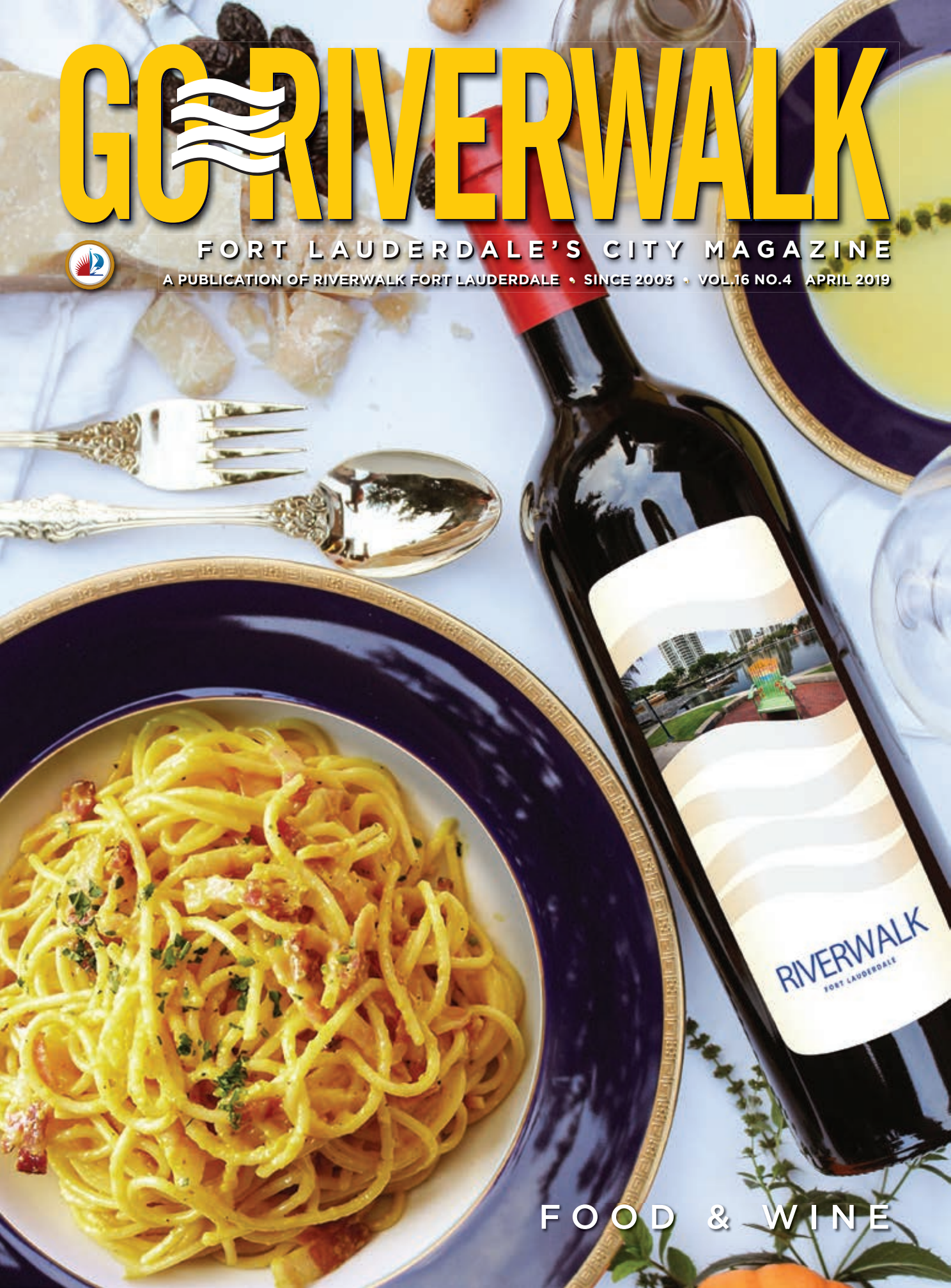


# GO RIVERWALK



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FOOD & WINE

# ART CENTRIC FATVILLAGE MURAL COLLABORATION ENRICHES OUR COMMUNITY

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Fort Lauderdale's current boom in development is so exuberant, it might be forgivable to have missed the latest addition to the FATVillage street art scene.

Vivid splashes of color catch the eye of anyone looking north from Broward Boulevard. Located on the southwest corner of FATVillage at the railroad tracks and Northwest Fourth Street, a full view of the mural treats riders on the Brightline as they pass through town. In fact, a Brightline ride in 2018 inspired Developer Alan Hooper to highlight the mural's canvas — the Extra Space Storage building owned by Urban Street Development. The building was about to be renovated and expanded, and Hooper realized the opportunity to enhance the building through a large-scale mural that would tell people where they are and brand the neighborhood.

Making this art project a reality, Hooper and business partner Tim Petrillo reached out to Doug McCraw, a well-known arts advocate.

Doug and business partner Lutz Hofbauer approached their partners at Art+Light+Space, Leah Brown and Peter Symons, for the commission. Leah created the illustrative design, titled "Idea Journey" in collaboration with Peter who has created a color shifting lighting scheme that will animate the mural at night.

Leah describes the mural as "a symbolic representation of the journey of an idea, expressed through a balance of opposites." She envisions the central figure as captured in the creative process of imagination, surrounded with imagery inspired by many of the world's mythologies and competing themes related to worldly distractions and higher levels of





This photo composite is made with segments under different lighting conditions. The original photos were shot during a lighting test and approximate some of the color schemes that may be experienced. Art+Light+Space currently plans permanent installation of the lighting element by May, 2019.

consciousness. It's an intricate and rich colorful work that rewards the viewer with multiple narrative figures, all relating to one another and set in imagery that is inspired by our South Florida landscape. The one design note from Alan Hooper was related to a Florida sports rivalry, and can be found by spending time looking deeply at the mural. (hint: he is not a Gators fan).

Art+Light+Space engaged the talents of muralist Marcus Borges of Funky Paint to execute the design into a painted mural. First he used a tool known as a scribble grid to scale the pen and ink design to the 60 foot by 80 foot wall surface. This process took him no more than two days. Then he worked with Sherwin Williams to recreate selected color palette in high quality exterior paint. The Flagler Village Sherwin Williams store donated the 35 gallons of paint for this project as part of their marketing and philanthropic initiatives. Over three and a half weeks, Marcus faithfully rendered the

design in full and vibrant color.

Next came light tests on the mural to maximize the nighttime drama. Dynamic lighting has been designed to activate yet another level of narrative qualities in the work. As the shifting color of the lights visually brings different illustrative elements forward from the painted surface, it simultaneously cancels out opposing elements as a way to engage the viewer in a dimension which can only be viewed at night and will require the viewer to spend time with the mural to fully appreciate.

Enriching one's community through public art is not always at the forefront of a developer's agenda. Thankfully, Fort Lauderdale continues to enjoy increasing investments in our growing cityscape with projects like this. Neighbors collaborating to promote and elevate this place we call home is an inspiration for the enhanced cultural landscape we can all appreciate. 

PHOTOS BY JASON LEIDY