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****Press Release****

***JERSEY CITY SHOWCASES ACCLAIMED MURAL PROGRAM PORTFOLIO
THROUGH NEW INTERACTIVE PLATFORM, WELCOMING ENTHUSIASTS TO
TOUR THE FREE PUBLIC ART SPANNING SEVERAL MILES THROUGHOUT THE
CITY***

JERSEY CITY – Mayor Steven M. Fulop announces the latest expansion to the distinguished Jersey City Mural Program with the launch of a new interactive platform highlighting the nearly 140 public murals bringing vibrancy and beautification to all pockets of Jersey City. The mural program’s new website maps out the location of each masterpiece created by artists from the local level to the worldwide stage. The innovative beautification program transforming Jersey City into an outdoor art gallery also reduces graffiti and engages local residents.

“We started the Mural Arts Program six years ago to offset vandalism and graffiti. It has now grown into an internationally recognized forum for public art,” **said Mayor Steven M. Fulop**. “This new website will not only allow people from all over the world to enjoy the murals, but it will also enable interested onlookers to look up information about a painting and even encourage more people to seek out the miles of available free public art.”

Initiated in 2013, and funded by a Clean Communities Grant, the Jersey City Mural Arts Program (JCMAP) is a Mayor’s Office Initiative that links established and emerging local, national and international mural artists with property owners citywide.

The acclaimed public art program currently showcases nearly 140 murals citywide created by artists from 16 countries, 7 U.S. States and dozens of our local artists. The most recent mural was completed by world-renown artist MadC (Claudia Wilde). The 18-story mural at 627 Summit Avenue is historic even for the accomplished artist, as it is the largest project in her portfolio. Local artists, Distort and John Abarca, had the once-in-a-lifetime opportunity to assist MadC on the 180-feet by 45-feet masterpiece. MadC is one of 16 globally recognized artists who have participated in the distinguished mural program and featured on the new website.

Perhaps the most famous of Jersey City’s murals include the 180-foot David Bowie mural by the Brazilian artist Eduardo Kobra and the 50-foot WAVE overlooking Grove Street downtown by American Shepard Fairey. Other artists from around the world hail from countries such as South Africa, Germany, Italy, Argentina, Cuba, Australia, Spain, Dubai, Chile, Holland, Hungary, France, England and Switzerland. All of which are featured throughout the new website.

The Jersey City Mural Arts Program website JCMAP.org is live today, taking visitors on a journey of the 138 murals already completed and bringing life to buildings of various sizes throughout every corridor in the city.

The site will be accentuated with high-quality photos, artist profiles and interviews, as well as a site map that leads visitors to the location of every mural in the city.

“We are tremendously excited to have partnered with CANVS App in creating a full-fledged, interactive mural website that showcases all of the diverse art our program has commissioned over the last 6 years,” said **Brooke Hansson, the Mural Arts Program Director**. “We finally have a platform to tell the story of the Jersey City Mural Arts Program which allows the project to be much more accessible for our local community and beyond.”

CANVS’ partnership with the Jersey City Mural Arts Program led to the development of the new website which will host a custom-built mural map powered by the CANVS street art database.

Media is invited to cover tonight’s website launch event. Please RSVP to KScalcione@jcnj.org for event information.

About CANVS App:

CANVS App, founded in Jersey City, helps art enthusiasts locate and interact with installations throughout the community, using its platform to coordinate and organize individuals as well as organizations in their efforts to raise artist awareness and support the art community. CANVS also curates engaging off-app experiences such as art shows, interactive mural tours, and digital installations. The CANVS team consists of digital artists, projection mappers, developers, and UX designers. The CANVS mission is to transform the way people interact with street art.

All media inquiries should be directed to Kimberly Scalcione at kscalcione@jcnj.org or 201-376-0699.