

## Atlanta's Newest Public Art Piece Flies High Above West Midtown

*"From the Ground Up" Symbolizes Atlanta's Rich History and Celebrates the Westside Community*

**ATLANTA (August 4, 2020)** – Atlanta's latest public art piece, "From the Ground Up," a thought-provoking, six-story mural, was unveiled today in West Midtown. Featured on [8West](#), "From the Ground Up," designed by internationally renowned artist, [Craig Alan](#), depicts a phoenix rising out of the ashes to reflect Atlanta's historical relationship with the mythological representation of new life and honor the community's rich, artistic authenticity.

Mirroring *Atlanta from the Ashes*, a depiction of the city's rise from the ashes of the Civil War to become a world city, "From the Ground Up" embodies Atlanta's rebuilding amidst the nation's current civil unrest and its fight to unite against the coronavirus pandemic. The piece is also further revolutionizing and showcasing West Midtown's vibrant, multicultural scene. Seen as one of Atlanta's boldest neighborhoods, the district celebrates the innovative and industrial charms where railroad and manufacturing interests once thrived.

"Throughout history, Atlanta has endured triumphs and tribulations to create and foster a culture of appreciation and individualism," said Craig Alan. "My hope for this piece is that it ignites a conversation to demand change in order to unify us as one human entity."

The allegorical creature joins Alan's "[Populus](#)" series, in which he ingeniously creates artworks using hand-painted people as the pixels. Among the notable local figures featured in "From the Ground Up" are Atlanta Mayor Keisha Lance Bottoms; William Hartsfield and Maynard Jackson, for whom Atlanta's airport is named; Killer Mike; Outkast; media mogul Ted Turner; Margaret Mitchell, author of *Gone With the Wind*; and a range of essential workers, including Instacart shoppers, a UPS delivery driver, a janitor, a farmer, nurses and doctors. The broader "Populus" portfolio includes the likenesses of celebrities such as Marilyn Monroe, Audrey Hepburn and John F. Kennedy, as well as more conceptual and abstract pieces.

"Our hope in commissioning this artwork was to seamlessly blend 8West into the Upper Westside's exciting, diverse environment and give visitors an opportunity to immerse themselves into the historical character and identification of Atlanta as the city that always rises up," said Mack Reese, Managing Partner, Gateway Ventures Real Estate. "Craig's distinct ability to visualize Atlanta through its power to grow as a united front toward an uncertain but bright future demonstrates our passion to keep this city alive and thriving."

West Midtown's latest mural addition spans the height of 8West, a nine-story, 200,000 square-foot, mixed-use facility that seamlessly blends turn-of-the-century industrial character with Class-A modern office design. This inspired construction, directly connected to the Georgia Tech Campus, reflects the artistic character of the West Midtown neighborhood and provides the flexible, creative workspace that tomorrow's pioneering workforce demands.

8West hosts a vast array of amenities including an outdoor rooftop patio, fitness center, indoor bike storage and breakout meeting areas. Walkable to more than 30 of the city's most buzzworthy restaurants, 8West is the last vital link connecting the ever-growing chain of mixed-use developments that is transforming West Midtown from pioneering to prime.



Located at the corner of 8<sup>th</sup> Street and Howell Mill Road, 8West features 175,000 square feet of office space, 10,000 square feet of retail space and 264 apartments, all with views of the city's modern skyline. Slated to be completed in September 2020, the office and retail floorplans were developed in partnership between [Gateway Ventures Real Estate](#) and [Atlantic Capital Properties](#), and the residential units were developed by [Trammell Crow Residential](#). The project was designed by [MSTSD, Inc.](#) and constructed by [BL Harbert International](#).

For more information on leasing, visit [www.8westmidtown.com](http://www.8westmidtown.com).

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### **About Atlantic Capital Properties**

Atlantic Capital Properties (ACP) is a privately held real estate operating and investment company founded by Jim Meyer in 1997. Headquartered in Atlanta, Georgia, ACP and its principles have developed and acquired over seven million square feet of office and mixed-use properties primarily in the southeast. In addition to 8West, ACP developed many notable Atlanta properties including Alliance Center, 171 17th Street, Centergy, 3400 Overton and Equifax's world headquarters. ACP currently has active projects in Atlanta, Tampa and Charleston.

### **About Gateway Ventures**

Gateway Ventures is a real estate investment and development firm based in Atlanta, Georgia. While its history and recent work has roots in sophisticated public and private partnerships and university developments, the firm has extended its reach to mixed-use projects in urban and strategic suburban markets. Related service offerings include brokerage, consulting, asset management and property management. Gateway Ventures seeks to create lasting value in its real estate holdings by developing quality mixed-use projects in emerging markets and, in so doing, investing in and improving the communities in which it serves.

### **About DAC Art Consulting**

DAC Art Consulting (DAC) is a full-service art consultancy headquartered in Atlanta, Georgia. DAC partners with companies and organizations across the country and abroad to create uniquely tailored art programs. Under the guidance of Anthony Deljou and Cheryl Heisterberg, the DAC team has a long tradition of developing creative art solutions that provide a customized setting for every client. DAC's strength lies in identifying clients' unique stories and retelling them through bespoke art programs. Its consultants are the industry vanguards in locating the right artwork for a broad spectrum of applications, illustrated by its success in partnering with many audiences such as architecture and interior design firms, hospitality groups, healthcare and senior living facilities, corporate clients and more.

### **About Deljou Art Group**

Deljou Art Group is headquartered out of Atlanta, Georgia and is the country's largest art publishing company, representing nearly fifty distinguished and emerging artists from around the world. Recognized as an industry vanguard, the company exclusively distributes original and limited edition works of art through its network of gallery distributors domestically and abroad. For over forty years, Deljou has offered full-service art solutions, including in-house digital reproduction and framing. Deljou is dedicated to servicing its clients with a level of excellence, quality and customer service unparalleled in the industry. By embracing these standards, Deljou has established a stellar reputation as the number one artwork resource for galleries, interior designers, art consultants and private collectors around the globe.

### **About BL Harbert International**

BL Harbert International, LLC is a privately-owned construction company with U.S. and international operations providing preconstruction, construction, design-build and construction management services. BL Harbert is currently building across the U.S. and in 14 countries around the world. The company is nationally ranked in ENR's "Top 100" based on annual revenues exceeding \$1 billion.