



“A Tradition Reborn”

CENTRAL AVENUE

SPECIAL IMPROVEMENT DISTRICT MANAGEMENT CORPORATION

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FOR IMMEDIATE RELEASE

“Central Avenue SID Unveils New “Koi Too” Mural”

Jersey City, NJ - On Tuesday, October 25^h at 3:30 PM, the Central Avenue SID proudly unveiled Jersey City artist Ed Morris’ “Koi Too” mural on the sidewall of the historic building at 286 Central Avenue that now houses the Jersey Drugs pharmacy. The mural features luminescent and life-like Koi fish swimming through large arches that were formerly the building’s windows and has transformed the wall into a visual feast of colors for the enjoyment of Central Avenue residents, shoppers and visitors.

A lifelong resident of the Jersey City Heights, artist Ed Morris has an international following as an artist and his mural is unlike anything else on Central Avenue. When discussing his methods, Morris thinks that “Anything you do in public your mom and your grandmother should be able to appreciate, so I try to create things that my mom can walk up to and enjoy.”

Koi fish are revered globally for their beauty and are a very important cultural symbol in East Asia. For Morris, the fish represent something deeper: “these fish are not only beautiful and tranquil to behold, but their unique and individual coloring in many ways reflects the diversity of the people I’ve lived with all my life in the Jersey City Heights.” With the installation of “Koi Too”, Central Avenue’s open outdoor gallery of art now consists of seven unique murals, including works installed last year by Jersey City artists such as Megan Gülick’s “Urban Inner Peace Zone” and Richard La Rovere’s “Salute to Central Avenue”, along with Chakaia Booker’s sculpture, “Wave”, installed on Central Avenue and Paterson Plank Road just off Washington Park. These extraordinary examples of completely open and public art celebrate the warm and welcoming communities that call the neighborhood home and prove that the Heights is fast becoming home to some of the finest and most distinct public art in New Jersey.

The Jersey City Heights is a close-knit but extraordinarily diverse community that takes pride in the main street community and shopping district. The addition of these murals continues CASID’s proud tradition of working with outstanding local artists to add their unique and irrepressible artistic visions to the avenue. These murals enrich the Heights already vibrant cultural milieu and support CASID’s long-term mission to guide and promote the positive social growth and economic revitalization of Jersey City.

Organized by the Central Avenue S.I.D. Management Corp and Councilman Bill Gaughan, this program was 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 for the Arts, administered by the Hudson County Office of Cultural & Heritage Affairs, Hudson County Executive Thomas A. DeGise, and the Board of Chosen Freeholders.

The CASID would like to also thank the art organizations that partnered with us to carry out this project including the Jersey City Pro Arts, The Distillery Gallery and Artspace, Art House Productions, Heights Artist Initiative, Not Yo Mama’s Craft Fair, and Mad Mad Media.

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