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Creative Crosswalks on Pine Avenue Bring Public Art to Downtown Long Beach

Five art pieces to be installed on Pine Avenue from First to Seventh Streets.

LONG BEACH, Calif. (March 27, 2017) – Downtown Long Beach is stepping away from the ordinary when it comes to crosswalks. This week, five midway crosswalks on Pine Avenue between First and Seventh Streets will be transformed into works of art. After many artists vied for a chance to design DTLB’s first creative crosswalks, the Downtown Long Beach Alliance (DLBA) is pleased to announce the work of artist Hataya Tubtim will be installed from March 27-29.

Stencils ranging from 7-12 feet have been fabricated in order for a crew to efficiently paint the artwork on five mid-block crosswalks from First Street to Seventh Street.

Each crosswalk will have two images: one consisting of marine life juxtaposed with a history of Long Beach’s innovation. For instance, the crossing between First Street and Broadway will display fish to viewers heading south toward the ocean, while images of trains will be revealed when traveling northbound. The crossing between Sixth Street and Seventh Street, one would see stingrays opposed to images of the Metro light rail.

“This creative crosswalk project serves as an example of how our public spaces can be more than just utilitarian in nature. It adds to DTLB’s vivid art scene, promotes urbanism, and will increase pedestrian activity Downtown,” said Sean Warner, DLBA Placemaking Manager. “Lighter, quicker and cost-effective approaches to change the urban landscape like this can make a big difference in improving the livability of DTLB.”

A long-time participant in the Long Beach arts community, Tubtim has a background in both design and public art. She was awarded a fellowship by the Edwin Austen Abbey Mural program at the New York Academy of Design. Past projects have included East Village’s Second Saturday Art Walk and Sound Walk, a 45-foot long interior, interactive wall mural, which was used as an educational tool for local school children’s gallery field trips and crosswalks for the Pasadena Playhouse District.

“I understand that good design can transform and/or anchor the identity of a place to its public, and can influence how a public interacts with the site,” said Tubtim. “The theme of the crosswalks in DTLB is Long Beach’s place as an oceanfront metropolis with a long history of innovation.”

For more information about the Downtown Long Beach’s creative crosswalks, and information about the artwork for each crossing, visit walkdtlb.org and #walkdtlb on social media.

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About DLBA: The Downtown Long Beach Alliance is a non-profit organization operating on behalf of the stakeholders of the Downtown Business Improvement Districts. It is dedicated to cultivating, preserving and promoting a healthy, safe and prosperous Downtown. For additional information, visit www.downtownlongbeach.org.