

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Painting has Begun on Loves Park CRE8IV Mural, Public Encouraged to Stop by *RACVB's 2021 CRE8IV: transformation art close to wrapping up*

FOR IMMEDIATE RELEASE

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Rockford, IL – The newest addition to the 2021 CRE8IV public art initiative is underway in Loves Park. This large-scale mural project will take five to seven days to complete and is located at 5723 North 2nd Street, Loves Park.

The completion of this project will mark the 11th large-scale mural created in the region this summer. The first set of murals was finished in early June, with multiple local and visiting artists creating murals as a part of the CRE8IV public art initiative.

Brett Whitacre will paint the final two murals, one each in Loves Park and Pecatonica. He is a self-taught artist living and working in Rockford. His art is inspired by a mix of vintage and modern advertising as well as American history. After moving to Chicago in 2000 he began collecting otherwise discarded materials from alleyways such as old windowpanes, television sets, luggage, and salvaged wood. He applies his imagery to the found objects juxtaposing old and new. The result of his work has a strong modern feel contrasted with a rustic warmth.

The mural in Pecatonica is expected to be finished in September, which will mark the completion of all 12 murals for 2021.

“These murals have brought new life and creativity to multiple neighborhoods and communities this year in the Rockford region,” said Kristen Paul, RACVB director of destination development. “The importance and value that public art can bring to an area is very impactful and recognizable. In the future, we hope to bring more public art to additional neighborhoods and communities in Winnebago County.”

The public is encouraged to stop by while the mural is being painted and to check back occasionally to see its progress.

“The CRE8IV program is fantastic way to promote public art, bring vibrancy to the streetscape, and strengthen the regional draw. The City of Loves Park couldn’t be happier to participate in this program. We are excited to see the finished mural at 5723 North Second Street and to start planning for future murals, in Loves Park, next year. I would like to thank everyone involved in making this happen; David and Colleen Anderson, the Painter’s District Council No. 30, Local 607, the Rockford Area Convention and Visitor’s Bureau, and CD Source for providing the unique canvass,” said Greg Jury, Loves Park Mayor.

About RACVB: RACVB is responsible for promoting the Rockford region as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, RACVB strengthens the economic position of the region and provides opportunities for people in our communities. www.gorockford.com

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