On Oct 26th, over one night, with no public pre-announcement, we are painting 50 original works of art on Hollywood Boulevard themed around 2 words: Hollywood Inspiration.

The most iconic street in the world inspired many of us to become the people we are today. In between the familiar site of premieres for a century that is the Chinese Theatre and the architectural masterpiece that is the Capitol Records Building lie over 90 historical markers, hundreds of Stars and live events ranging from the Oscars to Jimmy Kimmel Live.

Yet, somehow residents and visitors are left with the same question. "Is this all there is?"

Hollywood is full of dreams, inspiration and history, if you know where to look and what you’re looking at.

As a catalytic first-step we have identified more than 50 aging, metal rolling shutter doors featuring faded portraits of early Hollywood stars. In one night, we are going to update those blighted surfaces with a new generation of inspirations.

Beautify Earth will curate the artists who are going to #BeautifyHollywood.

Beautify Earth, a 501c3 is dedicated to “Putting an end to blighted walls and fixtures by empowering artists, encouraging social responsibility, and instilling community pride in impoverished or neglected communities/streets. We also provide education programs designed to inspire and provide a framework for undiscovered talent to flourish. The art projects attract new businesses and improve the likelihood of community investment.”

WWW.BEAUTIFYHOLLYWOOD.ORG
Objective

On October 26, 2016 - in one unannounced night - the artists, social media teams, documentary crew, organizers and sponsors of Beautify Hollywood will work together to install original works of art that celebrate the History of the Hollywood neighborhood and the Inspiration it provides to the world by replacing unattractive, blank and blighted surfaces on Hollywood Boulevard.

Goals

Stimulate the Local Economy
Nearly every business with an artistic facade painted by Beautify Earth has seen an increase in revenue up to 50%.

Inspire a Walking City
Murals increase community pride, resident loyalty, economic growth, and inspires local investment. Beautify Earth empowers communities through action.

Generate Massive Community Participation
Volunteers, artists, donors, businesses, local government, neighborhood associations, business improvement districts, and children, all come together for a single cause... to make their neighborhood beautiful, together.

Solution

Beautify Hollywood will creative an impactful installation that is both engaging in person, but also combines the power and reach of the social networks of the dozens of artists, sponsor and promoters to bring the project to the world. With over 50 potential spaces identified for beautification. Each is a potential engagement with visitors and their networks to #BeautifyHollywood.

By focusing the efforts to one area and in one night, we will maximize impact and minimum inconvenience.