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NEWS RELEASE

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NoMa PARKS FOUNDATION TO OPEN NEW OUTDOOR DIGITAL ART GALLERY ON K STREET NE

Inaugural Exhibit will Feature Works by Local Female Artist My Ly

April 10, 2023 (Washington, DC) — On Wednesday, April 19, the NoMa Parks Foundation will unveil the K Street Virtual Gallery, a new, permanent outdoor art installation located in the 400-foot rail underpass on K Street between First and Second Streets NE.

Featuring 12 high-lumen laser projectors, each carefully calibrated and synchronized to cast a series of images on to the reticulated stone walls that flank the roadway, the K Street Virtual Gallery will enliven and brighten this section of K Street NE.

“I’m excited to welcome the latest art exhibit, the K Street Virtual Gallery, to the NoMa neighborhood. Brightening our shared spaces, even underpasses where thousands of people pass through on foot, bike, scooter, and car, helps foster a stronger sense of community,” said Charles Allen, Councilmember representing Ward 6 where the K Street Virtual Gallery is located. “And I love having a space and opportunity to showcase local DC artists all at the same time.”

The artist selected for the inaugural exhibit of the K Street Virtual Gallery is My Ly. Ly is the founder and creative director for [My Ly Design](#), a local, woman-owned, minority-owned CBE practice in DC focused on architecture, interiors, urban design, and public arts. Ly's extensive urban planning and placemaking experience is an integral part of her design inspiration on how people move through city streets. Ly's exhibit will be on display through the summer of 2023, when a new artist will be announced.

“We’re excited to bring this new canvas featuring dynamic, rotating works by local artists to NoMa,” said Maura Brophy, President & CEO of the NoMa BID and President of the NoMa Parks Foundation. “The opening of the K Street Virtual Gallery further demonstrates the NoMa BID’s commitment to the arts and local artists, and expands upon the work the BID has already done to curate one of the largest collections of public art in DC.”

The K Street Virtual Gallery will feature a variety of rotating exhibits throughout the calendar year and will include works by local artists representing diverse backgrounds. The NoMa BID will serve as lead curator for the gallery. Artists interested in participating in future “calls for artists” to exhibit digital works in the K Street Virtual Gallery may contact: info@nomabid.org.

“The opening of the K Street Virtual Gallery completes the trilogy of immersive art installations that the NoMa Parks Foundation envisioned and built to improve the experience of people traveling between the east and west sides of the neighborhood,” said Robin-Eve Jasper, former President of the NoMa Parks Foundation. “We’re particularly pleased that the K Street Virtual Gallery provides changing displays for residents and visitors and ongoing opportunities for digital artists.”

Underpass art installations, including the new K Street Virtual Gallery, were recommended in the [2012 NoMa Public Realm Design Plan](#). NPF worked with community stakeholders on this plan to outline the potential for great public spaces in NoMa, and in 2014, launched a design competition to better illuminate the underpasses on M and L Street NE. In 2018, NPF held a community opening for [Rain](#), followed by [Lightweave](#) in 2019.

For each of NoMa’s three underpass art installations, the NPF worked with experts in the field to create bespoke and immersive art experiences. NPF selected [DCL](#) as the fabricator for the K Street Virtual Gallery. DCL has more than 30 years of experience designing and installing environmental graphics and experiential art for museums, universities, stadiums, and private property owners.

For more information about the K Street Virtual Gallery and other NoMa Parks Foundation projects, visit www.NoMaBID.org. Follow NoMa BID on [Twitter](#) (@NoMaBID), [Instagram](#) (@NoMa.BID) and [Facebook](#) (@NoMaBID) to learn about other events and updates.

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About NoMa BID

The NoMa Business Improvement District (BID) is a non-profit organization whose mission is to be a steward and champion of the neighborhood of NoMa. The NoMa BID encompasses 35 blocks just north of Union Station in Northeast Washington, DC. The NoMa BID is among the fastest-growing neighborhoods in Washington, DC, and is comprised of more than 27 million square feet of new development, with more than 13 million additional square feet of mixed used development planned. There are more than 42,000 households within a ½ mile radius of the BID, who are served by the amenities in the commercial core of NoMa. The area is supported by unparalleled public transportation access with two Red Line Metro stations, and VRE, MARC and Amtrak connections at Union Station. The “Walkscore” for the neighborhood is 92, and the neighborhood has 22 LEED-certified and Energy Star buildings. For more information, visit nomabid.org and [sign up for our newsletter](#). Follow us on Twitter ([@NoMaBID](#)), Instagram ([@noma.bid](#)) and LinkedIn ([/noma-business-improvement-district](#)) and like us on Facebook ([/NoMaBID](#)).

About NoMa Parks Foundation

The NoMa Parks Foundation, an affiliate of the NoMa BID, was founded in 2012 to establish permanent, public outdoor spaces in NoMa that are attractive, sustainable, and welcoming places for people to refresh, play, and connect, now and for generations to come. The rapid transformation of this part of Washington, DC, just blocks north of the US Capitol, into a mixed-use, urban neighborhood has highlighted the importance of creating great public spaces. Because the area suffered from a dearth of publicly accessible parks and plazas, the NoMa Parks Foundation and the District Government began their long public-private partnership to create parks and great public spaces in NoMa. Over the last 10 years, and with the opening of the K Street Virtual Gallery, the NoMa Parks Foundation has delivered six parks – K Street Virtual Gallery (April 2023); Swampoodle Terrace (October 2022); Alethia Tanner Park (March 2020); Lightweave Underpass Art Park (2019); Rain Underpass Art Park (2018); and Swampoodle Park (2018). Additionally, the NoMa Parks Foundation has partnered with the District Government to design three new open space parcels at the intersection of New York and Florida Avenues NE (“Virtual Circle”); worked with developers to assure the availability of publicly accessible private spaces like the NoMa Meander; and established public space design guidelines to assure that private owners provide park-like public spaces when developing new projects. For more information about the NoMa Parks Foundation, visit <https://nomabid.org/noma-parks/>