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## **Big ART in BERWYN APPROVED**

**FOR IMMEDIATE RELEASE:  
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### **Big Art in Berwyn is Approved: BPAI Fundraising goal \$12,500 by early Spring**

BERWYN, IL

The Berwyn Public Art Initiative (BPAI) is moving forward on a large scale public improvement project in Berwyn's Depot District with the planned installation of up to 19 free standing murals and public art sculptures along the Burlington Northern-Santa Fe Railway.

"We have high hopes that more than half of these murals will be executed by local artists," says BPAI President Norman Alexandroff. BPAI began work in Berwyn's Depot District connecting business owners with international and local artists during the summer of 2018 with the overall goal of spurring economic growth and neighborhood pride. "This next phase of art installations will beautify the community for generations to come and offer even more opportunities for local artists. We look forward to seeing how enthusiasm for the arts will help transform the look and feel of the district. We've already received feedback from business owners that they have seen an impact in their businesses because of the murals on their buildings."

This past fall, the City of Berwyn received approval from the West Suburban Mass Transit Agency to use \$25,000 in station improvement grant funds for the purposes of public landscaping and art installations along the BNSF lines. The Berwyn Public Art Initiative was chosen by the City of Berwyn to facilitate the installation and management of this large scale public improvement project. The final step in qualifying for the use of the complete grant is to ensure that \$12,500 is raised through community contributions ensuring that this is a community driven effort. With a deadline in early Spring, the Berwyn Public Art Initiative (BPAI) is launching a public effort and fundraising campaign beginning January 2019.

BPAI will be posting a public Request for Proposal for this specific project to give artists and sculptors access to the specialized requirements and to ensure transparency of compensation. Artists looking to be included in the specific project along the BNSF rail lines should submit responses to the RFP via email to [info@berwynpublicartinitiative.org](mailto:info@berwynpublicartinitiative.org). Please check the Berwyn Public Art Initiative website for updates.

**Donations may be made at:**

<https://www.gofundme.com/berwynpublicart>

<http://berwynpublicartinitiative.org/>

## **EXAMPLES CURRENT ART INSTALLATIONS FROM SUMMER 2018:**

Karasek Park, 6844 Windsor - Colin Van Der Sluijs  
Lavergne's Tavern, 6546 Windsor - Cranio  
O'Brien the Cleaners, 6915 Stanley - Miss Merlot  
Caputo & Popovic, 6843 Stanley - E. Lee  
Reel Art, 6727 Stanley Ave - Cranio  
CityBuildling - Bears Mural - 6535 Stanley Ave - Anthony Lewellen

## **FUTURE PLANS**

In addition to improvements along the BNSF line, BPAI is still committed to transforming the Depot District with continued murals on local businesses and residences. The first building mural installation of 2019 is scheduled to engage as soon as the weather is appropriate and will be located on the Reel Art building located at 6726 Stanley Ave.

## **WHAT WE CAN OFFER**

- Interview with BPAI Director Norman Alexandroff, Berwyn Mayor Robert J. Lovero, and interview with current building owners who have already had a public mural installed.
- Hi-res images of previous Depot District murals as they were being installed and final product
- B-roll video of previous mural installations - access to future mural installations

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## **ABOUT BPAI**

The Berwyn Public Art Initiative (BPAI), a community-driven initiative is seeking to revitalize Berwyn's Historic Depot District through the public display of large art installations. The initiative seeks to use murals, sculptural objects, pop-up galleries, sidewalk planters, and artist live/work spaces to increase foot traffic, community pride, tourism, and business development in the under-utilized Depot District of Berwyn.

## **CONTACT:**

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*Find out more about the organization and effort at <http://berwynpublicartinitiative.org>, or on Facebook at <https://www.facebook.com/berwynpublicart>.*