

# REAL ESTATE WEEKLY

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## Thor art show launches at Coney Island Smorgasburg



- BY REW
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Thor Equities has unveiled Coney Art Walls, a public art wall project curated by Jeffrey Deitch and Joseph J. Sitt.

Located at 1320 Bowery Street, the project will feature the debut of Smorgasburg Coney Island, with 12 diverse food vendors presented by the founders of the popular food market.

Deitch, a leading art advisor and former director of the Museum of Contemporary Art (MOCA) in Los Angeles and Sitt, CEO of Thor Equities, are gathering some of the most prominent street artists in the world to create more than 20 wall murals for Coney Art Walls.

Among the renowned artists participating in the project are Crash, Lee Quinones, Futura, Kenny Scharf, Miss Van, Lady Pink and Swoon, along with Icy Signs.

“Coney Art Walls will be an outdoor museum, featuring the most innovative street artists from the 1970s to the present,” said Jeffrey Deitch.

In addition to showcasing Brooklyn's top food vendors, Smorgasburg Coney Island will include two bars serving craft beer, wine and other drinks. There will also be a music stage featuring live performances throughout the summer.

In 2014, Coney Island recorded its best season in decades, with more than 11.45 million people visiting the beach and boardwalk, according to NYC Parks.

"Thor Equities is committed to honoring Coney Island's past while preserving its future, and we believe the art wall project and Smorgasburg will go a long way towards achieving that goal," said Joseph Sitt, CEO of Thor.

Wahlburgers, the gourmet burger franchise owned by Mark and Donnie Wahlberg, recently signed a lease at Thor Equities' retail property at the corner of Surf and Stillwell Avenue. National retail chain IT'SUGAR is also located in the building.

Biederman Redevelopment Ventures (BRV Corp.) will implement programming, events and other amenities at Coney Art Walls.

"Coney Island visitors need more comfortable places to sit and relax, and we see demand for new activities and programs that will build on the neighborhood's rich history, and strengthen its reputation as an attraction unlike anything else in New York," said Ben Donsky, senior project manager at BRV Corp.