

The project we are proposing is a mural, “The Message is Music,” that would cover the stucco addition to the historic 140 Bridge Street building, from the Valencia Street parking lot side on the north to part of the west side as well, adjacent to the Bridge Street Breezeway. We hope that this community mural will help us restore the vision of a beautiful gateway area into our Historic Bridge Street.

A tenet of creative placemaking is “Build it for the locals, and the tourists will come.” We want to facilitate the community transformation of an underutilized public space once frequented once by troubled youth into an attraction for locals, those same youth, and tourists. The project combines art and culture converting a liminal space into a vibrant reflection of the best of our local talent, both visual and musical.

### **Project description**

The idea for the mural was conceived and designed by well-known local youth organizer and artist, proven muralist Ras Zakarias Tafari, also known as Zach Lujan, Dora Chavarría, and Mike Maíz. The plan is for a few local artists to mentor under-engaged youth who are also artistically inclined, and join forces to celebrate the modern history of music in Las Vegas. Beginning with Local Treasure Antonia Apodaca, recipient of the NM Governor’s Award for Excellence in the Arts, the mural will extend through current styles and into the future with a musically involved youngster who is already busy participating in the Parachute Factory, Luca Juarros, the son of artist/musician/DJ Aaron Juarros and Dr. Elizabeth Juarros. Pedestrian traffic will admire the mural and experience our music culture as they enter Historic Bridge Street. The Breezeway is sheltered by the Las Vegas Arts Council on one side and Indigo Theatre on the other, both historic creative economy enterprises.

The project will create a public mural for the Breezeway area and reach out to at least five local underserved youth. It will be one more point of community pride and reinforce the importance of the musical arts and culture of Las Vegas. We had a continuing problem with graffiti that has been reduced since the City installed cameras in the area, and we hope the art work will be an inspiration.

We would like to facilitate this community project by raising funds for the artists, stipends for the youth, materials, and a grand reception that would honor Antonia Apodaca with a celebration to pay homage to her contribution to our community. We would invite the mayor to present her with an honorarium and a certificate of appreciation at that time, and we would like to sponsor a small booklet or brochure about the music and history of her life and our town.

We need to be sure we have the City of Las Vegas’ approval before we begin applying for grants and raising money for this project. We have Antonia Apodaca’s blessing on the project as well.

Please see the images of the building as it is, and as we hope it will be. They are only concept drawings at this point. Thank you for your kind attention to our request. If there is any additional supporting information I can provide or questions I can answer, please advise.

Sincerely,  
Susie Tsyitee, Executive Director  
Las Vegas Arts Council

This is the parking lot entrance to the Bridge Street Breezeway.



Faces north toward parking lot



Faces west, adjacent to Breezeway



"The Message is Music" This will cover the wall and incorporate the door.



And this will be on the wall adjacent to the Breezeway. The original stone wall will remain as is.

