

PPG COMEX and Colectivo Tomate Install “Bird of Dreams” Mural in Monterrey, Mexico

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First-of-its-kind creation painted on 300 hillside homes

MONTERREY, Nuevo Leon, Mexico--(BUSINESS WIRE)-- PPG COMEX® and project partner Colectivo Tomate recently inaugurated the “Bird of Dreams” mural in the Campana-Altamira neighborhood of Monterrey, Mexico. The nearly 25,000-square-meter (270,000-square-foot) creation, which is the first of its kind in the world, was painted on the exterior walls of 300 hillside homes as part of the *Comex por un México Bien Hecho* (“Comex for a Well Done Mexico”) social impact program.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180808005561/en/>



PPG COMEX and Colectivo Tomate install the “Bird of Dreams” mural, painted on 300 hillside homes in Monterrey, Mexico. (Photo: Business Wire)

After community members prepped the neighborhood’s homes, 22 artists and 23 facilitators from Colectivo Tomate created the colorful bird mural. PPG *Comex* contributed nearly MEX\$2.5 million (US\$135,000) to the project, including 9,000 liters (2,400 gallons) of paint.

“At PPG *Comex*, we believe that we can strengthen the social structure of communities through color,” said Gilberto Alcaraz, PPG *Comex* program director, *Comex por un México Bien Hecho*. “By revitalizing public spaces, we encourage neighbors to be involved and proactively participate in bringing harmony, security and a sense of

belonging to the area.”

The four-month project involved more than 300 volunteers and 1,500 residents of the Campana-Altamira neighborhood. The funding supported approximately 50 community workshops that helped develop skills in communication, conflict resolution, resilience and interpersonal relationships. A mentoring program for students from CBTis99 (technological, industrial and services high school) and the Autonomous University of Nuevo Leon enhanced the students’ skills in recovering community spaces and implementing urban art projects.

“The mural extends its wings, generating connection, community and trust while also narrating the adversities and resistance faced by the early residents of the neighborhood,” said Tomás Darío, director, Colectivo Tomate.

The project was part of an initiative to develop the Campana-Altamira neighborhood by the Secretary of Social Development of the State of Nuevo Leon, the Sub Secretariat of Crime Prevention of the State of Nuevo Leon, Monterrey’s municipal government, Tecnológico de Monterrey University and Cemex. It directly impacted 1,500 people who live in the area and 6,000 others indirectly.

PPG *Comex* employs approximately 4,500 people in Mexico at its company-owned stores, six manufacturing facilities, four training centers and three research centers. It is a leader in the manufacture, marketing and distribution of decorative paints, waterproofing products, wood care products, industrial coatings and accessories. The brand is celebrating its 65th anniversary in 2018.

About Colectivo Tomate

Colectivo Tomate is a civic organization that inspires communities to take action for transformation. Since 2009, the organization has intervened in various neighborhoods around Mexico through its Mural City project, which creates links between the neighborhoods’ residents and visitors and captures the stories that evoke the identity of the people and their community.

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PPG Comex

Lidya Fresnedo Perez, 16 69 2266

fresnedo@ppg.comex

www.comex.com.mx

or

Llorente & Cuenca

Ernesto Pacheco, 52 57 1084 ext. 1265

epacheco@llorenteycuenca.com

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