

5th Annual

VIBE DISTRICT
CREATIVE

Mural festival

PRESENTED BY RITE AID

AUGUST 19 - 28 // 10 MURALS IN 10 DAYS

WRAP UP REPORT 2022



THANKS TO OUR GENEROUS SPONSORS FOR SUPPORTING THE VIBE CREATIVE DISTRICT



Checkered Flag Porsche



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 festival

VIRGINIA BEACH, VA



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:



FEATURED ARTIST : Tessa Duquette- FINAL ARTWORK:



MURAL LOCATION: Atlantic Park Containers on 19th St



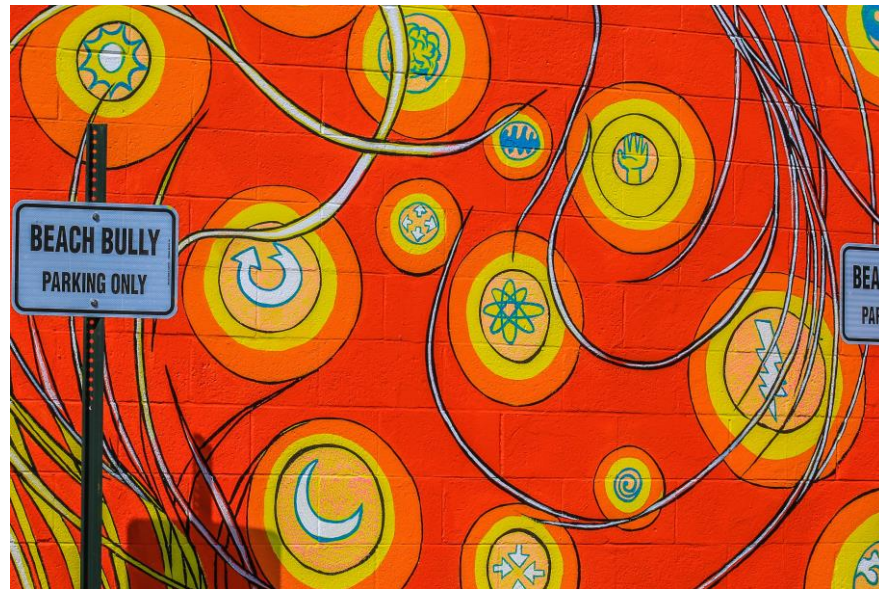
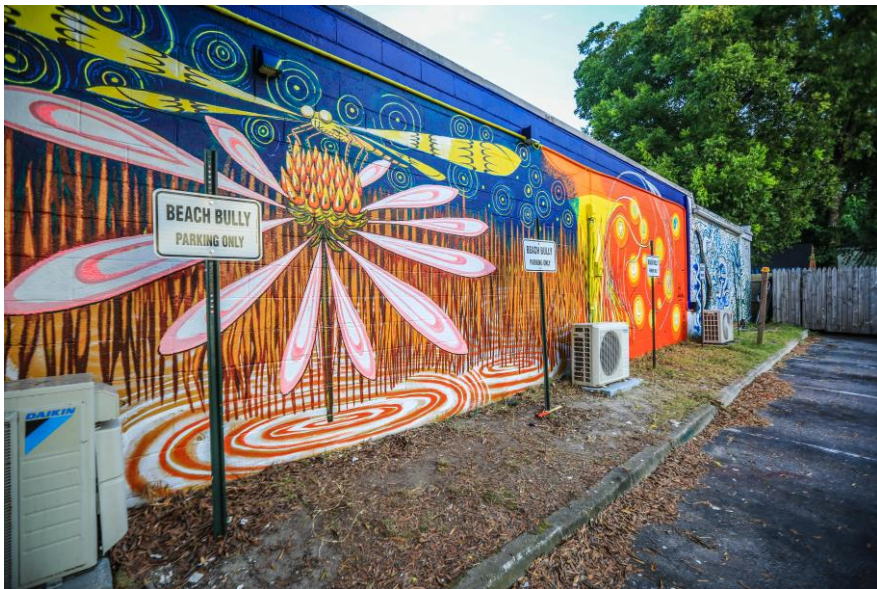
FEATURED ARTIST: Hanna Kirby / FINAL ARTWORK:



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: Erek Jones/ FINAL ARTWORK:



MURAL LOCATION: DWELL on 20th St



FEATURED ARTIST: Hamilton Glass / FINAL ARTWORK:



MURAL LOCATION: Ambassador Inn on Parks Avenue



Virginia African American Cultural Center

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**

AR EXPERIENCE FROM HANBURY



Experience this mural in AR

No downloads needed



1. Scan QR code
2. Allow camera access
3. Aim at mural



#vibemuralfest

ONLINE AUDIO TOURS – RECORDED BY THE ARTISTS



Nico Cathcart



Hamilton Glass



Sam Welty



Summer Paradiso



Paul Santoleri



Tessa Duquette



Hanna Kirby



Erek Jones



Mia Guile



Leani Thurton

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.

VIBE DISTRICT
CREATIVE
POETRY JACKSON

ONLINE GOOGLE MAP 20,000+ views in Aug!

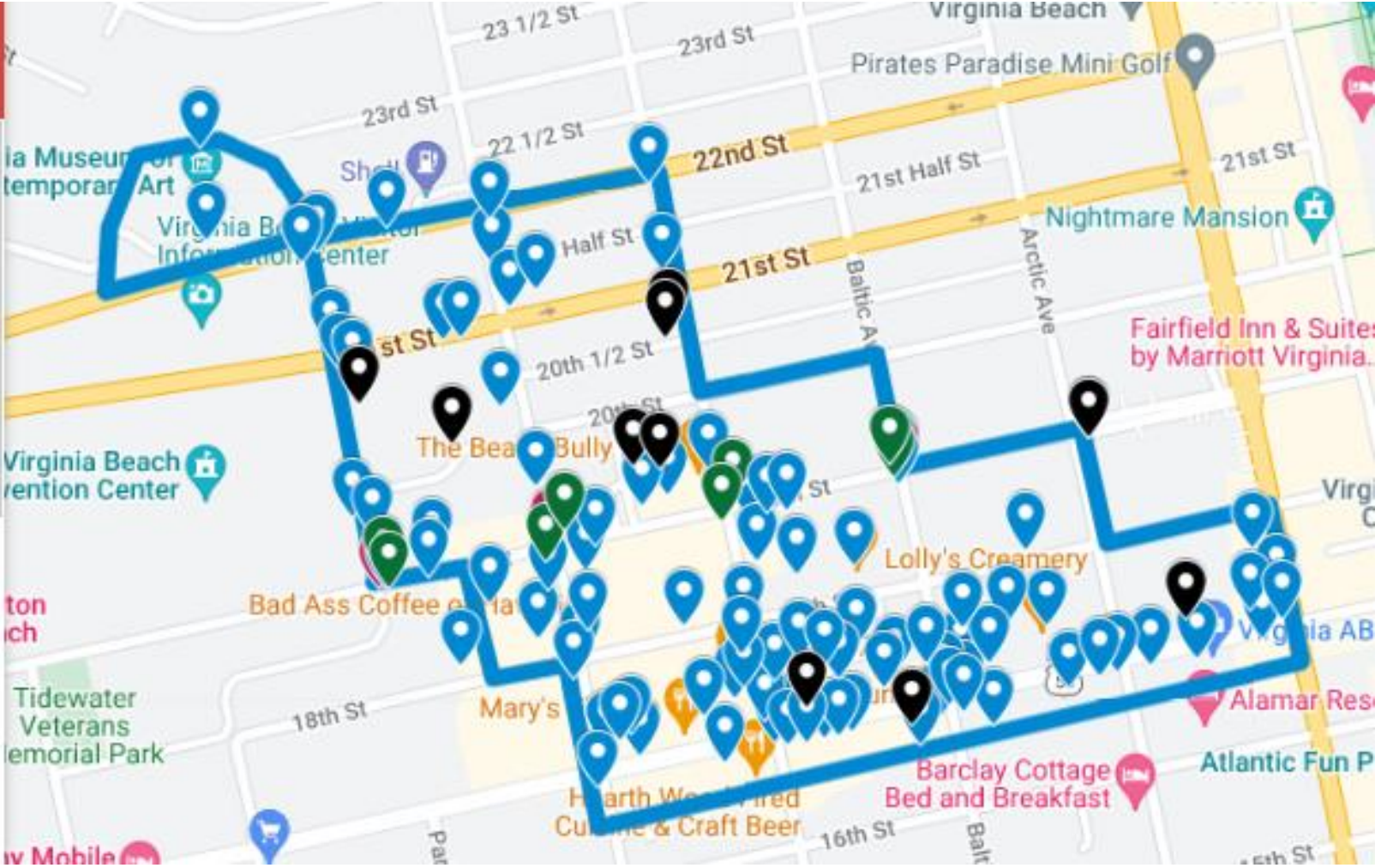
ViBe Creative District - MU...  

Use this handy map tool to explore the ViBe Creative District on a self-guided mural tour. Enjoy a leisure walk or bike ride and find them

439,144 views **Over 430,000 Views TOTAL!**

Published on August

[SHARE](#) [EDIT](#)



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](#)



Virginia Beach artist Tessa Duquette works from a ladder on her mural at the 17th Street Marketplace near the Virginia Beach Oceanfront on Friday. **BILL TIERNAN/STAFFPHOTOS**

Brightening up the city

Mural Fest wraps up a colorful 10 days in ViBe district over weekend

By Stacy Parker
Staff Writer

VIRGINIA BEACH — Blank walls don't stay that way for very long in the ViBe Creative District at the Oceanfront. Color can be seen around nearly every corner thanks to a tradition continuing this weekend.

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

Many of the artists have already finished their pieces, but muralist Sam Welty, who is known locally for his military-inspired works, was still putting the finishing touches on a Rite Aid building's 180-foot



Richmond artist Nico Cathcart puts the finishing touches on her mural Friday morning.

long brick wall Friday.

His mural features a woman's face with flowing strands of blue and yellow hair stretching across the length of the building.

"I'm feeling really good about the progress I made today," Welty said. "Because of how textured the wall is, getting smooth lines is really tedious."

The woman's hair represents "her mentality, her soul, her intentions" flowing outward, Welty said. He worked with the property owner to come up with the concept.

Several blocks away, Nico Cathcart, of Richmond, painted a

Turn to Murals, Page 4



Richmond artist Nico Cathcart puts the finishing touches on her mural in Virginia Beach on Friday morning. **BILL TIERNAN/STAFF PHOTOS**

Murals

from Page 1

portrait of three Virginia women she photographed. The elder, adult and teen featured on the side of the Ambassadors Inn & Suites on Parks Avenue each represent a generation of wisdom.

Poetry Jackson is an artist who has been stopping by the murals this week to see the progress. She parked 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 tackling the back wall of 17th Street Marketplace. Her mural features seashells she found on the beach at Croatan. Duquette's a Virginia Beach mom who worked odd hours on the



Cathcart is one of 10 artists painting murals in the ViBe District as part of the 5th annual ViBe District Mural Festival. Cathcart's mural is at Ambassador Inn & Suites, in partnership with the Virginia African American Cultural Center.

mural while juggling family life.

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

Sponsorship and grants fund Mural Fest. This year's budget was \$100,000, which included marketing and programs, said Kate Pittman, director of the ViBe Creative District. Artists are paid based on the size of the murals, ranging from \$1,000 to \$7,500 this year. Rite Aid 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 vibecreatedistrict.org/mural-festival.

Stacy Parker, 757-222-5125, stacy.parker@pilotonline.com

PHOTO COURTESY OF THE VIRGINIA AFRICAN AMERICAN CULTURAL CENTER



Tessa Duquette painted a mural called "She Sells Seashells by the Seashore." The artist and Shadowlawn resident said she painted the same seashells that she finds along the Virginia coastline. **LEE BELOTE/FREELANCE**

Meet local artists behind the ViBe murals

By Lee Belote
Correspondent

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 20 1/2 Street. She received a stipend and the honor of having her artwork displayed

on the side of a building. Leani was one of 10 artists selected to participate in the ViBe's annual Mural Festival.

"When I was selected, I was definitely surprised and just couldn't stop smiling," said Leani. "I was also excited to paint a Montessori school because I attended one in my childhood."

Since she was 7 years old, Leani has been creating art. Her creative upbringing includes a mom that owns a dance studio and an artistic dad. Leani's artistic passions took off during COVID when she started a small business called Meraki Artworks. At the height of her business, she was selling five paintings a week. Additionally, she has

completed three murals for the ViBe Creative District. Leani said this was her first big mural. Her design featured a garden of huge peonies. "My idea was to make it interesting for the kids and draw their eyes up to the super-sized flowers," she said. "Also, I wanted to include nature since this is an organic school that does outside activities."

Turn to Mural, Page 9

Tessa Duquette, an artist and Shadowlawn resident, chose a nature theme too for her mural on 17th Street. Her mural "She Sells Seashells by the Seashore," illustrates shells found along the Virginia Beach coastline. Duquette said the murals in the ViBe have been inspiring her

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 to date is the mural she painted on the side of Esoteric for the mural 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



Leani Thurton puts the finishing touches on her nine foot tall mural that she painted on the side of the Organic Beginnings Montessori School at the oceanfront. The Bayside High School senior was one of 10 artists selected to paint in the ViBe's fifth annual Mural Festival. **LEE BELOTE/FREELANCE**

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, jlbelote@verizon.net

[NEWS](#)[SPORTS](#)[ENTERTAINMENT](#)

5th annual ViBe Creative District Mural Festival runs August 19-28

Press Release Aug 24, 2022  0

1 of 2



ViBe Mural Festival 2021 featuring Victoria Weiss aka ButterPop Art. (ViBe Creative District)

(ViBe Creative District)

[Virginia Beach, VA](#)[ARTICLES](#)[GUIDES](#)


EVENTS

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

VIBE
611 18
Virgini


Home > Blog > 2022 ViBe Mural Festival



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

----- Forwarded message -----

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>



10 FEATURED ARTISTS & LOCATIONS:

VTC Grant Funded 2-page Ad in VA Living Magazine

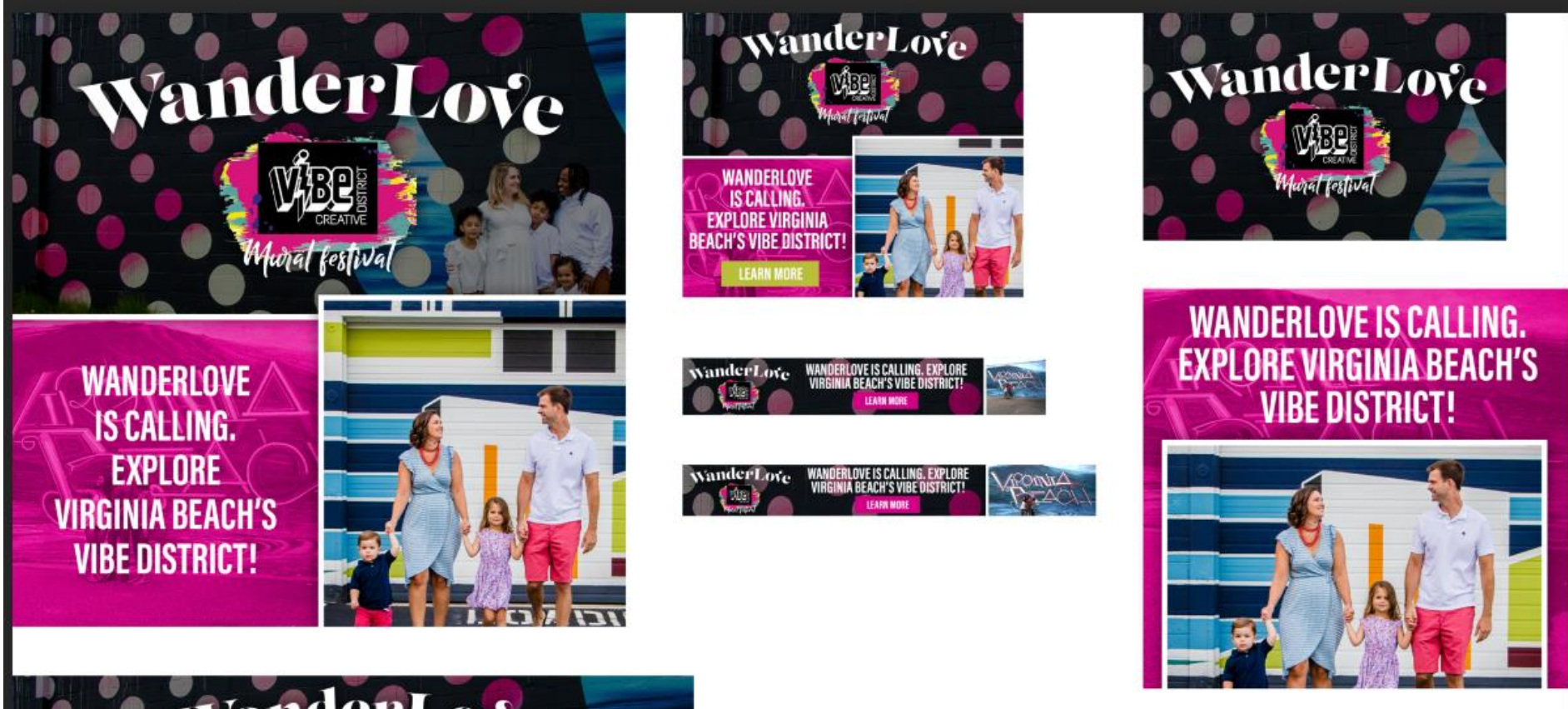


WanderLove
VIRGINIA IS FOR LOVERS

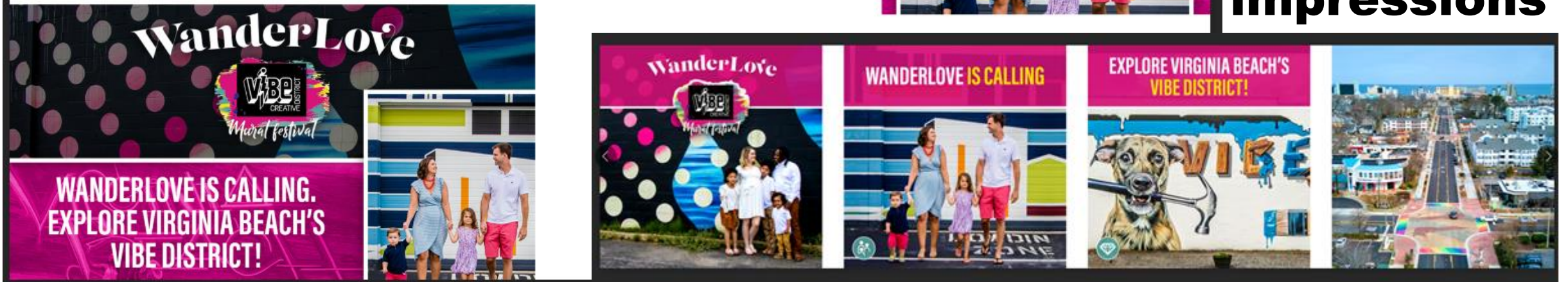
Follow your creative calling! Wanderlove is about doing what you love with the people you love. Plan a family get-away or a couple's retreat to connect with the arts – murals, contemporary art museum, galleries, artisan-made goods, culinary arts and more in Virginia Beach. Good ViBes and amazing memories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

**500,000+
impressions**

VTC Grant Funded iHeart Radio Social Media Campaign



**300,732
impressions**



VTC Grant Funded custom e-newsletter marketing

65,824 views



[DIRECTORY](#) [PUBLIC ART](#) [SHOP LOCAL](#) [DINE IN THE DISTRICT](#)

THE STREETS COME ALIVE WITH 50+ MURALS

Come Experience the 5th Annual VIBE Mural Festival August 19-28, 2022!



VISIT THE VIBE CREATIVE DISTRICT NESTLED WITHIN THE OCEANFRONT AREA IS VIRGINIA BEACH'S CULTURAL ARTS ENCLAVE - THE VIBE CREATIVE DISTRICT.

A hub for artists and spirits, roasters and restaurants, workouts and wares, museums and more, the ViBe is where our creative businesses have set up shop to share their passion and inspire a sense of discovery in locals and visitors alike. Whether you're here for a few days or here for good, there's always something special going on. Weekly and monthly events like the Old Beach Farmer's Market and Second Saturdays give a taste of the town and bring entertainment and community art projects you can be a part of.

VISIT OUR CULTURAL PARTNERS



VISIT VIRGINIA MOCA

The Virginia Museum of Contemporary Art (Virginia MOCA) is an AAM accredited, non-collecting museum which presents ever-changing exhibitions where neighbors, strangers, students, families, communities, and cultures are invited to explore our shared humanity, through locally relevant and nationally resonant, contemporary art that's exceptional—in all of its timeliness, restlessness, and beauty. Virginia MOCA is home to the vibrant art of today as well as welcome to what art can be. We're rooted in community and we work hard to do right by it—with our eyes on a more expansive art world and compassionate culture. Here, art can be mysterious, but never exclusive. Here, art makes way for us to connect. This is Virginia MOCA and art lives here.



VISIT THE VIRGINIA BEACH ART CENTER

The Virginia Beach Art Center, home to The Artists' Gallery, is primarily a volunteer-run organization formed to provide an educational and supportive environment that inspires people of all ages and skill levels to experience, engage with and create art. This partner provided visitors the opportunity to visit with local artists, purchase original art and participate in workshop classes hands-on.

EXPLORE WITH OUR GOOGLE MURAL MAP

Click here to access our handy map tool to explore the ViBe Creative District on a self-guided mural tour. Enjoy a leisure walk or bike ride and find them all!

Click on each icon, then the title for more details and additional pictures. Look for murals on walls, fences and the streets!



OTHER ART GALLERIES & ATTRACTIONS

Round out your day trip with a drive around the Virginia Beach resort - within 5 miles of the ViBe District, you can visit these additional local art venues!



Virginia Beach Public Art

The Virginia Beach Public Art Program is part of the Cultural Affairs Department, and is recognized as a national leader in creating a vibrant, innovative community where art, culture and history are essential.

[More Info](#)



Stravitz Sculpture & Fine Art Galleries

Largest fine art gallery in Virginia Beach totaling 7,000 square feet with a broad selection of sculpture, paintings, jewelry and glass. The studio is available for visits and educational opportunities.

[More Info](#)



17th Street Marketplace

The 17th Street Marketplace is an art lover's dream! This large indoor shopping space features nearly 100 artists' work on consignment. From reclaimed furniture, to fine art, ornaments, jewelry and artisan candles, you are sure to find the perfect souvenir from your Virginia Beach experience.

[More Info](#)



The Mermaid Factory

A hands-on make and take art experience where visitors can paint a mermaid sculpture to create their own souvenir. This attraction offers visitors the opportunity to make their own artwork souvenir.

WANDERLOVE
DAY TRIPS IN VIRGINIA BEACH



VIBE SOCIAL MEDIA METRICS:

Results

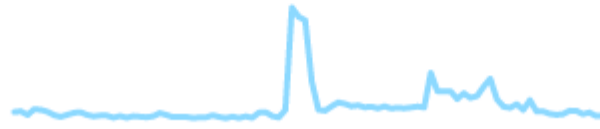
Paid reach ⓘ

109,649 ↑ 737.3%



Facebook Page reach ⓘ

395,578 ↑ 307.5%



Instagram reach ⓘ

103,348 ↑ 104%

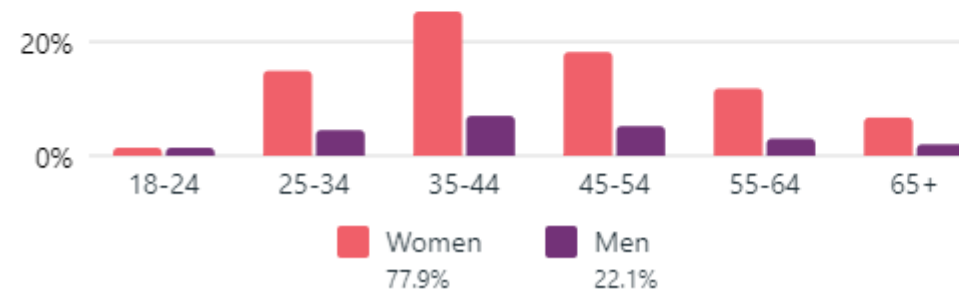


Audience ⓘ

Facebook Page likes ⓘ

10,393

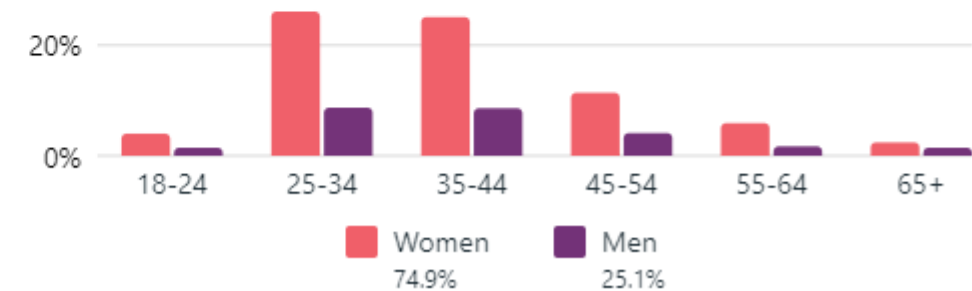
Age & gender ⓘ



Instagram followers ⓘ

16,737

Age & gender ⓘ





SAMPLE SOCIAL MEDIA REACH:


vibe Be Last 28 days


Trends **Content** Audience


Top Performers

	Facebook Post		Instagram
Reach	15.1K	Reach	10.4K

Sort by Reach

	Event: 5th Annual ViBe Mural Festival		
Reach	Event Responses	Cost Per Result	Amount Spent
21.1K	930	\$0.54	\$500.00

	It's on!! The 5th Annual ViBe Mural Festival presented by Rite ...		
Reach	Reactions	Comments	Shares
15.1K	531	39	45

	VBSchools BAYSIDE HS senior Leani Thurton aka @meraki_cre...		
Reach	Reactions	Comments	Shares
11.3K	563	58	29

Looks like @thevibecreativeidistrict is getti...

Last 14 Days **Aug 14 - Aug 27**



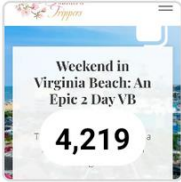

Content reach

Posts	19.2K
Reels	9,707
Stories	1,379
Videos	77
Live Videos	35

Followers Non-Followers

Top Posts





Based on reach

	10,699	Aug 16
	6,617	Aug 20
	4,219	Aug 24
	3,880	Aug 15

Last 14 Days **Aug 14 - Aug 27**





Top Stories

Based on reach

	409	Aug 19
	397	Aug 19
	391	Aug 19
	369	Aug 19

Top Reels

Based on reach

	4,443	Aug 19
	4,165	Aug 21
	2,670	Aug 22
	2,577	Aug 26

Sample Posters / Fliers:



FEATURED ARTISTS:

Sam Welty at Rite Aid | Hanna Kirby at Atlantic Park containers | Mia Guile at Esoteric | Tessa Duquette at 17th St Marketplace | Paul Santoleri at North End Bag Co | EreK Jones at WRV's The Alley | Summer Paradiso at Organic Beginnings in partnership with LRNOW | TEEN Muralist Leani Thurton at Organic Beginnings | Hamilton Glass at DWELL | Nico Cathcart at Ambassador Inn & Suites in partnership with VAACC

FREE AND OPEN TO EVERYONE

- Self-guided Walking Tours
- Visual Scavenger Hunt
- Guided Walking Tours
- Guided Bike Tours
- Golf Cart Tours
- Coffee & Connection Hour with the Artists
- Artist Talk 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

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Sample Mural Sign:



SAM WELTY

@sweltyart

Sam's passion for art comes through in the messages he conveys & the emotions evoked by his work. He enjoys the journey painting takes him on. The biggest reward of this journey is the reaction of his clients when they see the final result of what he has created for them. Creations that include everything from a beautiful mural in a toddler's bedroom to the wall of a ten story building. I am grateful for the city of Virginia Beach for everything they have given me over the years, and I'm excited for this opportunity to give back!

THANKS TO OUR GENEROUS SPONSORS FOR SUPPORTING THE VIBE CREATIVE DISTRICT



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