

FOR IMMEDIATE RELEASE

Johns Creek CVB Announces Plans for Public Art Mural

Mural Will Create New Destination in Metro Atlanta Suburb

JOHNS CREEK, GA (February 6, 2018) - The Johns Creek Convention and Visitors Bureau (JCCVB) in collaboration with the City of Johns Creek has received authorization to incorporate a mural inside the pedestrian tunnel under Medlock Bridge/SR 141. This project will be funded with a specific portion of the hotel/motel tax allocated to fund new tourism projects in Johns Creek and approved by the City Council.

The JCCVB has partnered with Atlanta artist, Willam Massey, and Urban Catalyst Lab to connect this Tourism project to multiple public art movements. Given the diverse demographics of the City, all are working together to bring well-known Indian artist, Hanif Kureshi, to Johns Creek to design and ultimately paint the mural. This will be Kureshi's first ever work completed in the U.S.

"This project is a great example of collaboration between government, Tourism and the Arts demonstrating what can be achieved when we all work together to create something phenomenal for our community," says Lynda Smith, JCCVB Board Chair. "Public art has the power to transform average public space into a cultural destination. This public art project will connect Johns Creek to public art movements on a local, regional and global level."

Massey and Kureshi will collaborate to gather input from the Johns Creek community on the artwork design and enlist the help of local artists to paint the mural. The JCCVB has partnered with the Johns Creek Arts Center to host community input sessions, select local artists and hold lectures and workshops with Kureshi during his ten day residency.

"We are excited to collaborate with JCCVB in launching the first local to global community art intervention in Johns Creek" adds Ruxanda Renita, co-founder of Urban Catalyst Lab. "William and Hanif share the concept of creating inclusive spaces that amplifies and strengthens community's identity. This project is an example of art building global community with respect to the local one," sates Renita.

The tunnel is set to be unveiled on April 21st, 2018 and coincide with the Johns Creek International Festival. Stay updated on the mural project, Tourism news and event information by visiting www.johnscreekcvb.com or on social media @visitjohnscreek.

Artists:

Hanif Kureshi is an Indian artist and designer working with street and typography. Kureshi is also Artistic Director and Co-founder of St+art India Foundation which organizes street art festivals to make art more accessible to public. His work has been exhibited at the London Design Biennale, Venice Biennale, Centre Pompidou Paris, Triennale Design Museum, Milan among others. In 2016, GQ named Hanif as one of 50 most influential young Indians.

William Massey, an Atlanta-native, has been working as a community artist and public sculptor in Atlanta since 2012. Massey's portfolio includes renowned, large-scale, public art installations, many of which have been seen on the Atlanta BeltLine. Massey is dedicated to creating work that is honoring, unifying, inclusive and inspiring to the communities he creates alongside.

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Johns Creek Convention and Visitors Bureau (JCCVB)

The JCCVB is a 501(c)(6) non-profit that serves as the official Destination Marketing Organization of Johns Creek, Georgia. Their mission is to serve as an economic catalyst by marketing the city as a destination for business & leisure travel.

Media Contact:

Shelby Marzen, Johns Creek Convention and Visitors Bureau Executive Director
smarzen@johnscreekcvb.com | [404-370-2044](tel:404-370-2044)