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# PPG's COMEX Brand Creates 30 Murals to Celebrate Disney•Pixar's "Coco" Movie

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MEXICO CITY--(BUSINESS WIRE)-- PPG's COMEX® brand today unveiled 30 colorful murals in Mexico City to celebrate the premiere of the Disney•Pixar film "Coco" as part of its México Bien Hecho program. The community engagement initiative aims to protect and beautify every corner of the country with artistic expressions and the colors of *Comex* paint.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171121005701/en/>



PPG's COMEX brand creates 30 murals in Mexico City to celebrate Disney•Pixar's "Coco" movie. (Photo: Business Wire)

More than 90 liters of paint were used to create imaginative murals that cover more than 317 square meters. The murals are displayed as circuits that allow residents to appreciate them on foot or bicycle in the Naples, Condesa, Roma Norte, San Miguel Chapultepec and Escandón colonies. PPG's *Comex* brand created the artwork over a two-month period in collaboration with 10 artists from TUYI Collective, a group of national and international urban artists.

"Coco," which generated great anticipation from international critics before its Nov. 22 premiere, breaks through the norms of cinematography and accurately depicts the Mexican culture and the Day of the Dead holiday.

"For PPG's *Comex* brand, joining this extraordinary initiative and collaborating with Disney Pixar has been of utmost importance," said Gilberto Alcaraz, PPG director, *Comex México Bien Hecho* program. "It is a great opportunity to graphically show the values, traditions and

colors that identify and give life to our culture. Through the artistic use of color, the *Comex* brand hopes to inspire and improve the mood of each resident, bringing art to the walls, ceilings, streets or any public space to reflect the cultural richness, talent and creativity of Mexico."

Added Jorge Barrón, director, TUYI Collective, "Through these murals, we seek to bring a gift of color and positivity to several colonies in Mexico City. The murals modeled after the film "Coco" have already had an impact on the community, as we have received encouraging comments from people passing through the streets enjoying their progress."

The art installations will be available until January 2018.

## ABOUT THE MOVIE

Despite his family's baffling generations-old ban on music, Miguel (voice of newcomer Anthony Gonzalez) dreams of becoming an accomplished musician like his idol, Ernesto de la Cruz (voice of Benjamin Bratt). Desperate to prove his talent, Miguel finds himself magically transported to the stunning and colorful Land of the Dead following a mysterious chain of events. Along the way, he meets charming trickster Hector (voice of Gael García Bernal), and together, they set off on an extraordinary journey to unlock the real story behind Miguel's family history. Directed by Lee Unkrich ("Toy Story 3"), co-directed by Adrian Molina (story artist "Monsters University") and produced by Darla K. Anderson ("Toy Story 3"), Disney•Pixar's "Coco" opens in U.S. theaters on Nov. 22, 2017.

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