



**BUSINESS
IMPROVEMENT
DISTRICT**

NEWS RELEASE

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FOR IMMEDIATE RELEASE

NoMa BID Decking the Walls With Art This Holiday Season

Public Invited to Visit Two Stunning New Public Art Installations

Washington, D.C. (December 12, 2024) – This holiday season, the NoMa Business Improvement District (BID) is swapping traditional holiday decorations for two striking new public art installations that are sure to brighten the neighborhood.

The first installation, *STUPENDOUS: The Uline Ice Arena*, is a dynamic digital light projection featured in the K Street Virtual Gallery, located in the railway underpass between First and Second Streets NE. Created by local multimedia artist [Jackie Hoysted](#), *STUPENDOUS* celebrates the rich entertainment history of the Uline Arena. Through vivid, stylized depictions of events such as rodeos, circuses, concerts, and synchronized swimming, Hoysted reimagines the variety of activities once held in the iconic space. Notably, the Uline Arena hosted the Beatles' first U.S. concert in 1964, and *STUPENDOUS* captures the magic and energy of this historic venue.

The second installation, a captivating four-part mural series by interdisciplinary DMV artist [Nicole Wandera](#), greets passersby at Second and N Streets NE. Inspired by Langston Hughes' poem *The City*, the murals echo the poem's two stanzas, reflecting the rhythm of urban life. Hughes, a central figure of the Harlem Renaissance, wrote *The City* to capture the spirit of city life, from its lively mornings to its peaceful evenings. Wandera's murals bring this vision to life with bold strokes and textured layers, depicting everyday moments in NoMa—from the early morning song of birds to the tranquil end of the day beneath the historic NoMa water tower.

"We're thrilled to introduce these incredible public art installations this holiday season," said Maura Brophy, President of NoMa BID. "These works not only add beauty to our streetscape, but also celebrate the culture, history, and creativity that make NoMa a special place to be. They embody our commitment to creating a neighborhood where art and community flourish."

Both installations highlight the NoMa BID's dedication to fostering a vibrant public art scene that celebrates diversity, community, and creativity. Visitors are encouraged to explore these and other public art pieces throughout the neighborhood during the holiday season.

For more details on NoMa’s public art initiatives, including hours for the K Street Virtual Gallery, visit [NoMa BID Public Art](#).

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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 the country’s fastest-growing neighborhood, 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 X ([@NoMaBID](#)), Instagram ([@noma.bid](#)) and LinkedIn ([/noma-business-improvement-district](#)) and like us on Facebook ([/NoMaBID](#)).

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