



FOR IMMEDIATE RELEASE
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Mural Unveiling in Hunts Point

**Youth Artists Unveil Final Mural in
StreetWise: Hunts Point Series**

Mural Dedication Ceremony: Friday, September 6 at 1pm
Location: 854 Hunts Point Avenue, Bronx NY 10474

NEW YORK, NY - Groundswell, in partnership with NYC DOT, celebrates the unveiling of “Bronx Rising,” a monumental mural installed on Hunts Point Avenue, and the final public artwork created as part of the two-year StreetWise: Hunts Point campaign.

This summer, 15 young people participating in Groundswell’s Summer Leadership Institute (SLI) collaborated with artists Crystal Bruno and Adam Kidder to research, design, and fabricate this multi-story mural overlooking Hunts Point Avenue.

“Bronx Rising” presents a community-inspired vision for Hunts Point as a neighborhood on the rise, much as the phoenix rises from the ashes to achieve new life. In the mural, a central figure of a young girl is supported on either side by elders from her neighborhood who have worked to achieve a safer, more sustainable community. Figures above plant trees, re-imagine the streetscape, and direct residents to newly created neighborhood parks. Text along the top encourages residents to “Don’t Move. Improve.”

“Bronx Rising” 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 culminating public artwork created in a series of five StreetWise: Hunts Point projects presented, 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.

StreetWise: Hunts Point continued in summer 2013 with the creation of “A Better Bronx,” a mural designed for the entrance to Hunts Point Riverside Park, which celebrates all that the community has achieved to gain access to and transform the Bronx River. Most recently, an intergenerational collaboration engaged seniors from the Pio Mendez Center and students from nearby MS 424 in a discussion of what constitutes a safer, cleaner neighborhood, resulting in the creation of original traffic safety signs.

“With a little paint and a lot of imagination, students are transforming their neighborhood streets into more inviting places,” said NYC DOT Commissioner Janette Sadik-Khan. “This colorful narrative educates New Yorkers about working together to make our streets even safer.”

“Groundswell looks forward to unveiling this monumental mural, which illustrates the community-led transformation happening in Hunts Point,” said Groundswell Executive Director Amy Sananman. “Through this, and all our StreetWise projects, Groundswell and NYC DOT have worked to support 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. “Bronx Rising” was completed as part of Groundswell’s flagship program, the Summer Leadership Institute (SLI), which employs over 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’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 and Outreach runs programs and provides services that promote traffic safety for children, parents, educators, and senior citizens. www.nyc.gov/dot

“Bronx Rising” is made possible thanks to a significant investment by the Rockefeller Foundation and its Cultural Innovation Fund and is the final in a series of five Hunts Point Projects.

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

Special thanks to Bronx River Alliance, Building Management Associates, Inc., Colgate Scaffolding, Colossal Media, Pratt Institute, Sustainable South Bronx, THE POINT, and all those who helped on the Community Painting Day.

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