



1,500 FEET OF FENCE. 50 ARTISTS. 3 DAYS.

UPTOWN GRAND SCALE

FOR IMMEDIATE RELEASE

MORE THAN 50 LOCAL ARTISTS JOIN TO TRANSFORM THE EAST HARLEM METRO NORTH CORRIDOR WITH THE *UPTOWN GRANDSCALE* MURAL PROJECT

On three weekend days in September, Uptown Grand Central brings together artists to paint 1,500 feet of green construction panels; Sweeping street art installation will culminate with the Party on Park street festival on September 22nd

EAST HARLEM, NY (September 4, 2019) – More than 50 local New York City artists, many from Upper Manhattan and the Bronx, will join together in September to paint more than 1,500 feet of green construction panels along 125th Street in East Harlem, in one of the largest street art installations of its kind in Manhattan's history.

Uptown Grand Central, a nonprofit dedicated to supporting the 125th Street/Metro-North corridor, has organized the *Uptown GrandScale Mural Project*, which will take place on three weekend days this month: September 7, 14, and 22. On each day, scores of local artists will transform three blocks of dull green plywood surrounding the 125th Street Metro-North Station into a vibrant gateway to Harlem for the thousands of people who pass through these crossroads. The final day of painting on September 22nd will coincide with the Third Annual *Party on Park* street festival, when Park Avenue will be closed to cars from 116th Street to 125th Street for a fun day full of biking, strolling, dancing, and other activities.

The roughly 50 New York City-based artists that have been selected to participate have each been allotted between 32 and 96 feet of fencing to paint. Preference was given to applicants from Harlem, Upper Manhattan and the Bronx. The artists will gather together on the three installation days, with a goal of creating murals that support and uplift the community, all while having the opportunity to create freely and legally in the public space.

The artwork will extend along 125th Street between Madison & Park avenues, 124th Street between Madison & Park avenues, Park Avenue between 125th & 124th streets, and 125th Street between Park & Lexington avenues.

Uptown GrandScale builds upon the legacy of street art in the area, including the Franco The Great murals on roll-down storefront gates along West 125th Street, as well as Keith Haring's "Crack Is Wack" mural at 127th Street & Third Avenue.



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Carey King, Director of Uptown Grand Central, said: “Since we got our start a little more than five years ago, we have learned the power of public art to both uplift the neighborhood and inspire hopes for the future. We are so grateful for the strong community of artists that exists throughout Uptown, and for their dedication to making public space a place that brings us all together.”

“We are thrilled to support a project that is making such an important contribution,” said Andi Potamkin, President of Potamkin Development, a sponsor of the project. “People are strongly affected by their surrounding space where they work and live. Bringing vibrant art into public spaces within the community helps enhance and celebrate the diversity of New York City and its neighborhoods.”

In addition to Potamkin Development, other sponsors of *Uptown Grandscale* include the Harlem Community Development Corporation, The Durst Organization, Manhattan Borough President Gale Brewer, NYC & Co., and Blick Art Materials. Ayana Hosten is serving as project coordinator.

“Economic development isn’t just about attracting companies and creating jobs—it’s about fostering spaces where residents want to shop local and support small businesses,” said Curtis Archer, President of the Harlem Community Development Corporation. “The Uptown Grandscale Mural Project will use the talents of local artists to upgrade the area surrounding the 125th Street Metro-North Station and encourage commerce in Harlem, and HCDC is proud to support it.”

Media are invited to attend as the artists create their work on September 7, 14, and 22. Artists will be painting each day from 10 a.m. to 7 p.m., with D.J. TedsMOOTH on site starting at 3 p.m. to power them through to the end.

To learn more about Uptown Grand Scale, visit <http://uptowngrandcentral.org/uptown-grandscale>

To learn more about Party On Park, visit <http://uptowngrandcentral.org/partyonpark>

About Uptown Grand Central

Uptown Grand Central is a 501c3 nonprofit organization dedicated to transforming East 125th Street into a thriving corridor by delivering programs that put advocacy into action through collaborations with businesses, residents and neighborhood organizations across East Harlem. Since 2013, we have brightened hopes for the community via programs that include organizing



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our small businesses; hiring formerly homeless individuals to clean our streets; beautifying the commercial corridor with seasonal plantings and holiday lights; sponsoring street festivals and promotions including Solstice Soul Train and Party On Park; and adopting the space underneath the Metro-North tracks at 125th & Park as a community plaza that features live music, exercise classes, and a year-round farmers market. Uptown Grand Central's previous public art projects have included the creation of the "Harlem Sunrise" mural underneath the Metro-North tracks at 125th Street & Park Avenue, as well as partnering with the 100 Gates Project to build relationships between local small businesses and area artists that resulted in more than 30 murals on East 125th Street storefronts.

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