

BEAUTIFY PICO MURAL TOUR

A Beautify Earth Project



(1) @sel_dog

(2) @starfigthera

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(5) @clintonbopp

(6) @djn3ff

(7) @clintonbopp

(8) @rubenrojas @sel_dog

(9) @chrisaundersart

(10) @cloehakakian

(11) @allisonkunath

(12) @lucazamoc

(13) @noahneighbor

(14) @sixdegreesla

(15) @carolinegeys

(16) @riskrock

(17) @gusharperart

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PICO IMPROVEMENT ORGANIZATION

Thank You for being an active member of the community! The **Pico Improvement Organization (PIO)** and **Buy Local Santa Monica** have partnered with **Beautify Earth** to bring you color, commerce and inspiration to Pico Boulevard in Santa Monica. Please enjoy this self-guided tour of local businesses and services combined with murals from local and international artists. (Tip: Remember to use hashtags **#BeautifyEarth** **#BeautifyPico** and **#PicoBlvdSM** if you snap pics along the tour).

There are many ways that you can navigate this beautiful stretch of Pico. You can walk, hop on a Breeze bike or even grab the #7 bus up and down. You'll find a myriad of Pico Blvd business gems between the ocean and Lincoln Boulevard, and then begins the two mile stretch of Beautify Pico murals that extend from Lincoln Blvd to 34th Street.

(1) **Precision Sound & Service** (823 Pico): Dubbed by locals as "The Falcon", it's at this mural by artist Marcel "SEL" Blanco we take flight. Prepare your wings, and head into Precision Sound for all of your audio visual needs including car stereo installation.

(2) **Ed's Liquor** (825 Pico): A hummingbird guides the viewer around the corner to see artist Christina Angelina's colorful mural inspired by Brazilian singer Claudia Leitte. The combination of the colors and birds is music to your eyes! Across the street is **Sweet Rose Creamery** (826 Pico) which features homemade ice cream with fresh local ingredients (and delicious pastries and coffee).

(3 & 4) **CLARE Foundation** (901 & 1002 Pico): These two sister murals, by artist SEL, encourage the viewer to "Reflect" and "Inspire". Located on two of CLARE's main buildings, they have become a source of pride for both the community and CLARE members alike.

(5) **Advantage Real Estate** (1021 Pico): This realistic mural by Clinton Bopp will leave you wanting to take the Rotary Club of Santa Monica's surfboard for a swim off the gorgeous Santa Monica bluffs. Or continue your adventure to enjoy fun local food options such as **Rocco's Cheesecake** (1701 Pico), **Hungry Pocket Falafel House** (1715 Pico), **Greyblock Pizza** (1811 Pico Blvd), or **Santa Monica College** (1900 Pico), home to over 30k students with a planetarium, small theatre and photography studio.

(6) **Subway** (1801 Pico): Experience the magical dragon love with a heart-warming back-story by artist DJ Neff.

(7) **A Place Called Home** (2019 Pico): Artist Clinton Bopp strikes again, this time playing with your perspective, having transformed this building into a quaint neighborhood, complete with butterflies and bees ready to fly off the building and onto our next stop.

(8) **Pico Studio Partners** (2114 Pico): The Create mural by artists Ruben Rojas and SEL has paper airplanes that will have you pondering your next idea. Get a great view from across the street at **Virginia Avenue Park**. The award winning park designed by Santa Monica architects includes the Pico Library, a children's play area, free WiFi and public restrooms. Home to Pico's weekly SM Farmers Market, held every Saturday from 8am - 1pm.

(9) **Goju Ryu Karate** (2202 Pico): If you're looking to put a little mojo in your dojo head to this karate studio, a Santa Monica staple since 1972 which offers lessons for Kids, Adults and Private Instruction. The Eye of the Tiger mural outside by artist Chris Saunders will have you feeling fierce and inspired. Fuel up on a cold pressed coffee and treats next door at **Lo/Cal Coffee & Market** (2214 Pico) or swing by **CHRIS + MARY** (2204 Pico) to pick up gifts featuring local and emerging artists!

Now that you've worked up an appetite and may be hungry, indulge in delicious cuisine on the stretch of Pico between 22nd and 28th. You have the choice of family owned and operated gems, like newly opened **Lunetta | Lunetta All Day** (2424 Pico), delicious Mexican cuisine at **Gilbert's El Indio** (2526 Pico) and **Lares** (2909 Pico), or **Z Garden** (2350 Pico) for Mediterranean.

(10) **Framed** (2821 Pico): A calming mandala awaits anyone arriving at this posh hair salon's back parking lot. Three murals in one complex is incentive enough to do a lap around the building, even with your perfectly coiffed hair.

(11) **The Brixton** (2827 Pico): I know you will love the ambience here and enjoy the food and music while you chat up the locals. Outside you will fall in love with the LOVE mural intricately illustrated in sign language by artist Allison Kunath. Don't forget to try the sticky toffee pudding!

(12) **Ameritech Signs** (3015 Pico): You will be drawn to these horses working stronger together by artist Luca Zamoc. Perhaps they can take you for a ride down the block to **McCabe's Guitar Shop** (3101 Pico) to catch live music or pickup a new axe. You will also encounter **Valentino's** (3115 Pico), one of LA's premier Italian restaurants with a renowned wine cellar.

(13) **Players Club Golf** (3211 Pico): View the foxy Life is Full of Wonderment mural by artists Noah Neighbor, SEL, Crade & Jesse. Check out inside too which has golf lessons, simulators and a fitness studio.

(14) **UnUrban Coffeehouse** (3301 Pico): Grab an amazing cold brew or smoothie, check out one of their many community gatherings, and enjoy the "Expanding Love" mural by artist Uriel Bautista of Six Degrees LA.

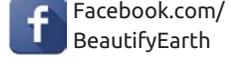
(15) **Infuse Wellness** (3306 Pico): Make sure you stay up to par by stopping in here for a B-12 shot and notice how artist Caroline Geys' work greets you upon your entrance. Both will leave you feeling refreshed and smiling.

(16) **CrossFit Reflex** (3328 Pico): Head here for a powerful workout and inspiration. The mural by artist Risk Rock showcases his signature rainbow inspired style.

(17) **Gateway to Pico Blvd Santa Monica** (3325 Pico): Pause for a few moments to take in the intriguing mural by artist Gus Harper, titled "Identity Crisis". See if you can find the conveniently positioned crown, perfect for royal selfies. Next door, you'll find the very popular restaurant **Upper West** (3321 Pico), featuring locally-sourced food from the SM Farmer's Market and a great happy hour!

We hope that you've enjoyed your local tour of Pico. Thank you for your continued patronage in support of local businesses and artists.

ABOUT BEAUTIFY EARTH: Beautify Earth (BE) is a 501(c)3 non-profit arts organization dedicated to ending urban blight. To date, Beautify Earth has completed over 50 murals in Santa Monica. Become a member to stay involved by visiting BeautifyEarth.org/donate



ABOUT THE PICO IMPROVEMENT ORGANIZATION: The PIO is a business improvement district. The PIO is committed to promote business and commerce along Pico Boulevard in Santa Monica, and goodwill between the business community and the residential areas immediately adjacent to the Boulevard. Learn more about PIO at PicoPassport.com



ABOUT BUY LOCAL SANTA MONICA: Buy Local SM was created by the SM business community and the City of SM to support local businesses and raise awareness about the economic, environmental and community benefits of thinking local first. Pico Blvd has over 80 businesses who are actively participating in the Buy Local SM campaign. For more info: BuyLocalSM.com

