**EVENT SPEECH**

**FOR**

**MATT BROWER**

**REVISED**

Hello everyone. I’m Matt Brower and I am the proud chair of Murals of La Jolla. It’s gratifying to see so many of you that support public art works and in particular, our fascinating program. We are all so fortunate to live and work in such breathtaking natural surroundings. To have the added gift of seeing these murals in **OUR** natural habitat... our own neighborhoods, and bring a smile... a thought... an extra appreciation to our community is very special. I want to take a moment and thank Galaxy Taco for hosting the party in their parking lot... I would also like to extend warm thanks to Trey and George Hauer for their generous and continued financial support... this project means so much to people... even beyond what we can chronicle. ... and to all of you that have come here today... to show your enthusiasm and “largesse,” we are thrilled that you’ve joined us and we appreciate your contributions to this project more than you can imagine. This group initiative (**Do you prefer effort instead?**) is special for obvious reasons. The murals are there, to be enjoyed, to spark curiosity, and to promote the benefits of **real** “art appreciation... this is a project of which to be extremely proud.

**Eight** years ago, the goal was to bring public art to La Jolla. **Six** years ago, the goal was to establish sixteen permanent sites dedicated to the display of public art. **Five** years ago, our objective was to create monthly mural tours, and **four** years ago, we added the mission to rotate at least three new murals each year. I am proud to say that all of those goals have been met, because of **your** involvement. Henry David Thoreau said, “This world is but a canvas to our imagination.” The La Jolla Murals project encourages imagination from every angle.... from the artists whose work provokes us to you patrons who consistently find the way to make sure our neighborhoods are enriched through sharing creativity and conversation, to the public that passes by and smiles in appreciation, the energy invoked is palpable.

Since it’s inception, fourteen hundred people have participated in the tour... that’s fourteen hundred people whose lives were touched by art... whose imaginations were stirred... who welcomed a little... or **A LOT** more color into their lives thanks to this project.... and we have even greater and more expansive goals for the future. We want to enhance the educational aspect of this project... after all, we have world class artists like John Baldessari and William Wegman... among others, that have given us a part of their humor, vision, and expression, and their unique processes are critical to the appreciation of these works. We’re talking about creating a mobile app, a coffee table book, and most importantly, an endowment which will insure that future generations will be as engaged as we are in the enjoyment of these public pieces of art. Of course, **NONE** of this is possible, nor can it become reality, without your support.

Pablo Picasso said, “The purpose of art is washing the dust of daily life off our souls.” As we appreciate the works in this program, we really do get a moment to stop, look, breathe, and dream... even just a bit. Street artists, muralists, and other modern creators are doing whatever they can to infuse energy and visual exclamation points on the urban landscape, and I am hard pressed to think of another artistic civic endeavor more worthwhile for our community than supporting this project

I want to thank all of you once again for sharing our enthusiasm and appreciating (**Do you prefer “encouraging?**) our mission of bringing even more depth and dimension to our beautiful city.

And now Linda Forsha will introduce our guest speaker. ....