



Westfield Meriden Brings Street Art Off the Street to Enhance the Mall's Interior

CT-based visuals from renowned artist connects the mall to the community

For Immediate Release

Meriden, CT, May 30, 2019—Westfield Meriden is pleased to announce the installation of two large-scale murals commissioned by local artist Ryan ‘ARCY’ Christenson, which have already drawn praise by many visitors for the artistic way they creatively spotlight the Constitution State.

ARCY, as he is known in street art circles, already has a big following for his large-scale murals, and has also toured nationally with live mural events. For his Westfield Meriden Mall commission, ARCY created two 8-ft x 20-ft pieces depicting Castle Craig, Hartford’s Capitol dome, the UConn Husky mascot and several other recognizable state-based icons.

“Connecting to the community and engaging with shoppers is one of our most important goals,” said Katherine Bolas, Marketing Director for Westfield Meriden. “Using a local artist to capture local features was a way that we could highlight the talent in our community.” ARCY, whose work is likened to highly skilled street graffiti artists who use a splash-paint style, created the center’s new murals to be both captivating and thought-provoking. The artist has said that he, too, is passionate about celebrating the state, and that he is also a fan of artistic and commercial ventures that bring towns and neighborhoods together.

As part of the installation celebration, Westfield Meriden patrons are invited to snap a photo of themselves by the murals and share them on Instagram for a chance to win a \$100 Westfield gift card to be used anywhere in the mall.

In 2015, ARCY embarked on his first North American mural tour, where he spray painted walls in front of thousands of onlookers in many of the largest cities across the nation. Since then, he has created hundreds of murals and permanent large-scale works throughout North America, Australia and Europe. He has had commissions from The Smithsonian Institute, Major League Baseball, America’s National Parks Service, and is currently developing a collaborative body of work for The Walt Disney Company as a Disney Fine Artist. His stated goal is to leave his mark on humanity through public artwork. Westfield Meriden is proud to partner with him on this exciting mall commission.

About Westfield Meriden

Drawing from a large consumer marketing area in central Connecticut, Westfield Meriden is conveniently situated between the major cities of Hartford and New Haven. Located along I-691, the connector for the key thoroughfares I-91 and I-84, the center's customer base includes two-thirds of the higher income residents in the region. Westfield Meriden serves as the community's town center, providing value and convenience in a one-stop destination for families, and is anchored by Macy's, Boscov's, Best Buy, T.J. Maxx, and Dick's Sporting Goods. Visit www.westfield.com/meriden.

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