

Seven Words

A COLLECTION OF OUR PLACES AND STORIES
Art At Our Places

 EDENS.

ART

is the science of human engagement.

Art has the ability to evoke a memory, inspire a social movement, and transcend generations. An integral component in EDENS' mission to enrich community through human engagement, art at our places activates an existing landscape to spark conversations and encourages people to authentically connect.

ART IS HUMAN EXPRESSION.

Always unique, art gives us identity. A collection of values and beliefs, identity is the cornerstone of feeling a sense of belonging to a place, to a culture, to a community — to a sum that is greater than the parts. Art helps us celebrate the differences that make up our world.

ART IS COMMUNICATION.

Art gives us the freedom to react, form opinions, and share ideas. Like a language, it gives us a unifier to convey complex emotion. Through art, we can engage in thought-provoking conversations that bring us closer.

ART IS HEALING.

Throughout history, we have treated art in music, dance, writing and painting as a way to soothe and stimulate our minds, bodies and souls. Art helps us pause, meditate and reflect to better understand ourselves.

ART IS A SHARED EXPERIENCE.

Art keeps us connected in real life, telling our stories across generations for a richer understanding of history. When we feel a part of something bigger than ourselves, prosperity follows – economically, socially, culturally and soulfully.

*Art creates meaning
that uplifts us all.*

In This Issue

ART AT OUR PLACES

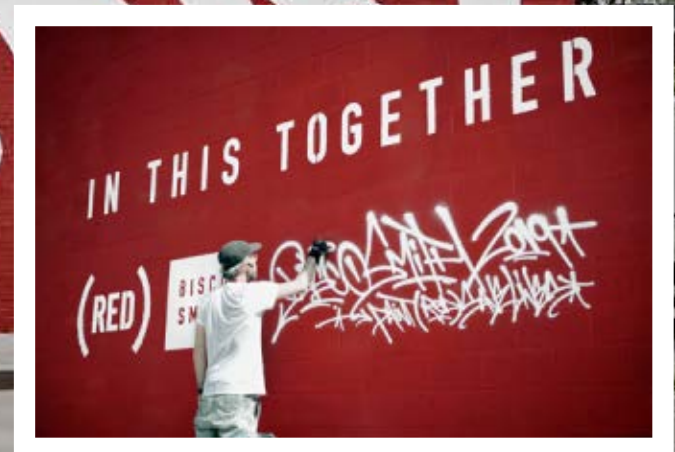
- 06 **Engagement:**
Touchpoints From Around
the EDENS Portfolio
- 08 **A Beloved Place**
Comes Alive In Color
- 10 **Fostering A New Era**
Of Artistic Communities
- 20 **Welcome to Dallas:**
A Visual Love Letter
- 22 **By the Numbers:**
Art At Our Places
- 26 **Floral Motifs**
Blossom Conversation
At Lakeside Centre
- 28 **Where Art Is Made:**
2019 Crush Walls Recap
- 36 **Creativity Expands Your**
Boundaries Beyond
Conventional Perception
- 40 **A Historic Relic Revitalized**
With Newfound Energy



PICTURED HERE An international initiative to raise awareness for the (RED) Global Fund's 6th replenishment conference in Lyon, France in October 2019, Union Market District in Washington, DC was one of 6 international cities to receive a mural to raise awareness around the Global Fund's goals of raising \$14 billion dollars to save 16 million lives. Other participating cities include Johannesburg, Paris, Brussels, London and New York. New York-based artist Bisco Smith painted this mural at 4th & Morse St NE in Washington, DC. As a gateway to the Union Market District, the mural sets the tone with a bold, welcoming gesture for the diverse artistic and creative community that calls DC home.

Want more stories?

For additional content on the stories in this book or for more EDENS Stories, visit [EDENS.COM/OUR-STORIES](https://www.edens.com/our-stories)




ENGAGEMENT

Touchpoints from around the EDENS portfolio



 @yogi_james



 @erinn_shirley




 @kathyspanskiphotos




 @faltira_art



 @bestdressedsigns



 @mosaicdistrict

EDENS is a retail real estate owner, operator and developer of a nationally leading portfolio of places. Our purpose is to enrich community through human engagement.

We design our places to achieve 3.5 trips per week and 5 hours of dwell time. We know that when people come together, we feel a part of something bigger than ourselves and prosperity follows – economically, socially, culturally and soulfully.

*Our work is bigger than real estate.
We are in the business of humanity.*



“These visual activations have influenced the community towards a cultural renaissance that inspires the next generation of art advocates.”

Flower Mural
design by Susan Driscoll
painted by GSU students



1

ART AT TOCO HILLS

A Beloved Place Comes Alive in Color

From UK artist Susan Driscoll’s abstract floral mural – an exercise in white space with various jewel-tone ‘color pockets’ – to “Abbey Road Crosswalk” by Matthew Evans, a sidewalk installation that lends the illusion of movement depending on the viewer’s angle and perspective, art has the power to transform an everyday neighborhood gathering place into a cherished experience.

Atlanta’s beloved shopping district Toco Hills has been embraced by the community for generations. While the original totem circa 1950’s has proudly withstood time, greeting guests with its monumental display, new murals and street art have enhanced Toco Hills’ canvas. These visual activations have influenced the community towards a cultural renaissance that inspires the next generation of art advocates.



Toco Hill Totem Sign



Abbey Road Crosswalk
by Matthew Evans

2

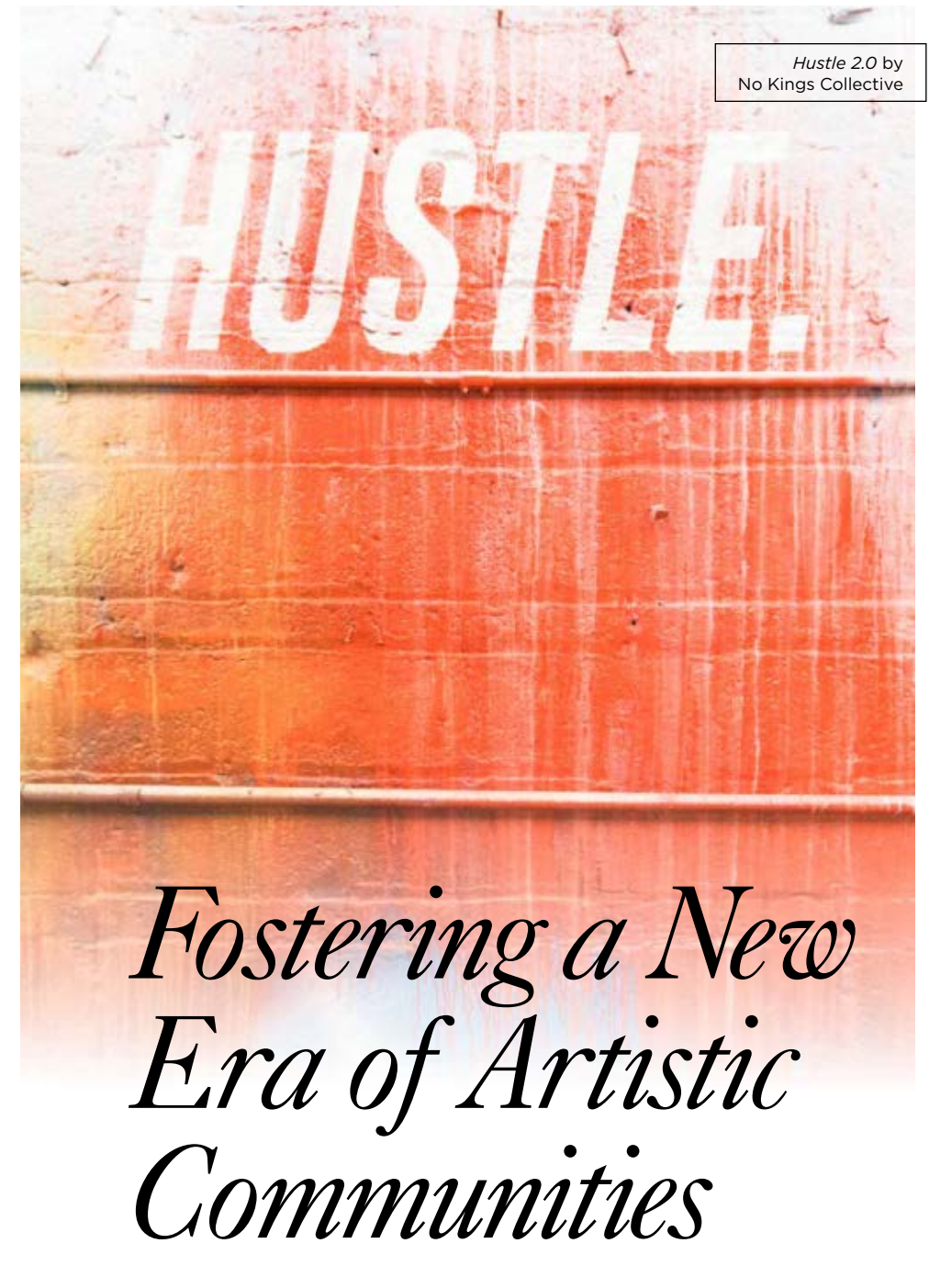
ART IN THE UNION MARKET DISTRICT



The We Love You Project

Featuring over 1,000 individual portraits of Black males across all ages,, Bryon Summers' "The We Love You Project" came to DC's Union Market. Through photography, Summers documents and shares portraits of the Black boys and men in our communities, powerfully reassuring the positive roles they play.

Hustle 2.0 by
No Kings Collective



Fostering a New Era of Artistic Communities

A launchpad for emerging and established artists alike, the Union Market District is a haven for creative expressionists, from artist-in-residences including John Dreyfuss, Maggie Michael and Dan Steinhilber to national and international partnerships with Yoko Ono, Mariela Ajas, Mr. Brainwash, (RED), and the The Hirshhorn, to name a few. As the 45-acre historic urban area expands its collection of murals by new artists, Union Market District continues to engage visitors in a thoughtful and impactful manner.



Art cannot be criticized because every mistake is a new creation. ”

- Mr. Brainwash



MR. BRAINWASH

spotlight

Internationally renowned artist Mr. Brainwash collaborated with former First Lady Michelle Obama to create a series of works to celebrate International Womens Day with Let Girls Learn, an initiative to help adolescent girls worldwide attend and complete school.

@mrbrainwash





Google + Creative Theory

The Google Humanity mural was created to help promote an exhibit highlighting 8 photographers tasked with capturing their own unique vision of humanity using the Google Pixel2. This vision was brought to life by Creative Theory. It was designed to stand the test of time beyond the exhibit. It's a simple word that means a lot.



Latin American Female Identity by Mariela Ajras



This mural is a donation of the Inter-American Development Bank to commemorate their 60th Anniversary. The image of a Latin creole/mestizo empowered woman looks towards the future. The woman is duplicated, addressing the idea that she looks from the past and at the same time, constructs her future. Behind her, there is a rising sun created in golden paint which reflects brightly on the wall's surface. The women's fabric patterns create an optical illusion and a geometric contemporary feeling. The mural expresses the vibrant spirit of the Latin American aesthetics incorporated with colorful Latin American textile designs.

La Cosecha is a contemporary Latin American market that celebrates Latin American culture and conversation in the heart of the Union Market District. The La Cosecha podcast series features Mariela, her story of resilience and why it was important to share it with the world. **To listen visit LaCosechaDC.com.**

spotlight

MARIELA AJRAS

Mariela is an internationally acclaimed muralist from Buenos Aires, Argentina. Her work mainly focuses on the image of women, the question about femininity, and collective memory. A psychologist as well as an artist, her background influences greatly her work on subject matter and with her community-oriented workshops that use muralism as a social tool. *Public Art Review's* latest edition has chosen her as one of the representatives of the female artists' movement in South America.

Instagram icon @marie_ajras

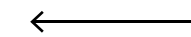


YOKO ONO X HIRSHHORN

Yoko Ono's mural on the Market's 6th Street wall marks the inaugural piece in the Hirshhorn's Art in the City project.



IMMERSE YOURSELF.



Let's Play by Maggie O'Neill

In "Let's Play," the first interactive exhibition by DC. artist Maggie O'Neill, bingo is re-imagined in part as a team effort. In each of the game's three rounds, 75 participating players — chosen on a first-come, first-serve basis — will act as human game pieces, moving to their corresponding square on a life-sized bingo board when their letter and number is called by an emcee.

"Bingo seems to be the universal game that every age can play together," she says. "There is something very beautiful about that."

In Real Life by District Dodger

A five day installation by visual artist District Dodger, "In Real Life" was a visual observation of the relationship between the digital and physical, exploring the paradox that both are conflicting realities in which we exist simultaneously. The installation included light design, paintings, projections and modern sculpture pieces. →



3

Mi Casa Linda es tu Casa Linda
by Dan Colcer



Breeze Block Kilim
by Dan Colcer



Welcome to Dallas: A Visual Love Letter

Shaped from his childhood in 1980's Communist Romania, renowned local artist **DAN COLCER** often explores the theme of how freedom of expression is conveyed in both pop culture and traditional Western storytelling. His signature juxtaposing line and color composition is evident in all his murals at Preston Royal Village and Casa Linda Plaza, where he injects a personal touch in each piece to create a visual cacaphony that evokes dynamic confidence. From his now iconic "Willie Nelson," a psychedelic amalgamation of American West symbols in an emblematic red, white, and blue palette, to "Mi Casa Linda es tu Casa Linda," a love letter to his new hometown in the Deep Ellum neighborhood within the larger Dallas community, Colcer's murals invite the viewer to explore the larger context about how memories frame a person's reality and how differing realities can meld into a cohesive identity reflective of the community's spirit.



"I admire Dan for his unique style, his work has transformed an otherwise forgotten space into an artistic destination."

- Stacey Carbone, EDENS Senior Designer

BY THE NUMBERS:

60

MURALS

49

ARTISTS

8

SCULPTURES

18

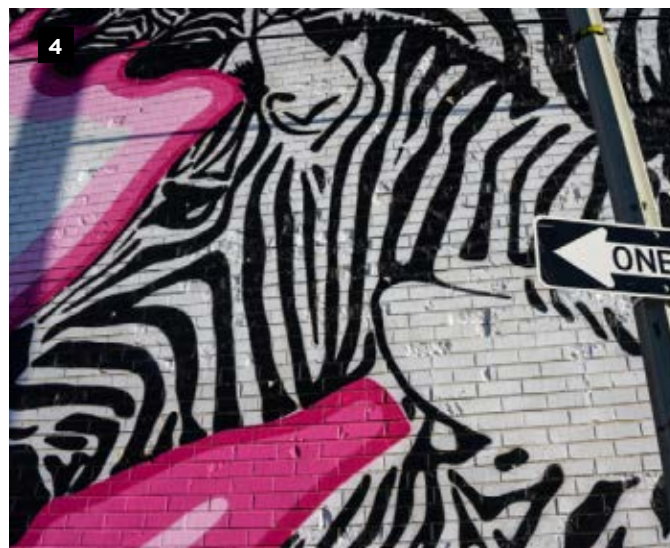
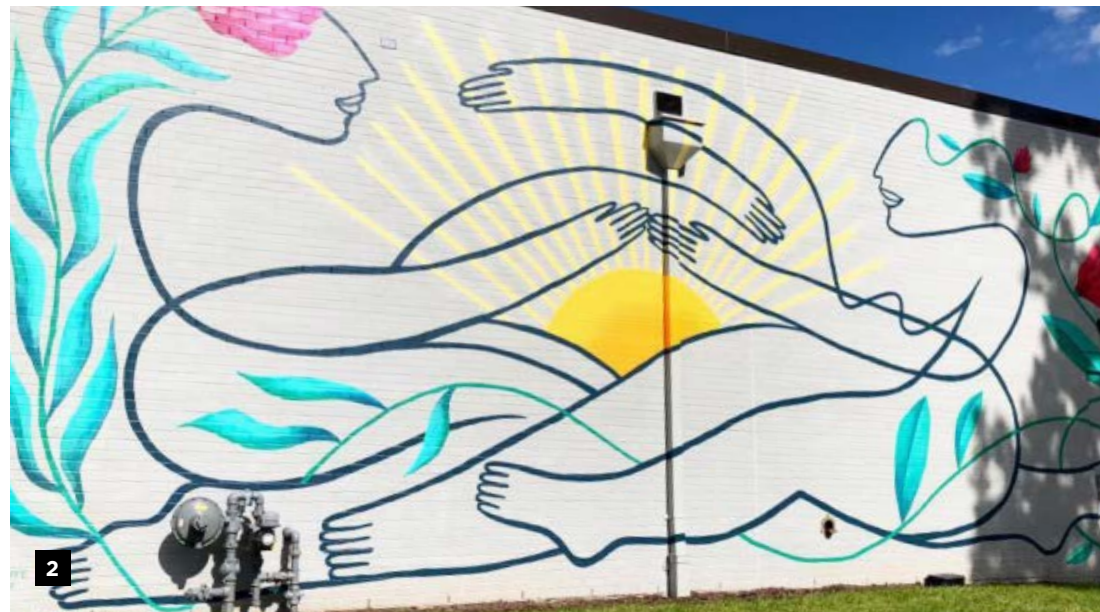
PROPERTIES

12

STATES

*Estimates as of July 2021

22 | ART AT OUR PLACES



Art at our places

1 - *Welcome* by Best Dressed Signs, South Bay, Boston, MA

2 - *Sunset Connection* by Rose Jaffe, Cabin John Village, Potomac, MD

3 - *LOVE* by Red Swan, Union Market District, Washington, DC

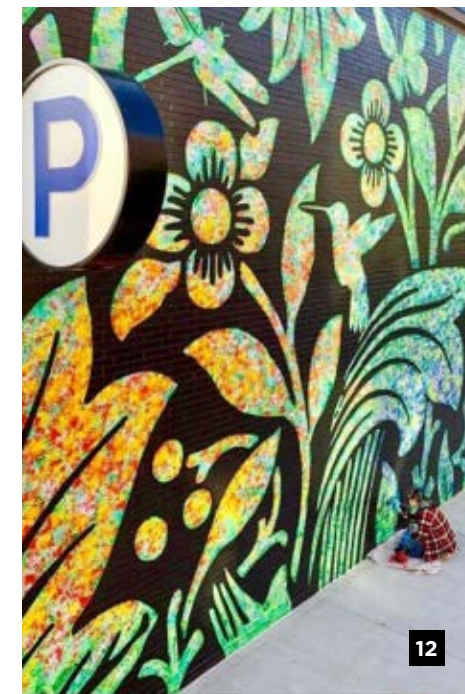
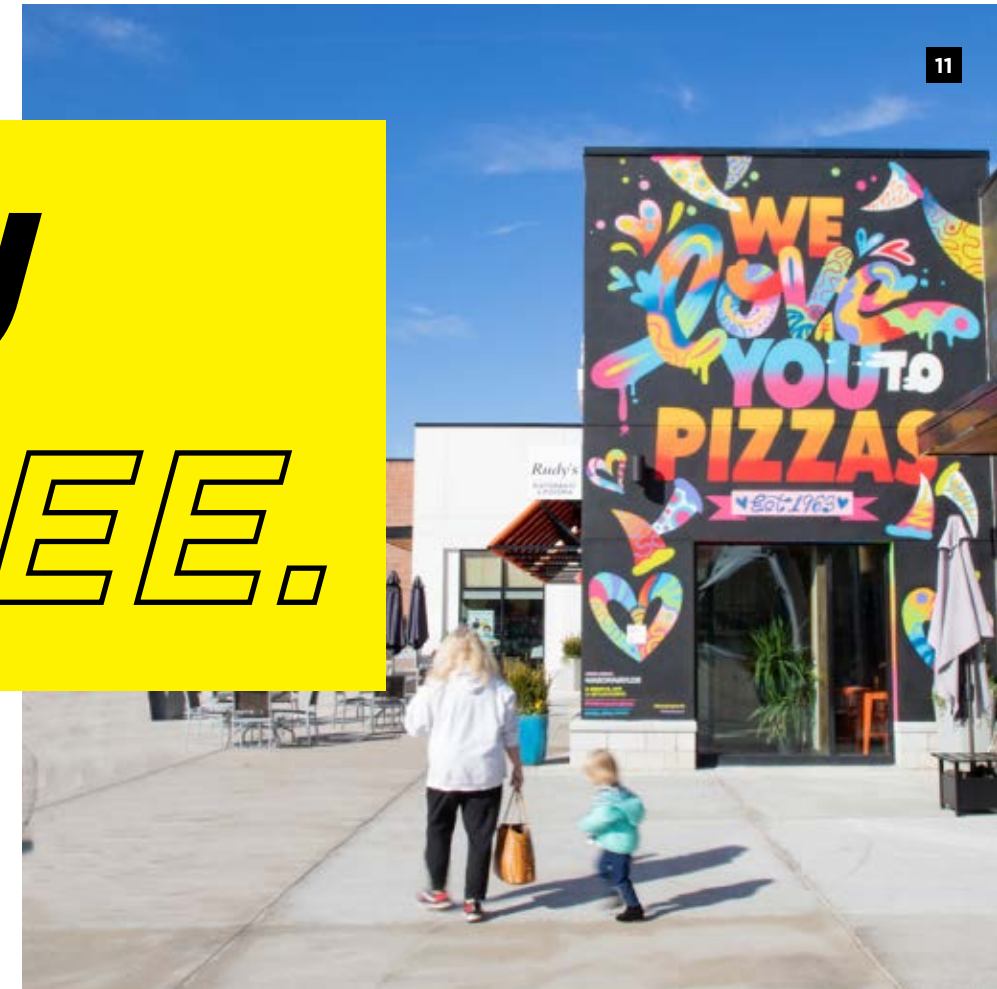
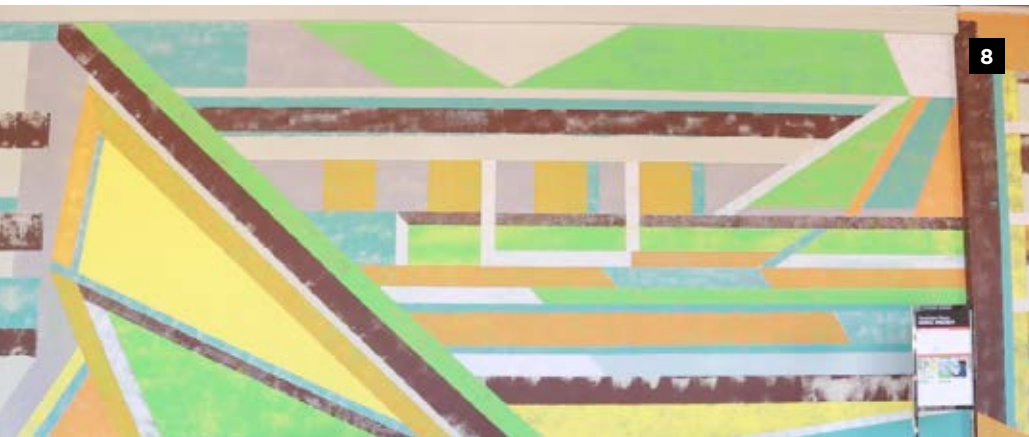
4 - *Zebras* by Peter Krško, Union Market District, Washington, DC

5 - *Welcome to East Dallas* by Brennen Benchtol, Casa Linda Plaza, Dallas, TX

6 - *Reflections of Dallas* by Robin Oldham, Preston Royal Village, Dallas, TX

7 - *Untitled* by Romero Britto, Fifth & Alton, Miami, FL

ART IS HOW YOU MAKE OTHERS SEE.



8 - *Balancing Act* by Paul Yanko, Trenholm Plaza, Columbia, SC

9 - *Made In Dorchester* by Best Dressed Signs, South Bay, Boston, MA

10 - *We're Getting Louder* by The Lily, Union Market District, Washington, DC

11 - *We Love you to Pizza's* by Jason Naylor, Closter Plaza, Closter, NJ

12 - *Untitled* by Best Dressed Signs, South Bay, Boston, MA



“People felt more invested in their community when they discovered our homage to their native flowers.”

- Nicole Shiman, EDENS Vice President



IRENE LOPEZ LEON



@irenelopezleon

Floral Motifs Blossom Conversation at Lakeside Centre

As a Barcelona native from L'Hospitalet, Irene Lopez Leon transports the viewer into a dream-like state with her hyper-saturated color compositions. For Lakeside Centre's first mural, a 12-foot tall canvas that faces the main entrance, EDENS partnered with Leon on a grounded version of her signature aesthetic that draws inspiration from native Floridian flora. An additional layer that highlights the uniqueness of the mural was the city's involvement in the approval process – a first of its kind for EDENS' portfolio – which included a comprehensive documentation package of a letter of intent, proposed renderings, and the artist's body of work. The months-long process resulted in a graceful black-and-white floral motif that not only enhances Lakeside Centre's visual landscape but also increases advocacy for sustainability by using greenscape native to the community.

5

Where Art is Made: 2019 Crush Walls

A week-long celebration of culture, music, and arts, CRUSH WALLS harmonized the entire community where RiNo Art District's vibrant spirit and energy resonated with everyone who attended. This year, the event dubbed "the largest independent street art project and event" galvanized over 100,000 people from Denver and beyond, doubling the foot traffic from last year, and resulted in most places experiencing record sales.

In 2010, well-known Denver graffiti artist Robin Munro partnered with RiNo Art District to elevate and expand CRUSH Walls. A shared mission with Creative Rituals Under Social Harmony, the partnership "celebrates the craft of graffiti and street artists who bring life to walls while maintaining the unique cultural identity in this rapidly evolving community." →



With a multitude of events, from Secret Walls, the world's premier live illustration battle, to EDENS' opening block party, a celebration inviting the entire community to kick-off the week of festivities, CRUSH Walls became the must-visit destination for the week. For a second year, EDENS partnered with CRUSH Walls to celebrate community engagement and creative expression.

88 walls were painted this year by notable artists like Gregg Deal, Debbie Clapper, and Pharaoh One.

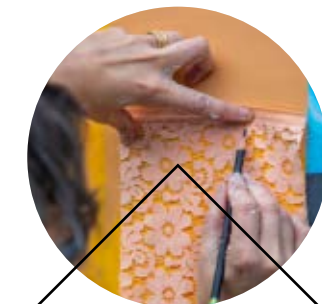
Gregg Deal (Pyramid Lake Paiute Tribe) is a provocative contemporary artist who challenges Western perceptions of Indigenous people, touching on issues of race, history and stereotypes.

RiNo is a neighborhood that sparks moments of discovery around every corner ””

Through his work—paintings, murals, performance art, film making and spoken word, Deal critically examines issues and tells stories of decolonization and appropriation that affect Indian country. Deal's activism exists in his art, as well as his participation in political movements.

He painted a piece that hit very close to home for indigenous peoples in Colorado, and it was blessed in a traditional ceremony.

Drawing nearly every day since the age of 9, Boulder-based artist, designer, mentor Debbie Clapper (stage name Gneural) has taken her passion for abstract optical illusion art to build a lush career around pattern illustration. Heavily inspired by M.C. Escher and graffiti, Debbie's work strives to inspire and ignite imagination in all who interact with it. Her funky yet sophisticated designs



have brought life to brands such as Smartwool, BOA Technology, Hope Hummus, Rickshaw Bags and Pactimo.

In addition to her commercial work, Debbie loves helping artists and designers overcome creative block through workshops and one-on-one mentoring.

In "Psychedelic Neon Love Story", Denver-based artist Pharaoh uses vibrant colors and characters to convey an other worldly narrative on the streets. For this mural, he collaborated with Los Angeles-based artist Zach Howard to transform the porthole space.

This year's Secret Walls, the world's premier live illustration battle, was buzzing with energy as a curious crowd of art-lovers encircled an 8 foot wall in the middle of empty RiNo warehouse. Two teams of graffiti artists let their imaginations run wild across the double-sided canvas. After 2 hours and a few buckets of black paint the crowd voted for their favorite with uproarious applause.

As a home to resident creators and thriving entrepreneurs, RiNo is a neighborhood that sparks moments of discovery around every corner — one that EDENS is proud to be a part of.

FOR MORE ABOUT CRUSH WALLS, VISIT [EDENS.COM/OUR-STORIES](https://edens.com/our-stories)



“
RiNo, River North Art District has become a hub for art galleries, shops, and the city's coolest haunts and hangouts.
- Vogue Magazine
”



spotlight

SHEPARD FAIREY

Internationally known street artist Shepard Fairey, who is most famous for his “OBEY” piece and Obama portrait, showcased a larger-than-life mural “Power and Equality” at 2018 CRUSH Walls. The large scale piece grabbed global attention, propelling a universal message of equality, self-respect, and empowerment in a post-modern style composition. His mural brought together a community to connect and learn from each other in conversations and handshakes sparked by curiosity.

f @ObeyGiant | @obeygiant | @obeygiant

Creativity Expands Your Boundaries Beyond Conventional Perception

The open air shopping destination is an Instagrammer's dream with colorful murals around every corner.
- NorthernVirginia Magazine



Sister Talk
by Lela Brunet

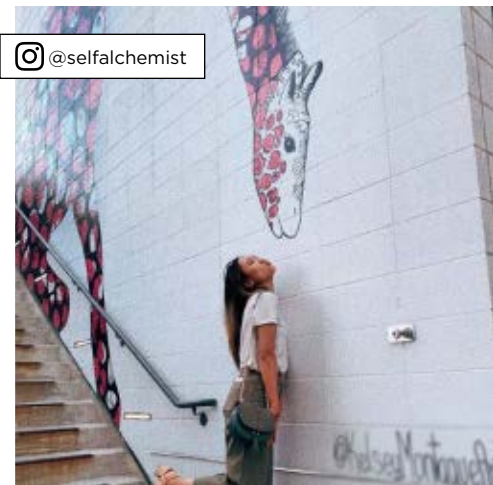


Panda State by Alex Lanei

Curated to reflect the intellect and sophistication of the community, Mosaic is rich with art at every corner. Through collaborations with local and emerging artists like Brian Wentworth – a Mosaic resident who also teaches on site at Muse Paintbar – and Kelsey Montague – whose now iconic giraffe mural has led to installations nationwide – art comes alive to engage viewers from every generation. In addition to the murals, Mosaic served as a host in 2015 to a four-month art program, Transcendence, by artists James Walker and James Bullough who invited guests to experience the theme of bodies in motion captured through abstracted studies of urban culture.



Untitled by King Tux



@selfalchemist

@thischarmnggal

@megalyons



Before color added

@KelseyMontagueArt
 #KissYourLove
 #MosaicDistrict

← *spotlight*

KELSEY MONTAGUE

Originally designed in black and white in 2017 by Kelsey Montague, "Kiss Your Love- Giraffe" lends a visual illusion with the mural painted over two separate canvases. The gracefully sloped neck intentionally drops down to six feet to engage the viewer as a performance art. The mural was painted in pink a year later for new life and interest.

f @kelseymontagueart | @ kelseymontagueart | @kelseymontagueart



CLOSTER'S DANCING DIAMONDS

A Historic Relic Revitalized with Newfound Energy

This sign is an iconic example of the mid-20th century period.

- Tim Adriance,
President, Closter Historic
Preservation Commission



Defined by simple shapes and clear lines, Closter Plaza's iconic "Dancing Diamonds" sign has overlooked the shopping center on VerValen Street as the beacon of the community spirit for nearly 60 years. When the plaza and the beloved sign fell into disrepair shortly after the turn of the century, EDENS created an exact replica, capturing both the historical essence and the visual integrity of the original design. Today, "Dancing Diamonds" remains as a marquee remnant of the original shopping center— an emblem of the borough's boom years after World War II. The new Closter Plaza sign has since restored the community's identity, unifying the people who have always cherished it as the cornerstone of prosperity.

Before



@james_bullough



@biscosmith



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#WeAreEDENS
#7WordStories

@smolkaphotography



@francescas

@mosaicdistrict



@art_beyond_syndrome

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@jasonnaylor



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