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*** **PRESS RELEASE** ***

NJ's Largest Art Tour Returns to In-person with 4 days of Gallery Exhibitions, Artist Talks, Demonstrations, and Live Performances at the 31st Annual Jersey City Art & Studio Tour (JCAST)

Murals Come to Life with New Augmented Reality Video App

Experience JCAST September 30 through October 3

View [augmented reality](#) videos [here](#).

JERSEY CITY — **Mayor Steven M. Fulop** announces the *31st annual Jersey City Art & Studio Tour (JCAST)*, the largest art tour in New Jersey. This year's JCAST will celebrate art and the creative process with the return of in-person events featuring Jersey City's renowned arts community with [curated tours](#), art demos, and panel discussions with artists, arts organizations, and collectives from all over Jersey City.

The City of Jersey City is hosting the four-day arts showcase with in-person events from September 30 through October 3, 2021. From university shows to "hidden gem" galleries, this year's JCAST will highlight 650 local to international artists at over 125 locations [spanning the entire City](#).

"We're witnessing history in the making as Jersey City increasingly transforms into an unparalleled cultural anchor and arts destination, and JCAST serves as the grand finale to this pivotal year for arts and culture in our community," said **Mayor Fulop**, a staunch supporter of arts and culture. "Every year, I look forward to JCAST as it is the region's premier art tour, showcasing Jersey City's diverse community of incredibly talented and creative artists."

With over 20,000 attendees, JCAST invites all levels of art enthusiasts to explore exhibitions and activities across all of Jersey City's diverse neighborhoods by well-known artists and emerging creatives alike.

For the first time, Jersey City's Mural Arts Program (JCMAP) will incorporate [augmented reality](#) into some of the over 200 murals citywide. Using app-based technology, StraxAR™ by Strax Networks Inc., viewers can simply hold their cellphone up to



a mural to bring the outdoor art to life. See a demonstration of JCMAP's augmented reality [here](#).

JCMAP will also be hosting a group exhibition show on Friday, October 1, that will feature the canvas art of many of JCMAP's participating muralists and will also have augmented reality features. The event will take from 6:30 p.m. – 10:00 p.m. in a street-level commercial space donated by KRE Group in Journal Squared at 605 Pavonia Avenue.

A pop-up JCMAP gallery will take place on Saturday, October 2, from 7 p.m. – 12 a.m. in the heart of the Mural Arts District at 227 Coles, where outdoor murals and indoor canvases will be augmented reality-capable. The event will feature food trucks and a beer garden in the parking lot where Canvs AP will provide mural tours. Legendary street artist Ron English will also be performing live body painting in the black light street art section of the gallery show.



Visitors are also encouraged to take advantage of the free bike and walking tours offered Saturday and Sunday, October 2 and 3. All guided tours are free and open to the public.

“The arts can be powerfully therapeutic for people, especially in times of crisis like the COVID-19 pandemic, and so we felt it was especially important to safely bring back JCAST with in-person events after going all virtual last year,” said **Christine Goodman, Director of Cultural Affairs**. “Every year, we welcome more artists and more attendants, and we expect this year to be the best JCAST yet!”

While investing in arts and culture is proven to stimulate the local economy - with every dollar invested proven to yield an average of over \$33 in return investments into the local community – the arts also play a key role in the administration's broader efforts to enhance residents' quality of life, foster community, engage our youth, benefit local businesses, and improve mental health.

“I had COVID a few months ago, and I honestly thought I was going to die. I wasn't sure I would be able to do this again. So, this year's JCAST is especially important for me personally, and it's significant for many other people facing their own struggles throughout this pandemic. It's good for all of us to come back for JCAST and be a part of this community,” said **Jersey City resident and artist Max Sansing**.

To kick off the 31st annual JCAST, an opening reception will be held on September 30, 2021, from 6 – 9 p.m. in the Powerhouse Arts District. The public event will include live outdoor performances, music, tours of Nimbus Arts Center Gallery and Art150, and more!

Discover artists by medium (photography, ceramics, etc.) through our easy-to-search artist profiles on the JCAST website, thejcast.com. To purchase any artwork, please message our JCAST Art Concierge and have it delivered to your doorstep!

Presented by Bank of America. Special thanks to JCAST Partners: Art House Productions, Goldman Sachs, the Jersey City Economic Development Corporation, Jersey City Theater Center, the New Jersey Department of State, Division of Travel and Tourism, and the Historic Downtown Special Improvement District.

Made possible by Mayor Steven Fulop, the Jersey City Municipal Council, and the Jersey City Office of Cultural Affairs.

A full listing of galleries, exhibitions, tours, and special events can be found at www.thejcast.com. JCAST encourages all attendees to wear masks at all indoor locations. If you have questions about a specific venue's COVID-19 guidelines, please contact them directly.

All media inquiries should be directed to Kimberly Wallace-Scalcione at KWallace@jcnj.org.