



NEW ARK ARTS SOURCE



"Stronger Together", a multi-façade mural project at the Sharpe James Kenneth A. Gibson Recreation & Aquatic Center, by Newark artist, Yasmin De Jesus and New Jersey Devils player, P.K. Subban, pictured with Mayor Ras J. Baraka.. Commissioned by Red Bull Energy Drink.



NEWARK ARTS powers the arts in Newark, New Jersey!

For more than four decades Newark Arts has served as an umbrella organization for Newark's vibrant community of artists, galleries, creative spaces and non-profit arts organizations.

Representing hundreds of artists and more than 80 organizations, Newark Arts is an in-demand strategic partner on "creative placemaking" in the city and the go-to source for tapping in to the hyper local arts community.

Unity Go!, by Newark artist Diegumberro. The mural is located at 529-531 Market St., a site commonly crossed when local fans journey from Newark, over the Jackson Street Bridge to a match at Red Bull Arena in Harrison, NJ. Commissioned by The New York Red Bulls.



Aluminum art installation at Walker House by artist, Tom Nussbaum. This 10 x 20' anodized aluminum wall relief was installed on the restored Bell Telephone building in downtown Newark. The artwork references elements from this Art Deco landmark, and was backlit when installed on the limestone facade of the building.

What is NEWARK ARTSOURCE?

Through ArtSource, Newark Arts's fee-for-service arm, we broker relationships between artists and major corporate entities, connect local artists and their work to development projects, produce pop up art galleries and arts programming, and project manage public and private artistic initiatives of all forms and mediums, with a focus on community engagement.

With some \$4 billion in development in the city, Newark Arts serves as a critical intermediary for developers that are building new communities or revitalizing old structures and want their spaces to reflect local culture.

SERVICES



- **Act as liaison to local art community**
- **Manage installations for new development and revitalized buildings**
- **Provide arts development and programming for public spaces**
- **Develop and curate pop-up galleries**
- **Access to internationally, nationally, regionally and locally renowned curatorial advisers**

“We consulted with Newark Arts on the artistic vision for the Indigo Hotel. We get compliments on our artwork all the time and wouldn’t hesitate to work with them again.”

*-Samer Hanini
Hanini Group*

ARTSOURCE In Action: Infusing New Builds with Local Art

Newark Arts was the artist liaison for Barclay's partner Per Scholas, an IT tech training organization that was new to Newark.

Working with Newark Arts was one of the highlights of opening our new office in Newark. They listened to our vision and seamlessly facilitated the process of choosing an artist. We couldn't be happier with the result – the murals by artist Kern Bruce are the heart of our new space, and are loved not just by our Newark team, but across the organization.

Kelly Richardson, PER SCHOLAS



Name of artist and artwork



ArtSource in Action: Creating Pop Up Art Galleries and Creative Spaces

Newark Arts partners with local developers to activate empty retail spaces, like this 80,000 square foot space in the Hahne's Building where we headquartered our 2021 Newark Arts Festival!





ArtSource in Action: Brokering Local Art Buys

Jonathan Rose Companies Senior Citizen Homes

“Working with Newark Arts to enhance our senior facilities with art was an absolute pleasure and the results were more than we expected. I would highly recommend them to lead your next art project.”

*-Lori Stanlick
Jonathan Rose Companies*





ARTSOURCE In Action: Beautifying Newark's Neighborhoods

Four Corners Public Arts was initiated in 2019 through a public/private partnership convened to support public arts initiatives in Newark's historic district Fours Corners. The partnership includes The City of Newark, Invest Newark, Newark Arts, Newark Downtown District, Paramount Assets, and RBH Group.

The partnership evolved out of a common interest to give care to under-acknowledged areas of the City through the arts, with the goal of cultivating creative communal space for everyone. At a time when Newark is undergoing a marked transformation, the partnership believes it is imperative to create opportunities that strengthen the local creative community.



Photo credit

For more information, visit newarkarts.org/artsource

or contact

Adrienne M. Wheeler
Lead Curator, Artistic Initiatives
adrienne.wheeler@newarkarts.org

NEW
POWERING **NEWARK**
THE **ARTS**