

RAW POWER

OUTDOOR ART INSTALLATION

August 2009

Hello Artists,

I hope everyone is having an awesome summer! I am contacting you today to participate in an upcoming outdoors group art installation. It will be great to reconnect with those that participated in my last show and I look forward to working with some artists for the first time.

In October 2008, I curated a group art show in Jersey City titled Prime Surreal Estate. I brought together many of my favorite artists from around the country, and showed their works alongside Jersey City's own talented artists. My goal was to introduce contemporary pop and street art from established and emerging artists to the widest audience possible. My show opened as part of Jersey City's annual Pro Arts Studio Tour, which drew in 10,000 visitors over the kick-off weekend.

You can see photos from Prime Surreal Estate at: www.myspace.com/popsurreal

After my show closed, I conceived of a local mural program to continue bringing pop art to the public of Jersey City, by inviting my favorite artists to legally contribute to our landscape. I felt that public art would beautify and unite communities, and by seeking out contemporary artists to design their own unique murals, I sought to transform Jersey City into an art destination. In March 2009, the idea became realized when Ron English, Bigfoot, and Jason Maloney collaborated and created the first mural at Hudson County Art Supply at the corner of Coles and First Streets.



A second mural is currently in progress and should be completed by the end of August 2009. I post all Mural Arts Program announcements at <http://jerseycitypop.blogspot.com>

For this year's Studio Tour, I am promoting public art by curating a large outdoor exhibition, titled Raw Power, which will showcase local talent with internationally recognized pop and street artists. I have secured a building that spans an entire block in downtown Jersey City's historic Powerhouse Arts District, and have received permission to cover all four sides with art.

Rather than paint onto the decaying and uneven bricks, artists are invited to paint on 4' x 8' panels, which will then be lifted and installed about 15 feet high onto the façade, creating a band of art that will wrap around all four sides of the building.



By displaying the art on raised panels, visibility is increased to reach the 30,000 daily commuters of the Grove Street Path Train and Bus Center, located a block and half from the exhibition site. The site is also located on a major street that vehicles use to access downtown shopping, the Holland Tunnel, and Hoboken. Raised artwork is also less likely to get vandalized. ***There will still be some areas where artists can paint onto the walls.



I plan to open the exhibit as part of Studio Tour weekend on October 3rd and 4th, and keep it installed for a year. There is approximately 1000 ft. of wall space, which calls for roughly 250 4' x 8' panels to be installed.

Participating artists may come to the location to paint the panels indoors, which will be supplied. Panels will then be stored on site until installation. Artists may use up to 10 panels to create their piece while supplies last. I researched for a material that could last the longest in different weather conditions, and found a recycled corrugated plastic that can endure rain, wind, as well as hot and cold temperatures. Even though I hope that the art will last a year outdoors in the elements, I cannot guarantee that the art will not be damaged, so please paint accordingly. At the end of one year, art can be sold as is, or stored for future exhibits to promote the Jersey City Mural Arts Program.

Several painting stations are set up indoors at the site so artists may come by and paint from 9am to 6pm any day before installation (deadline TBD, but I am planning the opening for October 3rd). You may also paint on your own 4' x 8' panel(s) and drop them off to be installed.

Below is an example of a 3-panel piece, created on site for the exhibit, by Gaia (12 feet wide by 8 feet high):



Please reply, by email if possible, and let me know if you would like to participate in Raw Power. Also let me know when you could come out to Jersey City to paint, so I can schedule accordingly.

This is the first time in Jersey City that an outdoor public art exhibit of this scale has taken place, and I look forward to your involvement in making it a fun, colorful, and exciting show.

Thank You,

Dylan Evans
Jersey City Mural Arts Program
joyofsound@gmail.com
917-749-4973