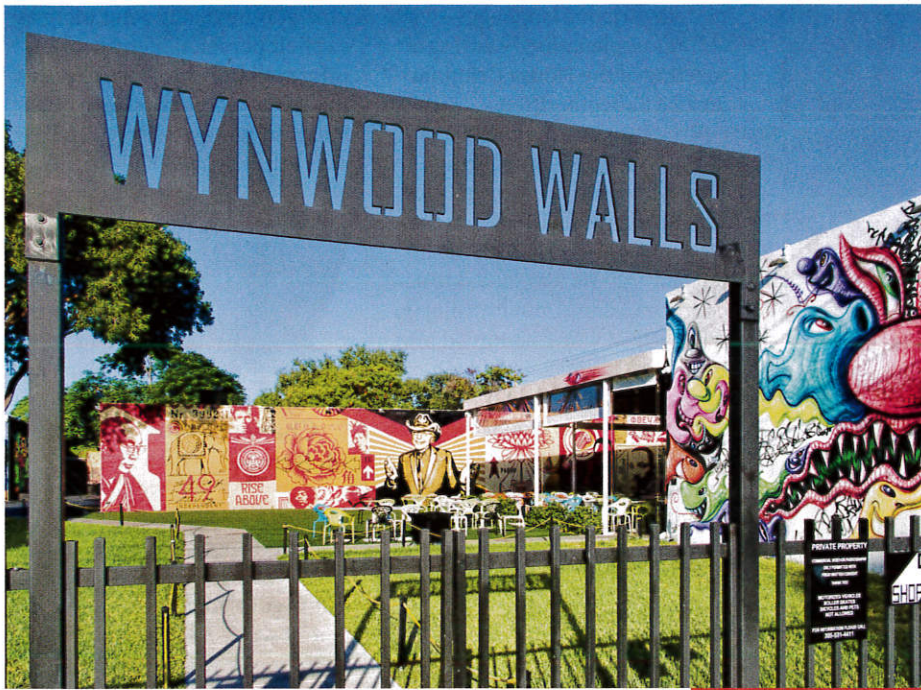


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Writing on the Wall

Graffiti helps turn Miami's Wynwood into a hip, new place.

Mural park Wynwood Walls has been a neighborhood anchor.

In the Wynwood neighborhood of Miami, graffiti covers some 80,000 square feet of walls. It's been that way since 2009, and neighborhood businesses are quite happy about it. Once little more than Miami's down-in-the-dumps warehouse district, Wynwood has used street art to create a new identity, drawing some 70 art galleries, restaurants, coffee shops, a bakery, hip bars, an art cinema and small stores.

An 18-wall graffiti mural park called Wynwood Walls has anchored the neighborhood since 2009, with the curator inviting artists from all over the world to contribute each year. Many other businesses invite street artists to cover their building exteriors. The

monthly Wynwood Art Walk brings in locals and tourists, and several families house their private collections in warehouses that open to the public from time to time.

"Businesses are attracted here because of this artistic vibe," says Marte Siebenhar, executive director of Bakehouse Art Complex, a 30-year-old non-profit that houses the main workspaces of about 60 professional artists in a former commercial bakery. "There is no place you go in Wynwood that has not been touched by art. I've lived in New York and I've lived in D.C. and I've never seen anything like it."

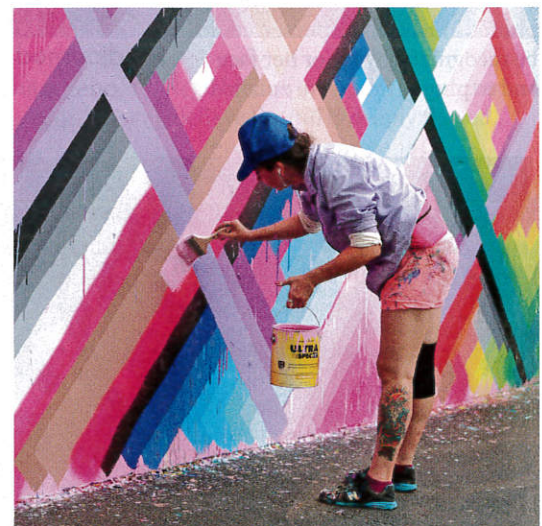
At Bakehouse, artists secure space via juried panels and receive subsidized rent. The public can tour the workspaces, speak with

artists at work and attend a variety of events. Attendance rose from 8,500 in 2013 to 19,000 last year — about half locals and half tourists, especially international tourists, Siebenhar says.

"My whole life, Wynwood was a really desolate place — it was warehouses and emptiness," says chef Brian Nasajon, who plans to open Beaker & Grey restaurant by summer's end in Wynwood. "Now, the growth here has been unreal."

Nasajon says the catalyst for Wynwood redevelopment was Goldman Properties, which bought more than 25 Wynwood properties in 2004 and 2005 and opened the first new restaurant there — Joey's — in 2008. Goldman also created and owns Wynwood Walls and is among the neighborhood's largest landowners.

"We've been invested there for eight or nine years; through most of that time, we were trying to facilitate and catalyze revitalization work," says Joe Furst, managing partner for Wynwood at Goldman Properties and chair of the Wynwood Business Improvement District.



▲ Wynwood's artistic vibe has attracted businesses to the neighborhood.