



FOR IMMEDIATE RELEASE
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Matthew Jervis
Downtown Berkeley Association, Vitality Director
mjervis@downtownberkeley.com
510-549-2230 x4
415-577-9730

DBA LAUNCHES 'DELIGHTFUL DOORWAYS' MURAL PROJECT WEBSITE

(Berkeley, CA) — The Downtown Berkeley Association (DBA), launched today their Delightful Doorways website: <https://www.downtownberkeley.com/doorways/> featuring six Delightful Doorways murals completed over the past eight months in neglected doorways throughout Downtown Berkeley. The website also includes interactive before and after photos, a map of locations, and information on the artist and the project. Moreover, at each site there is signage with QR code that will take visitor to webpage on that mural and guide them to visit other doorways in the Downtown.

Through partnerships of the DBA, local property owners, merchants and local Bay Area artists, the Delightful Doorways mural project has been commissioning original artwork to bring color and vibrancy to street level fire exits and industrial doorways throughout the Downtown. The DBA has also found that these extraordinary doorway murals have a positive effect on surrounding area as well as a creative and beautifying effect to the entire Downtown district.

According to John Caner, CEO, “these recessed doorways often attract graffiti, refuse and worse, sometimes perceived as public safety hazards. This program transforms a liability into a beautiful asset—a sow’s ear into silk purse—of art, joy and creativity!”

The Delightful Doorways project has completed six doorways to date with six more planned for early next year. Notable local artists have included *Nathan Phelps, Shawn Gibson, Sofie Ramos and Lena Gustafson, Marcos Lafarga and Simon Tran.*

According to Matthew Jervis, Vitality Director, DBA, “One of our Downtown initiatives is to affordably create a more visually vibrant Downtown Berkeley and what better way to that than to commission these gems of original work from local artists?”

For more information about the Downtown Berkeley Delightful Doorways program please visit: <https://www.downtownberkeley.com/doorways/>

The Downtown Berkeley Association is an independent nonprofit organization, funded by Downtown property owners, and focused on creating a welcoming, vibrant and prosperous City Center.

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