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**** Press Release ****

***A Record-breaking 18-Story Mural Created by International Artist to be Unveiled
today at 2 p.m.***

Latest Addition to Jersey City’s Mural Arts Program now boasting More Than 130 Murals Citywide

JERSEY CITY – Mayor Steven M. Fulop and the Jersey City Mural Arts Program will unveil an 18-story mural at 627 Summit Avenue painted by international artist **MadC** as part of the Jersey City Mural Arts Program. The mural is part of a robust public art program that now boasts more than **130 murals citywide created by artists from 16 countries, 7 US States and dozens of our local artists.**

“From local to international artists, Jersey City’s mural arts program is one of the most expansive and diverse in the nation and continues to be a citywide success,” said **Mayor Fulop**. “This is really a testament to how far our mural arts program has taken off from its original effort to deter graffiti and vandalism and to encourage local artists to get involved in our community in a positive way. We even have a summer program for local students to create original large scale murals which has been an ongoing success for the past 6 summers.”

The mural is 180’ x 45’ and painted in 180 hours over the course of 12 days. To date, there over 130 murals spanning the City that beautify buildings, telephone boxes, catch basins and more.

“Claudia Walde, also known as MadC, was assisted by two Jersey City artists, Distort and John Abarca, who helped Claudia execute her design,” said **Brooke Hansson, Director of the Mural Arts Program**. “This has been a once-in-a-lifetime opportunity for all of us involved to watch and learn while working with a globally-renowned artist in executing such a large-scale undertaking.”

The second side of the 627 Summit Ave building, which is part of an affordable housing unit owned by Summit Plaza Inc., will be painted by **international artist 1010**. Work will begin on June 30th and is expected to be completed by mid-July.

Initiated in 2013 and funded by a Clean Communities Grant, the Jersey City Mural Arts Program links established and emerging local, national and international mural artists with property owners citywide as part of an innovative beautification program that reduces graffiti, engages local residents and is transforming Jersey City into an outdoor art gallery.

This 18-story mural was sponsored by NJCU who have committed long-term funding to JCMAP and will be collaboratively commissioning a dozen large-scale murals over the next year spanning the city including local murals from BK Foxx, Emilio Florentine, Distort, Cern, and Dan Kitchener from England.

“NJCU is excited to welcome MadC and 1010 to contribute to the artistic landscape of our city,” said **Jason Kroll, Vice President & Chief Strategy Officer at NJCU**. “Some of the biggest artists in the world have helped turn our streets into free outdoor art exhibitions. At NJCU we want to insure that our students have a vibrant environment in which to live, learn, work and play, and we recognize that the arts are a vital component to fulfilling that mission”

About the artists:

Claudia Walde a.k.a. MacC is a global phenomenon. She holds degrees in Graphic Design from the University of Art and Design, Halle, and Central Saint Martins College, London. Her experiences from the world of academic life were preceded by an active rapport with graffiti and the street art world during her teenager years. It is this confluence of street art subculture and a devoted approach to art research which has been decisive informing the art Claudia creates.

1010 is a Hamburg-based contemporary artist inviting the observer to enter a world of graphic illusions and alluring colors he creates on walls around the world by means of op art. For more than a decade 1010 has been painting walls. His murals can be found on facades in Panama, Delhi, Las Vegas, San Diego, Dubai, Montreal, Shenzhen, Warsaw, Paris, Heidelberg and Hamburg and many more cities around the world.

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