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Mural Unveiling in Corona

As Corona Implements Transformative Street Safety Initiatives, Youth Artists Create Mural Celebrating Livable Streets

Mural Dedication Ceremony: Friday, August 31 at 11am
Location: 105-25 Horace Harding Expressway North, Queens, NY 11368

NEW YORK, NY - Groundswell, in partnership with the New York City Department of Transportation's Office of Safety Education and the High School for Arts and Business, is pleased to announce a dedication ceremony to celebrate the unveiling of "Yield in the Name of Creativity," a new public mural that speaks both to the importance of livable streets and the multiple roads leading to success for New York City youth.

This summer, 16 young people participating in Groundswell's Summer Leadership Institute (SLI) collaborated with artists Yana Dimitrova and Olivia Fu to research, design, and fabricate this 66 ft wide by 17 ft high mural on the side of the High School for Arts and Business. Through this process, the youth muralists created a mural that visually combines the idea of safe streets, especially around a public school, with an illustration of life's many pathways to success. The design includes winding roads and an eye watching over the dangerous intersection where the mural is located. Also featured in the mural are two children who represent the dual business and arts focuses of the high school.

The unveiling of this mural is particularly meaningful as New York City implements a number of transformative street safety initiatives which will benefit the Corona community. Corona is a residential neighborhood that is home to two schools as well as ten daycare and Head Start centers. Too often, the neighborhood is used as a short cut by speeding drivers. In 2012, New York City will expand the city Neighborhood Slow Zone program to Corona, reducing the speed limit from 30 miles per hour to 20 miles per hour and adding traffic calming measures to improve pedestrian safety.

"Safe and livable streets are at the heart of everything DOT does and we thank these young artists for helping bring to life these important messages," said Department of Transportation Commissioner Janette Sadik-Khan. "With just paint, brushes and imagination, these students have enlivened and enlightened these neighborhoods and proved once again that you're never too young to care about safer streets."

"Groundswell is thrilled to continue our successful partnership with the Department of Transportation," said Groundswell Executive Director Amy Sananman. "Through this collaboration, Groundswell engages underserved youth, professional artists, and community members in the creation of public art with a real and visible impact on the lives and safety of New Yorkers."

“This experience taught me about the importance of traffic safety. Many people in Corona don’t obey traffic laws and don’t know that the school is nearby,” said youth muralist Cassandra Walker. “I also learned new art skills like painting and mixing colors.”

About Groundswell

Groundswell brings together artists, youth, and community organizations to use art as a tool for social change. “Yield in the Name of Creativity” was completed as part of Groundswell’s flagship program, the Summer Leadership Institute (SLI), which engages nearly 100 youth each summer as paid apprentices on mural projects that beautify neighborhoods and give voice to ideas and perspectives that are underrepresented the public dialog. www.groundswellmural.org

About the New York City Department of Transportation (NYC DOT)

NYC DOT’s mission is to provide for the safe, efficient, and environmentally responsible movement of people and goods in New York City. NYC DOT’s Office of Safety Education runs programs and provides services that promote traffic safety for children, parents, educators, and senior citizens. www.nyc.gov/dot

“Yield in the Name of Creativity” is made possible through the generous support of the NYC DOT. Major financial support for Groundswell’s 2012 Summer Leadership Institute (SLI) is also contributed by Altman Foundation, Bloomberg Philanthropies, Brooklyn Community Foundation, Catalog for Giving, Charles Lawrence Keith and Clara Miller Foundation, David Rockefeller Fund, Edelman Community Investment, EILEEN FISHER, Ethel and W. George Kennedy Family Foundation, Irene B. Wolt Lifetime Trust, Lambent Foundation, Rockefeller Foundation and its Cultural Innovation Fund, Travelers Foundation, Variety The Children’s Charity, and Winifred Johnson Clive Foundation, in addition to numerous individuals.

SLI is made possible in part by public funds administered by the National Endowment for the Arts, New York State Council on the Arts, New York City Department of Cultural Affairs, New York City Department of Education, and the New York City Department of Youth and Community Development Summer Youth Employment Program.

Groundswell is grateful to the Office of the Mayor of New York City and the Office of the Queens Borough President.

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