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Cool Spring Downtown District Commissions Artists for New Mural
Work in Progress on 'Old Street Oasis' Mural in Downtown Fayetteville

Photos for Promotional Use:

<https://www.dropbox.com/sh/0a8k1ga5e17coyd/AAC7yK9IhlpDViUShc9HlgX3a?dl=0>

Fayetteville, N.C. – The Cool Spring Downtown District (CSDD) is expanding its mural scene by commissioning an artist duo to design and execute a large mural along the Old Street side of the Prima Elements Holistic Wellness Center’s building, located at 124 Anderson St.

Artists Adrianna “Ayda Rose” Gordon and Thyla Arden have already begun working on *Old Street Oasis* © 2022 by Ayda Rose and plan to complete the original mural by the end of October 2022.

According to Gordon and Arden’s artist statement, this duo’s intention is “to design a mural that would further energize a section of Old Street, infusing it with an enchantingly tropical vibe.”

“As an homage to the owners of the wall, Prima Elements Holistic Wellness Center, the underlying concept of the design are the elements: earth, air, fire, water, and spirit,” their artist statement further reveals.

To symbolize those five elements, Gordon and Arden plan to incorporate “natural subjects from disparate tropical regions”—such as a tiger, toucans, pineapples, and moths—into their largest mural project to date.

CSDD’s president and CEO, Bianca Shoneman, has commissioned original designs from local artist Gordon previously, and those projects include a N.C. billboard campaign for I-40 and I-95.

“We’ve been so impressed with the quality and originality of Ayda Rose’s work for us in the past that our Design & Placemaking Committee members and Prima Elements’ owners were delighted she and Thyla were willing to take on a project of this magnitude for downtown,” Shoneman elaborates.

In addition to the existing 143-foot-long mural—[#CaptainOfYourFAYte](#) by artist Dare Coulter—on Old Street, Shoneman believes the new *Old Street Oasis* mural will provide even more of a draw “for downtown’s visitors to step off the beaten path of Hay Street, take photos with our grandest murals, and discover more hidden gems, like Prima Elements.”

CSDD's recent [press release](#) dated Sept. 29, 2022, revealed this nonprofit corporation is also planning to welcome a temporary, large-format art installation, *Mi Casa, Your Casa 2.0*, to downtown in November 2022.

Shoneman explains why CSDD continues to pursue innovative placemaking initiatives: "We believe there's a strong connection between a city's visual allure and its economic vitality, and our latest artistic endeavors continue to position downtown Fayetteville as an even more desirable place to live, work, and visit."

Visitors to and residents of Cumberland County may follow CSDD's efforts and announcements on their website at visitdowntownfayetteville.com, on Facebook at [@CoolSpringFAY.org](https://www.facebook.com/CoolSpringFAY.org) or [@downtownfayetteville](https://www.facebook.com/downtownfayetteville), or on Instagram at [@coolspringdowntowndistrict](https://www.instagram.com/coolspringdowntowndistrict) or [@downtownfay](https://www.instagram.com/downtownfay).

To learn more about a variety of sponsorship opportunities for CSDD's projects and/or events, email info@coolspringfay.org.

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The Cool Spring Downtown District, Inc. is a charitable, nonprofit corporation formed in 2017 to create and sustain an arts and entertainment district in downtown Fayetteville, N.C., positioning it as a vibrant center of artistic, cultural, civic and commercial activity. Learn more at visitdowntownfayetteville.com.

Prima Elements Holistic Wellness Center, located in Fayetteville, N.C., offers holistic health services to address stressed and ailing individuals in the community. The wellness center offers caring, expert clinicians who provide natural remedies, massage, and detoxifying, natural cleanses. Prima also hosts wellness programs and services, such as yoga, meditation, reiki, LED light and chromotherapy, ionic foot detoxing, RestStation Therapy, and more. Learn more at primaelements.org.

Adrianna 'Ayda Rose' Gordon is a painter, illustrator, and muralist from the Pacific Northwest, currently living in Fayetteville, N.C. Her paintings may be found on walls in Washington, Wisconsin, and North Carolina and in galleries in Tacoma and Seattle, W.A. Her work emphasizes high-contrast colors and bold linework and incorporates elements of nature and culture in a style influenced by Ukiyo-e and tattoo art. Learn more at aydarose.com.

Thyla Arden is a South-African-born artist based out of Caledonia, W.I. In the last couple of years, she has completed murals in Milwaukee and Racine, W.I. and has shown her work at the Chicago Art Fair and various local galleries. Arden's art always strives to infuse bold, vibrant colors and patterns together with traditional African, European, and Mediterranean-stylistic elements to explore heritage, ethnicity, and the environment.

For all media inquiries and more information, contact Chief Executive Officer Bianca Shoneman at bianca@coolspringfay.org or (910) 223-1089.