

## Downtown Shopfront Murals

August 17 – September 18, 2020



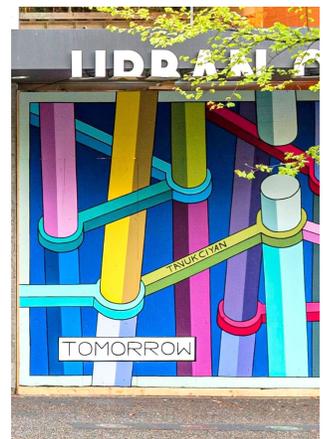
Olivia Di Liberto / Gyoza Bar



Aimee Phillips / Room in Order



Jamie Bizness / Cinema



A. Tavukciyan / Urban Outfitters

In March of this year, the COVID-19 pandemic began to seriously impact everyone around the globe. Public Health controls and guidelines were brought in that stressed social isolation and restrictions on people gathering in public places. In Vancouver, we were quick to act, but the effect of these government directives led to the temporary closure of many businesses, stores, bars and restaurants. In response to this situation, and for the prevention of vandalism, break-ins, and anticipating a long shut down from the pandemic, downtown businesses with a street-level presence began to install plywood hoardings around their shopfronts.

In late March, the Vancouver Mural Festival reached out to the DV BIA to pitch the idea of rallying artists and storefronts to bring some life back to the streets. Through a partnership with the City of Vancouver, Goodbye Graffiti, Vancouver Mural Festival, and Vancity Bank, the DV BIA supported an artist honorarium and the organization of locations. The first murals began to be created in mid-April and over the course of the project, over 20 temporary murals were painted throughout downtown Vancouver, helping to enliven and bring visual interest to the downtown retail front and support local artists amid the pandemic.

Flash forward to August 2020. The hoardings have come down as we begin to tentatively re-open the economy and expand our social interactions. As a way to celebrate the artists and recognize this important historical moment, Pendulum Gallery, in collaboration with the DV BIA, have put together an exhibition that presents in-situ documentary photographs of the murals, as well as representative portions of the murals themselves, selected from those that were able to be saved and stored.

*We knew right away that this was a special project. The murals created a sense of community and connection at a time when so many people were feeling isolated and disconnected, and they brought colour and life to our otherwise quiet downtown streets. With many people not being able to physically visit the murals when they were up, showcasing these vibrant piece of public art through the Pendulum Gallery is a fantastic opportunity for the downtown community to see some of this work in person.*

DV BIA President & CEO, Charles Gauthier

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This exhibition is part of Vancouver Mural Festival 2020: #MakeArtWhileApart  
<https://www.vanmurfest.ca/event-schedule/downtown-shopfronts-mural-exhibit>

The artists would like to thank the Vancouver Mural Festival's curator Drew Young and mural production manager Britany Lawrence for their on-site support

Sponsored by Downtown Vancouver BIA and London Drugs Photolab. Photography by Gabriel Martins.

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