



“A Tradition Reborn”

CENTRAL AVENUE

SPECIAL IMPROVEMENT DISTRICT MANAGEMENT CORPORATION

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FOR IMMEDIATE RELEASE:

Applications for “Chase Your Dreams” Trompe L’oeil Mural Installation Now Available

Jersey City, NJ – The Central Avenue S.I.D. Management Corporation is pleased to announce that it is seeking proposals for its 2012 mural installation program. This year’s program will feature the installation of a mural in the trompe l’oeil style, the celebrated mural painting method that creates a larger than life visual illusion.

The CASID has chosen “*Chase Your Dreams*” as the theme of this year’s mural installation program. The mural will inspire the Hudson County community with a message of hope and possibility and invite pedestrians in our Main Street community to interact with and participate in the marvelous illusion. In recent years trompe l’oeil has been made famous across the world in large-scale, public art pieces and the CASID is eager to bring this style to Central Avenue. CASID President Michael Yun explains, “I first saw trompe l’oeil murals in Montreal and was amazed at the reaction of adults and children alike – inspiring and joyful, especially for kids, this mural will be a source of pride, hope and wonder to our community for years.”

The mural will be installed within the Central Avenue business district in the Jersey City Heights, just a stone’s throw from Midtown Manhattan. “This important project not only improves the aesthetics of the neighborhood but also provides an outlet for our local artists,” said Mayor of Jersey City and Heights-resident Jerramiah Healy. “Jersey City is a haven for the arts and we are pleased to showcase the work of talented artists here.” In densely populated Hudson County, often called “New York’s Sixth Borough”, the Heights is a family-friendly neighborhood where small town charm meets big city excitement. Perched on top of the Jersey Palisades, the neighborhood offers commanding views of nearby Hoboken, the Hudson River and the Manhattan skyline and is

Continued on page 2

(2)

mere minutes from the Holland and Lincoln Tunnels while the NYC Port Authority Bus Terminal is just twenty minutes by bus. One of the longest established neighborhoods in New Jersey's second largest city, the Heights has also been a longtime home to creative professionals and artists who appreciate the unrivaled mix of accessibility and affordability in a welcoming, friendly and diverse community.

The CASID's public art initiatives have grown out of the belief that public art contributes to the economic and cultural vitality of neighborhoods and since 2009 the organization has partnered with numerous Hudson County-based art organizations to create installations throughout the Central Avenue business corridor. Among these installations are last year's "Koi Too" mural by Ed "T.DEE" Morris, and the "The Flowers Never Die" project, while other murals such as Megan Gülick's "Urban Inner Peace Zone" mural and Richard La Rovere's "Salute to Central Avenue" were installed in 2010. This year's installation will build on the momentum created by these projects and expand Central Avenue's palette with the district's largest and most ambitious installation yet.

All interested and qualified artists are encouraged to apply. Proposed murals should be no larger than 10' x 100' feet and cost estimates should not exceed \$15,000. Proposals will be considered under the RFP (Request for Proposal) model and all applicants should offer their most competitive price. The deadline for all submissions is October 1st, 2012. For a copy of the mural application visit CASID website **JCHheights.com** or the CASID office for a physical copy.

Organized by the CASID, this program is made possible in part by funds from the New Jersey State Council on the Arts/Department of State, a partner agency of the National Endowment of the Arts, administered by the Hudson County Office of Cultural & Heritage Affairs, Hudson County Executive Thomas A. DeGise and the Board of Chosen Freeholders.

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