

August 24, 2015

# PORTRAITS OF HOPE: HOW TWO LOS ANGELENO ARTISTS, THE MASSEY BROTHERS, HAVE USED ART AND POIGNANT VISUAL IMAGERY FOR LARGE SCALE PROJECTS OF SOCIAL CONSEQUENCE SINCE 1995



MAYOR GARCETTI AT MACARTHUR PARK

# CLAYTON CAMPBELL CONSULTING

August 24, 2015

In 1995, Ed Massey and Bernie Massey founded Portraits of Hope, continuing their utilization of art and poignant visual imagery for large-scale projects of social consequence. Developed initially for seriously ill and physically disabled children, the 501 (c)(3) program conceives and develops one-of-a-kind motivational art projects that merge the production of dynamic public art works with creative therapy for hospitalized children and civic education for students of all ages. Portraits of Hope projects have involved tens of thousands of youth and adults in high-profile civic collaborations that have visually and spectacularly transformed everything from airplanes, buildings, and the New York City taxi fleet to blimps, tugboats, and NASCAR racecars.

For more about Portraits of Hope, go to <http://www.portraitsofhope.org/>

This week and next the Massey Brothers are filling MacArthur Park, once a vibrant lake in Los Angeles and now more than a bit run down, with thousands of painted spheres that are floating in the water and bringing attention to the lovely space it still can be for Los Angeleno's. The project will culminate in the installation and exhibition of a one-of-a-kind floating artwork — encompassing hand-painted inflatable spheres and is involving more than involve more than 3,500 – 7,000 children and adults in an amazing visual makeover and revitalization of iconic MacArthur Park. As in all Portraits of Hope civic projects, this initiative will be privately funded through corporate partnerships, foundation partners and individuals.

The Massey Brothers are the kind of artists whose public works are so intertwined with social activism and the common good they could be classified as a national treasure. You won't find them in museums, or rivaling Christo for attention because while there is a folly to their work, it's core purpose is to help children and people in need. They embody the kind of cultural exchange that Campbell Consultants Group likes to bring to your attention because of their commitment to Life.

To see some of the Spheres at MacArthur Park, Project of Hope, click below:

