



MAY 10 - 19
10 MURALS IN 10 DAYS

WRAP UP REPORT

THANKS TO OUR GENEROUS SPONSORS FOR SUPPORTING THE VIBE CREATIVE DISTRICT



John and Harriot Malbon, Dave Jester, William and Kim Thumel, Derrick Borte, Best Value Hardware, Esoteric, Freedom Car Wash, Gypsy Soul Boutique, McKenzie Construction, Mary's Restaurant, Prosperity Kitchen, Vibrant Shores Brewing



TALENT Murals @ Best Value Hardware





Schuyler Beecroft @ Marys Plaza





ARCY @ Freedom Car Wash



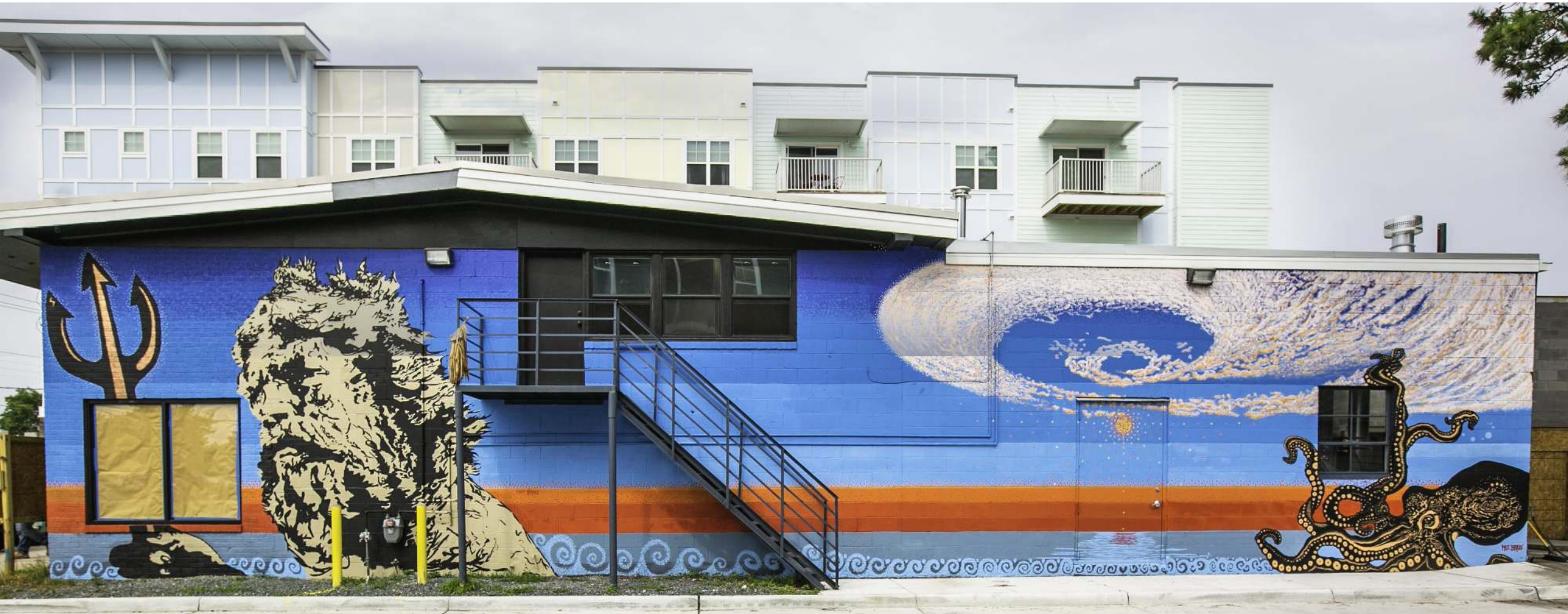


John Hutchinson & IGOR @ 510 18th Street





Matthew Brass @ Vibrant Shore Brewing





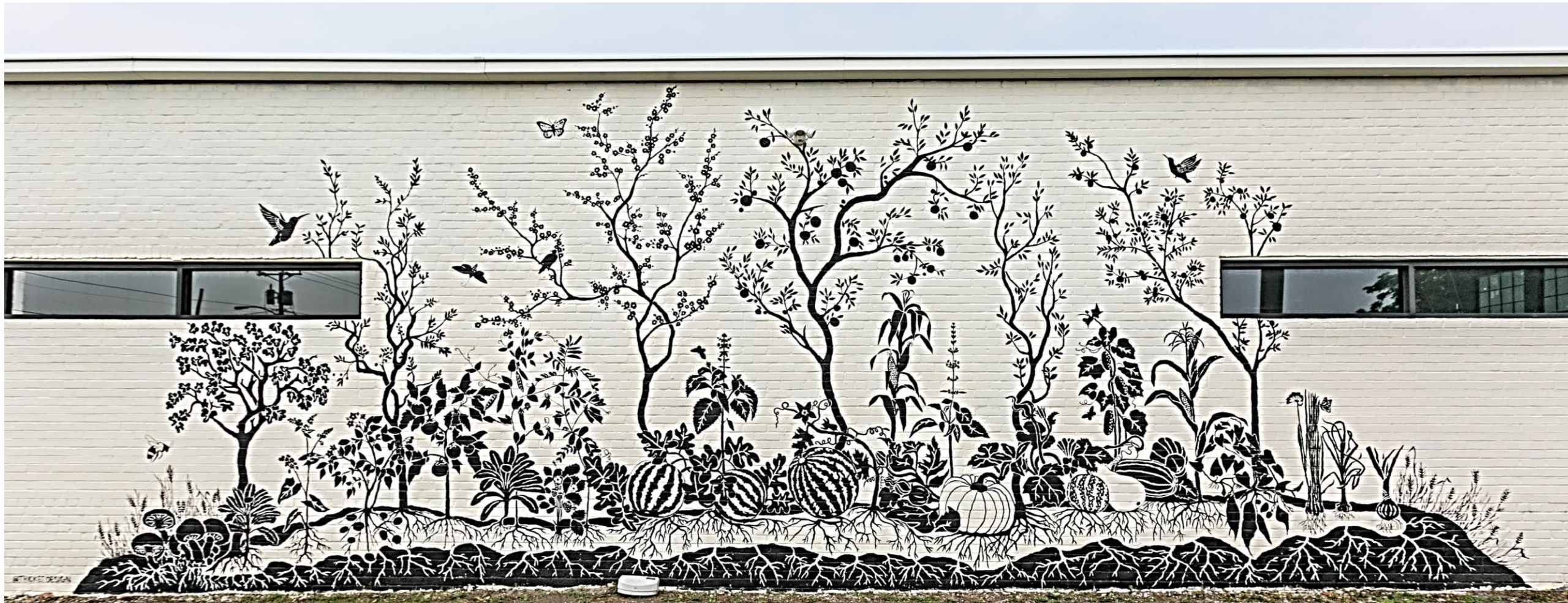
Seth Lubaton @ Gypsy Soul Boutique





*CLICK TO VIEW LINK

Naomi McCavitt @ Prosperity Kitchen





JUURI @ Esoteric





Susan Tolbert @ McKenzie Construction







SPECIAL EVENTS!

VIP Sponsor Party & Champagne Toast

--MEET THE ARTISTS--

BOJUart Gallery
Thursday, May 16 from 5-7pm



Mural Artists' Exhibition at BOJUart Gallery Thurs-Sun

ARTIST TALK @ 1701 SAT @ 2pm



  *Golf Cart Tours*  



MAY 10 - 19
10 MURALS IN 10 DAYS

Check out the ViBe Mural Festival in style
Call or email to reserve your golf cart tour TODAY!

(757) 202-9533
info@vibecreativedistrict.org

FOR MORE INFO VISIT WWW.VIBECREATIVEDISTRICT.ORG

10 MURALS IN 10 DAYS
AND ONE BIG PARTY!



Mural festival BLOCK PARTY

3-6PM May 18th

18TH AND BALTIC

DAVIS AD AGENCY PARKING LOT

FEATURING LIVE MUSIC FROM GUAVA JAM

FREE AND OPEN TO EVERYONE

Live Music with Guava Jam Band

Community Fence Mural Painting

Food Trucks

Cornhole and Yard Games

Spirits, Beer & Wine

Shuffleboard from @BeachSocial

Face Painting with Local Artist Katerin Goold



www.ViBeCreativeDistrict.org

757-202-9533











POCKET GUIDE MURAL MAP/ TOURS



ViBe Creative District Mural Festival

May 10-19, 2019 // 10 Murals in 10 Days // An easy 1 mile walk



1. Mary's Restaurant Plaza – Artist Schuyler Beecroft, east wall
2. Best Value Hardware – Artist TALENT Murals, east facing
3. Gypsy Soul Boutique – Artist Seth Lubaton, north facing wall
4. McKenzie Construction – Artist Susan Tolbert, W & S walls
5. Borte Property – 2 Artists John Hutchinson & IGOR

6. Prosperity Kitchen – Artist Naomi McCavitt, south facing wall
7. Freedom Wash Car Wash – Artist ARCY, multiple walls
8. Freedom Wash Car Wash – Artist ARCY, multiple walls
9. Esoteric – Artist JUURI, north facing courtyard wall
10. Vibrant Shore Brewing – Artist Matt Brass, east facing wall

View the ViBe Creative District Mural Map featuring 50+ public artworks via Google Maps @ www.vibecreativedistrict.org/publicart

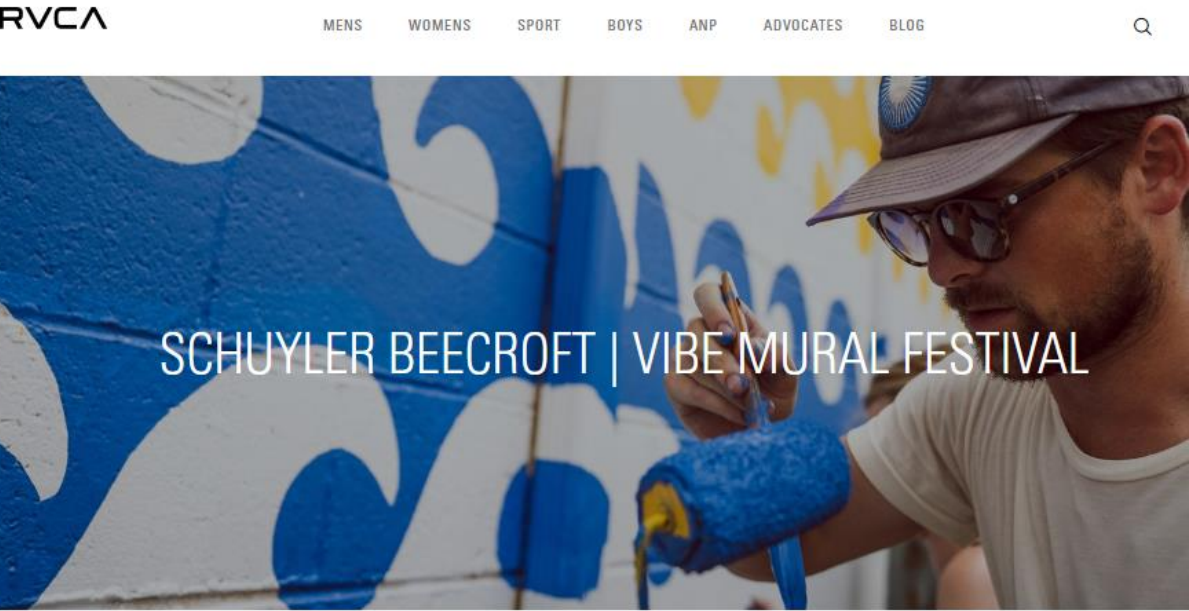
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GUIDED TOURS



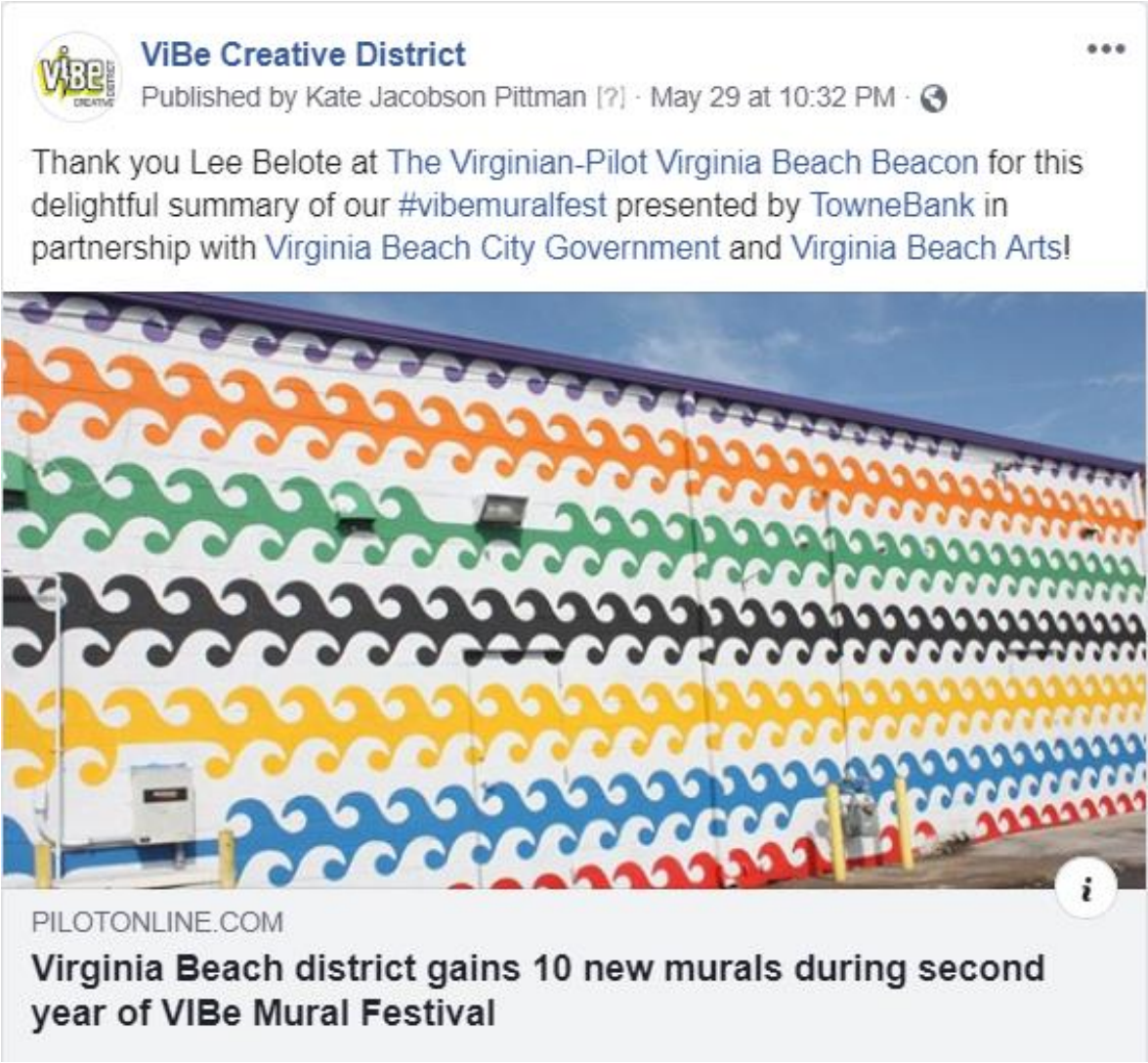
MEDIA ATTENTION



HOME / BLOG / ART / SCHUYLER BEECROFT | VIBE MURAL FESTIVAL

EARLIER THIS MONTH, SAN FRANCISCO-BASED ARTIST, DESIGNER AND ART DIRECTOR [SCHUYLER BEECROFT](#) PAINTED A 90-FOOT MURAL AS PART OF THE SECOND ANNUAL [VIBE CREATIVE DISTRICT MURAL FESTIVAL](#), LOCATED IN VIRGINIA BEACH, VIRGINIA. 10 ARTISTS WERE ALLOTTED 10 DAYS TO COMPLETE THEIR WORKS, EACH OF WHOM WAS HAND-SELECTED BY THE BUSINESS WHERE THE WORK WOULD LIVE. ALTHOUGH HE CAN NOW BE FOUND ON THE WEST COAST, SCHUYLER IS A NATIVE OF VB AND CREATES WORK FOCUSED ON DISSECTING AND EXPERIMENTING (WITH) VISUAL ATTRIBUTIONS CONCERNING DESIGN THEORY AND THE SYSTEMATIC IMPLEMENTATION OF 'THE GRID.'

PHOTOS BY [ALEX J. SMITH](#)



*CLICK IMAGES TO VIEW LINKS

MEDIA ATTENTION



VIRGINIA-BEACH

10 murals in 10 days: ViBe Creative District mural festival

The festival by the Virginia Beach Oceanfront will feature 10 new murals by 10 artists in 10 days!

Author: 13News Now Staff, Jaclyn Lee
Published: 11:29 AM EDT May 10, 2019
Updated: 6:28 PM EDT May 10, 2019

Home ▸ Local News ▸ There's more to this mural in the ViBe District

Local News

There's more to this mural in the ViBe District

By Rami Yoakum - June 13, 2019



Created recently on a building being constructed on 17th Half St., the mural uses the Virginia flag and motto to help give a message of hope
(Rami Yoakum/Southside Daily)

VIRGINIA BEACH – When is a large colorful mural painted onto the side of a building not simply a pretty piece of artwork?

When it's based off a flag and a motto that have been around for more than a century but

***CLICK IMAGES TO VIEW LINKS**



Artist Matt Jones' "Nighthawk" at Whitwell Street Brewing. Photo by Lori Gauding Zentgraf

Mural, Mural on the Wall

by Betsy DiJulio

When is a mural not a just a mural? When it is a driver of economic development, tourism, place-making, branding, legacy-leaving, and employment for artists just for starters. The recent proliferation of murals in Virginia Beach's ViBe District and Norfolk's NEON and Railroad Districts seemed a good time to understand a bit better who and what is driving this train.

Street art, including murals, is the people's art, situated somewhere between what is perceived as the upper crust's purview of galleries and museums and the grittier rebellious underworld of protest and graffiti art. Across the country, murals are key protagonists in the comeback stories of blighted urban areas like Detroit. But smaller and seemingly less blighted cities are jumping on the bandwagon.

My recent illustrated walking tour of the 15-block concentration of murals in the ViBe drew so much attention on social media that I started there. Chatting with Katie Pittman at Croc's whose co-owner, First Citizen, Laura Haber, has been one of the longest-running and most passionate and persistent voices and vision-makers for the revitalization of the neighborhood,

the patchwork of projects began to feel more cohesive: mural festivals, painted and permanent crosswalks, a changing fence mural, event-driven permanent and temporary murals like those for SITW, and pop-ups. Virginia Beach's office of Cultural Affairs oversees the stand-alone mural projects on city-owned property.

Pittman, executive director of the ViBe Creative District, would agree with Detroit's Mural in the Market co-founder, Jesse Cory, who asserts that a density of murals in a neighborhood generates stories around both the neighborhood and the artists. "We see it as a public good," she says, emphasizing the murals' ability to activate a sense of discovery and exploration throughout a neighborhood, putting more foot traffic on the streets, starting conversations, and driving an uptick in business. She credits Sean Brickell with bringing this idea to the ViBe.

There, property owners may, on their own, commission artists to paint murals. But, explains Pittman, not every business can afford to do that. By partnering with her office, businesses pay some 20% of costs and are presented with a "monster file" of artists from which to choose, solicited dur-

ing an open call. Many districts around the country, including the ViBe, use the mural festival model, e.g. "10 murals in 10 days."

In this way, a concentration of murals is commissioned, painted, and celebrated within a condensed amount of time and a condensed footprint, about a mile for 2019, the second year of the ViBe Mural Festival. They make a bigger initial splash and lasting visual impact, while creating opportunities for block parties and other programming from artists talks to guided mural walks and golf cart tours.

Norfolk's proliferation of murals pre-

dates those in the ViBe by a few years. In about 2013, Rachel McCall, special projects manager for the Downtown Norfolk Council, was tasked with helping to rehabilitate the arts district, aka NEON, part of a 50-block improvement area. Murals have played a key role via annual mural festivals that begin with open calls to artists in May and June, are funded in July, and completed by October for the NEON Festival which attracts some 4,000 people over two nights. Besides the obvious role in urban rehabilitation, McCall sees the mural programs as educating artists



A 40-foot mural is owned by California-based illustrators John and Jennifer Hargis, the wife of a Croc Brewing Company in Norfolk's newly reimagined Railroad District.



"Nails, Nails and Technology" on the side of Stark & Legum clothing store in the NEON District of Downtown Norfolk.

in a potentially lucrative form of business. They learn more about contracts, insurance, and logistics, like lift rental.

Property owners are invited to participate. "The more we do it," says McCall, "the more they want to participate." And, through an open call, artists are asked to submit designs on spec so that business owners can see more precisely what they are getting. Though this isn't the preference of some artists, McCall notes that there are pros and cons to all models.

Meanwhile, in the Railroad District in Park Place, the Norfolk Street Museum emerged this year as its inaugural mural festival. Curated by Hampton Boyer and Asa Jackson of the Contemporary Arts Network, the initiative's mission, in partnership with Visit Norfolk was, according to Jackson, to assist the city with "tourism and placemaking." Ten muralists from the region and across the US created nine murals for businesses in the district who Boyer and Jackson selected through a very personal process of walking the neighborhood and creating a dialogue with owners who bore none of the financial costs.

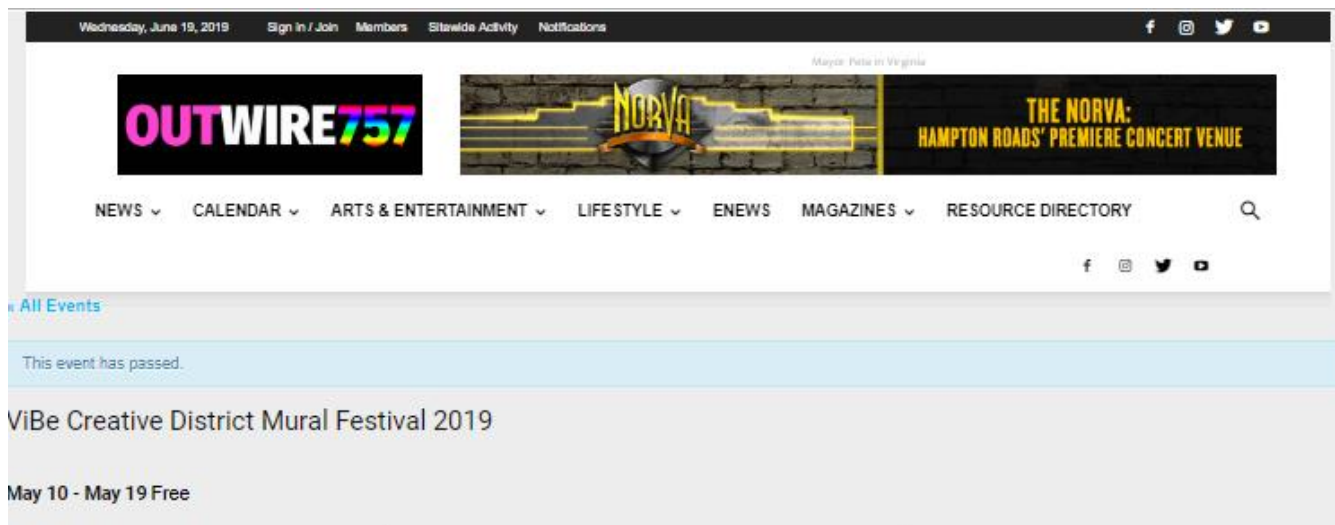
Charles "Charlie" Rasputin and his Alchemy partner, Careyann Weinberg, served as producers for the Norfolk Street Museum with music performances, artist's talks, meet-and-greets, and bike tours. A conversation with Rasputin revealed his long

history as a driving force behind alternative art parties and immersive experiences where "art meets nightlife." An artist/muralist, curator of non-traditional art shows, and event planner, what propels him is the desire to foster "emotional investment" in a diverse, creative community, that is welcoming to all ages and synthesizes both "feel good and protest art." His mantra? "How do we make people care?"

The visual language that started decades ago as a protest against the establishment has now been embraced by—and funded by—that establishment, with municipalities enthusiastically getting on board with the mural movement. And, not surprisingly, when public funds are involved, the process intersects politics raising complex questions about the what, when, and where, but especially the who, becoming murky at times.

"Murals are culturally trendy," says Karen Rudd, manager of Cultural Affairs for the city of Norfolk. By definition, trends tend to come and go, but most importantly they lead in a new direction. It remains to be seen where the trend will take us denizens of the 757. But I'm along for the ride. ☺

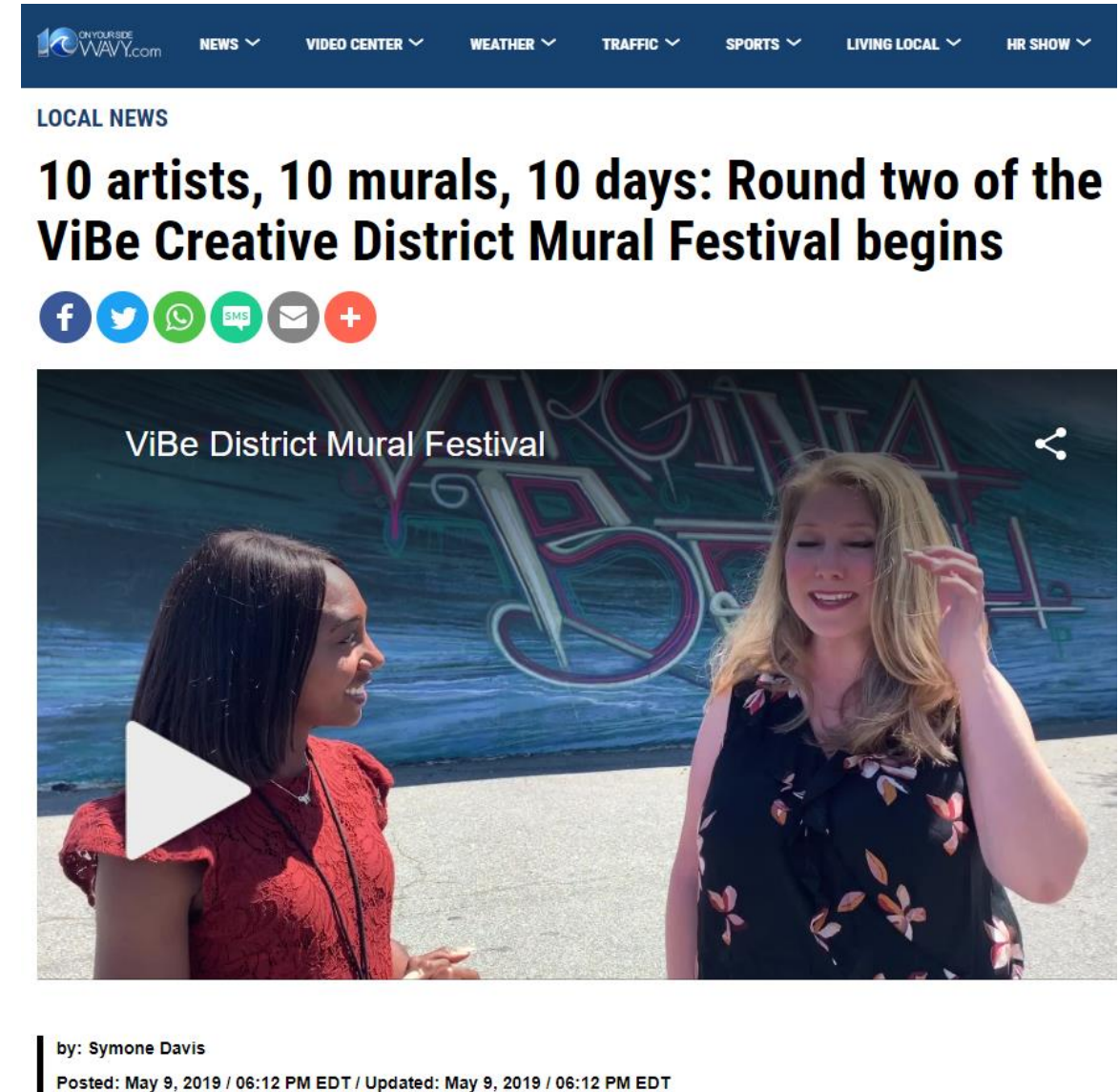
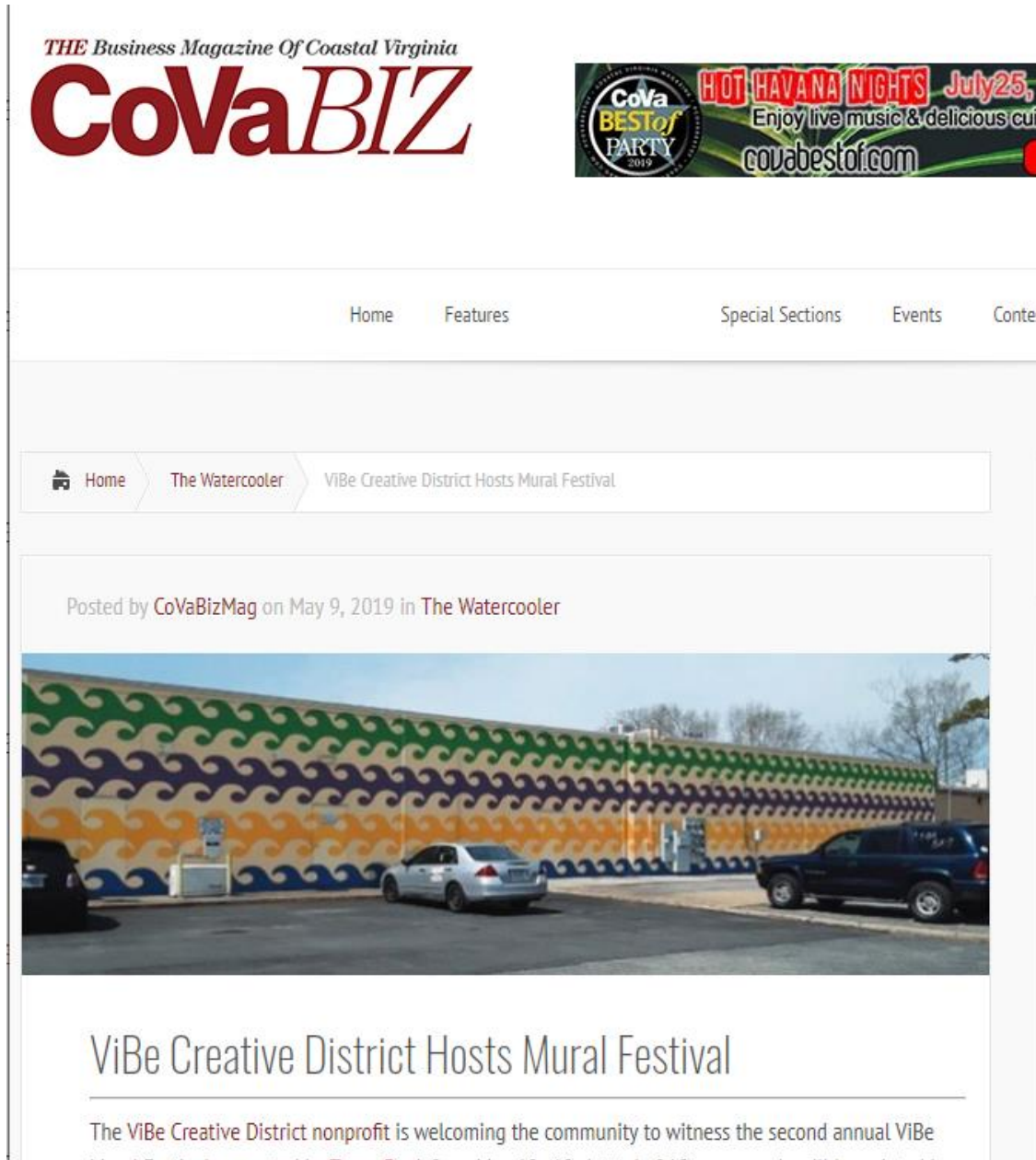
Find out more about grants for projects, download maps, and access open calls to artists at: www.DowntownNorfolk.org, www.NorfolkStreetMuseum.com, and www.VibeCreativeDistrict.org.



ViBE MURAL FESTIVAL PRESENTED BY TowneBank



MEDIA ATTENTION



*CLICK IMAGES TO VIEW LINKS

MEDIA ATTENTION

*CLICK IMAGES TO VIEW LINKS

1701 STAFF

ARTICLE & PHOTOS BY: RACHEL BUTLER

2019 ViBe Mural Festival



May 2019 marked the second year of the ViBe Creative District's 10 Murals in 10 Days. The project gave the 10 artists just 10 days to complete their artwork. And, despite several days of storms and rain, these amazing artists pulled it off. Some artists brought help, some tackled the daunting task solo, while others welcomed help from local artists. While each mural is very different, the common thread was the feel of community that was brought out by all involved. Locals came out to show support to these artists and proved that Virginia is for [mural] lovers.

1701 was lucky to host the Artist Talk again this year with a casual Q&A led by the ViBe Creative District's Executive Director, Kate Pittman. The artists were asked to share their experiences of painting their murals and the interactions they had with the public throughout. They also talked about little tidbits that they learned from each other, and how different the experience of painting outdoors was for them.

Stop by 1701 for a self-guided mural tour map! Learn more at ViBeCreativeDistrict.org



NEW SOCIAL MEDIA MILESTONES

**ViBe Creative District**
Published by Kate Jacobson Pittman [?] · May 21 at 3:25 PM · 🌐

Epic pic of ARCY by Marcus Holman Photography for Freedom Wash at #vibemuralfest!



5,831
People Reached

1,122
Engagements

Boost Post

 345

20 Comments 16 Shares

**ViBe Creative District**
Published by Kate Jacobson Pittman [?] · May 24 at 1:08 PM · 🌐

This epic artwork created by #johnnhutchinson and Igors Custom came to life as a contemporary reimagining of the Virginia State Seal. It's a nod to the past, present and future and encompasses historic Virginia Beach elements (boardwalk hotels, light house, dolphins), sea level rise, modern wind energy sources, climate change, and a fierce sheba temptress.

#vibemuralfest @thevibecreativedistrict Virginia Beach City Government The Runnymede Corporation TowneBank Virginia Beach Arts Business Consortium for Arts Support VSA Resorts Checkered Flag Auto Group Guava Jam Ørsted Capital Group Companies RCVA Davis Ad Agency Visit Virginia Beach Virginia is for Lovers




6,284
People Reached

1,210
Engagements

Boost Post



 279

27 Comments 32 Shares

**ViBe Creative District**
Published by Kate Jacobson Pittman [?] · May 26 at 10:34 AM · 🌐

@talentmurals brothers Eric and Todd created this humorous artwork of two "wall dogs" building and painting a ViBe sign on the side of Best Value Hardware at the corner of 17th and Mediterranean Ave. The term "wall dogs" was used to refer to early muralists in the 90's when Eric and Todd first started painting murals down in the VB Oceanfront resort. They said the dogs are self portraits and the paint is dripping from the top stripe because they are messy painters. Hardly-- the brothers painted these hyper realistic dogs holding a life-like hammer and paint brush with the ease of over 25 years experience and still found time to share tips with the other artists. Amazing job!




#vibemuralfest @thevibecreativedistrict Virginia Beach City Government The Runnymede Corporation TowneBank Virginia Beach Arts Business Consortium for Arts Support VSA Resorts Checkered Flag Auto Group Guava Jam Ørsted Capital Group Companies RVCA Davis Ad Agency Visit Virginia Beach Virginia is for Lovers



11,237
People Reached

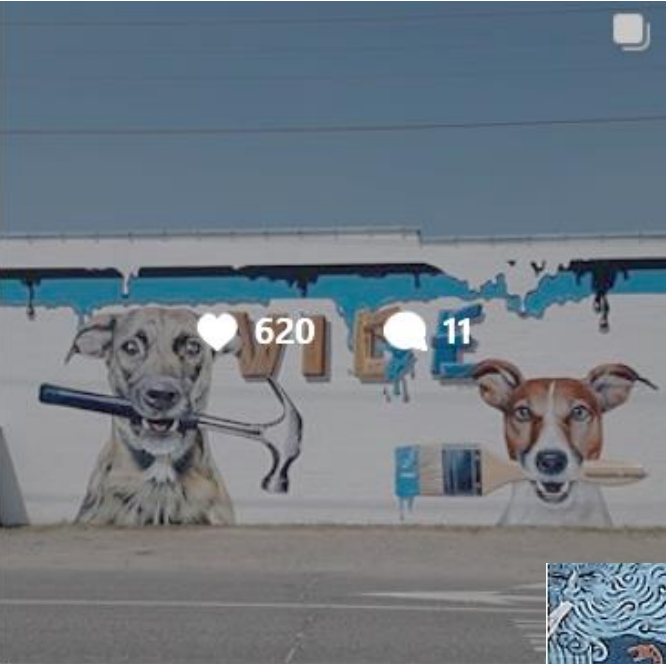
2,175
Engagements

Boost Post

 483

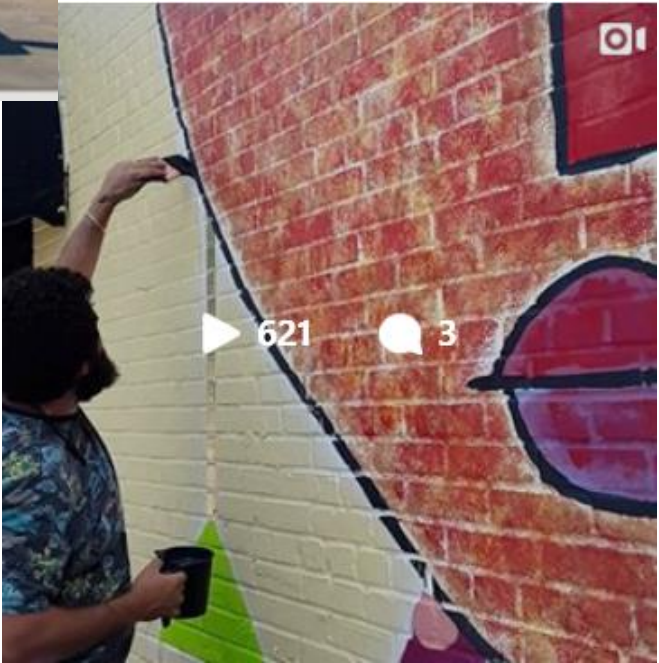
43 Comments 63 Shares

NEW SOCIAL MEDIA MILESTONES



Instagram

8,028 followers



ONLINE MURAL MAP SOARS TO NEARLY 70,000 views

☰

ViBe Creative District - ...

🔍

⋮

▼

Use this handy map tool to explore the ViBe Creative District on a self-guided mural tour. Enjoy a leisure walk or bike 69,181 views

SHARE

☑

Murals in the ViBe Creative District

▼

📍

ViBe Creative Crosswalk #1 - Street Mural

📍

ViBe Creative Crosswalk #2 - Street Mural

📍

Croc's 19th Street Bistro Murals

📍

Commune Garage Mural

...

41 more

☑

ViBe Mural Festival presented by Tow...

▼

📍

ViBe Mural Festival presented by Towne...

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ViBe Mural Festival presented by Towne...

A map of the ViBe Creative District in Virginia Beach, Virginia. A blue line traces a route through the district, starting near Virginia Beach Middle School and ending near Atlantic Avenue. Numerous blue and red pins are scattered throughout the district, indicating the locations of murals. Key landmarks and businesses labeled on the map include Virginia Beach Middle School, Magnuson-Holmes Convention Center, The Beach Bully BBQ, Zero's Subs Oceanfront, Peabody's Nightclub, Doc Taylor's, Wendy's, and the Fairfield Inn & Suites by Marriott Virginia Beach. Street names visible include 25th St, 24th St, 23rd St, 22nd St, 21st St, 20th St, 19th St, 18th St, 17th St, 16th St, 15th St, 14th St, 13th St, 12th St, 11th St, 10th St, 9th St, 8th St, 7th St, 6th St, 5th St, 4th St, 3rd St, 2nd St, 1st St, and Atlantic Avenue.

*****Over 7,000 views in May 2019 alone**

*CLICK IMAGES TO VIEW LINKS

AND... RAVE REVIEWS FROM PUBLIC!



Mitzi Nichols recommends ViBe Creative District.

June 11 at 5:08 PM · 🌐

This is a beautiful addition to our city. I love finding that area.



Melanie McDaniel recommends ViBe Creative District.

May 18 · 🌐

Very cool spot in Virginia Beach! Take some time to walk around and see all the murals.



Charlotte Rogers This is an exciting, fun area with all of it's beautiful murals all over. There is The Artist's Gallery, recently relocated, one-of-a-kind shops, the best restaurants, my favorite Old Beach Farmers Market Saturday mornings in-season and live entertainment at times!

Does it get any better than this?



Paul Ridley We were visiting our son who's playing soccer for Virginia Beach United And was lucky enough to meet Matt while he was doing this -nice guy and I have to say how refreshing it is to walk around the Vibe District 🙌❤️👍



Kathy Watson Freeman recommends ViBe Creative District.

May 19 · 🌐

Great place to find local dining, craft beer places, beachy items and wonderful art through murals and galleries



Tiffany Vogel recommends ViBe Creative District.

May 18 · 🌐

The beautiful murals and awesome small businesses!



Shelly Lynn Matt it's time for us to take a walk with some coffee in hand!



Barbara Giger Love this and what they're doing with this whole area. Make me want to go there more.



Sarah Kate Dunagan reviewed ViBe Creative District — 5★

June 1 at 11:46 PM · 🌐

Love the art and community that the ViBe brings!
Local loving this!



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10 MURALS IN 10 DAYS

THANK YOU FOR YOUR SUPPORT!