



ECONOMIC
IMPROVEMENT
DISTRICT INC.

Media Release

June 15, 2021

Contact:

Josh Armstrong, President

DOWNTOWN EVANSVILLE – Economic Improvement District

(812) 499 - 9173 | josh@downtownevansville.com

“The Honey Machine” mural presented to Downtown Evansville

Meet muralist Tad Kaufman at neighborhood event:

Thursday, June 17, 5-6:30 p.m. – Alley between 313 and 317 Main Street

ANNOUNCEMENT – June 15, 2021: The DOWNTOWN EVANSVILLE – Economic Improvement District (EID) presents its latest public art installation “The Honey Machine” to the Downtown Evansville neighborhood at a summer social with artist Tad Kaufman on Thursday, June 17 from 5:00 to 6:30 p.m. Short comments at the event will be followed by an opportunity to talk to the Signature School graduate about this project, his inspiration for the piece, and his connection to Downtown Evansville. Light refreshments will be provided to attendees.

The mural is the first in the community to incorporate gas meter infrastructure and was done with the permission of, and guidance from CenterPoint Energy. “It’s great to see our downtown being filled with beautiful, colorful murals. It’s quite amazing how the artist was able to create art from a gas meter. CenterPoint is proud to support beautification and vibrancy efforts in Downtown Evansville,” said Richard Leger, VP Indiana and Ohio Gas Operations.

“This mural adds color, beauty and whimsy to Game Room Alley, which is floored with murals, full of landscaping, and packed with places to sit and games to play,” said Josh Armstrong, EID President. “Funding from our rate-payers provided the resources to commission this piece, and our neighbors at Encounter Church, the Arts Council of Southwestern Indiana, and CenterPoint Energy permitted us to do something unusual here with needed infrastructure.”

Artist Tad Kaufman was selected by a committee of EID Board Members, EID and Arts Council staff, and other property owners who worked through the dozen respondents to the request for proposal. “My goal as an artist is to inspire others – to take a picture, start a conversation, question my art, or be inspired to create art themselves. I love my art to be bold, colorful, and original with a touch of the weird and whimsical,” said muralist Tad Kaufman. “As a former Signature School student, I am proud that I get to give back to Downtown Evansville with this mural,” Kaufman added.

Visit DowntownEvansville.com or follow “Downtown Evansville Indiana” on all social media platforms for updates on the EID.

###

About DOWNTOWN EVANSVILLE - Economic Improvement District

Following a 2017 petition process of member property owners, the EID was formed in 2018 to provide benefits and services to member properties paid for by a special annual assessment on these properties. The EID builds a more active and inclusive Downtown Evansville. It enhances resident, consumer, investor, worker, and visitor experiences in Downtown Evansville. In 2021, the EID will lead over \$200,000 in projects which improve the appearance of Downtown, in addition to marketing, advocacy and safety programs.

Photograph provided by the EID

