City of Hallandale Beach and ArtServe Partner for City’s Artistic Rebranding

FORT LAUDERDALE, Fla. (October 29, 2019) – In partnership with the City of Hallandale Beach Community Redevelopment Agency, ArtServe, South Florida’s historic arts incubator and innovative creative laboratory, is launching a yearlong program consisting of arts and culture activations that will rebrand Hallandale as a destination for unique experiences, fine cuisine, unbridled art, culture and craftsmanship.

“We’re very excited to partner with the City of Hallandale Beach,” said ArtServe Executive Director Craig W. Johnson. “Our goal is to bring culture, excitement and character to Hallandale Beach, branding the city as a beacon for emerging talents and arts innovation. Through this partnership and the arts, we’re confident that we can stimulate economic vitality and create a sense of place for residents and visitors alike.”

The yearlong program includes monthly activations designed to engage existing residents and bring new audiences to up-and-coming areas of Hallandale. With the help of its artists, ArtServe will utilize its expertise and experience to raise the profile of Hallandale Beach, redefining the city as a versatile and burgeoning community with a vibrant citizenry and a rich mix of beaches, upscale retail and dining opportunities, cultural growth and expansion.

Activations include, but are not limited to:

- family-friendly arts events at Hallandale's public parks;
- “Vibrant Hydrants,” which engage local artists and residents to collaboratively beautify fire hydrants throughout the city;
- and a large-scale mural project, where local artists will reinvigorate empty wall spaces with culturally uplifting art.

With the support and participation of volunteers, local businesses and the city, the initiative will build a foundation for enrichment, engagement and education through the arts; facilitate collaboration between artists and organizations; uplift, inspire and positively transform Hallandale’s citizenry; and successfully establish Hallandale Beach as an unparalleled destination for the arts.

For more information about upcoming events and activations, visit artserv.org/Hallandale.
About ArtServe
For 30 years ArtServe has been the cultural core of Broward County’s burgeoning arts ecosystem. As one of the nation’s original six arts incubators, ArtServe functions as a socially responsible creative laboratory, connecting artists, business leaders, educators and cultural groups in their efforts to experiment with innovative models in arts education, entrepreneurship and presentation that advance diversity, inclusion and community prosperity. A 501(c)(3) nonprofit organization, ArtServe also provides critical services, education and opportunities for creatives of all backgrounds to successfully enter and sustain their place in South Florida’s arts services industry, positively impacting our community both culturally and economically.

ArtServe is a four-time finalist of the 2-1-1 Non-Profit of the Year Awards and has been recognized as the Best Non-Profit of the Year for Arts. Additional recognitions include the Salute to Business and Innovation Award for Arts/Culture from the Greater Fort Lauderdale Chamber of Commerce, three consecutive Brazilian International Press Awards, the Doyle Award for Non-Profit Excellence and the 2014 Nonprofit Academy Award for Best Non-Profit Arts Organization. ArtServe programs are supported in part by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council, the State of Florida, the Department of State and the Division of Cultural Affairs.

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