



**Viva LA  
PRESS RELEASE**

**UNDER EMBARGO  
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**VIVA LA, THE NEW ICON FOR THE CITY OF LA,  
UNVEILS THE “VIVA LA: CELEBRATE LA, EVERY DAY”  
ART EXHIBITION IN PERSHING SQUARE**

*Brand Celebrates Los Angeles and Features Six Diverse Local Artists*

LOS ANGELES, CA, February 2, 2021 – Viva LA, the brand created to be the official icon for the City of Los Angeles, that celebrates and promotes LA’s creative culture and unique resources around the world, today unveils a visually stunning art show in Downtown LA’s historic Pershing Square extolling Viva LA’s core belief that diversity is the engine of LA’s creative culture.

World-renowned Los Angeles artist Andre Miripolsky, the brand’s co-creator, who is known for his vivid pop art style and as the creator of “Fear No Art”, designed a breathtaking 15’ x 30’ mural, featuring stylized versions of the signature Viva LA™ and HeartWings™ logos, installed on the corner of 5<sup>th</sup> Street and Olive in downtown Los Angeles. In addition, Andre personally curated six local and diverse LA artists to design an original canvas featuring the Viva LA logo in their personal LA style to create the ultimate collaborative moment. These art pieces are installed in the 9’ x 9’ exhibition aqueduct windows that line Pershing Square to dramatic effect.



Andre Miripolsky’s Viva LA Pershing Square Mural



The six artists who have collaborated with Viva LA on this special celebration are Angelica Russell, Jill Sykes, Kent Yoshimura, M., Montana Mills and Sona Mirzaei. Each was selected based on their specific style – ranging from animation to botanical forms to multi-media specialists – as well as their diverse experience and presence in the LA art scene. The Pershing Square show effortlessly unites artists of all genders, races and backgrounds, proving that no matter how different people may be, at the core, the common thread is a love of creativity and LA.



Angelica Russell



Jill Sykes



Kent Yoshimura



M.



Montana Mills



Sona Mirzaei

“Now more than ever the various communities of LA need to rally together to support and amplify diversity and the creative culture of our beloved city, and the overall message of hope,” describes Andre Miripolsky, co-creator of Viva LA. “I have been an artist and lover of LA for over 50 years and for this Viva LA exhibition to come to life today, in a location like Pershing Square, is nothing short of a miracle! We hope that this fantastic Viva LA art is able to bring some joy to everyone during these challenging times.”

Viva LA has been created to give the people of LA – and all of those who love LA – a brand to truly embrace and show how much they love the city. The brand’s mission is to celebrate all of the amazing people, projects and energy coming out of Los Angeles to attract new residents, visitors and business opportunities to Los Angeles. Viva LA is working hard to unify the community and inspire civic pride, kick-start and contribute to the regional economy, and act as an enduring source of unity and pride for the people of Los Angeles.

“Everybody gets ‘Viva LA’ right away when I say that ‘It’s the ‘I Love NY’ for LA!’ But in reality, Viva LA is very different from the now classic logo launched in 1979 by New York State which has become synonymous with NYC tourism,” says Christian Mitman, co-creator of Viva LA.



“Viva LA has been created by real Angelenos – not by or for an anonymous city - and launched at a time when appreciating all the hard-working creative people in LA will be the key to a prosperous future. One of Viva LA’s core beliefs is that ‘diversity truly is the engine of LA’s creative culture,’ and if that’s the case then Viva LA can be the eye-catching rocket ship powered by all that creative LA energy.”

Beyond the conceptual and visual power of the “Celebrate LA, Every day” show in Pershing Square, one of the most dynamic aspects of the event is how it has galvanized local businesses and organizations to rally behind LA and bring new opportunities for the business community to support the city. Clune Construction and the Pershing Square Park Advisory Board/ Art-Squared Gallery are the primary financial sponsors of “Viva LA: Celebrate LA, Every day” expressing their gratitude at being able to give back to the city in which they operate. Clune Construction has a long history of supporting the creative culture in LA. Additionally, Bulletin Displays has generously donated 11 billboards on all major LA highways, to promote the Viva LA launch.

The “Viva LA: Celebrate LA, Every Day” exhibition will be on display in Pershing Square from February 2 – April 5, 2021 and online all year.

#### **About Clune Construction**

Clune Construction is a national general contractor with offices in Chicago; Dallas; Los Angeles; New York; San Francisco; and Washington, DC. Today, Clune employs more than 600 employees and manages over \$1 billion in commercial and mission-critical projects annually. Clune Construction believes that the hallmark of its success is grounded in their dedication to consistently delivering its clients’ projects on time and under budget, with honesty, integrity and strong emphasis on client satisfaction. Learn more at [www.clunegc.com](http://www.clunegc.com).

#### **About Pershing Square Park Advisory Board/Art-Squared Gallery**

The Art Squared Gallery is a partnership between the Los Angeles Department of Recreation and Parks, Pershing Square Outdoor Concert and Event Center, The Pershing Square Park Advisory Board and the Dew Foundation. The Gallery showcases large 2D vinyl prints and 3D sculptures throughout the fountain and orange grove areas of the venue. Artists from downtown Los Angeles and other southland art communities have participated in this program including Overton Loyd, Clive Barker, Robert Reynolds, Jett Jackson, Greg Auerbach, Fred Hoerr, Laurel Holloman and Andre Miripolsky. Visit <https://www.laparks.org/pershingsquare/> to learn more.

Visit us online at [www.VivaLA.us](http://www.VivaLA.us) and find us on Instagram [@VivaLAofficial](https://www.instagram.com/VivaLAofficial).  
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