

## FOR IMMEDIATE RELEASE

### Contact:

Elia M. Quiles  
Owner/Business Manager  
713-614-1605  
elia@upartstudio.org

### **Council Member Larry Green & UP Art Studio Launch “Mini Murals” in City Council District K** Unveiling with Mayor on Saturday, June 6, 2015, 9:30 a.m.

**May 30, 2015 — (HOUSTON) [UP Art Studio](#) with partners and supporters — [The City of Houston Mayor’s Office of Cultural Affairs](#), [Department of Public Works and Engineering](#), [Houston Arts Alliance](#), [City Council Member Larry Green – District K](#), [Brays Oaks](#) and [Five Corners Management Districts](#), and [Fresh Arts](#) — launch the pilot phase of the traffic signal control cabinet “Mini Murals” project in Houston.**

The project reimagines traffic signal control cabinets (also referred to as electrical or utility boxes) as blank canvases brimming with creative opportunity, inviting artistic expression for all to enjoy. Once painted by local artists, the cabinets, which are located at every intersection with a traffic signal, are intended to help instill civic pride while beautifying neighborhoods and enhancing the urban landscape of Houston.

The “Mini Murals” pilot phase will kick-off with 14 urban artists commissioned by UP Art Studio to turn 31 traffic signal control cabinets in Houston City Council District K into colorful works of art.

World-class muralist and street artist [Anat Ronen](#) will paint the first box of the project, located at Willowbend Boulevard and West Bellfort Street. This box will be unveiled on June 6, 2015 at 9:30 a.m.

The pilot phase was made possible through the support of City Council Member Larry Green’s district service fund.

City of Houston Council Member Larry Green was the first to make a substantial commitment to the initiative with 31 boxes in his district, District K.

"I'm very excited that our council office is bringing civic art to District K. Moreover, I'm thrilled to work with UP Art Studio, which is the conduit for this Mini Murals project," City Council Member Larry Green says. "Unfortunately, Council Districts outside the loop do not presently have as many artworks as those areas inside the Loop. This civic art project will expose these traffic signal control cabinets' Mini Murals as a legacy initiative toward fostering civic art not only within District K neighborhoods but to the entire city."

Artists participating in the pilot phase of the project include 2:12, Alex "Zu" Arzu, Ana Maria, Anat Ronen, Dual, Gabriel Prusmack, GONZO247, Jessica Guerra, Lee Washington, Sebastien “Mr. D” Boileau, Pilot FX, Shelbi-Nicole, w3r3on3 and Wiley.

With the pilot phase, UP Art Studio and its partners aim to raise awareness of the project in order to expand to other areas across Houston, especially areas that are art deficient.

Mini-Murals is a fiscally sponsored project of Fresh Arts, a nonprofit arts service organization. Contributions for the purpose of Mini-Murals must be made payable to Fresh Arts and are tax-deductible to the extent permitted by law.

For information about the project, visit [www.minimurals.org](http://www.minimurals.org) or <http://januaryadvisors.com/houston-mural-arts-from-idea-to-execution/>

**EVENT DETAILS: “MINI-MURAL” UNVEILING**

Saturday, June 6 (9:30 am)

Location: Westbury United Methodist Church  
5200 Willowbend Blvd. @ West Bellfort Ave., 77096

Tickets: Open to the public, FREE

Event Description: Unveiling and press conference of the first traffic signal control cabinet “Mini Mural”

**TIMELINE:** June 4, 2015 (Thurs) Production of the first box begins (Anat Ronen)  
 June 6, 2015 (Sat, 9:30 am) Unveiling and Press Conference  
 June 6 – July 31, 2015 Production of remaining 30 boxes

**SPONSORS:** [City Council Member Larry Green – District K](#)**PROJECT ADVISORS:** Mini-Murals is a project of the “Mural and Public Arts” (MaPA) program. MaPA has an advisory board comprised of:

- Noah & Elia Quiles – UP Art Studio
- Jeff Reichman – January Advisors
- Aimee Woodall & Monica Danna – The BlackSheep Agency
- James Phelan – WhiteSpace Houston
- Joel Luks – The CKP Group
- Brittany Bly – Pop Shop Houston
- Adam Brackman
- Alex Saenz
- Mac Miller
- Shawna Forney
- Erin McClarty
- Andy Aguinaga
- Gibson Hall

**PREVIEW BOX:** A Preview box was painted on April 18, 2015 by GONZO247. The Mini Mural was sponsored by Washington Avenue Arts District for its “Day in the District” beautification project.<http://www.houstonchronicle.com/local/gray-matters/article/Sign-Language-Art-on-the-corner-6227018.php>**SPOKESPEOPLE:**

Interviews and photo opportunities with the project creators, artists, and other key spokespeople are available. Access to the artwork site, as well as high-res photos of the installation will be made available.

***The following spokespersons are available for print and on-air interviews:***

- **Noah and Elia Quiles** – project managers, owners of UP Art Studio
- **City Council Member Larry Green, District K** – project sponsor
- **Sara Kellner, Houston Arts Alliance** – project partner
- **Minnette Boesel, City of Houston Mayor’s Office of Cultural Affairs** – city liaison
- **Jeff Weatherford, City of Houston Public Works & Engineering**
- **Anat Ronen** – artist of first District K box

**About Mini Murals**

Mini Murals is directed by Elia &amp; Noah Quiles of UP Art Studio, who serve as the project manager, and a diverse advisory board of Houston researchers, marketers, advocates, and arts leaders, including Jeff Reichman (January Advisors), Aimee Woodall and Monica Danna (The BlackSheep Agency), James Phelan (WhiteSpace Houston), Brittany Bly (Pop Shop Houston), Adam Brackman, Alex Saenz, Joel Luks (The CKP Group), Shawna Forney, Mac Miller, Erin McClarty, Andy Aguinaga, and Gibson Hall.

**About UP Art Studio**

UP Art Studio is a Houston-based organization that facilitates art projects for urban and contemporary artists and communities, locally and worldwide. UP Art Studio specializes in mural and art commissions, gallery art shows, event planning, and artist collaborations. UP Art Studio is currently working on several public art initiatives in Houston, including MaPA, a Mural and Public Arts program to bring more public art to the city of Houston and beyond.

[www.upartstudio.org](http://www.upartstudio.org)

###