



*Sofia Maldonado, Bienal de Muralismo, 2014, photo by Gio Maldonado*

**Meural Joins #GivingTuesday, Donating \$100 Per Meural Canvas Sold to Support Hurricane Relief Efforts for Puerto Rican Arts Community**

*Meural's art library will spotlight works from emerging Puerto Rican artist, Sofia Maldonado, and showcase highlights from Puerto Rican cultural institutions*

November 21, 2017—NEW YORK, NY In celebration of this year's #GivingTuesday, art tech startup [Meural](#) is donating \$100 from the sale of each Meural Canvas made today to [El Serrucho](#), an emergency hurricane relief fund for Puerto Rico's cultural workers, organized by San Juan-based arts organization, Beta-Local. With this initiative, Meural joins in on the efforts of The Andy Warhol and Robert Rauschenberg Foundations, as well as Lin-Manuel Miranda, who have already pledged \$300,000 to fund Beta-Local's efforts to help the country's thriving arts community recover and rebuild.

In addition to the donation of proceeds, and in a furthering of Meural's mission of supporting artists and bringing the work of unsung creators to larger audiences, Meural celebrates #GivingTuesday by featuring a selection of works from Puerto Rican artists and institutions on their art library at [my.meural.com](#). To draw attention to rich the cultural offerings of today's emerging Puerto Rican creators, Meural has licensed a number of works from Sofia Maldonado—a Beta-Local-associated artist whose work 'deconstructs the barrier between murals, public art and social engagement projects.' Also coming to the Meural library are works from the catalogues of Puerto Rico's Museo de Arte de Ponce and Museo de Arte de Puerto Rico, and artist spotlights on Puerto Rican masters José Campeche and Francisco Oller y Cestero.

"Even before hurricanes Irma and Maria upended their community, Beta-Local has been a model of grassroots efforts to support artists and bolster the local creative economy," says Vladimir Vukicevic, Meural CEO and Co-Founder. "In addition to donating a portion of our profits to their El Serrucho fund, we are pleased to be able to provide alternate revenue streams to individual artists like Sofia Maldonado, by licensing their work for use on our platform, where it can immediately be displayed, and appreciated, by people all over the world. We encourage our existing users to display these notable works on their Meural Canvases for #GivingTuesday, and consider making a donation to help support the livelihood of this vibrant arts community."

Meural is dedicated to supporting the arts—60% of every dollar earned on artwork goes directly to artists and rights holders.

“An artist’s relation to the environment has to change. We need to make people much more conscious of how humankind behavior affects global change. We must participate as active agents, rebuilding communities, create cultural bridges, and joining organizations that might bring the necessary aid and awareness communities are in dire need of,” says Sofia Maldonado. “In Puerto Rico, many artists were physically and mentally impacted by the hurricane. It’s been a reality shift big enough to re-think and re-direct our artistic practice. These past months, with no power, drinkable water, and food, have been a wake-up call for our community.”

To learn more about Beta-Local and donate to El Serrucho, visit [betalocal.org](http://betalocal.org). To learn more about Meural, visit [meural.com](http://meural.com), and explore Meural’s library at [my.meural.com](http://my.meural.com). Meural encourages Puerto Rican artists interested in joining the Meural art library to reach out to our curatorial team at [artists@meural.com](mailto:artists@meural.com)

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#### **ABOUT MEURAL:**

Meural combines the best of art, technology, and design to create products that make us feel something. We are building a future in which art lives in every home, and everyone can become a patron of the arts.

Our first product is the Meural Canvas: a smart frame designed with Meural’s proprietary *TrueArt* technology—a combination of hardware, firmware, and algorithmic software meticulously-engineered to display rich and vividly textured art and photography.

The Meural Canvas can be easily controlled via gesture (a wave of the hand) or mobile app, and acts as a conduit to our expansive art library, [my.meural.com](http://my.meural.com)—an expertly-curated and ever-growing collection of artworks sourced from the catalogues of leading museums, collections, and artists, and spanning the past, present, and future of art.

Meural was founded in 2014 by longtime friends Vladimir Vukicevic and Jerry Hu, in response to the art community’s need for a dynamic and modern platform. Incubated out of an artists’ collective on New York’s Lower East Side, supporting artists remains central to the way we do business. The Meural Canvas now lives on thousands of walls across the world. Follow Meural on Instagram, Twitter, Facebook, and Pinterest @meetmeural.

#### **ABOUT #GIVINGTUESDAY:**

#GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in all 50 states and in countries around the world. This year, #GivingTuesday falls on November 28. #GivingTuesday harnesses the collective power of a unique blend of partners to transform how people think about, talk about, and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world. #GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together.

To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:

Website: [www.givingtuesday.org](http://www.givingtuesday.org)

Facebook: [www.facebook.com/GivingTuesday](http://www.facebook.com/GivingTuesday)

Twitter: [twitter.com/GivingTues](http://twitter.com/GivingTues)

