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Mural Unveiling in Hunts Point

Youth Endorse Clean, Sustainable Environment With Mural

Mural Dedication Ceremony: Thursday, August 30 at 2pm

Location: Rocking the Boat, 812 Edgewater Road, Bronx, NY 10474

NEW YORK, NY - Groundswell, in partnership with the New York City Department of Transportation and Majora Carter Group, is pleased to announce a dedication ceremony to celebrate the unveiling of “A Better Bronx,” a new public mural highlighting the importance of a sustainable environment to a waterfront community.

This summer, 17 young people participating in Groundswell’s Summer Leadership Institute (SLI) collaborated with artists Adam Kidder and Jazmine Hayes to research, design, and fabricate this 105 ft wide by 12 ft high mural. Located at the entrance to Hunts Point Riverside Park, on the side of youth development organization Rocking the Boat, “A Better Bronx” encourages sustainable industry in an area that was once home to one of the most blighted waterways in the United States.

The mural celebrates all that the community has achieved to gain access to and transform the Bronx River. The design’s focal point is a series of vignettes showing Hunts Point residents enjoying a beautiful, green park on the waterfront. The mural also provides a platform to educate the community about the many transformative transportation initiatives planned for the area, including the 2012 U.S. Department of Transportation TIGER Grant for the Hunts Point Terminal Produce Market. This funding will support rail upgrades which reduce truck traffic and improve air quality at one of the world’s largest wholesale markets.

“A Better Bronx” was completed as part of StreetWise: Hunts Point, a two-year campaign to engage community members in identifying and prioritizing transportation and related-environmental concerns in their South Bronx community. The mural is the second in a series of five StreetWise: Hunts Point projects underway, thanks to support from the Rockefeller Foundation and its Cultural Innovation Fund.

In creating the mural, the young people continued to tell the important story of community-led revitalization taking place in Hunts Point, a narrative first begun in spring 2012 when students from Hyde Leadership Charter School created “Hunts Point Heroes.” This five-part portrait series features local community change makers who have worked to create opportunities and a better quality of life in the South Bronx.

“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.”

"MCG is very proud to have connected a forward-thinking government agency like DOT, and a world-class arts organization like Groundswell with some of the individual talent and leading organizations we have here in the South Bronx," said Majora Carter. "And it's incredibly valuable for our local participants to see that kind of collaboration produce such beautiful results."

“Groundswell looks forward to unveiling this powerful mural which illustrates the incredible community-led transformation happening in Hunts Point,” said Groundswell Executive Director Amy Sananman. “Through this, and all our StreetWise projects, Groundswell and our partners hope to inspire ongoing activism among artist, youth, and neighborhood residents and provide a model for other communities to use art as a tool for social change.”

About Groundswell

Groundswell brings together artists, youth, and community organizations to use art as a tool for social change. “A Better Bronx” 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 Major Carter Group

Majora Carter hosts the Peabody Award winning public-radio series “The Promised Land.” She founded Sustainable South Bronx in 2001 when few were talking about “sustainability,” and even fewer, in places like the South Bronx. Since 2008, her consulting company MCG has exported climate adaptation, urban micro-agribusiness, and leadership development strategies for business, government, foundations, universities, and economically underperforming communities. www.majoracartergroup.com

About the New York City Department of Transportation

The New York City Department of Transportation's mission is to provide for the safe, efficient, and environmentally responsible movement of people and goods in New York City and to maintain and enhance the transportation infrastructure crucial to the economic vitality and quality of life of their primary customers, City residents. www.nyc.gov/dot

“A Better Bronx” is made possible through the generous support of the Rockefeller Foundation and its Cultural Innovation Fund. 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, 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 Bronx Borough President.

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