

Street Mural Program Update

Where we started:

Creative Greensboro, the City's office for arts & culture, announced a pilot Street Mural Program on June 19, 2020. The effort supported artistic and cultural expression through street murals painted on City-maintained street surfaces. The program provided a timely response to requests from the local creative community and in reflection of similar cultural movements occurring simultaneously in communities across the world.

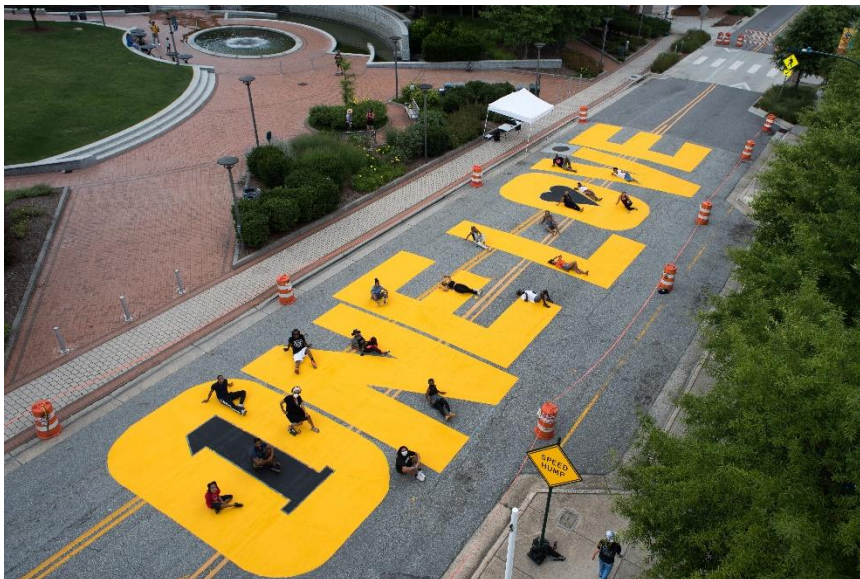
Mural designs and locations were proposed by applicants. The City provided in-kind support for street closures. Materials and installation labor were the responsibility of the applicant. No direct cash support was provided by the City to applicants.

The program, administered in partnership with the Greensboro Department of Transportation, was supported by a Review Panel that included:

- City staff: Ryan Deal (Creative Greensboro), Maria Hicks-Few (Equity & Inclusion), Love Jones (Human Relations), David Ortega (Transportation) Josh Sherrick (Creative Greensboro)
- Community partners: Jocelyn Brown (African American Atelier), Roy Carter (NC A&T), Claudia Femenias (Casa Azul), Darlene McClinton (ArtsGreensboro), Cheryl Stewart (Public Art Endowment)

What we accomplished:

The program was met with great enthusiasm by the community. Within three weeks' time, the program received three complete applications which were each unanimously approved for installation by the Review Panel.



“One Love” installed on June 20, 2020 in the 200 Block of Davie Street, between Abe Brenner Place and Friendly Avenue

Project Lead/Lead Artist:
Phillip Marsh



“Black Lives Matter” installed on June 27-28, 2020 in the 200 Block of South Elm Street, between February One Place and Washington Street.

Project Leads: Kelley Creacy-Durham & Jason Keith

Lead Artists: Rasheeda Shankle & Leo Rucker



“Say It Loud” scheduled for installation on July 25-26, 2020 on Lindsay Street, between Cumberland Street and Beech Street.

Project Leads/Lead Artists: Schala Harper & LaTasha “Sunny” Gravely Foushee



Where we are headed:

The City of Greensboro's pilot Street Mural Program has been temporarily suspended, effective July 9, 2020. The pause in this program offering will allow City staff and Review Panel members the opportunity to reflect on successes and challenges presented by the pilot initiative, consider best practices held by creative placemaking programs in other municipalities throughout the country, and position this initiative for long-term success in Greensboro in accordance with goals and strategies articulated in the Creative Greensboro Cultural Arts Master Plan.

We anticipate announcing a revised program that, among other considerations, assists applicants with an inventory of locations that are suitable for mural installation and a framework that ensures broad access by interested applicants and opportunities for additional community engagement.

We look forward to this process of discovery and to sharing details about the future of the program once they are confirmed.

For program questions, contact:

Ryan Deal, Chief Creative Economy Officer
Creative Greensboro, office of arts & culture
City of Greensboro
336-373-7998, ryan.deal@greensboro-nc.gov