

# THINK

South Florida



## WYNWOOD WALLS

### A MUSEUM OF THE STREETS

By Marla Horn Lazarus

The legendary Tony Goldman of Goldman Properties established Wynwood Walls in 2009 as an outdoor museum of international street art. Since the first year's program – featuring Kenny Scharf, Futura, Os Gemeos, Swoon, Shepard Fairey, and other renowned innovators in street art, Wynwood Walls has become a phenomenon, spurring the creation of murals throughout the Wynwood district. It is now one of the best venues in the world to see the work of leading street artists.

In 2010, the adjacent Wynwood Doors was added with 176 feet of roll-up storefront gates. Each subsequent year, selections of both national and international artists that range from old school graffiti artists to young up and coming talents have created artwork for the Wynwood Walls. In 2012, Wynwood Walls celebrated Art Basel with a series of events dedicated to the vision of Tony Goldman who passed that September. Since that time, Tony's daughter, Goldman Properties CEO, Jessica Goldman Srebnick, has curated the project. Jessica states, "Back in 2004, Wynwood was a crime ridden, low density warehouse district that had an emerging arts community when my dad, Tony Goldman and brother, Joey Goldman identified the district and began acquiring properties in what would become our next focus. We envisioned the district's evolution as a thriving, artistically driven, culturally relevant and exciting pedestrian neighborhood. Today, Wynwood is one of the most important neighborhoods in the world for public art, home to more than 70 galleries and expanding creatively driven restaurants, bars, and retailers, as well as performance and production spaces. Wynwood is on a solid trajectory for

future growth and exciting architectural projects that match the vibrancy of the neighborhood while adding residential, creative office, and diverse retail offerings. Wynwood is truly one of the most exciting and inspiring neighborhoods in the world and an ideal case study for innovative placemaking."

In 2013, Jeffrey Deitch, who was the original curatorial advisor, returned to co-curate Women on the Walls, a project and gallery exhibition celebrating the contributions of outstanding women artists who are part of the history and the new energy of street art. Women on the Walls incorporated nine new wall murals showcasing the work of essential innovators like Lady Pink and as well as artists who are redefining street art

today from a woman's perspective such as Maya Hayuk and Sheryo. In 2014, Wynwood Walls presented The Art of Collaboration, which posed the question, what happens when two artists, each with their own unique style, come together to create something never before imagined, in addition to celebrating

the collaboration of art and community. Participating artists of the project included Swoon and Case with collaborations by Cleon Peterson and Shepard Fairey, Cryptik and DALeast, and Haas and Hahn, among others.

Encompassing more than 50 dazzling, cutting-edge murals created by respected street artists from Asia, Europe, Latin America and the United States, the Wynwood Walls attracts hundreds of thousands of people from all over the world each year.

Wynwood Walls is located at 2520 NW Second Avenue between 25th and 26th Streets and is free and open to the public. Check out Wynwood Walls year-round, especially during Art Basel. For hours and additional information, please visit [www.thewynwoodwalls.com](http://www.thewynwoodwalls.com).

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