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Third Avenue BID Unveils Public Murals through partnership with local artists, BXEDC, and New York State

Bronx, NY – September 15th, 2025 - The Third Avenue Business Improvement District (BID) unveiled three public murals on commercial properties in the BID.

The Third Avenue Business Improvement District (BID), in collaboration with artists Omar Garcia, also known as Angurria and Fernando Ortiz of Fernando Ortiz Green Atelier (FOGA), is proud to announce the installation of We Are The Bronx/Somos El Bronx, a public art project featuring three new murals in the heart of the South Bronx. Coinciding with the first day of Hispanic Heritage Month, the project celebrates the borough's Latinx culture as well as its broader community identity. Supported by the Bronx Economic Development Corporation (BXEDC) and the New York State Downtown Revitalization Initiative (NYS DRI), the initiative highlights the borough's rich culture and identity through community-driven design.

We Are The Bronx/Somos El Bronx features three murals: We Are The Bronx, designed by Angurria; Rose From Concrete, by Huetek; and Roots of The Bronx, by Gabriel Castillo and Danny Peguero.

Located at 518 Willis Avenue and 2971 Third Avenue, the murals reflect the stories, diversity, and pride of the South Bronx community. Angurria, a celebrated Dominican muralist known for his bold, culturally resonant work, led the creative process, while Bronx native Fernando Ortiz oversaw community outreach and engagement. The murals honor both the Bronx's rich history and its vibrant future, paying tribute to icons like Roberto Clemente as well as the everyday people who shape the neighborhood.

Incorporating graffiti-inspired elements, the murals celebrate the borough's artistic heritage while conveying themes of cultural fusion, community resilience, and hope. As part of this collaborative effort, an open call invited artists and production assistants to join the project, resulting in a team of 12 contributors who assisted with the design and installation of the murals. Community engagement was central to the initiative, including a survey to gather input from local residents and a workshop with more than 20 youth members from across the Bronx in partnership with the nonprofit THE POINT CDC. Participating artists include Huetek, Danny Peguero, Gabriel Castillo, and The Kid Mero, among others.

About the Third Avenue BID

The Third Avenue Business Improvement District works to support local businesses, improve public space, and foster economic opportunity along the Third Avenue corridor and surrounding commercial streets in the South Bronx. Through data-driven planning, community engagement, and on-the-ground programs, the BID partners with local stakeholders to build a more vibrant and resilient commercial district.

About BXEDC

The Bronx Economic Development Corporation (BXEDC) is a 501(c)3 non-profit that leads economic development policy in The Bronx, with a specific focus on providing capital access to small businesses. BXEDC's core mission is to strengthen and expand current Bronx-based businesses and to provide incentives to encourage businesses to establish or relocate to The Bronx.

About FOGA

FOGA Atelier (Fernando Ortiz Green Atelier) is a Bronx-based firm focused on sustainable development, planning, design, and community art, founded by Fernando Ortiz. The studio specializes in urban design and public art.

About NYS DRI

New York State's Downtown Revitalization Initiative (DRI) is a cornerstone of the State's economic development program. The DRI transforms downtown neighborhoods into vibrant centers that offer a high quality of life and are magnets for redevelopment, business, job creation, and economic and housing diversity. The DRI is led by the Department of State, in close partnership with Empire State Development, NYS Homes and Community Renewal and New York State Energy Research and Development Authority.