



FOR IMMEDIATE RELEASE
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Mural Unveiling in Tremont

Middle School Youth Artists

Speak Out Against Violence through Public Art

Mural Dedication Ceremony: Friday, May 29 at 11am
Location: Kappa III, 2055 Mapes Ave, Bronx, NY 10460

NEW YORK, NY – Groundswell, in partnership with Kappa III Knowledge and Power Preparatory Academy and Councilmember Ritchie Torres, is pleased to announce a dedication ceremony highlighting the unveiling of a new mural, entitled “Domino Effect.” This monumental mural illustrates how Kappa III equips its students with the tools and skills needed to strengthen their community and achieve educational and professional success.

To create this mural, 15 Kappa III middle school students participated in an intensive Cultural Afterschool Adventures (CASA) Program in partnership with Lead Artist Marc Evan and Assistant Artist Gina Marina De La Rocha Goico. Together, the team collaboratively researched, designed, and fabricated this mural at Kappa III, 2055 Mapes Ave, Bronx, NY 10460.

Through a series of hands-on design workshops, the students created imagery to celebrate Kappa III’s commitment to fostering a nurturing, learning environment where young people in the Bronx can activate their full potential. Following a series of violent incidents within the local neighborhood, youth artists expressed a strong desire to also leverage the mural making process as an opportunity to send a message to the broader community that they do not feel safe and desire change.

“Acts of violence in the community are like dominoes falling that affect each one of us,” shared one youth artist.

Throughout the mural research and design process, the young people interviewed their fellow KAPPA III students, both past and present, as well as parents and staff members. Through this process, the youth artists created a mural which celebrates Kappa III as a safe haven for students – a supportive space in which young people can thrive and develop into leaders and professionals. In the mural, dominoes represent the devastating impact an act of violence has across the community while paint brushes and pens illustrate the positive impact an act of creativity can make.

“I am delighted to join Groundswell and the talented students at Kappa III to celebrate the unveiling of this powerful new mural,” said Council Member Ritchie Torres. “I am optimistic that the creation

of this mural has inspired these students to develop their roles as artists and activists in their home and school communities. Students at Kappa III have used art as a tool to call for a more peaceful and just community, and we are all proud of their work.”

“Through their creativity and hard work, Kappa III students have created a powerful mural that will motivate and inspire their peers, today and into the future,” said Principal Elisa Alvarez. “When members of the KAPPA community visit our school, they will relate to and see themselves captured in this mural. Even when our students no longer attend the school, the image will remain a part of them. Once you’re KAPPA, you are always a member of the KAPPA family.”

“Groundswell’s positive youth development model, based on best practices in 21st century learning, not only catalyzes the development of skills such as creativity, critical thinking, collaboration, and compassion in youth muralists, but also inspires a feeling of agency and empowerment,” said Groundswell Executive Director Amy Sananman. “In calling for an end to violence in their community, Kappa III youth artists have leveraged art as a tool for social change.”

“Domino Effect” is made possible with public funds from the New York City Department of Cultural Affairs, in partnership with the New York City Council. Special thanks to New York City Councilmember Ritchie Torres.

About Groundswell

Groundswell, New York City’s leading organization dedicated to community public art, brings together youth, artists, and community partners, to make public art that advances social change, for a more just and equitable world. Our projects beautify neighborhoods, engage youth in societal and personal transformation, and give expression to ideas and perspectives that are underrepresented in the public dialogue. www.groundswell.nyc

About Kappa III

The mission of KAPPA III is to foster a nurturing, learning environment that supports, challenges, and raises the expectations of young people in the Bronx. Kappa III provides a rigorous, accelerated academic program that prepares its students to attend high performing public and private high schools, graduate from one of the country's top universities, and then to take their place as one of America's next generation of civic leaders. Kappa III creates an environment where every student learns that hard work will pay off. Students learn that while the climb may be difficult, every student can reach the summit.

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