



**TRAVEL
COSTA
MESA**

FOR IMMEDIATE RELEASE

TRAVEL COSTA MESA COMMISSIONS MURAL AND PRODUCES VIDEO HIGHLIGHTING THE CITY OF THE ARTS®

COSTA MESA, Calif. (October 30, 2019) – [Travel Costa Mesa](#) recently dedicated a new mural – “Costa Mesa Bloom” – to the City of Costa Mesa, located at Triangle Square. Artist Aaron Glasson was commissioned by Travel Costa Mesa to create an original work of art inspired by the native flora in the region and culture and diversity found throughout the city. The event was attended by [City of Costa Mesa](#) officials as well as [Triangle Square](#) representatives.



Pictured l-r: Lori-Ann Farrell Harrison; City Manager, Costa Mesa; Tyler Mateen, CEO, Triangle Square; Arlis Reynolds, Costa Mesa City Council, Mayor Katrina Foley, City of Costa Mesa; Andrea Marr, Costa Mesa City Council, Paulette Lombardi-Fries, President, Travel Costa Mesa and artist Aaron Glasson, creator

“Aaron’s keen understanding of Costa Mesa’s landscape and character, as well as his history working with Volcom in Costa Mesa, were all very important reasons for selecting him for this project,” said Paulette Lombardi-Fries, president of Travel Costa Mesa. “We’re especially thankful to Triangle Square for sharing our vision of enhancing art in the community and we hope residents and visitors alike will enjoy this vibrant piece of artwork as they travel through the city.”

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As part of this project and a continuing effort to highlight Costa Mesa as the City of the Arts®, Travel Costa Mesa also produced a [short video](#) that includes a time-lapse of the mural being created, as well as interviews with representatives from Costa Mesa talking about the importance of art in the community.

Travel Costa Mesa, the city's tourism organization, selected Glasson to create the Costa Mesa-specific mural to enhance the city's growing public art scene. Glasson, a native of New Zealand, has produced 60 large scale murals in over 20 countries, with his very first art exhibit in the U.S. being in Costa Mesa in 2011. More information about the artist and his work can be found at aaronglasson.com.

"Costa Mesa Bloom" is located at Triangle Square, on the corner of Harbor Blvd. and 19th Street, a major thoroughfare for residents and visitors traversing the southeast and west end of Costa Mesa each day, and at an iconic venue in the City of Costa Mesa.

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Travel Costa Mesa was established in 1995. The organization's primary goal is to promote tourism to the city and to fund programs and activities that benefit the hotel and motel businesses within the city of Costa Mesa. For more information on travel to the city of Costa Mesa, visit www.travelcostamesa.com or follow @travelcostamesa on Facebook, Instagram and Twitter. Travel Costa Mesa is a 501(c)(6).

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