

FOR IMMEDIATE RELEASE

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PRESS RELEASE

Camden's "A New View" Public Art Project Announces Grand Prize Winner in Social Media Photo Contest

Brimming Playgrounds, Families, and Nature Showcased in Amateur Photo Contest Inspired Residents to see Camden in new ways

Camden, NJ – Today "A New View" – the public art project spearheaded by the City of Camden, Cooper's Ferry Partnership, and Rutgers—Camden Center for the Arts – announced the grand prize winner of its social media photo contest, De'Von Holland (@dutchess856) of Camden, New Jersey. Holland submitted a breathtaking photo of a neighborhood game of chess and was awarded \$250.

A New View's social media contest encouraged local residents and visitors to take photos of "something beautiful" in Camden and then to share it on social media, with all submissions being used to inform and inspire the City's upcoming public art project. A \$50 winner was announced each week until August 30th, when a grand prize winner was announced.

Earlier this year, Camden was awarded \$1 million as part of the Bloomberg Philanthropies Public Art Challenge to launch A New View, which will transform sites previously associated with illegal dumping into dynamic art spaces, inspiring residents and attracting visitors. The six sites for temporary public art are located along major transportation corridors in the Camden neighborhoods of North Camden, Gateway, Whitman Park, and East Camden, along the PATCO Speedline, NJ Transit's River Line, and Camden GreenWay.

In addition to bringing attention to Camden's illegal dumping problem, which costs \$4 million annually, A New View aims to change the often-negative perception of the city. By highlighting Camden's beauty, the photo contest is creating a new narrative for Camden, revealing a journey from a literal and figurative dumping ground to a place full of energy, artistic potential, and strength. The over 400 photos submitted highlighted the beauty in Camden's parks, families, historic architecture, and nature along with the iconic features of City Hall, RCA Victor, Ben Franklin Bridge, and Philadelphia skyline.

"I congratulate the winner of Camden's social media photo contest," said Camden Mayor Frank Moran. "As a lifelong resident, I know firsthand the beauty and limitless potential Camden has to offer. The images submitted did an amazing job of capturing the City's vibrancy, individuality, and evolving landscape. These inspirational snapshots provide a glimpse of the transformational power of art. Camden's "A New View" public art project will not only help bring local art to the forefront but it will also shine a bright light on the negative impacts of illegal dumping."

A New View's administrators are excited with the level of enthusiasm for the contest and the positive feedback from residents and visitors alike.

"I look now with promising eyes at the future for Camden; even though a lot of people see nothing, I see greatness," Holland said. "My picture captures two men who are showing love and enjoying the challenge of a nice chess game on a hot summer day at Whitman Park's Water Tower park. Just that simple. I found love there in that shot."

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