



MEDIA CONTACTS:

Angie Bertinot / Downtown District / angie@downtowndistrict.org / 713-650-3022
Whitney Radley / The CKP Group / whitney@theckpgroup.com / 832-930-4065 x106

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**DOWNTOWN DISTRICT COMPLETES VEHICULAR AND PEDESTRIAN
WAYFINDING SIGNAGE PROJECTS**

**New and refurbished signs highlight local artists and present unified
directional aesthetic throughout Downtown Houston**

HOUSTON, TX – Getting around Downtown Houston is easier than ever. The Houston Downtown Management District today announced the completion of Vehicular and Pedestrian Wayfinding Signage projects that present an aesthetically unified system and coordinated messaging schedules, with a public art component that turns mundane directional signs into unique works of art.

“Mobility in Downtown Houston is a major priority for the Downtown District, and a user-friendly wayfinding system is particularly important,” said Bob Eury, Downtown District executive

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director. “We’re pleased to announce the completion of these two signage projects, which will improve the experience for pedestrians and drivers alike.”

The \$2 million Vehicular Wayfinding Signage project includes the refurbishment of 65 signs that were originally installed between 2000 and 2004, and the addition of one new sign. All directional signs have been upgraded with new paint finishes, stainless steel accents, LED light bars and the reprinting or commissioning of original artwork on the reverse side.

The Downtown District contracted with the Cultural Arts Council of Houston/Harris County (CACHH) in 2000 to manage and curate the public art component and again with Houston Arts Alliance for the refurbishment project. The Houston Arts Alliance (HAA) refreshed the existing artwork using digital images that were then printed onto adhesive vinyl, a technique that will allow the works to withstand the elements. HAA also commissioned 10 local artists to create artwork for additional signs. The artists commissioned for the project were:

- Bennie Flores Ansell
- Nathaniel Donnett
- Pablo Gimenez-Zapiola
- Michael Guidry
- Dennis Nance
- Brian Piana
- Robert Ruello
- Jasleen Sarai
- Prince Thomas
- Sarah Welch

Some artists created new work specifically for the signs, while others used previously completed artwork, digitally recreated for the new “canvas.” The works range widely in theme and medium, but all have a distinctly Houston feel.

“This project was a really fun, effective way to incorporate art and culture into something that’s normally so ordinary,” said Jimmy Castillo, HAA Collection Manager. “The Vehicular Wayfinding Signage project is Houston civic art made by Houston hands.”

In addition to the Vehicular Wayfinding Signage project, the Downtown District has completed an entirely new system of Pedestrian Wayfinding Signage that replaces outdated infrastructure with 109 signs in three different sizes, designed to help Houstonians and visitors locate public facilities and major venues across downtown. The \$975,000 project is an extension of the Downtown District’s efforts to nurture a pedestrian-friendly street environment.

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IMAGES FOR PRESS

https://www.dropbox.com/sh/qu45ud00p5hpmg1/AACXSjaLRDJoKK_G8VvaP6MJJa?dl=0

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ABOUT DOWNTOWN DISTRICT

The Downtown District was formed in 1995 for the purpose of revitalizing the urban core of the country's fourth largest city. Over the past decade, the Downtown District has used a combination of public funds and private resources to catalyze area improvements focusing on the city blocks bordered by Interstate 10, Highway 59 and Interstate 45.

The Downtown District operates under the leadership of a 30-person board of directors who oversee the implementation of the District's strategic initiatives. Funding for the Downtown District comes from a special assessment on all downtown property owners.

For more information visit downtowndistrict.org or downtownhouston.org.

ABOUT HOUSTON ARTS ALLIANCE

Houston Arts Alliance (HAA) is the city's designated, local arts and culture agency. We invest in Houston as a place to visit, live, work, honor, and create. We do this by:

- providing grants to arts and culture organizations and individual artists;
- commissioning, conserving and promoting public art and enlivening public spaces;
- helping nonprofits develop business acumen;
- documenting and presenting the region's rich folklife and diverse cultural traditions;
- endeavoring to expand the overall creative economy.

Ultimately, HAA works to improve the quality of life for Houstonians and visitors alike, while advancing Houston as a global city.

HAA is a nonprofit, public-private initiative whose primary partner is the City of Houston. Approximately 55% of HAA's budget comes from Hotel Occupancy Tax and 30% from the City of Houston's Percent for Art Program, which supports commissions of new civic art projects as well as conservation of existing artworks. The remaining 15% of HAA's budget comes from private fundraising (grants/contributions/other revenue) for programs and special projects. HAA is committed to raising funds for only those projects and initiatives that the Arts Alliance is uniquely positioned to provide the community.