



Market Street Murals by Vincent Sacco, 2021, 1551 Market St

Vincent Sacco, a brand strategist and visual designer, is the creative force behind Redding's Market Street murals, a vivid homage to the history of the city. The seven murals, painted on the sides of Redding's new Market Center, are based on Sacco's stencil designs and "capture a little bit of everything — the outdoors, fishing, culture, the Sundial Bridge," said Daniel Knott, executive officer of K2 Development, which developed the Center. Vincent and his team spent time in Redding, meeting with the historical society and other groups to research the history and culture of Redding. The bright, vibrant colors in the murals were selected to stand out on the bright, sunny days of Redding. Vincent Sacco, Amanda Lynn and Xavier Schmidt brought the murals to life.

Power Up Redding by Chelsea Voorhees, 2021

Mural Contest by REU to celebrate 100 years of our Public Utility in Redding, 1501 Market

Great Blue Herons by Cyan Samone, from Truckee, CA, 2022, Yuba and Market Streets

Part of a mural competition entitled "Drains to the Sacramento River," spearheaded by the City of Redding to bring awareness to keeping our waterways clean. Eighty-eight people submitted art for the competition and the City of Redding chose this as their first design, two great blue herons wading in the Sacramento River near a setting sun. "This is a small art project that recognizes how art can be incorporated and useful for everyday infrastructure in a city," says Blake Fisher with Viva Downtown. The City of Redding will incorporate this design in a campaign that includes bus shelters, print ads, and maybe even stickers to let folks know that the trash and chemicals that find their way into City storm drains, don't receive any treatment and flow directly to the Sacramento River!

Shadows by Ty Bos, 2013, 1401 Placer

Meet the artist.

Wayken-pana elPom by Michelle Radcliff-Garcia, Carl Avery, and Vanessa Scholfield, June 2022, 1731 Market St

The Wintu Mural on the Cascade Theatre represents a watershed moment for Wintu and Indigenous people's representation in what is now known as Redding. The mural celebrates a momentous occasion for Wintu and other Native people, who often experience marginalization and invisibility in Redding, even though it has been their homelands for thousands of years. "I hope when people see the mural in such a prominent place that everyone feels the pride of being Indigenous and that it brings smiles to everyone's faces," said Michelle Radcliff-Garcia, a member of the Wintu Tribe of Northern California. Conceptually designed by two local Wintu artists, the mural is the culmination of years of advocacy by a collective of Native activists and supporters. Radcliff-Garcia developed the design of the mural with her daughter Vanessa Scholfield. The actual painting of the mural took only two weeks and was overseen and executed by Carl Avery, a Yurok master muralist.

The mural features a hummingbird, a winged relative known for their healing abilities in Wintu culture, set against a cerulean blue background with radiating Wintu basket designs. The hummingbird hovers in front of

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Downtown Redding Mural Walk October 7, 2022



the face of a 4-year-old Wintu girl, who's wearing a headpiece used for ceremonial dancing regalia. The hummingbird's flight path is traced by a sinuous, flame-toned line, representing Wintu people's ancestors and how "they're always watching over us and guiding us," said Radcliff-Garcia.

At the top of the mural are the words "Wayken-pana El Pom"; Wintu words which loosely translate to "everyone is welcome in Redding." El Pom refers to the band of Wintu whose territory includes the city. In the far corner of the mural are two planet Earths, one surrounded by red flames and the other by wavy blue lines. Vanessa Scholfield, who co-designed the mural, explained that the two globes represent Wintu people's creation story, in which an animal relative first brought fire, spreading flames far across the world, and then another brought water, leading to great floods. The creation story is about transformation, regeneration and rebirth, Scholfield said, explaining how a Wintu child is depicted in the mural to represent the importance of passing down their people's culture to young and future generations. Research by Indigenous organizations and scholars indicates that public art like the Wintu mural in Redding are part of promoting respect and a deeper appreciation for Indigenous peoples. Information taken from Shasta Scout, written by Marc Dadigan. For the full article, see <https://shastascout.org/wayken-pana-el-pom-new-downtown-wintu-mural-declares-everyone-is-welcome-in-redding/>

You Belong by cousins Zaynab Malik and Maggie Cox of the Damburger family, 1328 Placer

This beautifully cheery mural came out of the tumultuous social/political times of 2020 and the artists wanted something positive and joyful, but also a welcoming message to those who might be struggling to feel accepted in this community. The colors are specifically those of the Progress Pride Flag with colors included to represent People of Color and the trans community. They wanted to incorporate our beautiful surroundings and the scene is specifically the sun setting over Whiskeytown. The owners of Damburger had wanted a mural on this building for a while. The timing was right with their daughters home due to the pandemic. The owners funded the mural and love seeing people enjoy it and taking pictures in front of it.

Electric Alley by Jack Burgess, 2020, 1355 Butte Alley

Geometrical shapes and neon lights make up this mural as part of the Identity Projects by Redding Chamber of Commerce. The ID project was launched in January 2019 to bring 10 ideas to fruition by 2020 to catalyze a better city. Over 2400 residents completed a survey and over 800 people submitted ideas for projects. Twenty projects were chosen to be completed.

Mount Shasta by Gary Fitzgerald, early 1990's, 1355 Yuba St

This mural was part of a program that was run by the Air Quality Management District shortly after it was absorbed into the Department of Resource Management. It was called "Air Pollution Mini-Grants". People could come up with different programs to promote clean air and apply for mini-grants to complete them. There were several of them including the mural at the now Bethel building at the top of Market & Lake Blvd and one in Anderson on North Street and Hwy 273. "Do your share for clean air!"

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UNNAMED, Los Gordos, by Benedict, 1400 Pine St

The artist's roots are Mexican culture and traditions as well as Mexican indigenous culture. The artist is partially blind and worked with an assistant to paint the mural, it took approximately a month to complete. Benedict proposed the mural to the owners of Los Gordos as a gift in exchange for food, shelter, and some money. The mural depicts the evolution of humanity from hunter-gatherer cavemen to agricultural societies. In the artist's vision, God gifts humanity with corn seeds and humanity learns to cultivate and, later, process the corn and other plants into oils, syrups, etc. The artist wished to have his work serve as a reminder of humanity's beginnings, especially in today's digital, computerized, and mechanized world. He also wanted to highlight the contributions of Mexican culture to the United States of America - that the contributions go beyond just farming and labor. Also, murals are powerful and popular forms of art, expression, and storytelling in Mexico.

Starling by Steve Martinez, 2020, 1245 Center St.

Southern California Muralist, Steve Martinez blends realism, abstract, and geometric styles according to a news story from KRCR. The Hildebrant's starling is native to Ethiopia where the coffee at Theory Coffee is sourced. "Starlings flock together, creating a community within their own species. What's neat about the starlings is that they're powerful together. When they're separated off, they become prey, but when they flock together they become very powerful," explained Sam Larobardiere. "We thought that was a great statement towards collaboration, which is something that's super, super important to us." You can check out more artwork by Steve on his Instagram account [@Stevemartinezart](#).

Poppies by Andrew Cruz, was a Redding resident and now lives in Nashville, 1250 California St, 2020

The front mural with the Poppies and the woman was created by Andrew Cruz. "Andrew was a long-term employee of Theory and is one of the most truly creative people that I know. He became our store manager and continually used painting and creating art as a way to clear his mind and keep his creative edge," says Sam Larobardiere. Andrew currently lives in Nashville, Tennessee and you can see more of his creations on his Instagram [@Artbyandrewcruz](#). You can also find Andrew's artwork in the two-story mural that he painted for the Theory Hilltop Drive location. A couple of Andrew's art pieces will be on display in the front windows so that you all can take a look at more of the creative expressions of Andrew Cruz.

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