



FOR IMMEDIATE RELEASE

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Livingston County announces county-wide, large-scale mural festival

Geneseo, NY, September 8th, 2021 - Public artwork is an essential building block in economic development and quality of place. In continued support of public art in Livingston County, Liv Co Walls is a county-wide, large-scale mural festival that will take place in July 2022 and welcome regional, national, and international artists to the region. The muralists will create nine high-quality murals -- one in each of the nine villages of Livingston County. The murals will be unveiled with celebrations and events to recognize the artists and communities.

The Liv Co Walls Mural Festival is an innovative project and part of the Livingston County Inspirations Trail intended to enhance Livingston County's ongoing economic development efforts. This project will provide another asset to the walkable, pedestrian-friendly downtowns of Livingston County while attracting visitors, locals, and tourists. Leaders of Liv Co Walls include Livingston County Economic Development and Livingston County Tourism, with strong support and collaboration from Alexandra Hall with A H Public Spaces Consulting as well as the Genesee Valley Council on the Arts and Village Public Art Committees.

"This is an ongoing project and we want to thank those who have already been involved in the process including our village committees, village mayors, town supervisors, and the property owners in each village who have agreed to host the mural on their building", says Louise Wadsworth, Downtown Coordinator for Livingston County Economic Development. The wall locations for each mural in Livingston County have been selected with the input of Village Committees, Village Mayors, Town Supervisors, and Property Owners. The selected locations are:

- Avon, TBA
- Caledonia, 3103 Main Street
- Dansville, 175 Main Street
- Geneseo, 125 Main Street
- Leicester, 134 Main Street
- Lima, 1883 Rochester Street
- Livonia, 16 Commercial Street
- Mount Morris, 83 Main Street
- Nunda, 60 North State Street



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Livingston County is actively seeking experienced muralists to apply for Liv Co Walls. Muralists who participate in Liv Co Walls will create one large-scale mural in one of the nine downtowns of Livingston County. Muralists must be 18 or older and must be able to travel to Livingston County, New York in July of 2022.

To support arts education, Livingston County is actively seeking residents to apply for the Liv Co Walls Apprentice Program. This program will offer aspiring artists an opportunity to be paired with an experienced muralist to assist in a mural installation. Apprentices must be at least 18 years old, live in Livingston County, and be able to volunteer hours during the mural festival.

Public art enriches communities, draws in tourists, encourages economic growth, and beautifies villages. Livingston County Economic Development is hoping to increase the amount of public art in Livingston County, which in turn will continue to build on the quality of place efforts accelerated by the Downtown Partnership. Complete the public art survey to share your ideas by visiting form.jotform.com/212245104974149.

For more information on Liv Co Walls, visit inspirationstrail.com/muralfestival or contact Livingston County Economic Development at 585-243-7124. To apply as a muralist, visit inspirationstrail.com/muralist-application. To apply for the apprentice program, submit your application online at inspirationstrail.com/apprenticeprogram.

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