5th Annual Vibe Creative District Mural festival
Presented by Rite Aid
August 19-28 // 10 Murals in 10 Days
Wrap Up Report 2022
5th Annual VIBE DISTRICT Mural Festival

PRESENTED BY RITE AID
AUGUST 19 - 28 // 10 MURALS IN 10 DAYS

THANKS TO OUR GENEROUS SPONSORS FOR SUPPORTING THE VIBE CREATIVE DISTRICT

17th Street Gateway Association, Chesapeake Bay Distillery, Esoteric, Dwell in the ViBe, North End Bag Company, The Percy Jones Family Trust, Mark and Gina DesRoches, Organic Beginnings Montessori School, Chris Lane Video, Lyfted Media

@VibeCreativeDistrict www.VibeCreativeDistrict.org @thevibecreativedistrict
ViBe Mural Festival  //  August 19-28  //  10 Murals in 10 Days

1. Sam Welty at Rite Aid
2. Hanna Kirby at Atlantic Park containers
3. Mia Guile at Esoteric
4. Tessa Duquette at 17th St Marketplace
5. Paul Santoleri at North End Bag Co
6. Erek Jones at WRV’s The Alley
7. Summer Paradiso at Organic Beginnings
8. TEEN Muralist Leani Thurton at OBMS
9. Hamilton Glass at DWELL
10. Nico Cathcart at Ambassador Inn & Suites

EXHIBITIONS ON VIEW INDOORS:
- Virginia MOCA
- MOCA Satellite Gallery at the Runnymede Corporation
- Virginia Beach Art Center

Please visit www.ViBeCreativeDistrict.org for special events and details on guided walking tours, bike tours, golf cart tours and audio clips from the featured artists.
2022 FEATURED ARTISTS – ONLINE BIOS:

Nico Cathcart
Hamilton Glass
Sam Welty
Summer Paradiso
Paul Santoleri
Tessa Duquette
Hanna Kirby
Erek Jones
Mia Guile
Leani Thurton
FEATURED MURAL FESTIVAL TEES BY WRV
Featuring mural by Abby Pawley
MURAL LOCATION: Rite Aid on 17th St
FEATURED ARTIST: Sam Welty –FINAL ARTWORK:
MURAL LOCATION: Esoteric on 17th Street
FEATURED ARTIST: Mia Guile – FINAL ARTWORK:
MURAL LOCATION: 17th Street Marketplace on 17th St
MURAL LOCATION: Atlantic Park Containers on 19th St
FEATURED ARTIST: Hanna Kirby / FINAL ARTWORK:
MURAL LOCATION: North End Bag Co on 19th St
FEATURED ARTIST: Paul Santelori / FINAL ARTWORK:
MURAL LOCATION: WRV/The Alley on 19th ST
FEATURED ARTIST: ErekJones/ FINAL ARTWORK:
MURAL LOCATION: DWELL on 20th St
FEATURED ARTIST: Hamilton Glass / FINAL ARTWORK:
MURAL LOCATION: Ambassador Inn on Parks Avenue
FEATURED ARTIST: Nico Cathcart -- FINAL ARTWORK:
MURAL LOCATION: Organic Beginnings on 21st St
FEATURED ARTIST: Summer Paradiso – FINAL ARTWORK:
MURAL LOCATION: Organic Beginnings School:
FEATURED TEEN ARTIST: Leani Thurton / FINAL ARTWORK: VBSCHOOLS Bayside High School Senior
FEATURED MURAL FESTIVAL PROGRAMMING & EVENTS:

For a complete listing of programming and events, please visit: ViBeCreativeDistrict.org

- Self-guided Walking Tours
- Visual Scavenger Hunt
- Guided Walking Tours
- Guided Bike Tours
- Golf Cart for persons with disabilities
- Coffee & Connection Hour with the Artists
- Artist Talk Q&A at Virginia MOCA
- Block Party featuring 757 Street Art Battle
- “In Their Own Words” Artist Audio recordings
- Limited Edition Festival Merchandise
Experience this mural in AR
No downloads needed

1. Scan QR code
2. Allow camera access
3. Aim at mural
ONLINE AUDIO TOURS – RECORDED BY THE ARTISTS

IN THEIR OWN WORDS
– ARTIST AUDIO CLIPS –

SCAN ME

IN THEIR OWN WORDS - SUMMER PARADISO AUDIO
IN THEIR OWN WORDS - MIA GUILLE AUDIO
IN THEIR OWN WORDS - LEANI THURTON
ARTIST TALK @ MOCA
SATELITTE GALLERY

757 STREET ART BATTLE
VIBE PARK

AUGUST 27TH, 2022
4PM-7PM

VIBE MURAL FEST EDITION
1800 Cypress Ave, Virginia Beach, VA 23451

OUR STREET ART BATTLE IS A COMPETITIVE ALL STYLES VISUAL ART BATTLE EVENT THAT PROVIDES THE ARTIST WITH OPPORTUNITIES TO SHOWCASE THE ARTISTRY AND TECHNIQUE OF VISUAL ARTS.
ONLINE GOOGLE MAP 20,000+ views in Aug!

Over 430,000 Views TOTAL!

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
- ... 45 more
MEDIA ATTENTION

- WAVY TV 10
- HAMPTON ROADS SHOW TV
- COVER STORY – The Virginian-Pilot
- COVER STORY – VB BEACON
- Flagship News
- MyActiveChild.com
- MacaroniKid.com
- LRNow Blog
Brightening up the city
Mural Fest wraps up a colorful 10 days in ViBe district over weekend

By Stacy Parker | Staff Writer

VIRGINIA BEACH — Black walls don’t mean that way for every long-time ViBe Creative District art历经的创作者. Tears can be seen around nearly every corner thanks to the colorful murals lining the street.

Ten artists are participating in the fifth annual Mural Fest, which will end Sunday after 10 days of painting.

Many of the artists have donated limited-time pieces, but muralist Tess Duquette, who is known locally for local-inspired murals, was still putting the finishing touches on a kite at Art Hound’s 910 foot

RICHMOND artist Nico Cathcart puts the finishing touches on her mural in Virginia Beach on Friday morning.

Richmond artist Nico Cathcart puts the finishing touches on her mural at the 91st Street Marketplace near the Virginia Beach Convention Center on Friday.

BETTERMAN/STAFF PHOTO

Murals
From Page 1
portrait of three Virginia women she photographed. The older, adult and teen featured on the side of the Ambassador Inn & Suites on Park Avenue overrepresents a generation of women.

Poetry Jackson is an artist who has been stopping by the rounds this week to see the progress. She paid near Cathcart’s wall on Friday and walked over to talk to her. "I’m blown away," Jackson said. "It’s absolutely stunning."

Tessa Duquette is a first-time muralist who has been touching the back wall of 19th Street Marketplace. Her mural features self-portraits of the woman’s beach portrait. Duquette’s a Virginia Beach woman who worked odd hours on the

RICHMOND artist Nico Cathcart puts the finishing touches on her mural in Virginia Beach on Friday morning.

BETTERMAN/STAFF PHOTO

mural while juggling family life.

“I was out here a few nights getting the bones of it,” she said.

Sponsorship and grants from Murals Inc. This year’s budget was $80,000, which included marketing and programs, said Kate Betterman, director of the ViBe Creative District. Artists are paid based on the size of the mural, ranging from $1200 to $2500 this year. RICHMOND is the lead sponsor.

Property owners commit to preserve the murals for a minimum of two years. The walls will feature a plaque recognizing the funders and the featured artists.

For a map of the murals, visit VBcreativedistrict.org/mural-festival.

Stacy Parker, 757-323-5235, stacy.parker@pilotonline.com
Meet local artists behind the ViBe murals

By Lee Belote

Leani Thurton had a big summer job. The Bayside High School senior painted a nine foot tall mural on the side of the Organic Beginnings Montessori School on 20th Street. She received a stipend and the honor of having her artwork displayed on the side of a building. Leani was one of 15 artists selected to participate in the ViBe’s mural festival.

“When I was selected, I was definitely surprised and just so incredibly excited,” said Leani. “I was also excited to paint a Montessori school because I attended one in my childhood.”

Since she was a child, Leani has been creating art. Her creative upbringing includes a mom that owns a ceramics studio and an artist dad. Leani’s art classes took off during her senior year when she started a small business called “Leani Ceramics.” At the height of her business, she was selling her paintings a week. Additionally, she has completed three murals for the ViBe Creative District.

Leani said that her mural is her first big mural. Her design features a garden of huge coneflowers and sunflowers. “It took me a long time to finish it. It’s my favorite mural,” she said. “I’m hoping to make it as interesting for the kids and their parents as well as the adults.”

Tessa Duquette, an artist and Shadowlawn resident, chose to paint a sea turtle mural. The turtle, Duquette said, is “crucial to our ecosystem and our health.”

Mural

from Page 1

for years to create her own artwork.

“Painting a mural in the ViBe has been marinating in my brain for years,” she said. “When I applied this year, I felt the shells would be the perfect addition to the ViBe.”

Mia Guile quit her teaching job at ODU during the pandemic to follow her lifelong dream as a painter. Now, her day job consists of painting oil on large canvases. However, her largest canvas so far is the mural she painted on the side of Esoteric on the festival. The Shadowlawn resident’s ViBe mural is titled “Under the light of the blue moon.”

Her abstract mural shows a blue moon, changing sky and bending stanchions that represent standing up for oneself. The irregularities in the stanchions allude to the interruptions that happen in life.

“I love the feeling of expression that I’m able to have on such a large format,” said Guile. “I loved the experience of painting my first mural. It’s been a rewarding gift.”

The fifth annual ViBe Mural Festival ran from Aug 19-28 and added 10 new murals painted by local and national artists. All murals are located within a 1.5 mile walk and the property owners have committed to preserving the murals for a minimum of two years. For a complete map of all public art murals and creative crosswalks in the ViBe District, go to vibecreative-district.org.

Lee Belote, jbelote@verizon.net
5th Annual ViBe Mural Festival
August 19, 2022
12:00 pm

Description
Watch the streets come alive with 10 large scale murals painted in 10 days! The public is welcomed to view the 5th Annual Mural Festival this August 19-28, 2022 presented by Rite Aid. A total of 10 new murals will be

When: August 19-28, 2022

Where: ViBe Creative District, 611 18th Street
Virginia Beach, VA 23451

Description: Watch the streets come alive with 10 large scale murals painted in 10 days! The public is
Custom Enewsletter via Mail Chimp:
40%+ response and over 1,900 opens

From: ViBe Creative District <info@vibecreativedistrict.org>
Date: Wed, Aug 17, 2022 at 10:45 PM
Subject: 5th Annual ViBe Mural Festival presented by Rite Aid
To: Dear ViBe Supporter, <kate@vibecreativedistrict.org>

5th Annual Vibe Creative Mural festival
PRESENTED BY RITE AID
AUGUST 19 - 28 // 10 MURALS IN 10 DAYS

10 FEATURED ARTISTS & LOCATIONS:
VTC Grant Funded 2-page Ad in VA Living Magazine

Follow your creative calling! Wanderlove is about doing what you love with the people you love. Plan a family get-away or a couple’s retreat to connect with the arts – murals, contemporary art museum, galleries, artisan-made goods, culinary arts and more in Virginia Beach. Good ViBe and amazing memories are found in the ViBe Creative District, visit VBMurals.com for more information and hotel discounts.
VTC Grant Funded iHeart Radio Social Media Campaign

300,732 impressions
VTC Grant Funded custom e-newsletter marketing

65,824 views
SAMPLE SOCIAL MEDIA REACH:

**Trends**
- Content
- Audience

**Top Performers**
- Facebook Post
  - Reach: 15.1K
- Instagram Post
  - Reach: 10.4K

**Sort by Reach**
- Event: 5th Annual ViBe Mural Festival
  - Reach: 21.1K
  - Responses: 930
  - Event Cost: $0.54
  - Event Spent: $500.00

**Top Stories**
- It's on!! The 5th Annual ViBe Mural Festival presented by Rite ...
  - Post • Aug 19, 2022
  - Reach: 15.1K
  - Reactions: 531
  - Comments: 39
  - Shares: 45

**Top Posts**
- Looks like @thevibecreativedistrict is getting ...
  - Post • Aug 16, 2022
  - Reach: 11.3K
  - Reactions: 563
  - Comments: 58
  - Shares: 29

**Content Reach**
- **Posts**: 19.2K
- **Reels**: 9,707
- **Stories**: 1,379
- **Videos**: 77
- **Live Videos**: 35

**Top Reels**
- Based on reach

- Aug 16: 10,699
- Aug 20: 6,617
- Aug 24: 4,219
- Aug 15: 3,880
- Aug 19: 4,443
- Aug 21: 4,165
- Aug 22: 2,670
- Aug 26: 2,577
Sample Mural Sign:

FREE AND OPEN TO EVERYONE

- Guided Walking Tours
- Visual Scavenger Hunt
- Guided Walking Tours
- Guided Bike Tours
- Golf Cart Tours
- Coffee & Connection Hour with the Artists
- Arttalk Q&A at Virginia MOCA Satellite Gallery
- Block Party featuring 757 Street Art Battle
- "In Their Own Words" Artist Audio recordings
- Lynnhaven River Now Environment Clean Up Day
- Limited Edition Festival Merchandise

THANKS TO OUR GENEROUS SPONSORS FOR SUPPORTING THE VIBE CREATIVE DISTRICT

17th Street Gateway Association, Chesapeake Bay Distillery, Esoteric, DWELL in the Vibe, North End Bag Company, The Percy Jones Family Trust, Mark and Gina DuBoisches, Organic Beginnings Montessori School, Chris Lowe Video, Lifted Media

www.VibeCreativeDistrict.org

@VibeCreativeDistrict

#VibeCreativeDistrict

Sample Posters / Fliers:

Sample Mural Sign:

FREE AND OPEN TO EVERYONE

- Guided Walking Tours
- Visual Scavenger Hunt
- Guided Walking Tours
- Guided Bike Tours
- Golf Cart Tours
- Coffee & Connection Hour with the Artists
- Arttalk Q&A at Virginia MOCA Satellite Gallery
- Block Party featuring 757 Street Art Battle
- "In Their Own Words" Artist Audio recordings
- Lynnhaven River Now Environment Clean Up Day
- Limited Edition Festival Merchandise

THANKS TO OUR GENEROUS SPONSORS FOR SUPPORTING THE VIBE CREATIVE DISTRICT

17th Street Gateway Association, Chesapeake Bay Distillery, Esoteric, DWELL in the Vibe, North End Bag Company, The Percy Jones Family Trust, Mark and Gina DuBoisches, Organic Beginnings Montessori School, Chris Lowe Video, Lifted Media

www.VibeCreativeDistrict.org

@VibeCreativeDistrict

#VibeCreativeDistrict

Sample Posters / Fliers:

Sample Mural Sign:

FREE AND OPEN TO EVERYONE

- Guided Walking Tours
- Visual Scavenger Hunt
- Guided Walking Tours
- Guided Bike Tours
- Golf Cart Tours
- Coffee & Connection Hour with the Artists
- Arttalk Q&A at Virginia MOCA Satellite Gallery
- Block Party featuring 757 Street Art Battle
- "In Their Own Words" Artist Audio recordings
- Lynnhaven River Now Environment Clean Up Day
- Limited Edition Festival Merchandise

THANKS TO OUR GENEROUS SPONSORS FOR SUPPORTING THE VIBE CREATIVE DISTRICT

17th Street Gateway Association, Chesapeake Bay Distillery, Esoteric, DWELL in the Vibe, North End Bag Company, The Percy Jones Family Trust, Mark and Gina DuBoisches, Organic Beginnings Montessori School, Chris Lowe Video, Lifted Media

www.VibeCreativeDistrict.org

@VibeCreativeDistrict

#VibeCreativeDistrict
THANK YOU!!!

5th Annual VIBE Creative District Mural Festival

Presented by Rite Aid

August 19 - 28 // 10 Murals in 10 Days

THANK YOU!!!