WRAP UP REPORT

VIBE Mural Festival

AUGUST 21 - 30

10 MURALS IN 10 DAYS
Mural festival
10 MURALS IN 10 DAYS

THANKS TO OUR GENEROUS SPONSORS FOR SUPPORTING THE VIBE CREATIVE DISTRICT

Dave and Micky Jester, John and Harriet Malbon, William and Kim Thumel, Brian Horan and Matt Harding, Anchor Realty, Bad Ass Coffee, Beach Bully BBQ, Best Value Hardware, MMM Good Studio, Ocean Horizon Properties, Superior Pawn, The Pink Dinghy and Wareing’s Gym

@VibeCreativeDistrict
www.ViBeCreativeDistrict.org
@thevibecreativedistrict
Carl Medley @ The Beach Bully
Carl Medley @ The Beach Bully
Brianna Cole @ Croc’s 19th Street Bistro

The Grass is greener in Virginia
Brianna Cole @ Croc’s 19th Street Bistro
Eli McMullen @ The 17th St Shops
Eli McMullen @ The 17th St Shops
Ruby Starcher @ MMM Good Studio
Ruby Starcher @ MMM Good Studio
Marleigh Culver @ The Pink Dinghy
Marleigh Culver @ The Pink Dinghy
Igor’s Custom @ Wareing’s Gym
Igor’s Custom @ Wareing’s Gym
Yellow Door Studios for Anchor Realty
Clayton Singleton & Josh Wade for Virginia MOCA
POCKET GUIDE MURAL MAP

AUG 21-30, 2020 // 10 Murals in 10 Days // An Easy 1.5 mile Walk
ViBeCreativeDistrict.org/mural-festival for complete details!

PUBLIC POP UP MURAL
FREE parking & admission

OFFICIAL FESTIVAL TEES
available thru AUG 31 only at waveridingvehicles.com

Visit www.ViBeCreativeDistrict.org/mural-festival for artist bios and headshots

1. 1500 Studios @ Bad Ass Coffee of Hawaii
2. Brianna Cole @ Croc’s 19th Street Bistro
3. Igor’s Custom @ Wareing’s Gym
4. Marleigh Culver @ The Pink Dinghy
5. Carl Medley @ The Beach Bully
6. TALENT Murals @ Best Value Hardware
7. OnieTone @ Superior Pawn
8. Ruby Starcher @ MMM Good Studio
9. Ell McMullen @ 17th Street Shops
10. Steve Swartz @ Anchor Realty

Virginia MOCA Pop-Up Mural featuring Clayton Singleton & Josh Wade
LIMITED EDITION FESTIVAL TEES featuring artwork by John Hutchinson & Josh Malbon available now at www.WaveRidingVehicles.com
ONLINE MURAL MAP SOARS TO OVER 200,000 views

***Over 5,000 views in August alone***
MERCHANDISE

Gross Sales Over $4500! 200+ tees sold
FREE PUBLIC PROGRAMMING:

VIBE DISTRICT Mural festival VIRGINIA BEACH, VA AUGUST 21-30 10 MURALS IN 10 DAYS

Visual Scavenger Hunt Sponsored By: WAGNER MACULA & RETINA CENTER Saving Sight-Enhancing Lives
VIBE DISTRICT
CREATIVE MURAL FESTIVAL
VIRGINIA BEACH, VA

Complimentary Golf Cart Tours Courtesy of

Lisa Ashinoff 2018 Mural at Superior Pawn
Vibe District
Creative Mural Festival
Virginia Beach, VA

Complimentary Walking Tours
courtesy of
Checkered Flag

2018 Mural by @igorscustom
EARNED MEDIA ATTENTION

- The Virginian-Pilot PULSE cover 8/21 – 283,735 impressions
- The Virginian-Pilot COVER 8/26 – 300,000 impressions
- Wavy TV 10 anchor coverage 8/21 – est 100,000 impressions
- WTKR 3 – 8/21 – est 100,000 impressions
- 13 News Now anchor coverage 8/23 – est 100,000 impressions
- VEER Magazine – Pop-up murals and Mural Fest walk up – 75,000 impressions
- Pending Distinction Magazine article – 49,661 impressions
- Pending Virginia Beach BEACON article – 305,163 impressions

TOTAL ESTIMATED MEDIA IMPRESSIONS: 1,313,559
See art being born at ViBe Creative District mural festival

By Dan Duke
Staff writer

A chance to mix fresh air and the creation of new art? Sounds like a nice vibe.

The only thing that can put a damper on the third annual ViBe Mural Festival is the weather, not the coronavirus.

Starting Friday, 10 new murals will be painted by 10 different national and local artists at private properties in the Oceanfront in Virginia Beach.

There will be plenty of space to allow for social distancing as people stroll through the neighborhood to see the artists do their thing and the event will go on through Aug. 30.

“This is the best social-distancing event possible,” joked Kate Pittman, executive director of the ViBe Creative District.

Here are the 10 featured artists and the spots to look for:

- 1500 Studios at Bad Ass Coffee of Hawaii, 69 18th St.
- Brianna Cole at Croc’s 19th Street Bistro, 620 19th St.
- Markel Culver at Wareing’s Gym, 700 19th St.
- Igors Custom at Wareing’s Gym, 700 19th St.
- Eliz McMullen at The Beach Bully, 601 89th St.
- OnieToni: Designs at Superior Pawn, 299 Virginia Beach Blvd.
- Ruby Starcher (Featured TEEN Muralist) for MMM Good Studio on 17th Street
- Tebower and 50 Rocktime at Best Value Hardware at 600 Virginia Beach Blvd.
- Ashley Perry at the ViBe Creative District

FESTIVAL
Continued from 1

- Carl Medley at The Beach Bully, 601 89th St.
- Steve Swartz at Anchor Realty Group, 63 21st St.
- TALENT Murals at Best Value Hardware at 600 Virginia Beach Blvd.

The locations are within a 1.5 mile walk and locally owned businesses and property owners volunteered to take part. They also have pledged to preserve the murals for at least two years.

Visitors should plan to bring a mask, travel in small groups and practice safe social distancing.

“It’s important for people to get out and enjoy the arts,” Pittman said.

A map of all public art murals and creative walkways in the ViBe District is available online at vibecreativedistrict.org.

Virginia MOCA is working with the ViBe Creative District to host a public pop-up “community” mural with local artists Clayton Singleton and Josh Wade.

Daily walking tours and golf cart tours for persons with disabilities will be available, too.

Don Duke, 757-465-2545, danduke@pilotonline.com

See FESTIVAL/Page 2
Paint in a pandemic: ViBe Creative District holds 3rd Annual Mural Festival
Annual Virginia Beach mural festival helps bring income to local businesses, artists
10 artists painting 10 murals for ViBe Creative District's 3rd annual Mural Festival

This weekend marked the beginning of the festival which runs for ten days.
Cellars, Koyenhan forged checks and wired business funds to her personal account, according to court documents. She spent the money on credit card, rent, and car payments, travel, and on her wedding, which was held in Nigeria.

The theft ultimately led both businesses to close, the owner said.

On July 26, 2019, a federal judge her daughter's graduation. Her family went on a cruise to the Bahamas in June 2019 that Koyenhan booked for them through a company called VNK Travel. Koyenhan was actually supposed to join them on the Bahamas cruise, but she canceled at the last minute saying a family member was sick, Morrison said.

Koyenhan would have been await- release due to COVID-19.

The Federal Bureau of Prisons said she has a minimum recidivism rate, according to court records she filed in July requesting she be allowed to finish her sentence from home in Norfolk.

Alissa Shelton, 757-222-5155, alissa.shelton@pilotonline.com

**VIBE**

**Continued from 1**

through a tunnel of light and colors and shapes," he said.

The partnership worked out great for developer Brian Horan, who wanted to brighten up the dark space.

"It's a worthwhile cause and helps the area, makes it more interesting," Horan said.

The district puts out an open call every year and artists submit samples of their work.

This year, 220 people applied. Property owners reviewed all of them and pick their top three, depending on what style they like.

"Everyone has a different taste," said Pitman. "Some people like animals, some like colors, some like shapes."

All of the selected artists are from Virginia. One is a teen from Chesapeake: Ruby Starcher.

The artists have 10 days to complete their work. The businesses must maintain the artwork for a minimum of two years.

“Our goal is that they fall in love with it and keep it for five or 10 years" said Pitman, who leads a morning walking tour of the district’s artwork. There are about 30 murals and about 25 sidewalk and crosswalk paintings.

Brianna Cole is painting her first mural this week at Croc's 19th Street Bistro. The Old Dominion University graduate studied graphic design and is getting a master’s degree to become a college professor.

Cole first learned about the ViBe during one of her college classes. She’s in the process of sponge-painting flowers and vegetables on the restaurant’s back and side walls.

"I’m really grateful to be able to put my art on something so huge," Cole said.

Stacy Parker, 757-222-5155, stacyparker@pilotonline.com
MURALS

ART

MURALS

Virginia Beach oceanfront and Utopia Feni in Kempsville teamed up on a pop-up mural project to create three colorful messages of hope. Aligned with the local grassroots initiative, “LISTEN. LEARN. AND LOVE,” this project adds “DREAM” to the mix.

There are some new faces in the crowd. Faces of color by people of color projecting love, healing, connection, and understanding when it is needed most.

Murals of Love Pop Up in ViBe District

By Betsy Djulio

Utopia Feni is a non-profit creative space and community offering exhibitions, classes, open mic nights, concerts, art markets, and a boutique of locally and globally sourced handmade items. This “creative village” was founded in 2015 by Raeesah Islam—an ODC (now ODS)/Governor’s School/London College of Fashion alum—to benefit her father’s village of Feni in Bangladesh. Geared to a diverse group of 20-to-30

something creatives with an entrepreneurial spirit, Utopia Feni was on ViBe executive director Kate Pittman’s radar for a partnership.

With funding from Covid-cancelled Mother’s Day art show affordable through a grant from the Virginia Beach Department of Cultural Affairs.

ViBe joined forces with Utopia to hire minority artists—and purchase all necessary supplies—to paint three 8 x 12" murals on structures repurposed from the 2016 something in the Water art walk. The

Mural locations: 17th Street Cypress Avenue, 17th near Baltic Avenue, and Arctic Avenue near 18th Street ViBe Creative District
ART FOR ALL TO SEE

Chesapeake senior is ViBe Creative District’s very first teenaged artist in mural festival

BY LEE BELOTE

Two years ago, Ruby Starcher texted her parents, “I’m going to my wall.” Starcher, a senior at Grassfield High School in Chesapeake, said that’s when her mural career started. The teen, an avid art lover who has taken many art classes, said her parents were supportive and let her paint a mural in her bedroom. The project took her three months and the result was a painting of three huge sums with a detailed multicolored background.

“I love large-scale painting the most,” she said. “I’m not a very realistic painter, so abstract is more my style.”

Since that first mural, Starcher has continued to paint murals for the ViBe Creative District, a local arts organization in Virginia Beach, and her work has been featured in several murals throughout the area.

Ruby Starcher worked diligently on her mural at the ViBe Creative District’s third annual mural festival that was held in August. The Grassfield High School senior was the first teen to be selected to participate in the mural festival.

MURAL

Continued from 1

I got to talk to art lovers walking down the street and had photo shoots and interviews. It’s all so crazy, and I will be forever so grateful for the opportunity.

— Ruby Starcher

Lee Belote/Freelance

Ruby Starcher worked on her mural at the ViBe Creative District’s third annual mural festival that was held in August. The Grassfield High School senior was the first teen to be selected to participate in the mural festival.

See MURAL/Page 12
## NEW SOCIAL MEDIA MILESTONES

**Facebook Impressions:** 318,864

**Total reach via Facebook:** 202,124

### Posts

50+ posts published in the last 28 days.

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COMMUNITY ENGAGEMENT:
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THANK YOU FOR YOUR SUPPORT!