

## Los Angeles Convention Center Unveils Largest Public Art & Civic Project in the Country by Portraits of Hope

*The Four-Football-Field Long Mural and Accompanying Artwork was  
Hand-Painted by More Than 7,000 Individuals in Los Angeles County*

LOS ANGELES (April 30, 2019) - The Los Angeles Convention Center (LACC), owned by the City of Los Angeles and managed by AEG Facilities, recently revealed a massive, hand-painted mural created by Portraits of Hope, titled **Shaping LA**. The mural, spanning the length of four football fields, and accompanying artwork will be displayed for approximately six months on the LACC's South Hall facing the 110 freeway and on the ground level of the facility in and around the West Hall parking garage and walkway facing STAPLES Center.

The vibrant project was conceived 13 years ago by Portraits of Hope founders and brothers Ed Massey and Bernie Massey. In 2018, the City of Los Angeles Department of Convention and Tourism Development (CTD) began working closely with Portraits of Hope to showcase an upbeat, identifiable mural to the LACC exterior. Geometric shapes are core design elements of the project, as the young participants are responsible for "shaping" the future.

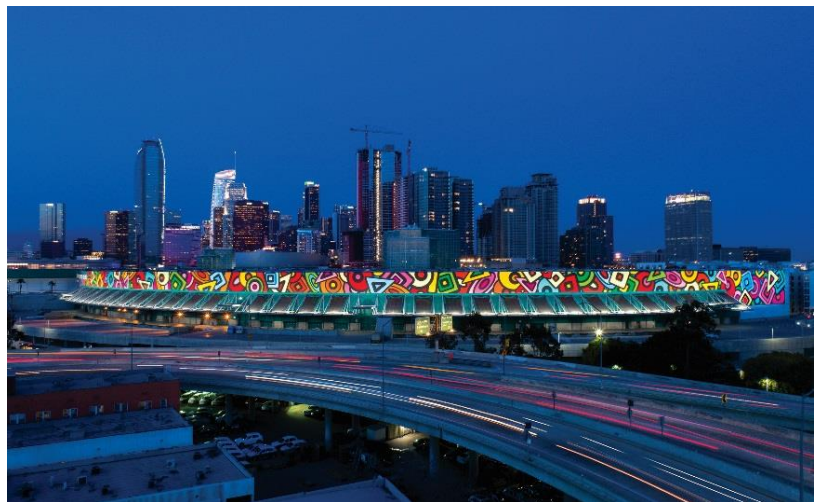


Photo by Felix Massey

"The Los Angeles Convention Center is the perfect canvas for this one-of-a-kind project," said Doane Liu, Executive Director, CTD. "Shaping LA has uniquely transformed the landscape of Downtown Los Angeles, proudly exemplifying the creativity of our great city."

Shaping LA is the largest public art and civic project in the country thanks to the efforts of thousands of Los Angeles residents through civic education and public policy sessions in over 1,000 schools, creative therapy sessions for hospitalized children and persons with disabilities, social service programs and community operations for the public. Additionally, the project was made possible by partners, including **AEG** who donated \$10,000 toward the project, as well as GES and Freeman who donated labor to install the mural.

"We are proud to support the Shaping LA project because it embodies the AEG values of community service and support of the arts and education," said Ellen Schwartz, General Manager, LACC. "This project has impacted so many lives and we are excited to be an integral part of this story."

Portraits of Hope is a national non-profit organization committed to developing dynamic, public art projects that enrich the lives of children and adults. This initiative is a continuation of the program's large-scale, national projects which have brightened and visually transformed public settings and symbols ranging from the NYC taxi fleet, blimps, planes, lakes, and buildings to LA's coastal lifeguard towers, urban laundromats, animal shelters, and frontline fire and rescue vehicles by working with organizations from NASA to NASCAR. Shaping LA is Portraits of Hope's first major project within the city of LA since The Spheres at MacArthur Park in 2015.

After approximately six months, the artwork will be donated primarily to social service institutions to beautify their environments.

### **Media Contact**

Michelle Riehle-Ludtke  
213/765-4664  
[mriehle@lacclink.com](mailto:mriehle@lacclink.com)

### **About the Los Angeles Convention Center**

The Los Angeles Convention Center (LACC) is renowned internationally as a prime site for conventions, trade shows, and exhibitions. Owned by the City of Los Angeles and professionally managed by AEG Facilities, the LACC attracts over 2.5 million visitors annually. The facility is an integral economic component to the Southern California area, generating economic benefits through attendee direct and indirect spending and sustaining over 12,500 local jobs. The LACC also remains an enduring symbol of environmental sustainability and social responsibility, and is proud to be a LEED® Gold certified facility; the venue was recertified on the Gold level in 2015 making the LACC the first convention center of its size in the U.S. to receive LEED® EB:O+M Gold recertification. For more information, please visit [lacclink.com](http://lacclink.com).

### **About AEG Facilities**

AEG Facilities is a stand-alone division of AEG, the leading sports and live entertainment company in the world. AEG and its affiliates owns, operates or consults with more than 150 of the industry's preeminent venues worldwide, across five continents, providing complete venue management, as well as specialized programs in operations, guest services, ticketing, booking, sales and marketing. AEG Facilities also provides resources and access to other AEG-affiliated entities, including AEG Presents, one of the largest live music companies in the world, AEG Global Partnerships and AEG Real Estate, as well as such industry leading programs as AEG 1EARTH and AEG Encore to support the success of its venues across the globe. The Los Angeles-based organization owns, operates or provides services to the world's most elite venues, including STAPLES Center and Microsoft Theater (Los Angeles, CA), Dignity Health Sports Park (Carson, CA), Sprint Center (Kansas City, MO.), Pechanga Arena San Diego (San Diego, CA), KFC Yum! Center (Louisville, KY.), AmericanAirlines Arena (Miami, Fla.), Barclays Center (Brooklyn, N.Y.), Target Center (Minneapolis, MN), Oracle Arena and Oakland-Alameda County Coliseum



(Oakland, CA), PPG Paints Arena (Pittsburgh, PA), Mercedes-Benz Arena (Shanghai, China), Cadillac Arena (Beijing, China), The O2 (London, England), Mercedes-Benz Arena (Berlin, Germany), Barclaycard Arena (Hamburg, Germany), SSE Hydro (Glasgow, UK), RAC Arena (Perth, Australia), Qudos Bank Arena and ICC (Sydney, Australia), Ericsson Globe Arena (Stockholm, Sweden), Los Angeles Convention Center (Los Angeles, Calif.), Hawaii Convention Center (Honolulu, HI), Puerto Rico Convention Center (San Juan, Puerto Rico) and the Oman Convention & Exhibition Center (Muscat, Oman). For more information, please visit [aegworldwide.com](http://aegworldwide.com).