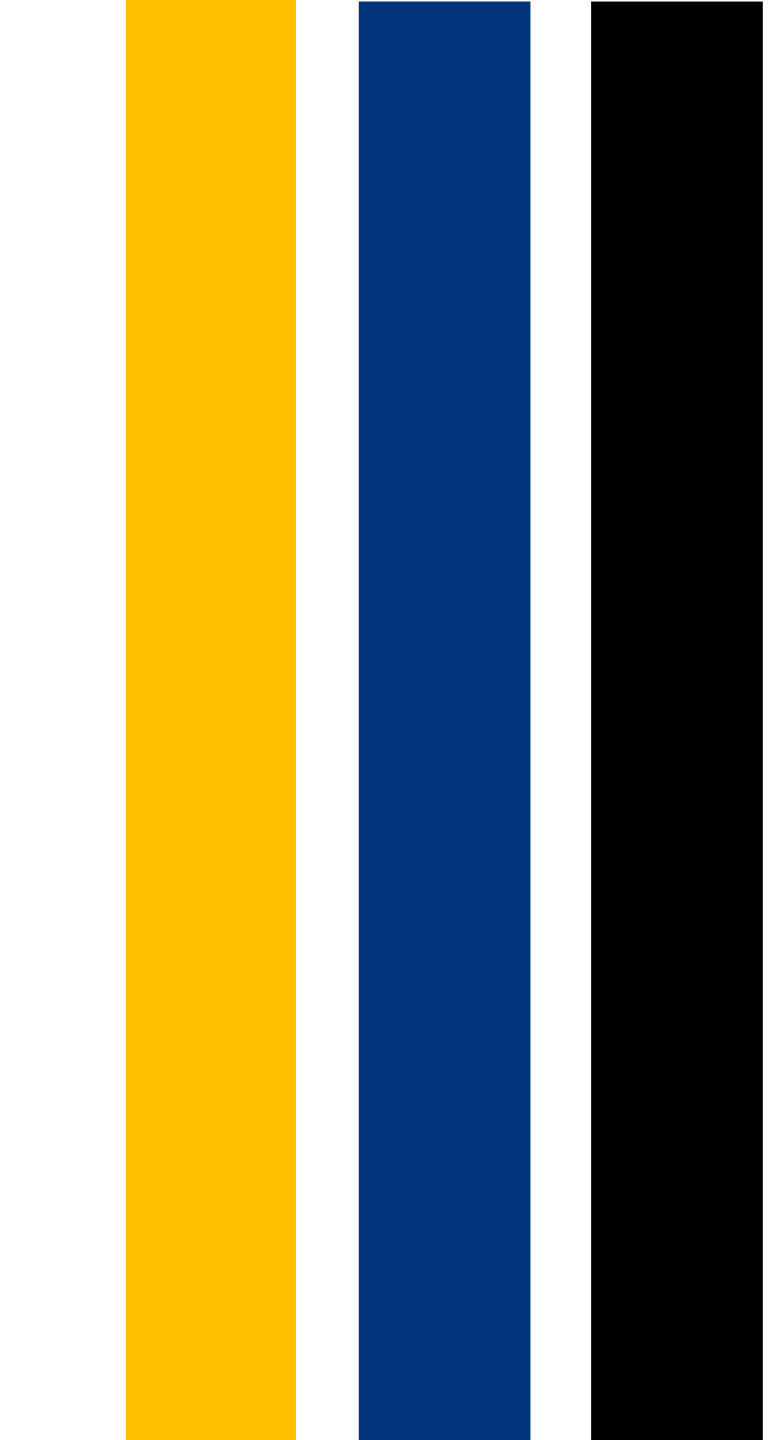


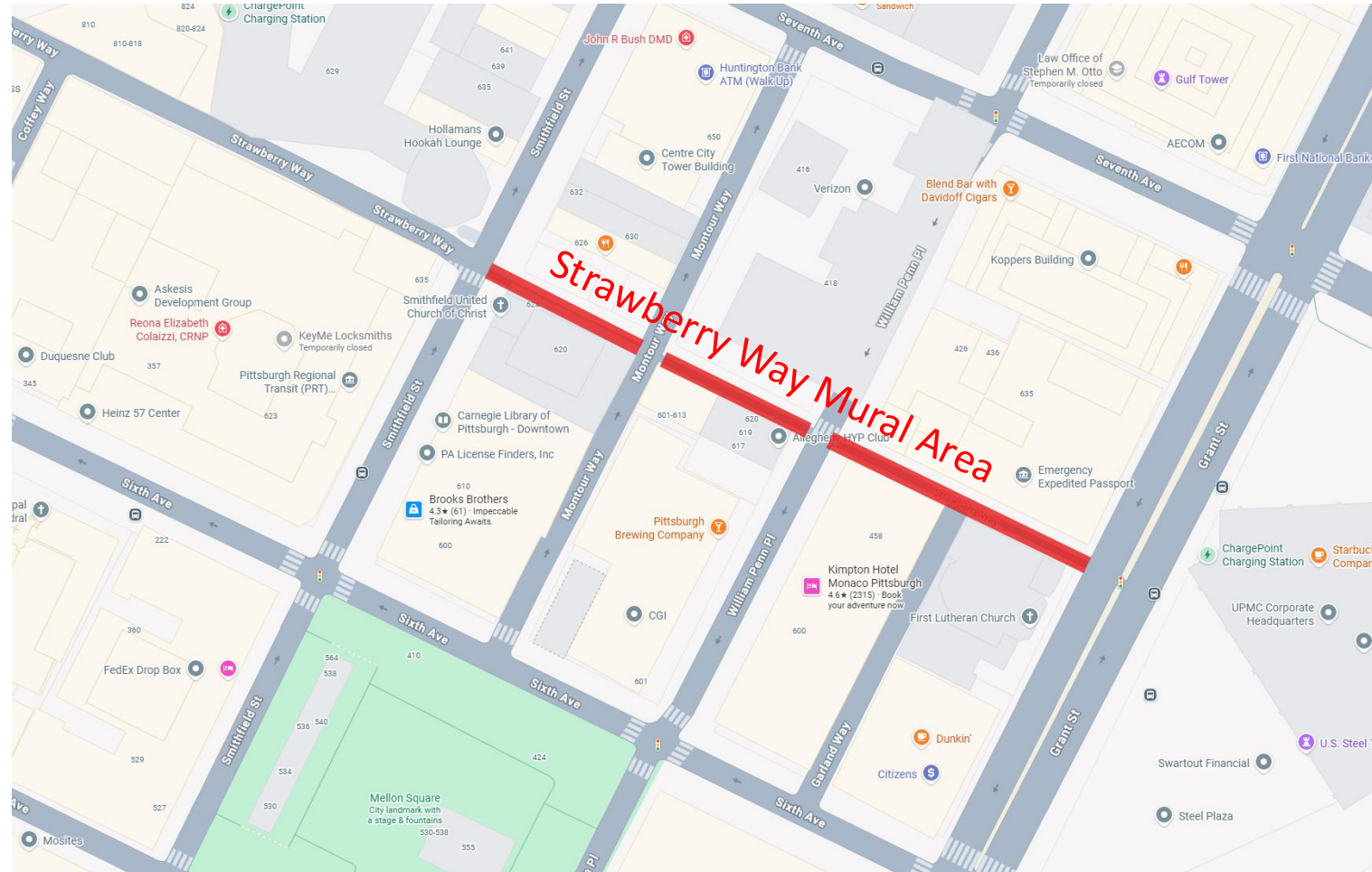


Strawberry Way Refresh 2026

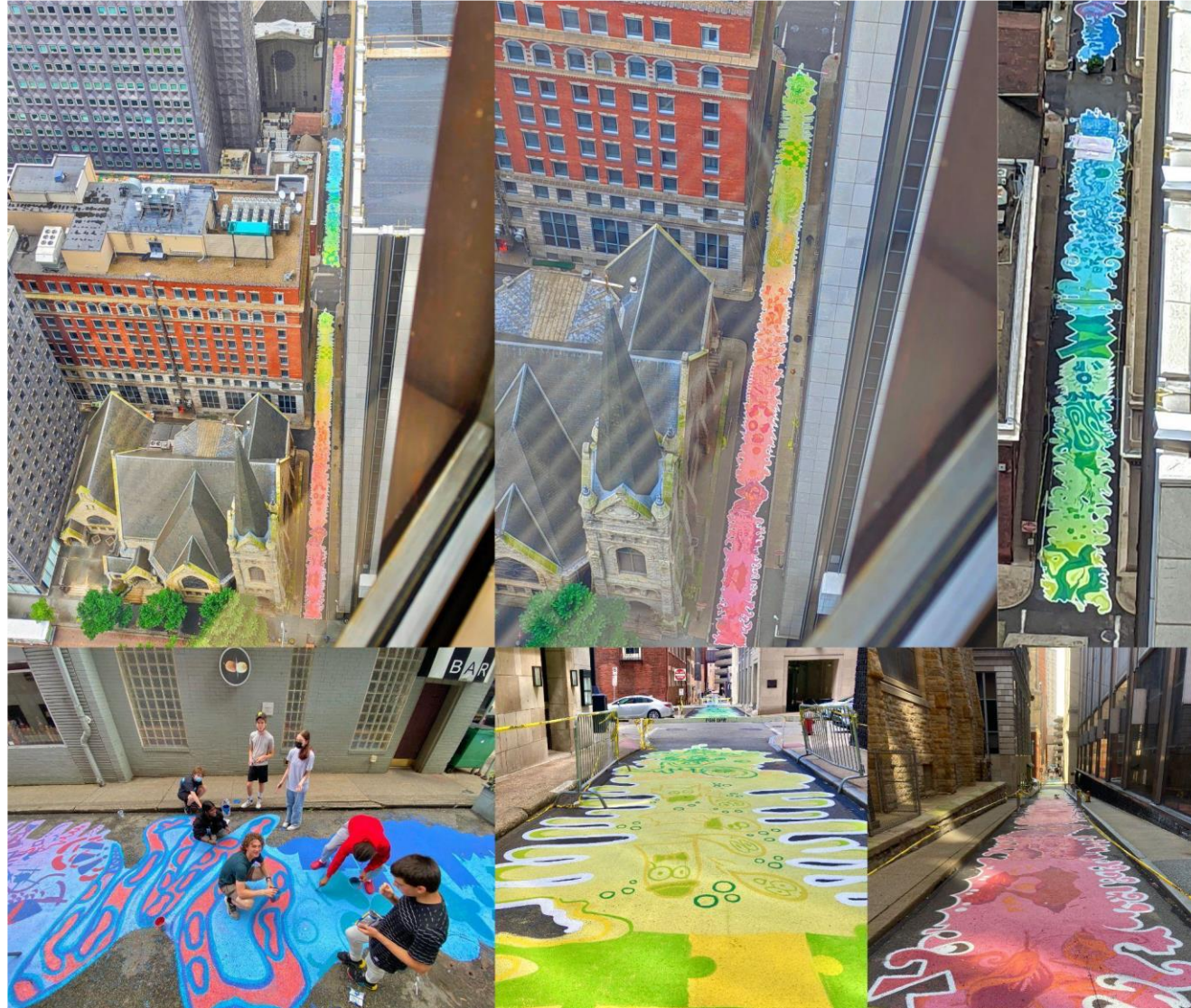
Date (August, 2026)

Briefing

Project Location: Map



Project Location: Images



Project Background

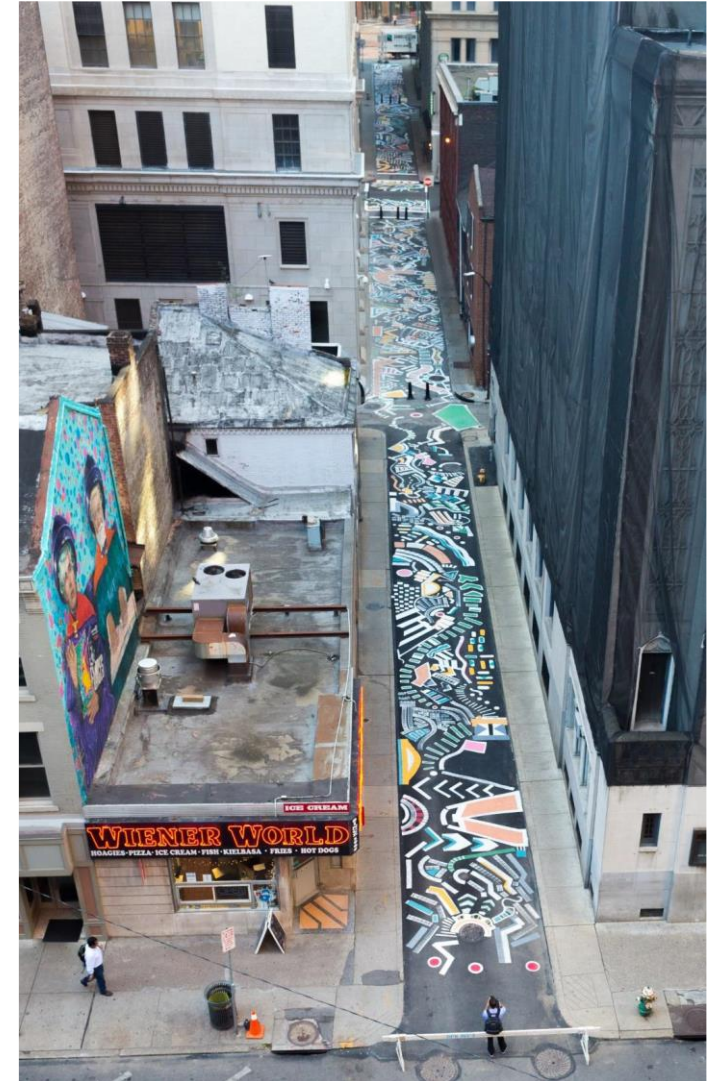
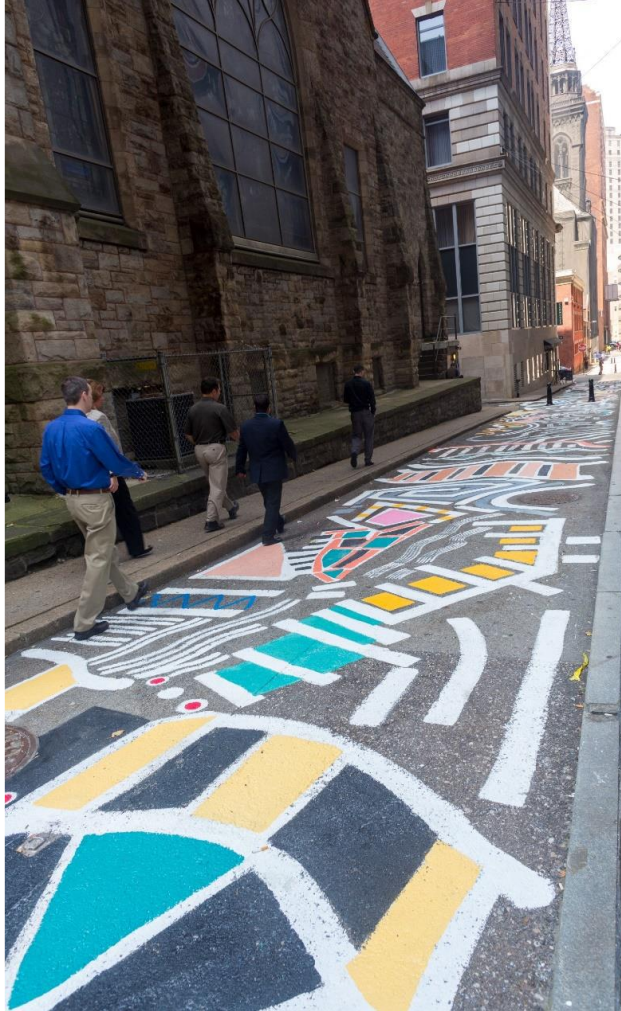
2026 is the 4th iteration of project:

- 2016, *City Composition*, by Deanna Mance
- 2018, *Who Gets the Most*, by Julie Mallis
- 2022, *Rainbow Road*, **Max Gonzales** and **Shane Pilster** with CAPA Students

Project initiated in 2016 by the PDP/Envision Pittsburgh to create an inviting attribute to ped corridor, encourage outdoor dining and activation of space

20+ Stakeholders along Strawberry Way are engaged in communications,
and/or on selection committee

Project Background

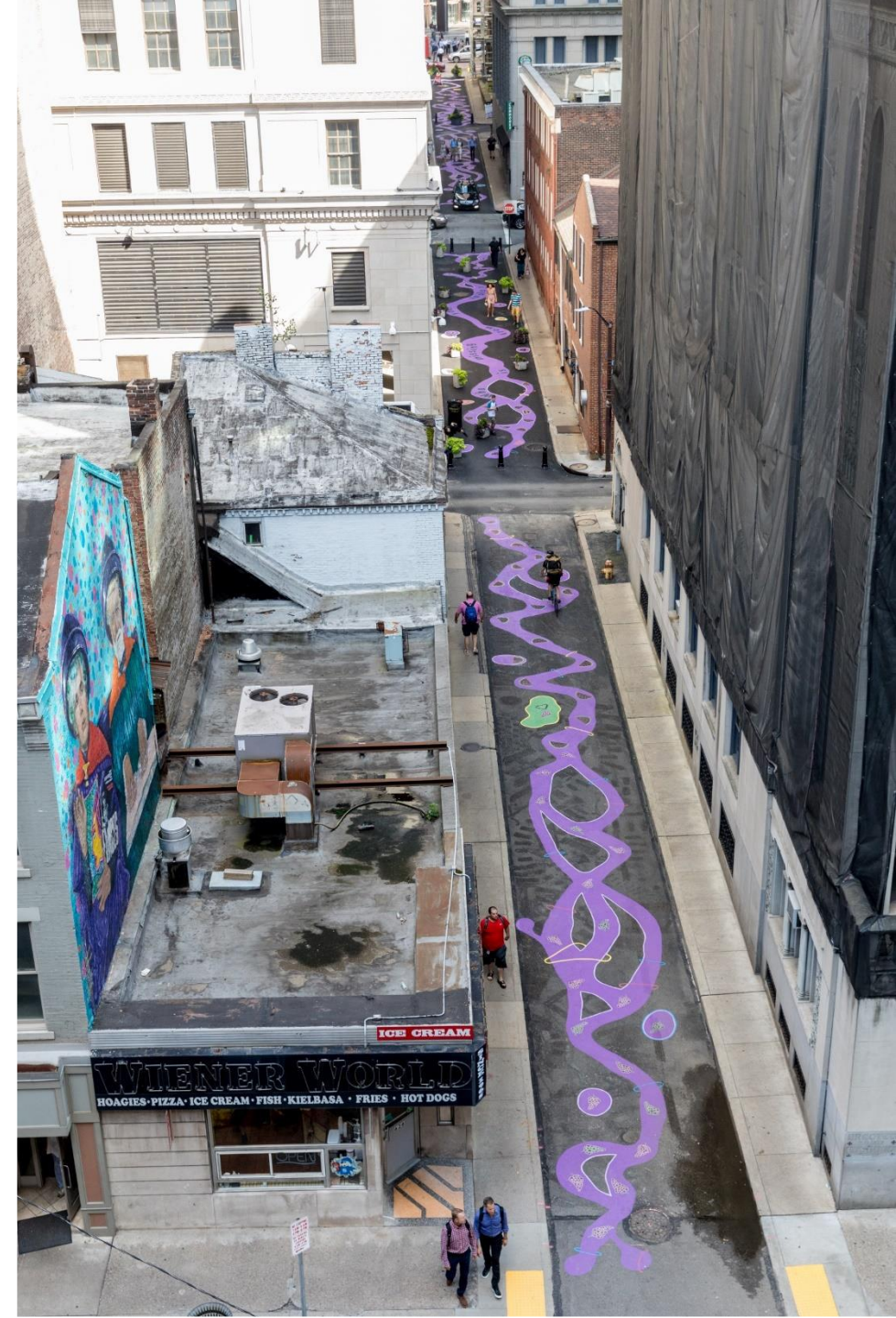


City Composition, Deanna Mance, 2016

Project Background

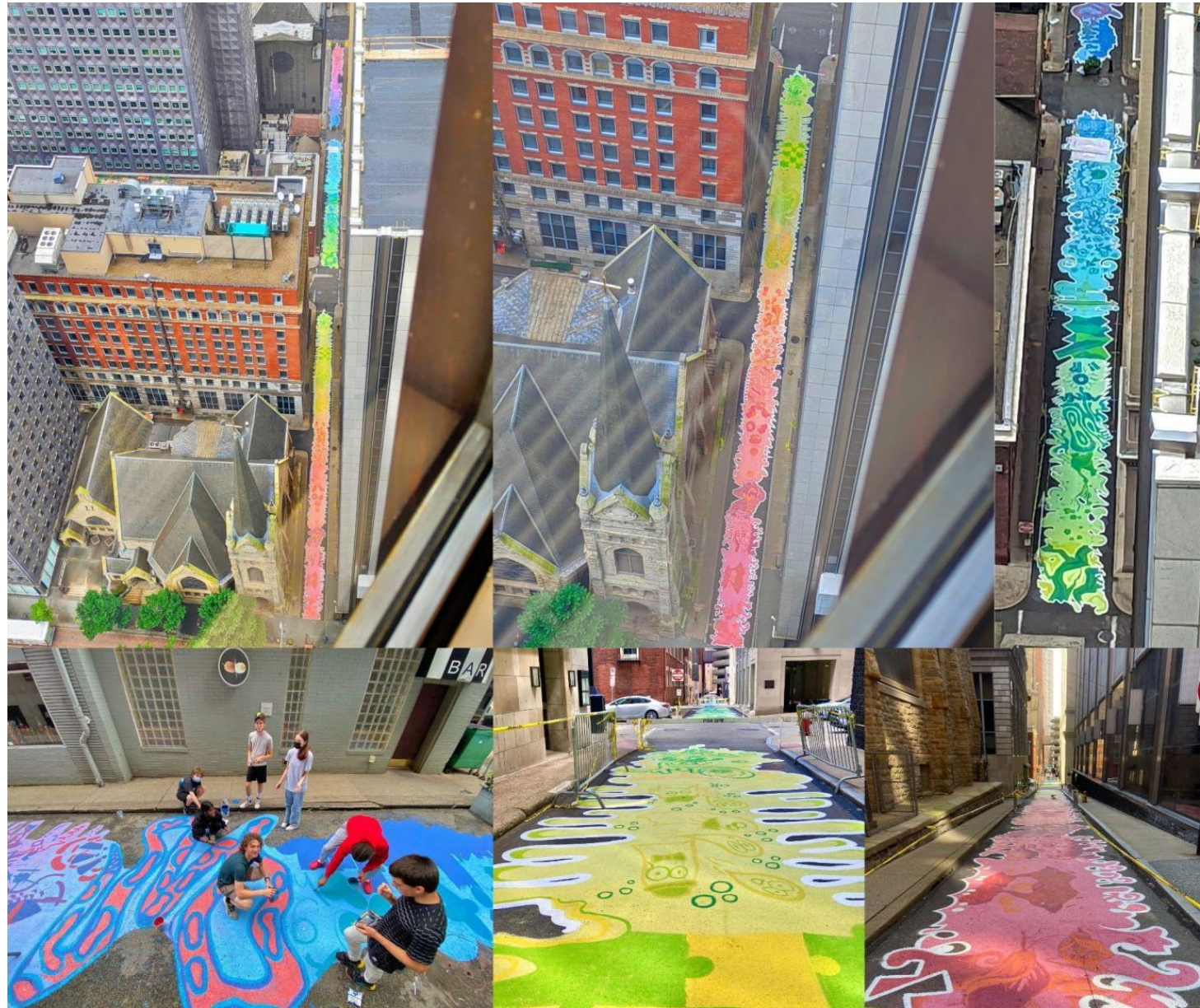


Who Gets to Eat the Most Fruit?, Julie Mallis, 2018



Project Background

Rainbow Road, Max Gonzales and Shane Pilster with CAPA Students, 2022



Project Proposal

We are excited to Partner with Hemispheric Conversations: Urban Art Project (HCUAP), out of the University of Pittsburgh.

They are bringing 3 internationally recognized street artists to Pittsburgh for a residency program for 2 weeks in September. These individuals will mentor and work with 6 local artists on their own sections of Strawberry Way.



ISH MUHAMMAD / @ishrock



GLORIA "GLOE" TALAMANTES / @gloeone



TOMAS IVES / @tomasives

ABOUT HCUAP

Hemispheric Conversations: Urban Art Project creates platforms for conversation and education around graffiti, street art, muralism, and urban art production.



55+ ARTISTS & EDUCATORS

30+ WORKSHOPS & LECTURES

15+ EVENTS + 15+ PUBLIC MURALS

THREE PAIRINGS, THREE SECTIONS

3 Resident artists are paired with 6 locals. Each “team” leads one section of the Strawberry Way ground mural, ending with community paint days for the public to add their own touch.



PAIRING 1 EXAMPLE



PAIRING 2 EXAMPLE



PAIRING 3 EXAMPLE

Each artist will mentor the local talent, as well as collaborate on the overall design. The PDP and stakeholders will have at minimum one time to provide feedback on the overall design to assure it aligns with PDP and City values.

Ultimately, the final design will reflect the artists, their mentees and the City.

Towards the end of their time in Pittsburgh, we will run 2 community paint days, aiming to bring local stakeholders in on trying their hand at painting and providing feedback.

TIMELINE

- **September 17th** – Artists arrive in Pittsburgh, get settled
- Artists will meet with their smaller local teams of support and begin to discuss ideas and sketches for their section of Strawberry Way
- **September 22nd** – Artists lead a workshop at Assemble and will begin to collect feedback on designs
- Artists will actively begin painting with local mentees
- **September 26 & 27**– Community Paint Event at Strawberry Way. Everyone is encouraged to contribute
- Depending on the progress, local artists finish up the work

Project Proposal: Materials

- Exterior Primer
- Benjamin Moore Aura Paint, along with spray paints from various brands
- Clear Sealer
- Clear Grip Additive – for nonslip properties
- Paint Sprayer amongst other supplies

Conclusion / Other Info

We are particularly interested in seeing the mentorship role play out between established muralists and newer local talent. We expect to see collaborative work that speaks to the individuals, the partnership and the city.

As has been the case since at least 2016, PDP will maintain the mural and overall cleanliness of Strawberry Way. We have daily trash pickup on site as well as routine power washing of surfaces.