

**Slated Demolition Halted For Graffiti Exhibition in Downtown Jersey City**  
*30,000 square foot Pep Boys becomes a "Mecca of Graffiti"*

**Date :** June 27 @ 12PM  
**Address :** Former Pep Boys Auto Parts  
410 Luis Munoz Marin Blvd  
Jersey City, NJ 07302

**May 26, 2015** For the greater part of this year, a rare collection of graffiti and street art have been gracing the walls of what used to be the Pep Boys Auto Center located at [410 Luis Munoz Marin Blvd Jersey City, NJ 07302](#). Local production company [Green Villain](#) has been curating and documenting the transformation of this 30,000 square foot building since August 2014. They have invited regional and international artists alike and are showcasing all the progress on their [Google Cultural Institute](#) gallery.

Green Villain was given permission from the Northeast Regional Manager of Pep Boys to paint the rear facade which faces the Hudson-Bergen Light Rail. Following the confirmation of Pep Boys' pending departure, they were given permission to paint the building 360°. A large event was held on site where artists and local community members were invited to partake in this unique experience of public art, local residents development and urban revitalization.



Clarence Rich, Acroe, Eluder & Yoder (March 2015)

The owners, [Forest City](#) and [G&S Investors](#), have partnered with Green Villain giving them access to create a large scale exhibition inside of the building before it's demolished. The gallery will open to the public on June 27 and will feature artists from all around New Jersey, New York and the world. Green Villain's partnership with Google will allow the interior and exterior to be captured by their Trekker technology creating a Streetview-esque experience available online for generations to come.

This site is officially referred to with the hashtag [#GVM004](#) because it is the 4th location in Green Villain's [mural program](#). Each address, not necessarily each mural, is given a unique identifier which allows photographers to correctly tag on social media platforms. This helps others discover artists involved in the project (by noting tags) and most importantly to view what art preceded the location they are now experiencing. This particular site has garnered over 500 uniquely tagged images in less than a year.



Emo, Tipe, 4Sakn, Veer, Grope, Sebs, Goal, Vor138 & Medow (May 2015)

"The goal of Green Villain is to turn an artistic vision into a multi-faceted redevelopment plan radiating from Jersey City. We are creating the media infrastructure for a global art program rooted in the Hudson River Valley. This infrastructure is a replicable platform that we plan to expand into other cities – such as Paterson, Newark and Trenton. The art is part of the process; it is what attracts observers and allows people to see the beauty in a region. The opportunities in post-industrial cities fascinate us because they have unique possibilities for building a high-tech future on an industrial past. We are bringing fabric and substance to a city that is ripe for creative expression."

