



Media Release

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www.themuralproject.wix.com/Houston

THE MURAL PROJECT @ CITYCENTRE – Update August 10, 2015

With the support of CITYCENTRE and local businesses, Muir Fine Art Gallery is excited to launch *The Mural Project @ CITYCENTRE*, which seeks to bring CITYCENTRE Houston to the forefront of this cultural art explosion and create a “cultural trail” throughout the South end of the complex. [CJL Media Arts Group](#) will manage this project on behalf of Muir Fine Art Gallery.

A May call for submissions, netting dozens of prospective designs and concepts, takes CITYCENTRE a brush stroke closer to an unveiling on July 4th, when tens of thousands of Houstonians, as well as out of town visitors at Hotel Sorella CITYCENTRE will descend on the destination for its annual fireworks spectacular. The sponsored debut, which will further activate audiences to begin voting on their favorite pieces, will also act as a fundraiser for local charity MD Anderson Children’s Art Project www.childrensart.org.

According to Muir Fine Art Gallery Director, CJ Alvarez, “A key feature of the initiative is its integration into the canvas of the neighborhood, drawing on the pedestrian orientation that has made CITYCENTRE a standout in Houston. Additionally, guests of all ages can safely explore and engage with the work in a way that is not always possible in a downtown industrial area.”

The cultural trail, winding through the south end of the complex along Sorella Court, through Town & County Boulevard and along Queensbury Lane, will serve as the project showcase through August 31st. At its completion, the three winning artists, selected by onsite and online votes, will earn their spot in a gallery show at Muir Fine Art Gallery’s Second Story Annex location at CITYCENTRE in 2016.

“We’re thrilled to support The Mural Project and provide this substantial exposure opportunity for participating artists,” said a Midway Companies representative. A website www.TheMuralProject.Wix.Com/Houston has been created for media and the public to read about the project, the selected artists, biographies, voting stats, and MD Anderson [Children’s Art Project](#) charity. All artists selected by the Steering Committee for Murals and Canvas art displays will be featured on the website.

BUSINESS SPONSORSHIP





Local businesses were asked to sponsor a mural, which will replace older street advertisements, which will be painted by talented Urban and Mural artists. Business Sponsorship not only shows support of The Mural Project and the Artist, but it also enrolls them in a friendly competition of “Vote for the Best Mural” in CITYCENTRE, which will be voted on by the general public.

CALL TO ARTISTS

Houston's best Urban and Mural Artists were invited to respond to a “Call For Artists” and submit a colorful rendering that both showcases their amazing talent and underpins the theme, *“Bringing Houston Arts to CITYCENTRE.”*

MURAL SELECTION PROCESS

A steering committee comprised of management representatives from Muir Fine Art Gallery, Midway and local business sponsors reviewed the renderings submitted by Artists.

The “Best” Urban and Mural submissions have been awarded a street level mural location, a canvas mesh to paint their creation on, a stipend for art supplies and completed murals. Artists will create their artwork offsite and their studio/facilities.

GALLERY CANVAS ARTWORK SELECTION

Simultaneously, artists who opted to submit renderings for 48” canvas artwork, keeping with the theme of *“Bringing Houston Arts to CITYCENTRE”* will have an opportunity to showcase their selected artwork for display in Muir Fine Art Gallery and inside participating businesses. Artists will bear costs associated with 48” canvas gallery wrapped artwork.

PUBLIC VOTING

In a bout of friendly competition, the general public will be asked to vote on their favorite street level mural; while CITYCENTRE businesses lobby their customers to vote on their sponsored mural(s).

All CITYCENTRE businesses are encouraged to promote The Mural Project on their own websites. At CITYCENTRE’s annual July 4th event, the general public will be invited to tour the murals and vote on their favorite.

Both online and in designated voting locations will be available from July 4th to July 15th. All artists, muralists, business sponsors and CITYCENTRE tenants (current & prospective) will be invited to attend a VIP Event to announce the CITYCENTRE winners on July 18th. The three winning artists will be featured in an exhibition at Muir Fine Art Gallery in 2016.



CITYCENTRE





TRANSPORTATION/PARKING

The Mural Project website will post a map of the South end of CITYCENTRE, which will reflect alternate parking garage locations (paid & free), valet parking locations, [Uber](#) app & Yellow Taxi information to enable CITYCENTRE visitors a choice of how to visit and part @ the CITYCENTRE complex.

ARTWORK PURCHASES

The general public will be able to purchase the 48” canvas artworks hanging inside Muir Fine Art Gallery and inside participating CITYCENTRE businesses with a portion of proceeds going to MD Anderson Children’s Art Project charity, Artists and gallery.

WIN-WIN

The Mural Project @ CITYCENTRE will beautify areas that are under temporary construction and not currently leased, as well as, introduce the broad spectrum of urban art to audiences that might not otherwise normally encounter it. Urban and Mural Artists will get an opportunity to showcase their talents and benefit from media and CITYCENTRE exposure.

The MD Anderson Children’s Art Project, a 501 (c) charity will benefit from a percentage of proceeds from the sales of artwork, as well as, direct donations.

The Mural Project @ CITYCENTRE will be “Bringing Houston Arts to CITYCENTRE” and take a giant step closer to “Making Houston the Arts Destination of the South!”

For more information please contact:

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