WATERBURY SEEKS A PHOENIX: $750 AWARD OFFERED FOR BEST MURAL SKETCH

"Rising Bird" theme designed to inspire, invigorate downtown

WATERBURY, VT—October 15, 2019—The owner of a frame shop is looking to make a big impression—and she's ready to offer a reward to the artist who can help her.

Whitney Aldrich has secured a $750 grant for the winning sketch of a mural to be painted on the side of her business, Axel's Frame Shop and Gallery at 5 Stowe Street in Waterbury. The sketch will then be used to launch a fundraising campaign to make the mural a reality.

"There's a blossoming creative economy and interest in public art in Waterbury," Aldrich said, noting the train sculpture that was recently installed on the railroad bridge over Route 2, pop up art installations and recent meetings about public art. "We want to showcase the important role art plays in documenting history, while celebrating the town's strength and resilience."

The parameters of the proposed work are wide, but the mural must incorporate a phoenix. Like the mythological bird that rose from its ashes, Waterbury continues to rise up from the challenges of 2011's Hurricane Irene and more recently, Main Street reconstruction. The town is now a popular destination for craft beer, mountain biking, farm-to-table dining, and more.

The proposed location for the mural is on the side of a two-story, brick building built in 1900. The artwork will be visible from the intersection of Main Street and Stowe Street, which handles more than 8000 vehicles a day according to the VT Dept. of Transportation.

"This is a great opportunity to create a high-impact, engaging piece of work that will contribute to the vibrancy of our downtown," Aldrich said.

The contest is open to experienced muralists. Deadline for submission is December 15, and the winner will be notified by December 31. Learn more at axelsgallery.com/the-mural

Contact:

Whitney Aldrich, Axel's Gallery and Frame Shop

info@axelsgallery.com

802 244-7801