PRESS ADVISORY – NRNY ARTSY MURALS

WHEN: Saturday, November 2nd 2019 at 3pm

WHERE: Southside Plaza at 134 North Avenue, New Rochelle. Escort by MTA team from Grand Central Station to the murals.

WHAT: Join us on an Art Walk through the streets of New Rochelle for the premiere of the NRNY Artsy Murals. An inspiring walk curated by Street Art for Mankind to reflect the unique creativity, diversity and forward-thinking of one of the largest cities of Westchester. Meet prominent street artists. Hear them talk about Street Art and their creative process. Discover spectacular, gigantic murals uniting very different styles. The Art Walk will be followed at 5:45, by an Artsy Party at The Andrew X HAND CRAFTED on 370 Huguenot Street, with small bites, drinks and artsy workshops.

WHO: Mayor Noam Bramson, Audrey and Thibault Decker of Street Art Mankind, Street Artists AEC | DanK | Elle | JDL | Loic Ercolessi | Lula Goce | Mr Cenz | Victor Ash...

WHY: Introducing the Premiere of the NRNY Artsy Murals

New Rochelle, NY. October 14, 2019. Join us on Nov 2nd at 3pm for the reveal of eight spectacular – and huge - murals curated by Street Art for Mankind (SAM) for the City of New Rochelle. The murals reflect the unique creativity, diversity and forward-thinking of the New Rochelle community.

During the month of October, prominent street artists from all around the world are coming to downtown New Rochelle to create a first series of 8 spectacular murals. With their unique artistic talent and sensitivity, they will color NRNY walls to pay a tribute to the history and values that shape this community, creating a flavorful modern-day melting pot. The first themes illustrated will be:

- Artistic Creativity (a tribute to New Rochelle born star singer Don McLean and New York State icon Alicia Keys)
- Gender Equality (tribute to local suffragettes and the centennial in 2020 of US women’s right to vote)
- Harmony between urban life and nature
- New Rochelle’s NYC vibe
- Cultural Diversity that unites New Rochelleans
- Sustainability efforts made by the city
- People Connecting in a world where social media and technology are omnipresent
- Forward Looking NRNY, full of dreams to meet the future.

Themes were put together by SAM in collaboration with the New Rochelle Council on the Arts.

The background of the performing street artists also highlights diversity in gender, styles and nationalities. Featuring: AEC (UKR), DanK (GBR), Elle (USA & AUS), JDL (NLD), Loic Ercolessi (USA & FRA), Lula Goce (SPA), Mr Cenz (GBR) and Victor Ash (DEN, FRA and POR).

The NRNY murals will be linked by a free, downloadable app, “Behind the Wall”, that combines augmented reality content and audio-guide features, making the murals truly interactive. They join SAM’s Midtown, Larchmont and Mamaroneck murals, forming together a continuous street art belt starting at Grand Central and continuing along the Sound Shore.

“The NRNY murals are big, bold, creative and fun. Diverse in style yet complementary, all together they testify of the unique personality of New Rochelle” commented Audrey and Thibault Decker, co-founders of SAM.
Mayor Noam Bramson said “New Rochelle is thrilled to work with Street Art for Mankind to further enliven our downtown streetscape. These murals bring beauty and creative energy to previously blank spaces, as part of our comprehensive commitment to a culturally vibrant city center.”

GENEROUS SUPPORTERS:
The NRNY Artsy Murals are made possible thanks to the generous support of the City of New Rochelle as well the New Rochelle Council on the Arts, the Sills Foundation, Toyota, Honda and Mazda of New Rochelle, Delta Air Lines, Lordae, Radisson New Rochelle, Watermark Pointe, Metro-North Deals & Gateways and Hand Crafted Catering and Events.

On Saturday Nov. 2nd, take the 2:05 train from Grand Central – In partnership with MTA
Metro-North team will meet you at Grand Central and escort you to New Rochelle –Email us by November 1st (12PM) for registration at adecker@streetartmankind.org

Event Schedule & Tickets:
https://www.eventbrite.com/e/nrny-artsy-murals-tickets-76156178179?aff=ebdssbeacon
https://www.facebook.com/events/2258756104415102/

Murals details & Map:
http://streetartmankind.org/NRNY

Social Media:
Handles - @StreetArtMankind @CityofNewRochelle @aec_interesnikazki @dankitchener @ellestreetart @jdlstreetart @loicerocelesi @lulagoce @mrcrenzone @victor__ash @donmclean Hashtags - #NRNYMurals #ArstyMurals #StreetArtMankind #BehindTheWall #ArtForSocialChange

Background on SAM:
Street Art for Mankind (SAM) is a nonprofit 501(C)(3) organization which strongly believes in the ability of art to trigger social change. SAM acts as amplifiers of the fight against child trafficking through street art. With the support of 50+ prominent international street artists, SAM creates exhibitions, live performances and murals around the world to bring awareness and raise funds to stop child trafficking. Proceeds from selling the art pieces support raid and rescue programs. SAM’s work has been featured in stories on CNN, BBC, WPIX 11, NBC New York, Time Out. For more information visit www.streetartmankind.org.
In November 2018, SAM created its first Westchester project, 6 murals inaugurated with a pioneer Art Walk attended by 500 people and the press. In April 2019, SAM created another inspiring Art Walk with 5 murals in the village of Mamaroneck. In May 2019, SAM created another 5 murals in midtown NY, including the tallest mural ever done in Manhattan to celebrate the ILO centenary. New Rochelle’s Murals is the next — and largest — component of this “Art Belt”, connecting Midtown/Grand Central to Westchester, with 8 murals planned for October 2019.

SAM Contacts:
Cofounders: Audrey and Thibault Decker
Phones: (305) 934-5501 - (786) 449 6125
adecker@streetartmankind.org - tdecker@streetartmankind.org

City of New Rochelle Contact: Kathy Gilwit (914) 654-2117; kgilwit@newrochelleny.com
New Rochelle Council on the Arts Contact: Theresa Kump Leghorn, tkleghorn@gmail.com

DOWNTOWN NEW ROCHELLE MURALS – All completed in October 2019. Status Oct 22nd

Loic Ercolessi, 134 North Avenue, New Rochelle (Photo Credit: @Just_a_Spectator)

Mr Cenz, 555 Main Avenue, New Rochelle (Photo Credit: @Just_a_Spectator)
Dan Kitchener, 38 Division Street, New Rochelle (Photo Credit: @Just_a_Spectator)

AEC, 542 Main Street, New Rochelle – starts week October 21st

JDL, 44 Fountain Place, New Rochelle – starts week October 21st

Lula Goce, 309-311 North Avenue, New Rochelle – starts week October 21st

Victor Ash, One Radisson Plaza, New Rochelle – starts week October 21st

Elle Street Art, 49 Lawton Street, New Rochelle – starts week October 28th