

¡BIENVENIDO A REFORMA 222, SNOOPY!
PEANUTS-INSPIRED SCULPTURE BY WORLD-RENOWNED CONTEMPORARY ARTIST AVAF
ARRIVES AT THE POPULAR MEXICO CITY MALL ON MAY 11

The Groundbreaking Peanuts Global Arts Collective, Which Places Charles Schulz's Iconic Characters Into the Hands and Imaginations of Acclaimed Contemporary Artists, Takes On New Public Art Form with Ambitious 10' x 12' Sculpture Debuting at Paseo de Reforma on May 11, Followed by Four Other Mall Stops this Summer

Peanuts-Themed "Wearable Art" to Reside at High-End Liverpool Department Stores, Where Jaime Ibiza Handbags Will Be Joined by a Collection of Apparel, Accessories and More

For Mexico City residents and visitors alike, happiness is the arrival of the newest incarnation of the [Peanuts Global Artist Collective](#) on May 11, with a lively and colorful Peanuts-inspired sculpture installation by elite contemporary artist AVAF, debuting at popular upscale mall Reforma 222. An invitation-only opening reception for the activation-- featuring guest appearances by Snoopy and Charlie Brown-- will be held inside the mall on May 11 from 1 – 3 PM.

The eye-catching 10' x 12' statue, featuring instantly recognizable elements of the Peanuts comic strip (such as a familiar manual typewriter atop a certain red doghouse and the inimitable yellow-and-black zig-zag shirt), will remain on view at Reforma 222 through May 31. The piece will then be divided with sections distributed to four other malls around the city:

- Parque Lindavista June 7 - 13
- Parque Tezontle June 15 - 20
- Parque Las Antenas June 22 - 27
- Parque Toreo June 29 - July 5

"As a Peanuts fan all my life, it's been a huge honor and pleasure to incorporate Charles Schulz's brilliant characters into our art," says Brazilian-born artist Eli Sudbrack, who founded Assume Vivid Astro Focus (AVAF) in 2001. "This installation for Mexico City allowed me to work on a large scale that could truly let my Peanuts passion fly. I hope it brings the joy to others that it has brought to me."

The Peanuts Global Artist Collective is a groundbreaking initiative that puts Snoopy, Charlie Brown and the rest of the gang into the hands and imaginations of seven carefully curated artists, who have melded their own signature characters, settings and styles with the iconic world of Peanuts. The project's first phase featured large-scale public murals in multiple international locations.

The unveiling of AVAF's sculpture at Reforma 222 demonstrates the creative versatility of the arts initiative, which has also encompassed digital installations, 3-D pieces, a tribute to Charles Schulz by artist André Saraiva x Mr. A at Galeries Lafayette in Paris through May 26, an ISS module wrapped in Peanuts art by Kenny Scharf, currently on display at Space Center Houston, and an exclusive merchandise collection at Macy's stores in the U.S.

more-more-more

The artists' distinctive images are now also available as "wearable art" in Mexico City as well, starting with a stellar line of designer [Jaime Ibiza](#) handbags from Rob Pruitt, André Saraiva x Mr. A, and FriendsWithYou, launched earlier this year. The roll-out continues with an array of Peanuts Global Artist Collective-inspired apparel, accessories, stationery and more available at Liverpool Department Stores throughout the area.

"We are very proud to host this project inside our Shopping Centers, Reforma 222, Parque Lindavista, Parque Tezontle, Parque las Antenas and Toreo Parque Central," says J. Arizbeth Cruz Olguin, Strategic Alliances and Promotions, Grupo Danhos. "It is an honor and pleasure to use our premises to bring the culture closer to our visitors with this type of events."

-The End-

About The Peanuts Global Artist Collective

The Peanuts Global Artist Collective, presented by Peanuts Worldwide, was curated by leading public art curators and evangelists Yvonne Force Villareal and Doreen Remen, co-founders of the esteemed New York-based creative consulting firm Culture Corps. Over the course of a year, they evaluated the work of more than 100 different contemporary artists to find collaborators who could uniquely expand upon the themes from Schulz's oeuvre. Based on their recommendations, Peanuts Worldwide selected seven artists, all of whom share a deep connection to Peanuts and a long-standing commitment to public art. The creators include **André Saraiva x Mr. A, Nina Chanel Abney, AVAF, FriendsWithYou, Rob Pruitt, Kenny Scharf** and **Matsuyama Tomokazu**. The project debuted in Spring 2018 with public-art installations in Paris, Seoul, New York, San Francisco, Berlin, Tokyo and Mexico City and continues to manifest in a variety of creative and tangible new ways.

About Peanuts Worldwide

The PEANUTS characters and related intellectual property are owned by Peanuts Worldwide, a subsidiary controlled by DHX Media and the family of Charles M. Schulz.

Where to Find/Follow the Peanuts Global Artist Collective

#SnoopyGlobalArt

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