

Miami's Famed Wynwood Walls Announces This Year's Theme for Art Basel Miami Beach Week

The Wynwood Walls will feature 12 new murals—and AD has the exclusive



An aerial shot of the Wynwood Walls.

Photo Will Graham. Courtesy Wynwood Walls.



"I always say that you should buy a piece of art because it moves you, because it makes you feel a certain way, and because you want to live with it in your universe," says Jessica Goldman Srebnick. "Art creates energy, and the artists leave their energy and their point of view here on our walls; we get to live with it. It's pretty special." The walls Srebnick refers to aren't just any walls; rather, they're the famed Wynwood Walls in Miami, which have been painted by some of the world's most prominent street artists including Shepard Fairey, Kenny Scharf, Crash, and more. Goldman Srebnick is the curator and CEO of Goldman Properties and Goldman Global Arts, who own the walls, and have just announced their theme for this year's new crop of murals: "humanKIND."

The walls have always been an agent for social change: Past themes have included "Fear Less" and "Women on the Walls." But the artists are not required to adhere to the theme—it's meant to serve purely as inspiration, and as a way to set intentions for the year ahead. "Every year we try to be really thoughtful about our theme, and we try to choose something that speaks to what is happening in the world," says Goldman Srebnick. "Our hope is that people recognize that they really need to work together, and that we're living in a time where it's really important to be kind."

To bring this year's theme to life, Goldman Srebnick and her team have invited 12 artists to leave their marks on the Wynwood Walls during Art Basel Miami Beach Week in early December. The full list of artists invited to take part in this year's edition includes Seth Globepainter, Joe Iurato, Leon Keer, Tristan Eaton, Lady Pink, eL Seed, 2SHY, Audrey Kawasaki, Bordalo II, Pro176, Risk, and Martin Watson. Goldman Srebnick and her team make a concerted effort to bring together a wide range of artists—established and up-and-coming, local and international, male and female. Giving opportunity to those who deserve it most is part of their family legacy.

What was once a gritty, crime-ridden neighborhood to be avoided has blossomed into an international hub for street art, over the course of just eight years. Goldman Srebnick's father, the late creative developer Tony Goldman, came to Wynwood looking to revitalize the community and the neighborhood, much as he did with New York's SoHo back in the '70s and '80s. He came upon a large stock of vacant warehouses void of windows, and arrived at a simple, yet transformative idea: He would repurpose the walls into giant canvases for artists to create murals, and invite the public to stroll and explore the grounds. To bring foot traffic to the area, Goldman opened two restaurants, Joey's and Wynwood Kitchen & Bar, which is outfitted with work by Shepard Fairey, and partnered with legendary art dealer Jeffrey Deitch to cocurate the first crop of walls in 2009, creating what Deitch called a "museum of the streets." Since then, the walls have gone on to feature work by more than 50 artists representing 16 different countries, and have been visited by millions of people—both serious art enthusiasts and casual observers looking to learn more. There's a place for everyone at Wynwood.

In the wake of her father's death, Goldman Srebnick took over ownership of the walls and of Goldman Properties, following in his footsteps and carrying on his legacy. "I come from a father who loved to take risks, and taught me how to take those risks but also how to listen to pay attention to my instincts," she says. Those instincts guide her curatorial decisions, and have driven her to invite artists to create work on the walls who have a fabulous wealth of talent, but little experience in creating large-scale mural pieces. In one particular case, Goldman Srebnick came upon work by artist Audrey Kawasaki, who had only done two large outdoor murals before, as most of her work is on canvas. But Goldman Srebnick was so moved by her craft, and so believed in her talent, that she invited Kawasaki to create work for this year's edition of the Wynwood Walls: "Her work is so feminine, bold, sexy, and strong, and it really spoke to me . . . and I thought it was really, really special. So here's a person who hasn't done a large amount of outdoor public work, but why would that mean that she couldn't? She *can*." Such is the spirit of the Wynwood Walls.