

ArtPop Street Gallery Presents “Beige”: A Stark Warning for Charlotte’s Art Scene

ArtPop Street Gallery invites all to experience a sobering reality of what could happen to Charlotte’s vibrant art scene if critical funding is not secured

CHARLOTTE, NC, UNITED STATES, April 2, 2025 /EINPresswire.com/ -- On April 3, from 11 a.m. to 1 p.m., [ArtPop Street Gallery](#) will host an awareness event at the [TAOH Outdoor Gallery](#), located at 2200 N. Brevard St., to showcase the “Beige” campaign, which will replace the bold, colorful public art typically displayed with stark, dull beige spray paint.

Many of Charlotte’s grassroots arts organizations, including ArtPop, are facing a funding crisis that threatens their very existence. Without immediate financial support, many organizations risk shutting down, leaving the community without the vital cultural spaces and experiences that define the city’s creative landscape. ArtPop, in particular, relies on a combination of grants, sponsorships, and donations to bring public art to Charlotte’s streets. Unfortunately, these funding sources have become increasingly scarce, leaving the organization on the brink of closure.

“

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ArtPop Street Gallery founder and executive director Wendy Hickey



ArtPop Street Gallery invites the public to experience a sobering reality of what could happen to Charlotte’s vibrant art scene if critical funding is not secured.

In response to this funding gap, ArtPop has launched the “Beige” campaign in collaboration with the anonymous collective GHOST, Adams Outdoor, Awedience Media, and TAOH Outdoor Gallery. The 30-day campaign, which began on March 18, serves as a grim reminder of what Charlotte could look like without the arts: blank, uninspired, and lifeless. Throughout the city, billboards highlight the urgency of the situation and direct viewers to

[SaveArtFromDeath.com](#), a platform designed to mobilize public support and generate essential

funding for local arts organizations.

“We’re not just making our existing art displays disappear—we’re showing what happens when art is gone entirely from our community,” said ArtPop Street Gallery founder and executive director Wendy Hickey. “If we don’t act now to secure funding, the arts in Charlotte could fade into oblivion. Our community deserves more than beige; it deserves color, creativity, and vibrancy.”

At ArtPop’s awareness event, attendees will witness firsthand the dramatic transformation of the TAOH Outdoor Gallery—a creative space known for its colorful vibrancy—into a desolate expanse of beige. The event will invite the community to engage with the stark visual representation of a future without the arts. This unsettling experience is meant to draw attention to the growing crisis and emphasize the immediate need for financial support to ensure the survival of the arts in Charlotte.

ArtPop, and many other arts organizations, depend on donations, grants, and sponsorships to fund their programs. Without the necessary support, the future of Charlotte’s public art is at risk. “Beige” is a call to action—an opportunity for the community to come together to support local artists and ensure that arts organizations can continue to thrive.

Event Details:

What: Beige Awareness Event

When: Thursday, April 3, 2025 | 11 a.m. – 1 p.m.

Where: TAOH Outdoor Gallery, 2200 N. Brevard St., Charlotte, NC

Cost: Free and open to the public

How You Can Help:

Donate: Support ArtPop and other local arts organizations through the donation platform on SaveArtFromDeath.com.

Spread the Word: Share the campaign on social media to raise awareness and encourage others to support the arts in Charlotte.

Sponsor: Businesses and individuals can contribute by becoming a sponsor or partner to help sustain the arts in Charlotte.

For more information, visit artpopstreetgallery.com and follow the campaign at SaveArtFromDeath.com.

About ArtPop Street Gallery

ArtPop Street Gallery is a dynamic, community-driven nonprofit organization dedicated to bringing public art to the streets of Charlotte, North Carolina. Through creative partnerships and innovative programming, ArtPop transforms everyday spaces—such as billboards and outdoor venues—into vibrant canvases that showcase the work of local artists. By providing these artists with a unique platform, ArtPop not only elevates the city’s cultural landscape but also fosters

community engagement and awareness of the importance of public art. Since its inception, ArtPop has become an essential part of Charlotte's artistic identity, offering a colorful visual experience for residents and visitors alike.

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