



WRAP UP REPORT



Mural festival

10 MURALS IN 10 DAYS

THANKS TO OUR GENEROUS SPONSORS FOR SUPPORTING THE VIBE CREATIVE DISTRICT



Dave and Micky Jester, John and Harriot Malbon, William and Kim Thumel, Brian Horan and Matt Harding, Anchor Realty, Bad Ass Coffee, Beach Bully BBQ, Best Value Hardware, MMM Good Studio, Ocean Horizon Properties, Superior Pawn, The Pink Dinghy and Wareing's Gym



@VibeCreativeDistrict

www.ViBeCreativeDistrict.org



@thevibecreativedistrict

Carl Medley @ The Beach Bully



Carl Medley @ The Beach Bully



Brianna Cole @ Croc's 19th Street Bistro



Brianna Cole @ Croc's 19th Street Bistro



TALENT Murals @ Best Value Hardware



TALENT Murals @ Best Value Hardware



Eli McMullen @ The 17th St Shops



Eli McMullen @ The 17th St Shops



Ruby Starcher @ MMM Good Studio



Ruby Starcher @ MMM Good Studio



Marleigh Culver @ The Pink Dinghy



Marleigh Culver @ The Pink Dinghy



Igor's Custom @ Wareing's Gym



Igor's Custom @ Wareing's Gym



1500 Studios @ Bad Ass Coffee Co



1500 Studios @ Bad Ass Coffee Co



Yellow Door Studios for Anchor Realty



Yellow Door Studios for Anchor Realty



Clayton Singleton & Josh Wade for Virginia MOCA



Clayton Singleton & Josh Wade for Virginia MOCA



POCKET GUIDE MURAL MAP

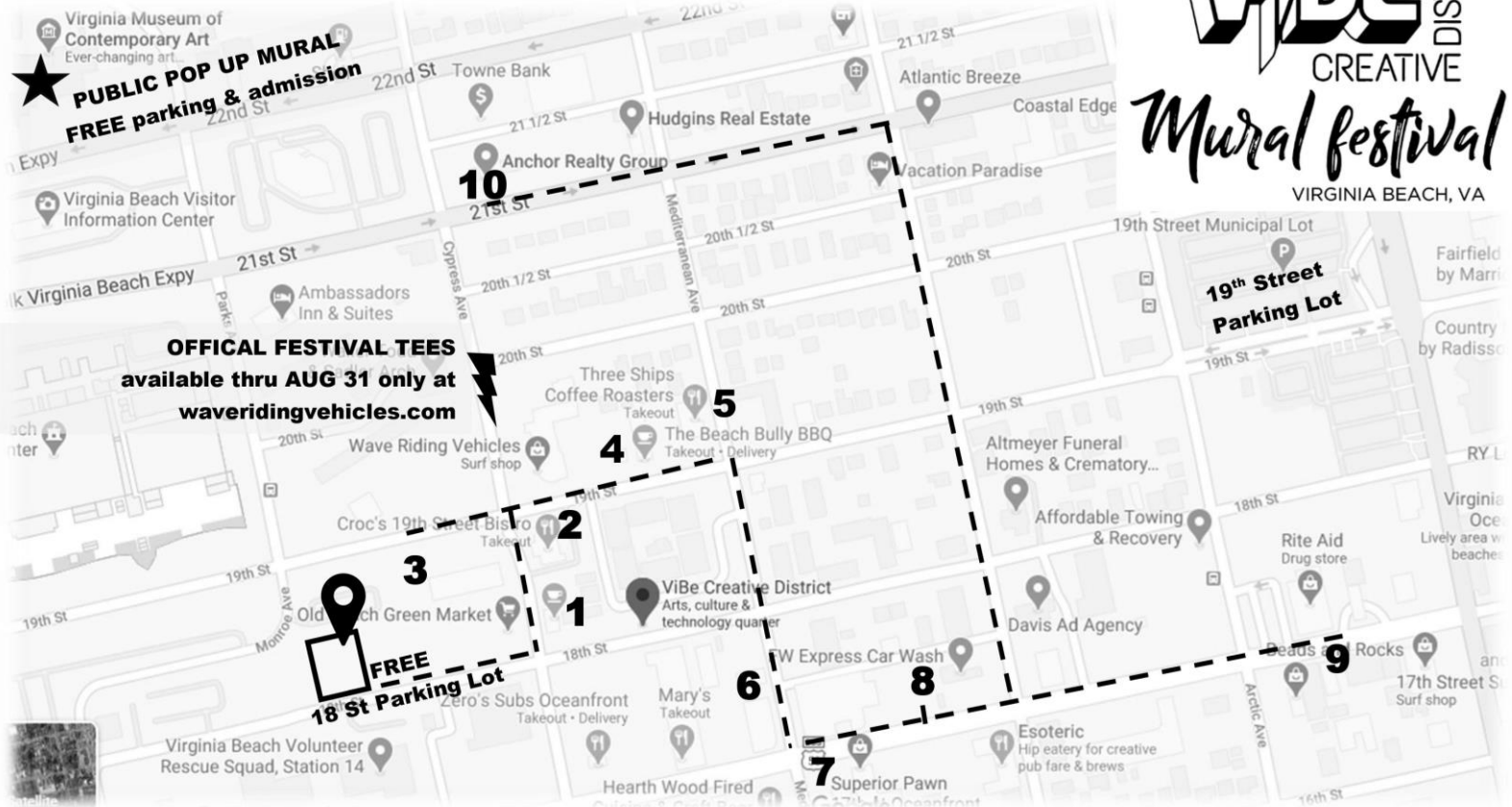
AUG 21-30, 2020 // 10 Murals in 10 Days // An Easy 1.5 mile Walk

ViBeCreativeDistrict.org/mural-festival for complete details!



Mural festival

VIRGINIA BEACH, VA



1. 1500 Studios @ Bad Ass Coffee of Hawaii
2. Brianna Cole @ Croc's 19th Street Bistro
3. Igor's Custom @ Wareing's Gym
4. Marleigh Culver @ The Pink Dinghy
5. Carl Medley @ The Beach Bully

6. TALENT Murals @ Best Value Hardware
7. OnieTonie @ Superior Pawn
8. Ruby Starcher @ MMM Good Studio
9. Eli McMullen @ 17th Street Shops
10. Steve Swartz @ Anchor Realty

Visit www.ViBeCreativeDistrict.org/mural-festival for artist bios and headshots

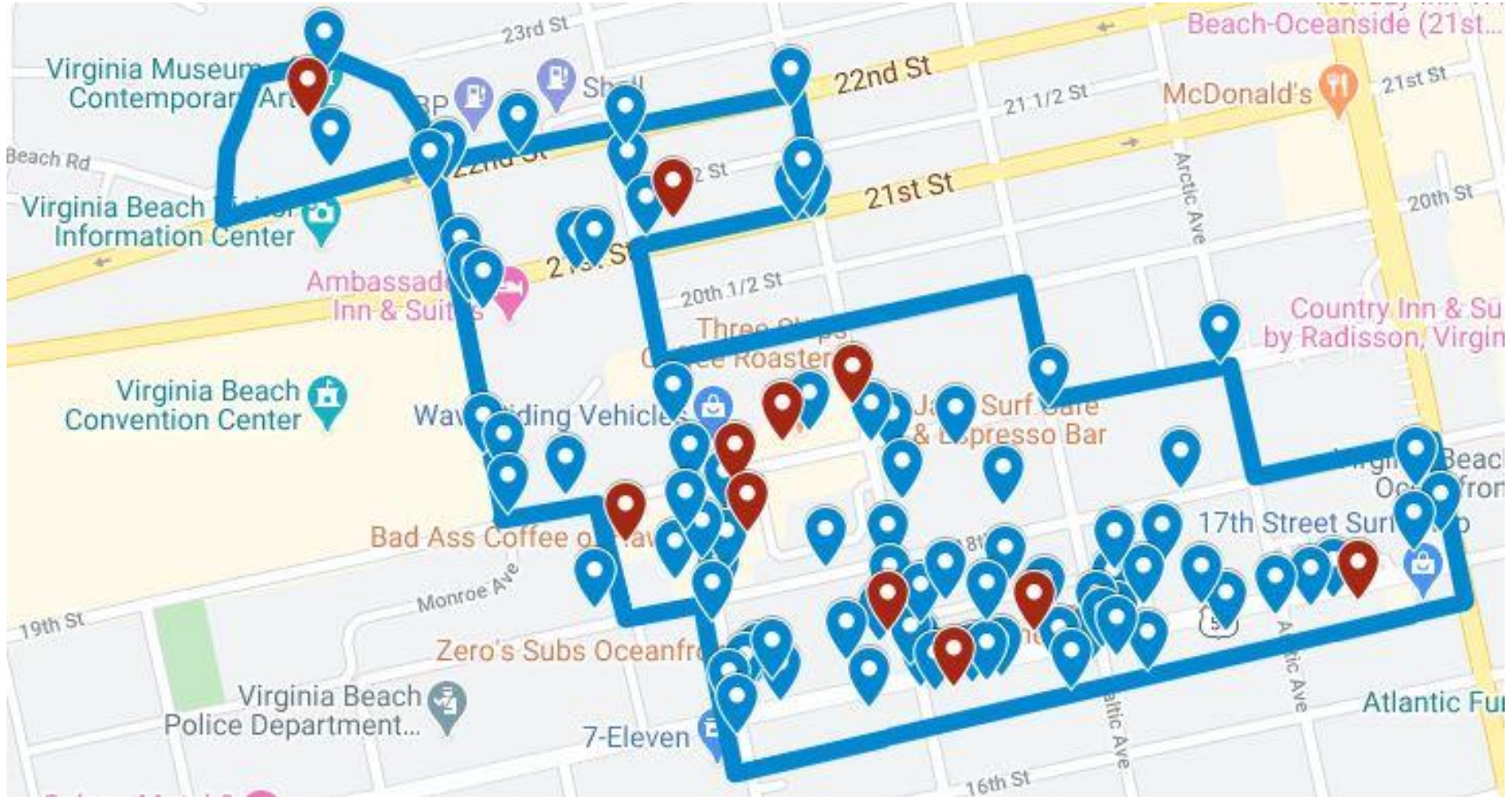


Virginia MOCA Pop-Up Mural featuring Clayton Singleton & Josh Wade



LIMITED EDITION FESTIVAL TEES featuring artwork by John Hutchinson & Josh Malbon available now at www.WaveRidingVehicles.com

ONLINE MURAL MAP SOARS TO OVER 200,000 views



*****Over 5,000 views in August alone**

MERCHANDISE



**Gross Sales Over
\$4500! 200+ tees sold**

FREE PUBLIC PROGRAMMING:



Mural festival

VIRGINIA BEACH, VA

AUGUST 21-30 | 10 MURALS IN 10 DAYS

Visual Scavenger
Hunt Sponsored By:



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FREE PUBLIC PROGRAMMING:



Mural festival

VIRGINIA BEACH, VA

AUGUST 21-30 | 10 MURALS IN 10 DAYS

Artist Talk
Hosted by:

1701





Mural festival

VIRGINIA BEACH, VA

AUGUST 21-30 | 10 MURALS IN 10 DAYS

Artist Talk
Hosted by:

1701



VIBE DISTRICT
CREATIVE
Mural festival
VIRGINIA BEACH, VA

**Complimentary Golf Cart
Tours Courtesy of**



Lisa Ashinoff 2018 Mural at Superior Pawn



VIBE DISTRICT CREATIVE Mural festival VIRGINIA BEACH, VA

Complimentary Walking Tours
courtesy of  Checkered Flag



2018 Mural by @igorscustom



EARNED MEDIA ATTENTION

- The Virginian-Pilot PULSE cover 8/21 – 283,735 impressions
- The Virginian-Pilot COVER 8/26 – 300,000 impressions
- Wavy TV 10 anchor coverage 8/21 – est 100,000 impressions
- WTKR 3 – 8/21 – est 100,000 impressions
- 13 News Now anchor coverage 8/23 – est 100,000 impressions
- VEER Magazine – Pop-up murals and Mural Fest walk up – 75,000 impressions
- Pending Distinction Magazine article – 49,661 impressions
- Pending Virginia Beach BEACON article – 305,163 impressions

TOTAL ESTIMATED MEDIA IMPRESSIONS: 1,313,559

BUTTER ON THAT POPCORN?

The theater chains are showing movies again, for the first time since the pandemic caused them to be shut down. **Page 6**

pulse

See art being born at ViBe Creative District mural festival

BY DAN DUKE
Staff writer

A chance to mix fresh air and the creation of new art? Sounds like a nice vibe.

The only thing that can put a damper on the third annual ViBe Mural Festival is the weather, not the coronavirus.

Starting Friday, 10 new murals will be painted by 10 different national and local artists at private properties in the Oceanfront in Virginia Beach.

There will be plenty of space to allow for social distancing as people stroll through the neighborhood to see the artists do their thing, and the event will go on through Aug. 30.

"This is the best social-distancing event possible," joked Kate Pittman, executive director of the ViBe Creative District.

Here are the 10 featured artists and the spots to look for:

- 1500 Studios at Bad Ass Coffee of Hawaii, 619 18th St.
- Brianna Cole at Croc's 19th Street Bistro, 620 19th St.
- Marleigh Culver at Pink Dinghy, 609 19th St.
- Igor's Custom at Wareing's Gym, 700 19th St.

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LEE BELOTE/STAFF FILE

Naomi McCavitt paints a mural on the side of Prosperity Kitchen during the 2019 ViBe Creative District Mural Festival. McCavitt, an artist from Richmond, said her artwork represented the story of food.

FESTIVAL

Continued from 1

- Carl Medley at The Beach Bully, 601 19th St.
- Eli McMullen at The 17th Street Shops on 17th Street
- OnieTonic Designs at Superior Pawn, 529 Virginia Beach Blvd.
- Ruby Starcher (Featured TEEN Muralist) for MMM Good Studio on 17th Street
- Steve Swartz at Anchor Realty Group, 613 21st St.
- TALENT Murals at Best Value Hardware at 600 Virginia Beach Blvd.

The locations are within a 1.5 mile walk, and locally owned businesses and property own-

ers volunteered to take part. They also have pledged to preserve the murals for at least two years.

Visitors should plan to bring a mask, travel in small groups and practice safe social distancing.

"It's important for people to get out and enjoy the arts," Pittman said.

A map of all public art murals and creative crosswalks in the ViBe District is available online at

vibecreativedistrict.org.

Virginia MOCA is working with the ViBe Creative District to host a public pop-up "commUNITY" mural with local artists Clayton Singleton and Josh Wade.

Daily walking tours and golf cart tours for persons with disabilities will be available, too.

Dan Duke, 757-446-2545, danduke@pilotonline.com

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VIRGINIA BEACH

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Paint in a pandemic: ViBe Creative District holds 3rd Annual Mural Festival



Annual Virginia Beach mural festival helps bring income to local businesses, artists





VIRGINIA BEACH

10 artists painting 10 murals for ViBe Creative District's 3rd annual Mural Festival

This weekend marked the beginning of the festival which runs for ten days.

[Click image for online article](#)





Use Kirby Riverside's executive director of lifelong health nursing facilities, said staff are looking for new ways to ease social isolation for nursing home residents during the pandemic.

Quest for connections

Hampton Roads nursing homes get creative as they begin easing pandemic restrictions on residents' socializing

By DAVID BEAN
Staff writer

They call it the missing piece — one of the ways Riverside Health System staff have tried to deal with the isolation the COVID-19 control measures have forced on nursing home residents. Now, as nursing home restrictions begin easing, Riverside facilities are moving to let residents move around a bit more — some

even have family visits out of doors, as Riverside now allows. It's a first step beyond efforts like the museum game, which brought small numbers of residents, each in his or her driveway, to share a remote-controlled car moving using a basket attached to a long pole.

"We've been trying all kinds of ways to increase social interactions," said Lisa Kirby, Riverside's director of lifelong health facility operations and compliance. That's included setting up chairs in driveways so that they exercise together while staying safely distant from one another. The idea is to keep virus outside from playing residents into the kind of social isolation that can send vulnerable people into physical and mental decline.

Outside of Popscap mural

In search of a refund, they learned their travel agent was in prison

By ALISSA SKELTON
Staff writer

An Iowa woman booked a cruise last year for her daughter's 2020 high school graduation, but her family was never able to go because of the coronavirus pandemic.

Wanting their deposits back — more than \$2,000 in all — Felicia Lee reached out earlier this year to her Norfolk-based travel agent. Her family had known Nadia Koyenhan for years and didn't expect a problem. Lee said she received a text in May indicating Koyenhan was stuck in Canada and would be in touch when she returned. But Koyenhan, 42, wasn't in Canada. She was in federal prison, serving more than three years for a \$300,000 fraud.

See TRAVEL/Page 17



Artist Erik McMullen paints the side of a building along Virginia Beach Boulevard Monday morning. Ten artists are creating 10 murals in 10 days in the Vibe Creative District for the 3rd Annual Music Festival.

Festival adds a splash of color at the Oceanfront

Muralists brighten walls in Virginia Beach creative district

By TRACY PARKER
Staff writer

VIRGINIA BEACH — Artists can be found on nearly every corner of the Vibe Creative District at the Oceanfront this week, painting murals on the walls of private businesses. The third annual mural festival kicked off Friday and continues until Sunday. The Vibe Creative District, a nonprofit organization, raised \$60,000 for the project. Artists got \$10,000 for large walls and are reimbursed up to \$1,000 for materials and paint. The

nonprofit also rents lift equipment and ladders to help the artists reach high spots. This year, there are 10 murals and a bonus pre-paint one at the Museum of Contemporary Art. "Many of these artists have been out of work this spring and summer," said Kate Pines, Vibe's executive director. "We thought it was very important to continue the tradition and pay these artists and help them through this pandemic."

Erik McMullen was finishing up the first of two geometric, color-bending murals on Monday morning. He climbed a ladder to

WHEN RITE AID NEEDED A NEW LOGO, IT LOOKED TO A NORFOLK AD AGENCY

By KIMBERLY PURCHASE
Staff writer

NORFOLK — As Rite Aid, the national drug store chain, moved forward with a dramatic redesign of its more than 1,600 stores, including wrapping up its old red and blue logo for a blue and green one, it will be a Norfolk advertising agency's design effort to begin.

Steve Creative Labs — a small 10-person firm that has rebounded Norfolk International Airport, led campaigns for Colonial Williamsburg and Virginia Tech, and has worked with many musicians — ultimately beat bigger, national firms to create the store's new brand. "When it comes to creative, it's not the size of the firm, it's the talent and the strategic design thinking of the agency," said Erik Keymer, chief marketing officer

See RITE AID/Page 16



COURTESY OF STEVE CREATIVE LABS Rite Aid's new logo, designed by Steve Creative Labs.

The Virginian-Pilot

PilotOnline.com

Cellars, Koyenhan forged checks and wired business funds to her personal account, according to court documents. She spent the money on credit card, rent and car payments, travel and on her wedding, which was held in Nigeria.

The theft ultimately led both businesses to close, the owner said. On July 26, 2019, a federal judge

her daughter's graduation. Her family went on a cruise to the Bahamas in June 2019 that Koyenhan booked for them through a company called VNK Travel. Koyenhan was actually supposed to join them on the Bahamas cruise, but she canceled at the last minute saying a family member was sick, Morrison said.

Koyenhan would have been await-

release due to COVID-19.

The Federal Bureau of Prisons said she has a minimum recidivism rate, according to court records she filed in July requesting she be allowed to finish her sentence from home in Norfolk.

Alissa Skelton, 757-222-5155,
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VIBE

Continued from 1

through a tunnel of light and colors and shapes," he said.

The partnership worked out great for developer Brian Horan, who wanted to brighten up the dark space.

"It's a worthwhile cause and helps the area, makes it more interesting," Horan said.

The district puts out an open call every year and artists submit samples of their work.

This year, 220 people applied. Property owners reviewed all of them and pick their top three, depending on what style they like.

"Everyone has a different taste," said Pittman. "Some people like animals, some like colors, some like shapes."

All of the selected artists are from Virginia. One is a teen from Chesapeake: Ruby Starcher.

The artists have 10 days to complete their work. The businesses must maintain the murals for a minimum of two years.

"Our goal is that they fall in love with it and keep it for five or 10 years," said Pittman, who leads a morning walking



JONATHAN GRUENKE/STAFF

Artist Brianna Cole paints the side of Croc's 19th Street Bistro Monday.

tour of the district's artwork. There are almost 50 wall murals and about 25 sidewalk and crosswalk paintings.

Brianna Cole is painting her first mural this week at Croc's 19th Street Bistro. The Old Dominion University graduate studied graphic design and is getting a master's degree to become a college professor.

Cole first learned about the Vibe

during one of her college classes. She's in the process of sponge-painting flowers and vegetables on the restaurant's back and side walls.

"I'm really grateful to be able to put my art on something so huge," Cole said.

Stacy Parker, 757-222-5125,
stacy.parker@pilotonline.com

HEIRLOOM WATERMELONS ARE BACK

A long-lost, sweet fruit is being revived — and you can taste it here in Hampton Roads.

FLAVOR

Mostly sunny

High: 90

Low: 72

Check us the back page of Sports



Click image for online article



Amber Robinson-Pierce's mural expresses beauty from within.

artists' vibrant visions came to life between June 26 and 28 as they painted their colorful statements on-site and were celebrated at a First Friday's event on July 3.

Leaving their mark on the ViBe through September are artists Chris Green (with "neo-rock art" inclusions by Tyler Muntz), Islam, Poetry Jackson, and Amber Robinson-Pierce (with contributions by her husband, Matthew Pierce). Green's mural features a figure in the cross-legged Sukhasana pose on a pink lotus blossom surrounded by a golden glow and verdant green leaves against a violet field inscribed with Muntz's tone-on-tone petroglyphs. Says Green, "I wanted to represent healing through inner-peace and the beauty of nature."

Together, Robinson-Pierce's standing male and female figures create an allegory of connection and cultivation using flowers, which symbolize the beauty within, "erupting" from their inner beings and forming a bridge or path between them. Islam and Jackson's collaboration features a portrait of Islam's Nanu (maternal grandmother), who was a well-respected leader in Dhaka, Bangladesh, and Islam's artistic muse. In their interpretation, the beautifully intense eyes of a gray-skinned woman, reminiscent of Amy Sherald's approach to skin-tone (she painted Michelle Obama's official portrait), gaze out over a gloriously patterned and colored veil that she holds over her nose and mouth with a perfectly manicured hand.

At the end of September, the murals will move to their permanent home at Utopia Feni (1314 Kempsville Road, Virginia Beach, 757.570.7744, utopiafeni.com). But from August 21-30, 10 more murals will emerge on the walls of ViBe businesses as part of Mural Fest 2020, what Pittman calls "The perfect socially distanced event." This year's iteration of the highly successful and economically-impactful project will spotlight, among other highlights, a teen muralist competition, a partnership with MOCA, and artist Marleigh Culver whose art has been featured on Coach bags and puzzles featured in Vogue.

Also on view—and not to miss—will be Clayton Singleton's stand-alone mural "Dream an Awesome Dream" at 18th Street & Mediterranean Ave.

With a budget of \$60,000, \$40K of which is paid directly to the artists and creatives, the initiative has no theme and gives no awards. Everyone's a winner, according to Pittman, especially

in the midst of this pandemic during which artists need the income and businesses, who have a "big say on what goes on their walls," need the "boost." ①

Murals of Love Pop Up in ViBe District

By Betsy Dijulio

There are some new faces in the crowd. Faces of color by people of color projecting love, healing, connection, and understanding when it is needed most.

As racial protests roiled around the globe, here at home, the ViBe Creative District at the

Virginia Beach oceanfront and Utopia Feni in Kempsville teamed-up on a pop-up mural project to create three colorful messages of hope. Aligned with the local grassroots initiative, "LISTEN, LEARN, and LOVE," this project adds "LOOK" to the mix.

Utopia Feni is a non-profit creative space and community offering exhibitions, classes, open mic nights, concerts, art markets, and a boutique of locally and globally sourced handmade items. This "creative village" was founded in 2015 by Raeesah Islam—an ODC (now ODS)/Governor's School/London College of Fashion alum—to benefit her father's village of Feni in Bangladesh. Geared to a diverse group of 20-to-30 something creatives with an entrepreneurial spirit, Utopia Feni was on ViBe executive director Kate Pittman's radar for a partnership.

With funding from a Covid-cancelled Mother's Day art show available through a grant from the Virginia Beach Department of Cultural Affairs, ViBe joined forces with Islam to hire minority artists—and purchase all necessary supplies—to paint three 8 x 12' murals on structures repurposed from the 2019 Something in the Water art walk. The



Clayton Singleton's "Dream an Awesome Dream" at 18th Street & Mediterranean Ave.

ViBe and Utopia Feni:
LISTEN, LEARN, LOVE...and LOOK
Through September 30
ViBe Creative District
Mural locations: 17th Street Cypress Avenue, 17th near Baltic Avenue, and Arctic Avenue near 19th Street.
ViBeCreativeDistrict.org



LEE BELOTE/FREELANCE

Ruby Starcher painted her first outdoor mural at 17th Street at MMM Good Studio for the ViBe Creative District's mural festival. Her design was inspired by the great Tokyo wave print, "Under the Wave off Kanagawa." The teen muralist said her biggest challenge was the August heat.

ART FOR ALL TO SEE

Chesapeake senior is ViBe Creative District's very first teenaged artist in mural festival

By LEE BELOTE
Correspondent

Two years ago, Ruby Starcher texted her parents, "I'm going to my wall." Starcher, a senior at

Grassfield High School in Chesapeake, said that's when her mural career started.

The teen, an avid art lover who has taken many art classes, said her parents were supportive and let

her paint a mural in her bedroom. The project took her three months, and the result was a painting of three huge suns with a detailed multicolored background.

"I love large-scale painting the

most," she said. "I'm not a very realistic painter, so abstract is more my style."

Since that first mural, Starcher

hasn't stopped painting them. She was commissioned to paint several at various Chesapeake public schools as well as a few bedrooms in residences. Her portfolio includes paintings at Cedar Road Elementary, Great Bridge Intermediate, Hickory Ridge Farm, Bergey's Barnyard and Grassfield High School.

Most recently, Starcher painted her first outdoor mural at the ViBe Creative District's third annual mural festival. The event, held in August, decorated the ViBe with 10 murals painted in 10 days by different national and local artists at private properties throughout the arts district.

This was the first year the mural festival included a teen artist. Kate Pittman, ViBe's executive director, said many people suggested

a teen paint one of the murals on a small but visible wall located on 17th Street that's home to NMM Good Studio.

"Teaching our local youth about careers in the arts and creative industries is very important to the ViBe District nonprofit," Pittman said. "It seemed like a natural fit to host a teen muralist when the timing was right and the smaller-scale wall became available."

The ViBe put out a social media request in July looking for teen muralist applications, and the post had more than 700 shares and 33 comments. There were over 80 teen entries.

"The response to the teen muralist challenge

blew me away," Pittman said. "I believe it was our second most popular Facebook post in the last three years."

Starcher said she applied to be a teen muralist immediately after she saw the Facebook post. "I was and an still so excited to be chosen," she said. "It still feels like a complete dream. I can't wrap my head around the fact that I was chosen for this."

Starcher's design was inspired by the great Tokyo wave print, "Under the Wave off Kanagawa." Her mural consists of a huge wave with a sunset in the background. The wave also includes a white pattern to show movement throughout.

Starcher said the wall she painted was made of cinderblocks, which made it easier for her to paint. She already had experience painting cinderblocks on many school walls, so her only challenge was the August heat.

Pittman said Starcher was humming as she painted the mural along with her proud parents.

"The best part about this opportunity is everything," Starcher said. "I got to talk to art lovers walking down the street and had photo shoots and interviews. It's all so crazy, and I will be forever so grateful for the opportunity."

Lee Belote,
lbelote@virbeam.net



LEE BELOTE/FREELANCE

Ruby Starcher worked diligently on her mural at the ViBe Creative District's third annual mural festival that was held in August. The Grassfield High School senior was the first teen to be selected to participate in the mural festival.

MURAL

Continued from 1

"I got to talk to art lovers walking down the street and had photo shoots and interviews. It's all so crazy, and I will be forever so grateful for the opportunity."

— Ruby Starcher

NEW SOCIAL MEDIA MILESTONES

Facebook Impressions: 318,864

Total reach via Facebook: 202,124

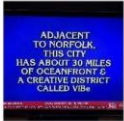




Posts ?

50+ posts published in the last 28 days.

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MOST ENGAGING POSTS

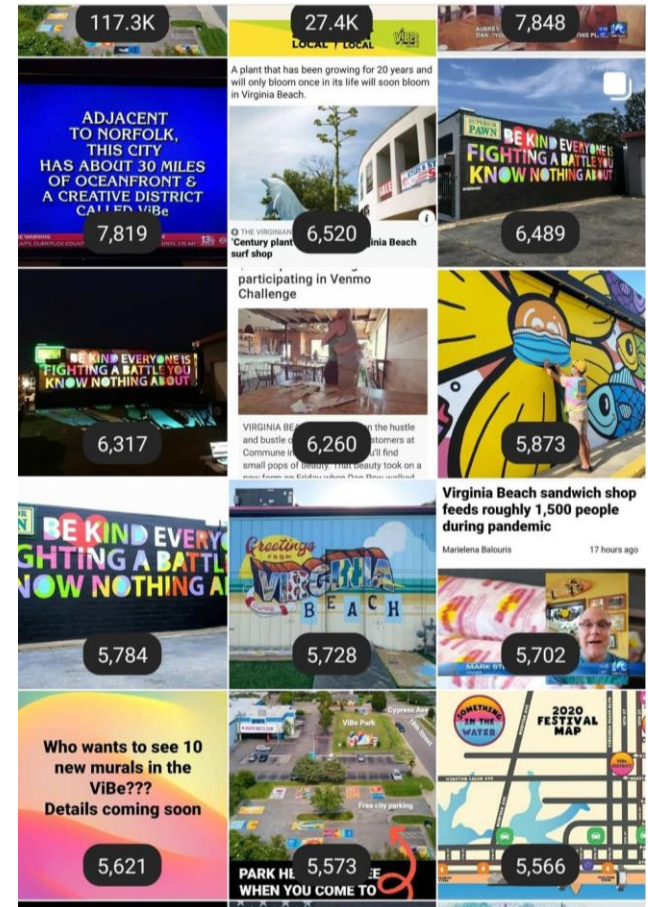
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|  | #FBF to 2 years ago when the ViB... September 11 | Reach Engagements | 24.7K 2.4K |
|  | OnieTonie Designs has completed his... August 29 | Reach Engagements | 10.3K 1.8K |
|  | CONGRATS to our very first fe... August 29 | Reach Engagements | 3.4K 834 |
|  | Croc's 19th Street Bistro received a ... September 3 | Reach Engagements | 3.5K 769 |
|  | Congrats to @jwwade and @cl... August 31 | Reach Engagements | 4.1K 584 |

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