



Peachtree Center Brings Public Art, “Symphony” to Downtown Atlanta

The contemporary art mural by French artist Hopare will debut on Jan.31

ATLANTA (Jan. 10, 2019) – Peachtree Center, Downtown Atlanta’s iconic mixed-use development, announced today its partnership with International Corporate Art (ICArt) and Living Walls to bring a new contemporary public art mural to Downtown. Peachtree Center believes its employees want to work in buildings that feel like a part of their community and incorporate a sense of life and character. The mural will transform a massive section of the property’s facade along Peachtree Center Avenue, creating a space that will foster a sense of excitement and creative energy for years to come.

“ICArt is really pleased to collaborate with visionaries like Banyan Street Capital who understand the power of art to uplift and inspire a community,” said Mariangela Capuzzo, artistic director at ICArt. “We are excited to bring this new mural to the Downtown Atlanta community and look forward to seeing visitors interact with the art.”

The new mural, titled “Symphony,” is being designed and painted by Hopare, an acclaimed French street artist, and will be his first piece of public art in the Southeast. Also known as Alexandre Monteiro, Hopare is recognized for his distinctive approach to street art and graffiti, allowing him to connect with pedestrians and virtually transport them with his art. He is notably recognized for developing an interesting blend of figuration and abstraction through which he paints colorful work that dramatically contrasts the appearances of the streets. His murals can be found in prominent cities around the world, such as Paris, Venice and Montreal.

“We were honored to have been asked by ICArt to help produce such a monumental work of art for Banyan Street Capital right in the heart of Downtown Atlanta,” said Monica Campana, co-founder and executive director at Living Walls. “We look forward to helping Hopare’s vision come to life with this project and believe this mural will be a wonderful public art addition for the City of Atlanta!”

Hopare began working on the Peachtree Center mural on Jan. 7 and is scheduled to debut his latest masterpiece by the end of the month – just in time for the Big Game.

“Atlanta is becoming more and more of an art-centric city, especially in its urban core,” said Rudy Touzet, CEO at Banyan Street Capital. “As the heart of Downtown Atlanta, the team at Peachtree Center is thrilled to partner with International Corporate Art and Living Walls to tell that story and transform an otherwise unappealing space with Hopare’s inspiring work. We want this installation to be enjoyed by locals and visitors alike as we celebrate Peachtree Center’s renovation and look forward to seeing Downtown Atlanta and Peachtree Center continue to grow and change with art as a centerpiece.”

Peachtree Center is approaching a spring 2019 completion of the massive redevelopment of its public spaces and retail center known as The Hub, adding new eateries and experiences and modernizing its

design. The renovated community will enhance the experience offered to Peachtree Center's office tenants, which already includes seamless transit access and proximity to over 50 restaurants and shops.

Peachtree Center would like to encourage visitors to share their experience with the mural using #symphonyatl on social media.

For more information on Peachtree Center, visit www.peachtreecenter.com. For more on Living Walls, visit www.livingwallsatl.com. For more on ICArt, visit <http://icart.net/home>.

About Peachtree Center:

Peachtree Center, developed by renowned architect John Portman, is an office, retail and dining destination in the heart of Downtown Atlanta. Comprised of six high-rise office buildings and more than 50 shops and restaurants in The Hub, Peachtree Center is centrally located over a MARTA station and adjacent to three hotels accessible by pedestrian bridges. Banyan Street Capital, one of the largest private office owners in Atlanta and throughout the East Coast, recapped Peachtree Center in 2014 after a nine-year association with the property, with the vision of creating enhanced community and a modern, vibrant environment for tenants. For the latest information on Peachtree Center, visit www.peachtreecenter.com and www.marquistowersatl.com engage with Peachtree Center on [Twitter](#), [Instagram](#) and [Facebook](#).

About Living Walls:

Living Walls promotes the power of public art as a social and economic engine, providing an artistic workforce to create healthy, sustainable urban spaces for the city of Atlanta. Living Walls has facilitated over 100 public murals featured throughout the metropolitan area, created through citywide conferences attended by 5,000 art enthusiasts annually. Living Walls has featured a host of world-renowned local and international artists, with collaborative projects in Miami, South Africa, Rome, Barcelona and Moscow. The non-profit connects public art to urban development, helping to establish Atlanta as a destination for provocative arts and culture. For more information please visit, <https://www.livingwallsatl.com>.

About International Corporate Art:

International Corporate Art is one of the world's leading art consulting and art project management companies. Based in Miami, Oslo and London, with over 30 years of experience creating international art programs of all ranges, it works on every element of a successful art program. From creative concepts, management and execution, ICArt has completed over 200 projects in the corporate and hospitality sectors, closely collaborating with an expansive international network of artists, architects and designers. These synergies bring specific expertise to each project and contribute to ICArt's in-depth understanding of art and design disciplines and application. It is this broad network combined with the experience of logistics and installation management that enables the firm to create engaging cultural playgrounds with art that create memorable, unique and commercially successful experiences. For more information please visit, www.icart.net

###

Media Contact:

Meredith Pierce
The Wilbert Group
(404) 343-0108
mpierce@thewilbertgroup.com