mural walks and golf cart tours.

Norfolk’s proliferation of murals predates those in the ViBe by a few years. In about 2013, Rachel McCull, special projects manager for the Downtown Norfolk Council, was tasked with helping to rehabilitate the arts district, aka NSGW, part of a $50-block improvement area. Murals have played a key role via annual mural festivals that begin with open calls to artists in May and June. Funds are raised in July and completed by October for the NSGW Foundation which attracts some 4,000 people over two nights. Besides the obvious role in urban rehabilitation, McCull sees the mural program as educating artists in a potentially lucrative form of business. They learn more about contracts, insurance, and permitting issues and 101s of rental.

Property owners are invited to participate. “The more we do it,” says McCull, “the more they want to participate.” And, through an open call, artists are asked to submit designs on spot, so that business owners can see more precisely what they are getting. Though this isn’t the preference of some artists, McCull notes that there are pros and cons to all models.

Meanwhile, in the Railroad District in Park Place, the Norfolk Street Museum emerged this year as its inaugural mural festival. Curated by Hampton Boyer and Asia Jackson of the Contemporary Arts Network, the initiative’s mission, in partnership with Visit Norfolk was, according to Jackson, “to assist the city with "tourism and placemaking." Ten murals from the region and across the US created nine murals for businesses in the district who Boyer and Jackson selected through a very personal process of walking the neighborhood and creating a dialogue with owners who bore none of the financial costs.

Charles “Charlie” Raspin and his Alchemy Group, artists like Kristen Woosberg, served as approaches for the Norfolk Street Museum with music performances, artist’s talks, meet-and-greets, and bike tours. A conversation with Raspin revealed his long

history as a driving force behind alternative art parties and immersive experiences where “art meets nightlife.” An artist irra-

rational, curator of non-traditional art shows, and event planner, what propels him is his desire to foster “emotional investment” in a diverse, creative community, that is, well-

coming to all ages and sympathies and another “fed good and protect art” we can make a difference.

How do we make people care?” The visual language that started decades ago as a protest against the establishment has now been embraced by—and funded by—that establishment, with municipalities enthusiastically getting on board with the mural movement. And, not surprisingly, when public funds are involved, the process intersects politics raising complex questions about the what, when, and where, but especially who, becoming more of a mess.

Murals are culturally trendy, says Karen Rudd, manager of Cultural Affairs for the city of Norfolk. By definition, trends tend to come and go, but most importantly they lead on in a new direction. It remains to be seen who the trend will take us. Is it one of the subtleties of the 757. But I’m along for the ride.

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

May 1, 2019 by Kay Kamman

(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 throughout 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.

[ViBe Mural Festival presented by TowneBank]
[ART in the PARK: A POP-UP ART AND CRAFT SHOW]
[ViBe Creative District]
[Outwire757.com]
[AltDaily.com]
ViBe Creative District Hosts Mural Festival

The ViBe Creative District nonprofit is welcoming the community to witness the second annual ViBe Mural Festival this Saturday. The Festival will take place from 2:00 pm to 5:00 pm and will feature live music, food, and art demonstrations. The festival is open to the public and is free to attend.
2019 ViBe Mural Festival

May 2019 marked the second year of the ViBe Creative District’s 30 Murals in 30 Days. The project gave the 30 artists just 30 days to complete their artwork. And, despite severe days of storms and rain, these amazing artists pulled it off. Some artists brought help, some tackled the daunting task solo, while others welcomed help from local artists. While each mural is very different, the common thread was the sense of community that was brought out by all involved. Looks come out to show support to these artists and proved that Virginia is for [more] lovers.

Vibe was lucky to host the Artist Talk again this year with a casual Q&A lead by the ViBe Creative Distric’s Executive Director, Kara Branan. The artists were asked to share their experiences of painting their murals and the interactions they had with the public throughout. They also talked about their ideas that they learned from each other and how different the experience of painting outdoors was for them.

Stop by 1701 for a self-guided mural tour map! Learn more at ViBeCreativeDistrict.org.
NEW SOCIAL MEDIA MILESTONES

Epic pic of ARCY by Marcus Holman Photography for Freedom Wash at vibemuralfest!

This epic artwork created by @johnhutchinson and Igors Custom came to life as a contemporary reimagination of the Virginia State Seal. It's a nod to the past, present and future and encompasses Historic Virginia Beach elements (boardwalk hotels, light house, dolphins), sea level rise, modern wind energy sources, climate change, and a fierce sheba tempress.

#vibemuralfest @thebibecreativedistrict Virginia Beach City Government The Runnymede Corporation TowneBank Virginia Beach Arts Business Consortium for Arts Support VSA Resovrs Checkered Flag Auto Group Guava Jam Ostred Capital Group Companies RCVA Davis Ad Agency Visit Virginia Beach Virginia is for Lovers

@talentmurals brothers Eric and Todd created this humorous artwork of two 'wall dogs' building and painting a Vibe sign on the side of Best Value Hardware at the corner of 17th and Mediterranean Ave. This term 'wall dogs' was used to refer to early muralists in the 60's when Eric and Todd first started painting murals down in the VB Oceanfront Resort. They said the dogs are self portraits and the paint is dripping from the top stripe because they are messy painters. Handly the bothers painted these hyper realistic dogs holding a life size hammer and paint brush with the ease of over 20 years experience and still found time to share tips with the other artists. Amazing job!

@talentmurals@thebibecreativedistrict Virginia Beach City Government The Runnymede Corporation TowneBank Virginia Beach Arts Business Consortium for Arts Support VSA Resovrs Checkered Flag Auto Group Guava Jam Ostred Capital Group Companies RCVA Davis Ad Agency Visit Virginia Beach Virginia is for Lovers
NEW SOCIAL MEDIA MILESTONES
ONLINE MURAL MAP SOARS TO NEARLY 70,000 views

***Over 7,000 views in May 2019 alone***

Murals in the ViBe Creative District
- ViBe Creative Crosswalk #1 - Street Mural
- ViBe Creative Crosswalk #2 - Street Mural
- Croc's 19th Street Bistro Murals
- Commune Garage Mural
- ... 41 more

ViBe Mural Festival presented by Tow...
AND... RAVE REVIEWS FROM PUBLIC!

**Mitzi Nichols** recommends ViBe Creative District.
June 11 at 5:08 PM

This is a beautiful addition to our city. I love finding that area.

**Charlotte Rogers**
This is an exciting, fun area with all of its beautiful murals all over. There is the Artist’s Gallery, recently relocated, one-of-a-kind shops, the best restaurants, my favorite Old Beach Farmers Market Saturday mornings in-season and live entertainment at times!

Does it get any better than this?

**Kathy Watson Freeman**
May 19

Great place to find local dining, craft beer places, beachy items and wonderful art through murals and galleries.

**Melanie McDaniel** recommends ViBe Creative District.
May 18

Very cool spot in Virginia Beach! Take some time to walk around and see all the murals.

**Paul Ridley**
We were visiting our son who’s playing soccer for Virginia Beach United. And was lucky enough to meet Matt while he was doing this - nice guy and I have to say how refreshing it is to walk around the Vibe District 😊❤️👍

**Tiffany Vogel** recommends ViBe Creative District.
May 18

The beautiful murals and awesome small businesses!

**Shelly Lynn**
Matt it’s time for us to take a walk with some coffee in hand!

**Barbara Giger**
Love this and what they’re doing with this whole area. Make me want to go there more.

**Sarah Kate Dunagan** reviewed ViBe Creative District — June 1 at 11:46 PM

Love the art and community that the ViBe brings! Local loving this!
THANK YOU FOR YOUR SUPPORT!