



For Immediate Release

NEWARK MURALS CALL FOR WALLS

Do you know a wall in Newark that could be a fantastic mural?

Newark, NJ – April 27, 2012 – The Newark Public Art Program has issued the annual *Newark Murals Call for Walls*, soliciting ideas from Newark businesses, organizations, and residents for large, prominent, outdoor walls as sites for permanent public murals.

Since 2009, the Newark Public Art Program has partnered with City Without Walls and other nonprofit arts organizations to create 13 large-scale public murals with artists, community-based groups, and young people across Newark. By structuring unprecedented collaborations between artists, youth and community groups working to improve Newark’s neighborhoods, *Newark Murals* enhances public spaces, manifests community spirit and history, and engages young people in transforming the urban landscape.

To bring a mural to your neighborhood, nominate a local wall!

Mayor Cory A. Booker said “The Newark Public Art Program and Newark Murals manifest the history and spirit of our great city in its public spaces. By bringing together artists, community-based organizations, and residents, these mural projects literally help weave community and contribute to Newark’s national model of urban transformation. Please nominate the best and most visible walls near you so this work can be brought to all of Newark’s neighborhoods.”

Deputy Mayor for Economic & Housing Development Adam Zipkin said “The Newark Public Art Program is a core component of the City’s economic development agenda to work with residents, business owners, and community-based organizations to improve the safety, appearance, and prosperity of neighborhoods. By creating engaging works of public art, we support the economic vitality of Newark.”

Chief Urban Designer Damon Rich said “Life in Newark happens in our shared spaces like streets, sidewalks, and parks. Through public art, we mix the spirit of residents and community-based organizations into the bricks and mortar of the urban landscape. Every new mural makes a formerly silent wall say loud and clear ‘This is Newark!’”

City Without Walls Senior Program Advisor Rodney Gilbert said, “As we enter into our fourth year of Newark Murals, there is great anticipation for engaging new partners, beautifying new

neighborhoods, and engaging more people in the community. We will continue to hone the skills of local muralists with distinct styles and talents to continue to bring beautiful works of art to Newark. We are growing and learning each year to improve the program's ability to give youth participants valuable academic and life lessons."

Nomination Requirements

To have your wall considered for our inventory of potential mural walls, please call, email, or mail the following materials to City Without Walls, the Newark Public Art Program's primary partner for Summer 2012 Newark Murals, by June 1, 2012 at 5 pm:

1. Your name & contact information
2. Address & cross streets of the wall
3. If possible, digital photographs of the wall and its surroundings

Phone: (973) 622-1188

Email: info@cwow.org with "Call for Walls" in the subject line

Mail or Delivery: City Without Walls, 6 Crawford Street, Newark, NJ 07102

Wall selection is highly competitive, so submit your nomination early!

Selection Criteria

Walls are selected by the Newark Public Art Program based on the following criteria:

1. Wall Owner Agreement

Newark Murals requires permission and agreement from the wall owner.

2. Strong Community Partners

Newark Murals prioritizes walls that are supported for mural projects by nearby community organizations like schools, community-based organizations, church groups, and businesses. One or more Community Partner(s) must be willing to partner on the mural project, and be able to provide workspace and temporary storage, host a community design meeting, and assign a staff liaison. Newark Murals prioritizes community partners that provide matching funds.

3. Potential Sponsors

All Newark Murals projects require matching funds from funders and partners. Typically business owners and the selected community partners provide matching funds. If possible, provide evidence of potential sponsorships with letters of supports or interest.

4. Feasibility & Wall Condition

All Newark Murals projects require walls with owner agreement, adequate and safe accessibility, and in good condition with regard to structure and surface. If possible, provide digital photographs of the wall and its surroundings.

If not selected for Summer 2012, submissions are kept on record for future public art projects.

The Newark Public Art Program creates works of art and design that manifest the spirit and pride of Newark in its public spaces. It aims to bring public art and design into each of Newark's neighborhoods, cultivating civic and community pride, bringing unexpected visual pleasure to the urban landscape, engaging residents and other stakeholders, and connecting Newark's young people to community-based artists.

Learn more about the Newark Public Art Program and Newark Murals:

www.thisisnewark.wordpress.com.

City Without Walls (cWOW) is a nonprofit urban gallery for emerging art that advances the careers of artists while expanding the audience for contemporary art. Our award-winning exhibition and education programs use art and technology to help build communities, careers, and contemporary culture. Based in Newark since 1975, cWOW is New Jersey's oldest nonprofit contemporary art space. cWOW is funded in part by the City of Newark, the Prudential Foundation, Geraldine R. Dodge Foundation, New Jersey State Council of the Arts, New Jersey Department of State, and Horizon Foundation for New Jersey.

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