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MEDIA ALERT

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Los Angeles Continues its Legacy as Mural Capital of the World with \$750,000 Designated for Citywide Mural Project

*Communities throughout the City
Benefit from New and Conserved Public Art*

Los Angeles - The City of Los Angeles Department of Cultural Affairs (DCA) is proud to announce its Citywide Mural Program, an initiative to restore community pride and engagement through public art. Inspired by the legacy of Los Angeles' artistic tradition and the passing of a citywide mural ordinance in 2013, the City provided \$750,000 in funding for new mural production as well as restoration of city-sponsored fine art murals from September through June, 2016.

"Los Angeles has a rich collection of murals that explore our stories and leave a recorded history," said Mayor Eric Garcetti. "Murals are one of our most vibrant forms of public art, and this sizable investment will help us to both conserve many of our city's fading murals and create new ones for Angelenos to enjoy."

Known as a world-renowned mural capital and the birthplace of many muralists, Los Angeles, boasts famed artists from Gronk to Kent Twitchell, who have created murals, which speak to the City's ethnic diversity, forming a major part of its cultural patrimony.

As part of this program, the Department of Cultural Affairs has received \$300,000 in one-time funding to support each of the 15 City Council offices to either commission new murals or conserve existing historic fine art murals, and incorporate detailed documentation and educational initiatives to engage the public.

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"Through DCA's Citywide Mural Program, we are able to preserve our City's culturally-vibrant heritage and enhance LA's thriving public art scene," said Councilmember Mitch O'Farrell, who Chairs the City's Arts, Parks, and LA River Committee. "Los Angeles murals are a critical piece of our identity as a city, and this iconic cultural infrastructure needs to be celebrated, enhanced, and preserved."

The Department of Cultural Affairs is also providing funds totaling \$400,000 to support the conservation of 11 additional non-city sponsored murals deemed important to local communities throughout Los Angeles.

Located across the multi-ethnic, multi-lingual, and multi-faith communities, City Council district-specific mural conservation projects will range in subject matter from Elliott Pinkney's "Olympic Mural" across from the Dunbar Hotel on Central Avenue - to "*The Virgin of Guadalupe*" mural at the Ramona Gardens Housing Project, which was produced by a number of Chicano artists in the 1970s during the height of the Chicano civil rights and arts movements, and "*Trucha! Vital Decisions Ahead*"(1988) by East Los Streetscapers (David Botello, Rudy Calderon, and Wayne Healy) at the Lincoln Heights Recreation Center, which was originally created for a television after-school special about gangs.

"Murals tell the story of our people, our communities, and our city," said Danielle Brazell, General Manager of the City of Los Angeles Department of Cultural Affairs. "Producing new murals and conserving historically significant ones will ignite powerful new works of art for the public."

The Social and Public Art Resource Center (SPARC), a cultural center specializing in community mural production, is one of DCA's prestigious award recipients. SPARC will lead the restoration and preservation of nine murals. Conservation of seven murals is now underway for works including: "*Chagall Returns to Venice Beach*"(1991) by Christina Schlesinger; "*Literacy*"(1989) by Roderick Sykes; "*To Protect and Serve*"(1996) by Noni Olabisi; "*Return to the Light*"(1994) by Charles Freeman; "*Calle de la Eternidad*"(1992-1993) by Johanna Poethig; "*La Ofrenda*"(1988-1989) by Yreina Cervantez; and "*Mujer del Este de Los Angeles*"(1989) by George Yepes. Completed conservation projects include: "*Not Somewhere Else, But Here*"(1992-1993) by Darryl Wells; and Mary-Linn Hughes and Reginald Larue Zachary's "*Love is for Everyone*" (1991) at the Minority Aids Project in South LA, which pays homage to the African American community impacted by HIV and AIDS.

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"We are proud to collaborate with the Department of Cultural Affairs on the Citywide Mural Program which is preserving important sites of public memory," said SPARC Founder and Artistic Director, Judith F. Baca, who created the organization as a vehicle to promote civic dialogue, foster cross-cultural understanding, and address critical social issues. "The works in the process of being restored are returning the original artists back to the Los Angeles communities where the murals were produced during SPARC'S Neighborhood Pride Program, which sponsored 105 murals in our City. These iconic works speak to the powerful stories that live in the hearts of our dynamic neighborhoods."

The Mural Conservancy of Los Angeles is also an award recipient and has received funds to conserve two historically significant murals including: Chicana artist Judithe Hernández's iconic work, *"Homenaje a Las Mujeres de Aztlan,"* (1977) a joint project with Carlos Almaraz at the Ramona Gardens Housing Project, and *"Moratorium: The Black and White Mural,"* (1973) by Willie Herrón III and Gronk at the Estrada Courts Housing Project in Boyle Heights that depicts police brutality in the 1970s during the Vietnam War protests.

The remaining \$50,000 in City funding for the overarching initiative will cover development, execution, and project-related expenditures for DCA's Citywide Mural Program.

About the City of Los Angeles Department of Cultural Affairs

The **Department of Cultural Affairs (DCA)** generates and supports high quality arts and cultural experiences for Los Angeles' 4 million residents and 40 million annual visitors. DCA advances the social and economic impact of the arts and ensures access to diverse and enriching cultural activities through: grantmaking, marketing, development, public art, community arts programming, arts education, and building partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA's operating budget and managed portfolio totaled \$56 million in fiscal year 2013/14. It consisted of: \$13.4 million in City related and indirect cost allocations; \$10.5 million in Transient Occupancy Tax funds; \$9 million in one-time City funding; \$9 million in funds from the Public Works Improvements Arts Program (PWIAP); \$7.5 million from the Private Arts Development Fee Program (ADF); and \$6.3 million in private and public funds raised from foundation, corporate, government, and individual donors.

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DCA significantly supports artists and cultural projects through its Public Art Division by administering a portfolio that totaled \$16.5 million in PWIAP and ADF funds in FY13/14. Of this amount, typically 15% to 20%, or between \$2.5 and \$3.3 million, was attributable to artists' fees.

DCA's Marketing and Development Division has raised \$34 million over the last 12 fiscal years to re-grant to LA-based artists and arts and cultural organizations, and to support DCA's special programming and facilities. DCA also grants approximately \$2.3 million annually to 268 artists and nonprofit arts and cultural organizations through its long-established Grants Administration Division.

Additional special project support of more than \$1.5 million is also awarded annually for a total of approximately \$3.8 million invested each year in LA's creative community.

DCA provides arts and cultural programming through its Community Arts Division, managing numerous neighborhood arts and cultural centers, theaters, historic sites, and educational initiatives. DCA's Marketing and Development Division also markets the City's arts and cultural events through development and collaboration with strategic partners, design and production of creative catalogs, publications, and promotional materials, and management of the culturela.org website visited by over 3 million people annually.

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