FOR IMMEDIATE RELEASE:

YOU ARE BEAUTIFUL COMES TO MICHIGAN CITY, INDIANA
City of Michigan City to unveil YOU ARE BEAUTIFUL sculpture by renowned artist Matthew Hoffman

Michigan City, Indiana – The City of Michigan City announced today it will unveil a 6 foot tall by 48 foot long YOU ARE BEAUTIFUL public art installation by world renowned artist Matthew Hoffman on Saturday, July 1 at 1:30 PM in the greenspace located at 121 W. Michigan Blvd – the former site of the New Dispatch and Michigan City Police Department buildings. This movable art installation was commissioned by City of Michigan City Mayor Ron Meer with support from the Michigan City Redevelopment Commission, the Michigan City Gateway Public Art Committee (MAC) and Lubeznik Center for the Arts, and was fabricated by Jet Fabricators - Custom Metal Fabrication Services of Michigan City, Indiana.

The YOU ARE BEAUTIFUL art movement, started in 2002 by Chicago-based artist and designer Matthew Hoffman, began simply with 100 stickers placed throughout Chicago and has evolved into an internationally renowned project with block-long murals, public installations and exhibitions at cultural institutions across the globe, engaging thousands of artists and millions of viewers. The Michigan City installation will be the biggest and most permanent Hoffman project to date, placing Michigan City at the epicenter of the YOU ARE BEAUTIFUL project worldwide.

“This is another historic moment for Michigan City and we are proud to showcase such a large and prominent piece of Hoffman’s work in our great city, “said City of Michigan City Mayor Ron Meer. “This outstanding installation will highlight the city’s continued redevelopment and, as the sculpture moves to new locations around the city, will help us to publically celebrate the forward progress and growth happening in our community.”

The inspiration for this project came out of the City’s numerous action plans for rebranding and redevelopment. Over the next 10 years, as the City progresses with such projects as the Michigan City North End Gateway Implementation Strategy and the MOMENTUM Michigan City 2040 Comprehensive Plan, open spaces will become available throughout the city where the installation can be relocated to highlight up-and-coming public spaces in a unique, uplifting and creative way.

Local artist and YAB project manager Lora Fosberg expressed her excitement for the project stating, “YAB is such an inspiring movement. These three simple words can do so much to brighten someone’s day, uplift our community and remind us to appreciate each other and ourselves. This is a great addition to Michigan City’s public art collection.”
The July 1 public unveiling of the YOU ARE BEAUTIFUL installation at 1:30 PM at 121 W. Michigan Blvd is expected to last approximately 45 minutes and will include remarks from Mayor Meer, Hoffman and other local leaders, as well as a celebratory toast and light refreshments. This event is free and open to the public.

City of Michigan City, Indiana
Michigan City is a wonderful place to live, do business and visit. We are located in one of the nation’s top job creating regions, on the southern tip of beautiful Lake Michigan, in a vibrant community that is a hub of innovation, culture and fun. From manufacturing to the arts, from education to recreation, you will find no better place for you and your family to live, work and play. Our city is committed to fostering social and economic development opportunities that provide jobs, recreation, access and growth for everyone, regardless of their age, income, background or ability. Michigan City is a place where everyone is welcome to live, grow and thrive!

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