

For Immediate Release

aRT – Art on the Riverfront Trail

Grand Junction, Co – August 8, 2016 A new program is coming soon to the Riverfront Trail that is aimed at improving the experience for users of the trail.

aRT (Art on the Riverfront Trail) is spearheaded by the Grand Junction Commission on Arts and Culture & the Riverfront Commission with a valley-wide coalition of partners including: the Grand Junction Police Department, Colorado Department of Transportation, Mesa County Sheriff's Office, Mesa County Health Department, Super Rad Art Jam, Urban Trails Committee, Mesa County, the Parks and Recreation Advisory Board, and the City of Grand Junction Public Works, Community Development, and Parks and Recreation Departments.

aRT is designed to transform underpasses along the Riverfront Trail into vibrant, colorful artistic expressions that enhance the trail users' experience. aRT is a fluid process with murals changing annually, bringing new and fresh designs to the Riverfront Trail. Through aRT, we will expand our rich artistic community and provide spaces to nurture budding artists by creating a more vibrant environment.

Five areas along the Riverfront Trail with a combined total of 14 paintable locations have been identified for murals. Sites that will be subject to a vetting process include Redlands Parkway Underpass, Lower No Thoroughfare Underpass, Hwy 340 – Riverside Underpass, and Hwy 50 – 5th St. Bridge Underpass.

The cost of the murals will be the responsibility of the individual artist; however, there is substantial opportunity in the community to solicit in-kind or cash support to sustain the program in the long-term, and provide artists a stipend. Applications for the vetted sites will be accepted soon. The aRT committee has chosen October 15, 2016 as the date to officially begin the program and paint all the locations. The Hispanic Affairs Project commissioned mural will also be painted that day, which coincides with the new Art Festival which the Downtown BID is facilitating to showcase art in Grand Junction.

aRT is expected to positively impact tourism and economic development by creating a more desirable experience along the Riverfront Trail. Creating a vibrant environment draws people to the area and impacts the surrounding businesses. In Colorado, the communities of Delta, Pueblo, and Castle Rock have successfully used mural art to decrease vandalism, encourage economic growth, and expand their public art program.

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