

A map of North Philadelphia, Pennsylvania, showing various streets and landmarks. The map is overlaid with numerous numbered pins in blue, green, and red. A prominent red star is located in the lower-left quadrant of the map, near the intersection of N 21st St and W 21st St. The pins are scattered across the area, with a concentration in the central and lower-left regions. Major roads like I-76, I-95, and US-13 are visible. Landmarks such as Philadelphia University, East Park Reservoir, and various parks are also labeled.

The Wall Remixed:  
**The North Philadelphia  
Small Business Advertising  
Campaign**

# The Project

Carl Pope's billboard project brings the scale of public advertising to the small businesses that define the North Philadelphia neighborhood surrounding Temple University.



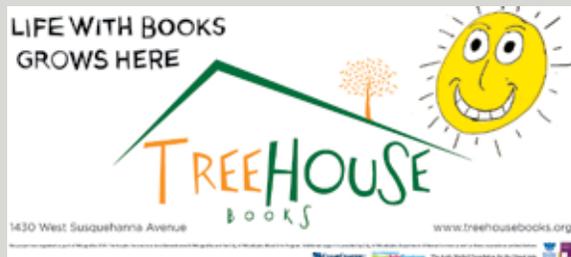
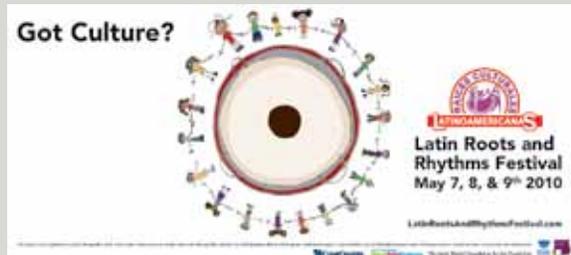
# The Project

Collaborating with students from the Mural Arts Program and local business owners in North Philadelphia, Carl Pope and Mari Hulick (the graphic designer on the project) combined the existing visual identities of the businesses with drawings generated by the children to create a visual statement for the neighborhood.



# The Project

By mixing the existing businesses with children's drawings (utilizing local talent and enterprise), the two have helped mark out a visual identity for the area that makes it unique and personal to the neighborhood. While each business maintains its own identity, the children's drawings now thread the entire neighborhood into a unique whole.



# The Billboards



Dr. Jeffrey Sandler

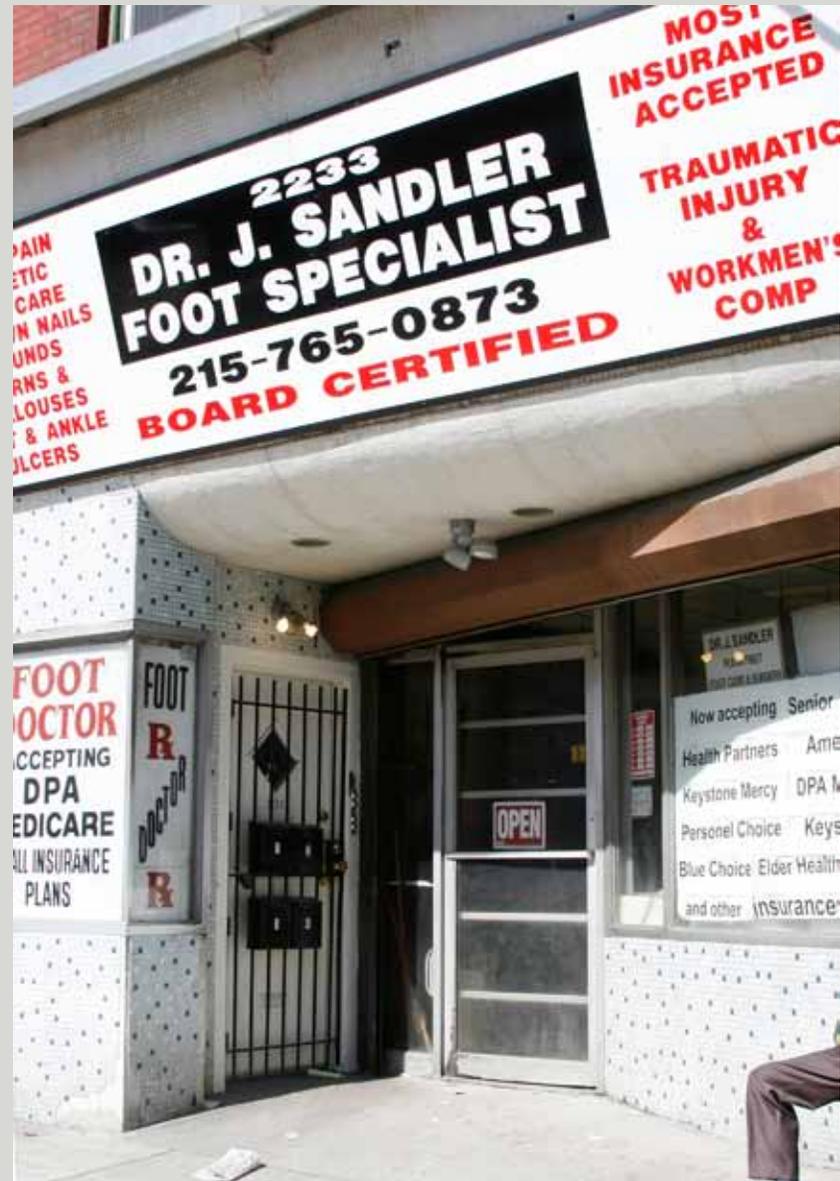
# The Businesses



Dr. Sandler, Podiatrist

# The Businesses

A fixture in North Philadelphia, Dr. Sandler has kept his office in the community since the 1970's.



# The Inspiration

For Dr. Sandler's board, Pope and Hulick looked at the tradition of silkscreen printing from the 1950s and 60s. From this tradition, they looked for bold, simple shapes in the children's drawings.



Andy Warhol

# The Drawing

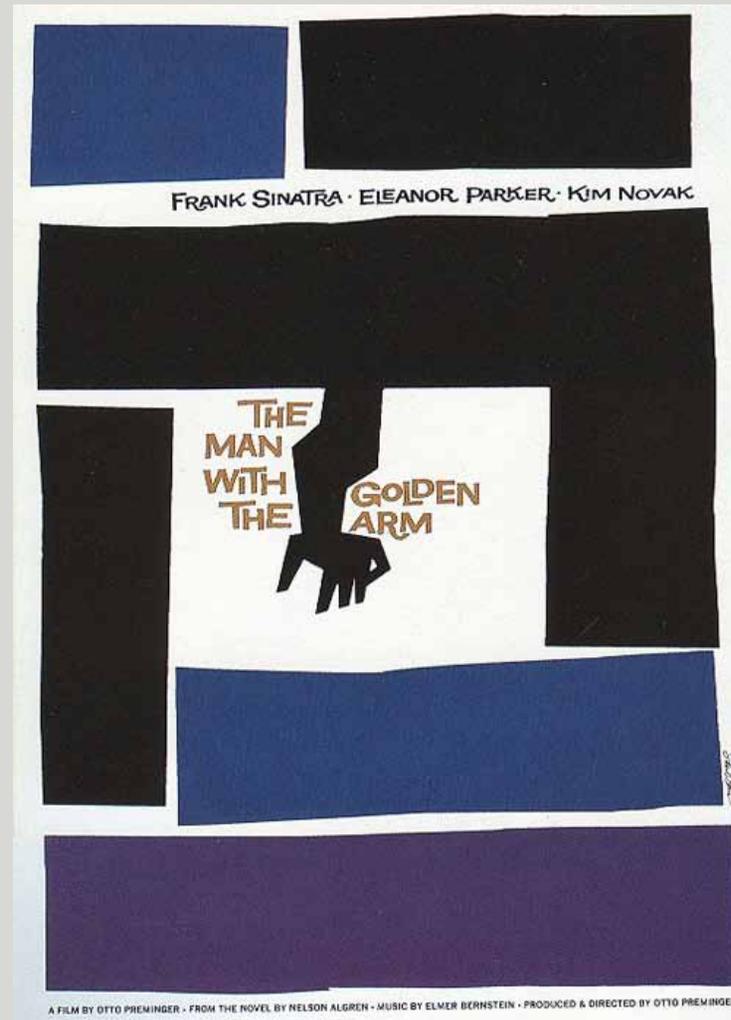
Shelease's drawing of a foot was a perfect match to in combination with this simple, silkscreen inspiration.



Shelease from Project Home

# The Graphic Style

Saul Bass' distinct posters laid the groundwork for the graphic style of Dr. Sandler's Board.



Saul Bass

 CLEAR CHANNEL

# DR. JEFFERY D. SANDLER FOOT SPECIALIST

2233 West Cecil B. Moore Avenue  
215-765-0873



Board Certified, American Board of Podiatric  
Orthopedics and Primary Podiatric Medicine

This project was organized as part of Philadelphia 2010: The Graphic Symposium in collaboration with Philadelphia and the City of Philadelphia Mural Arts Program. Additional support is provided by City of Philadelphia Department of Human Services as well as these corporations and institutions:

 CLEAR CHANNEL

 Mural Arts Program

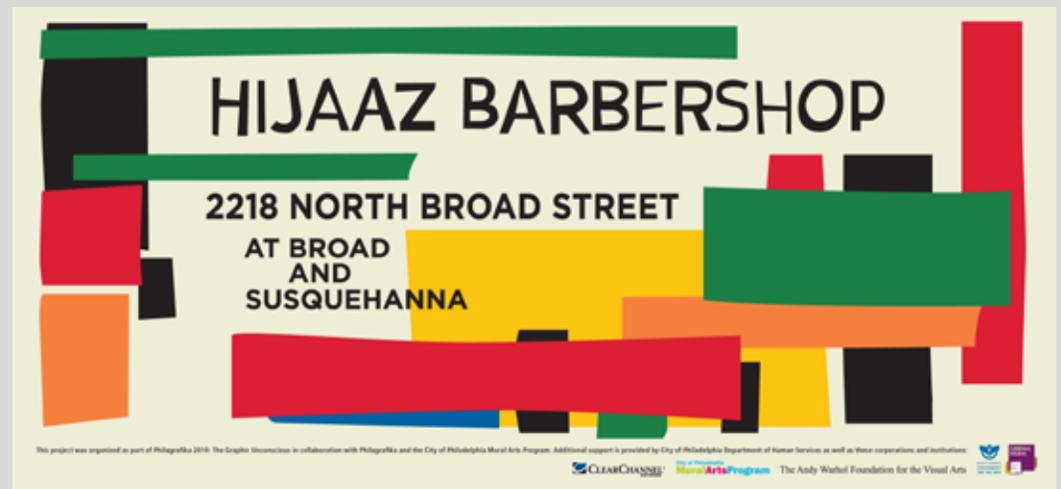
The Andy Warhol Foundation for the Visual Arts



093040

Dr. Sandler's Billboard

# The Businesses



Hijaaaz Barbershop

# The Businesses

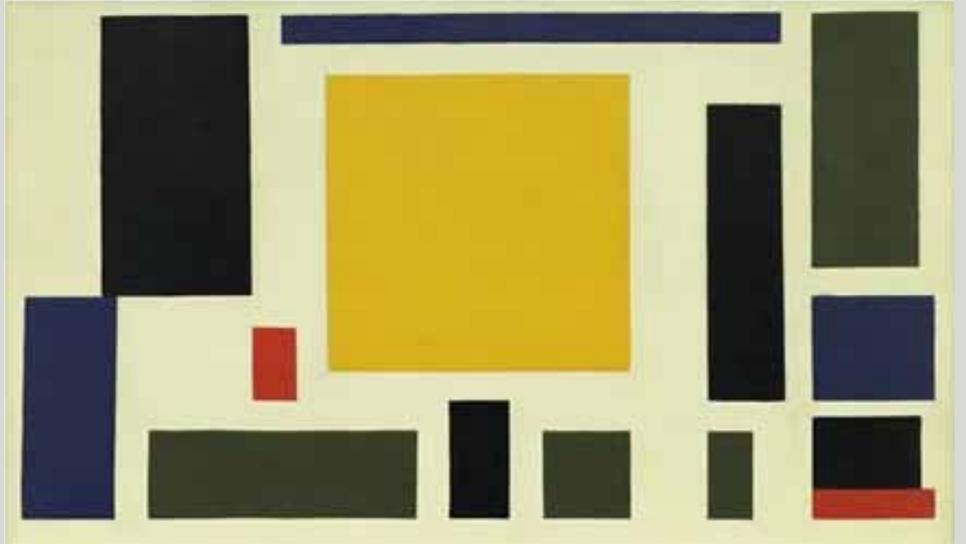
Located on Broad Street, Hijaz Barbershop is an example of the colorful new shops moving into the area.



Hijaz Barbershop

# The Inspiration

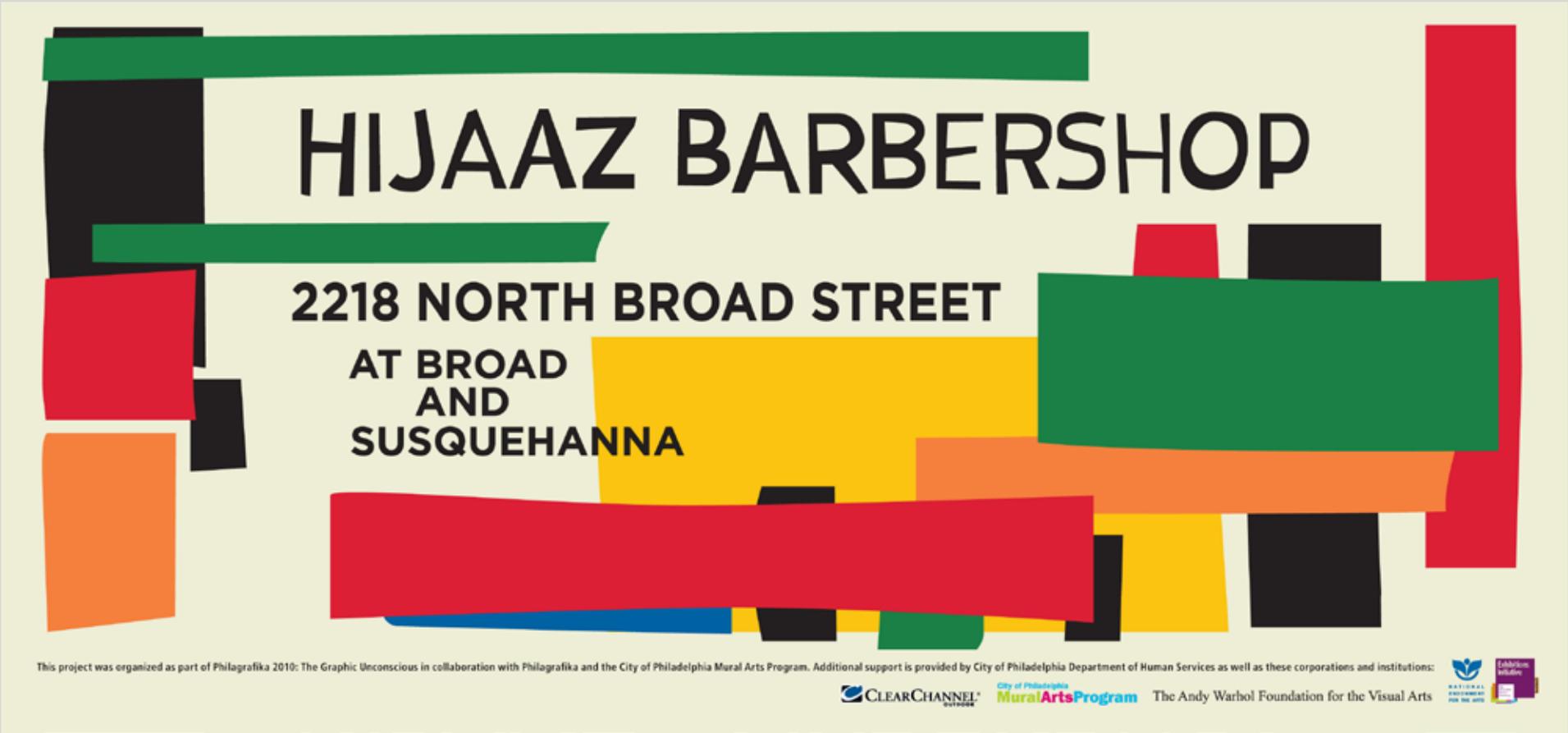
Hijaaz is a mu slim-owned business, and the owner requested the team create an abstract design. Inspired by the simplicity of the De Stijl movement, they used the colors of North African textiles in combination with simple shapes to create the Hijaaz board.



Theo Van Doesberg

Oyoko Kente Cloth  
photo by Don Cole





# HIJAAZ BARBERSHOP

2218 NORTH BROAD STREET  
AT BROAD  
AND  
SUSQUEHANNA

This project was organized as part of Philagrafika 2010: The Graphic Unconscious in collaboration with Philagrafika and the City of Philadelphia Mural Arts Program. Additional support is provided by City of Philadelphia Department of Human Services as well as these corporations and institutions:



The Andy Warhol Foundation for the Visual Arts



Hijaaaz Barbershop

# The Billboard



Hijaz Billboard

# The Businesses

EMISSION & STATE INSPECTION—ALL GENERAL AUTO REPAIRS—TOWING—USED CAR SALES



**MURPHY FAMILY  
AUTO REPAIRS**  
2001 Ridge Avenue  
**215-235-1199**

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CarQuest AutoZone The Body Shop

Murphy Family Auto

# The Businesses

**Murphy Family Auto Repair  
is another long-standing  
community business.**



Mr. Murphy

# The Businesses

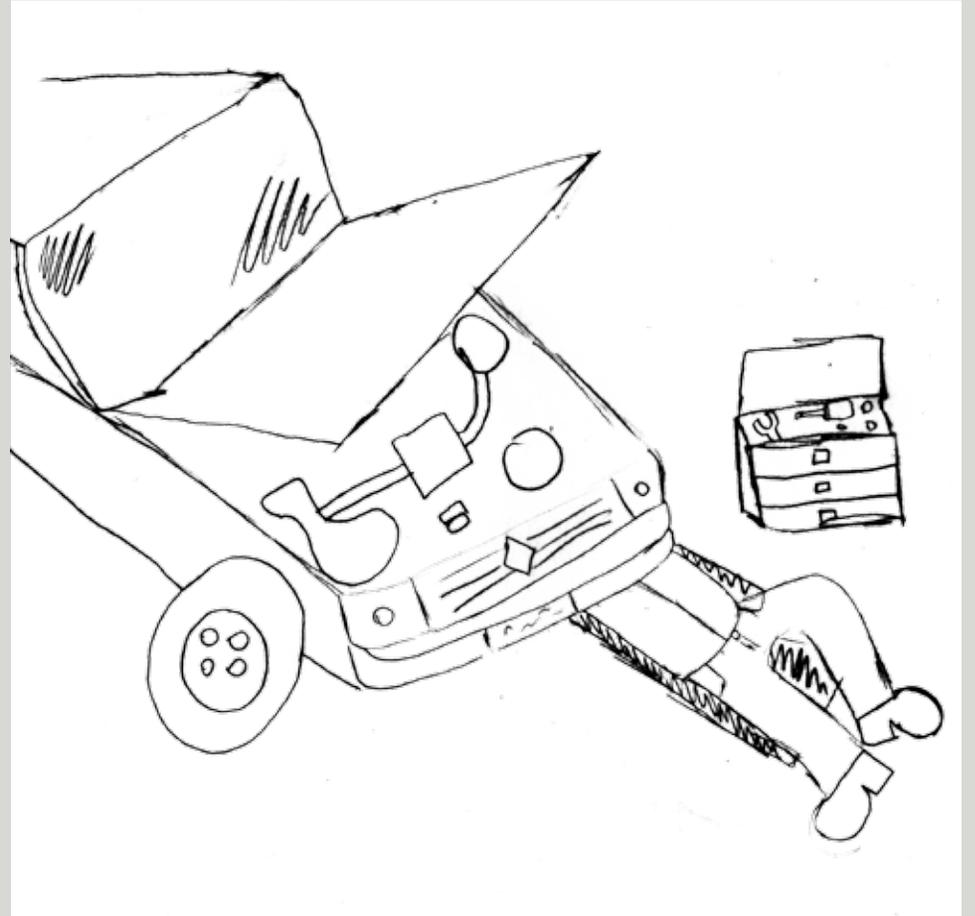
The shop is a beautifully painted, colorful and welcoming building. Mr. Murphy had one request for his board, that the team use red, white and blue colors.



Murphy Auto

# The Drawing

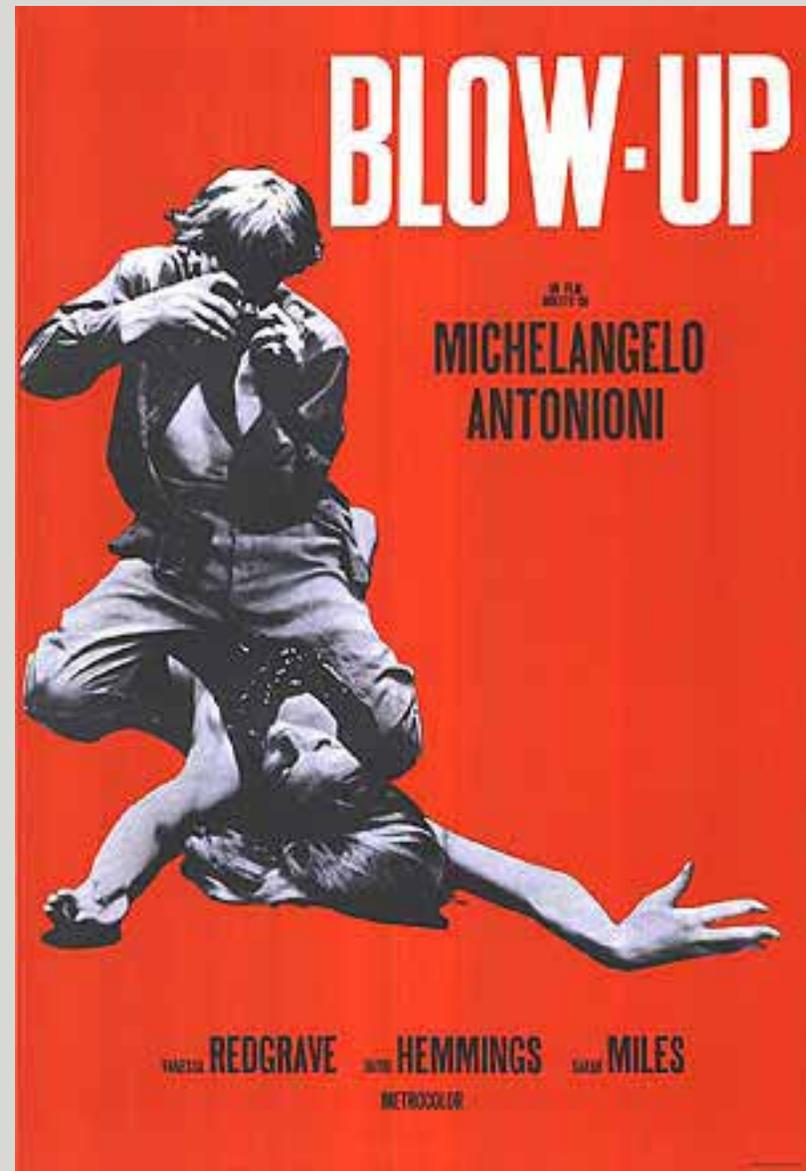
This drawing stood out as an excellent example of the work done in a mechanic's shop.



Anonymous

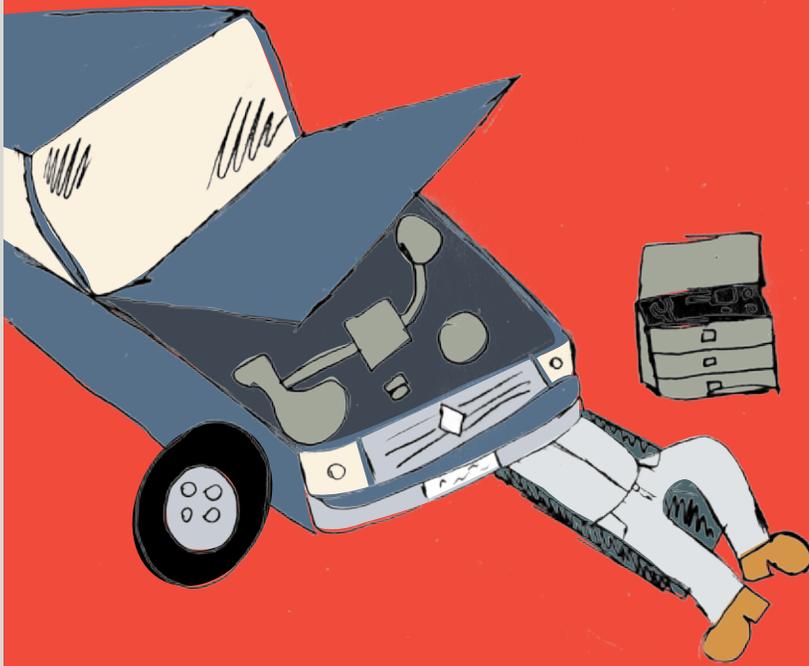
# The Inspiration

Henry Wolf's simple, direct graphics from the 1960s, centered in bold color choices and a minimal application of type led the design direction.



Henry Wolf

**EMISSION & STATE INSPECTION—ALL GENERAL AUTO REPAIRS—TOWING—USED CAR SALES**



**MURPHY FAMILY  
AUTO REPAIRS**  
**2001 Ridge Avenue**  
**215-235-1199**

This project was organized as part of Philagrafika 2010: The Graphic Unconscious in collaboration with Philagrafika and the City of Philadelphia Mural Arts Program. Additional support is provided by City of Philadelphia Department of Human Services as well as these corporations and institutions:



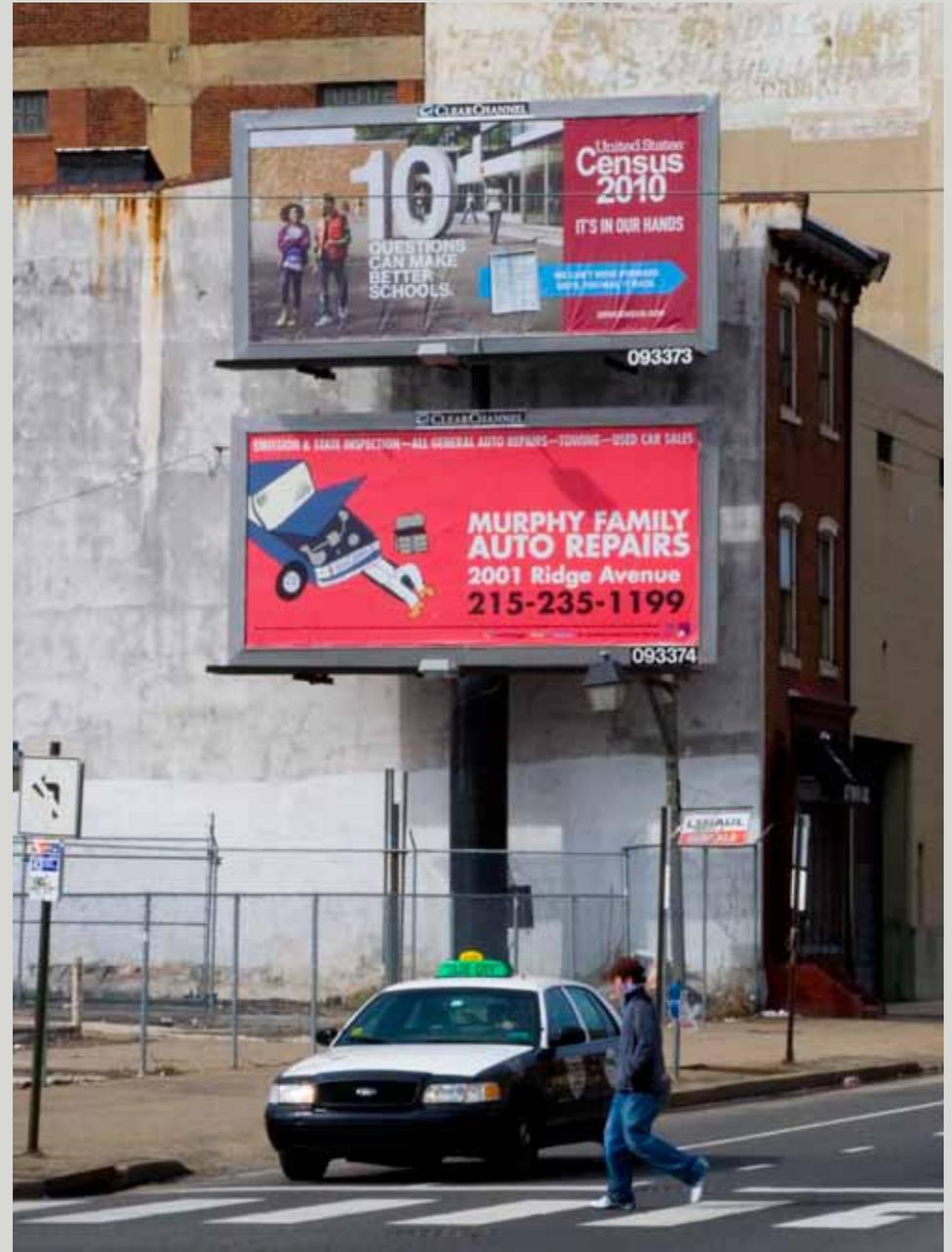
The Andy Warhol Foundation for the Visual Arts



Murphy Family Auto Billboard

# The Billboard

Examples of the boards in location point out the differences between the typical boards people see in their neighborhoods.



Murphy Family Auto's Billboard

# The Businesses



Don's Doo Shop

# The Businesses

Don Williams' barbershop is an institution in North Philadelphia. He cut the hair of famous local musicians (Teddy Pendergrass, Harold Melvin) and top touring groups (the Jackson 5, the Temptations).



Don Williams  
(photo by Rebecca Mott)

# The Businesses

Don's corner shop, located just around the block from the Uptown Theater—the landmark venue for leading soul and r&b performers from the 1950s on.



Don's Doo Shop

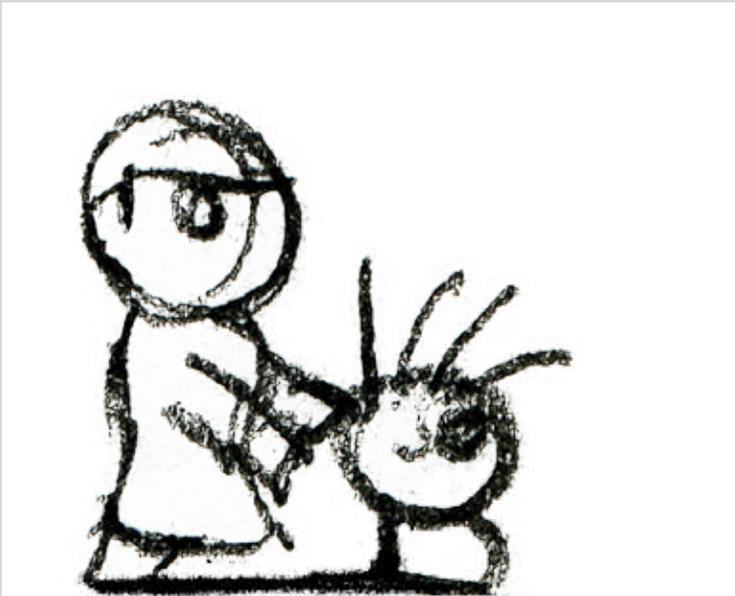
# The Inspiration

The drive behind Don's Billboard was his slogan, "Don't stop 'till you get to Don's Doo Shop"

**Don't Stop 'till  
you get to Don's  
Doo Shop!**

# The Drawings

While there were many examples of a barbershop to choose from, these two stood out as great samples of a “before and after” for the board



Anonymous Students

**Don't  
Stop**

until

**U**



**Get 2**



**Don's Doo Shop**

**15th Street and Susquehanna Avenue 215-978-4060**

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Don's Billboard

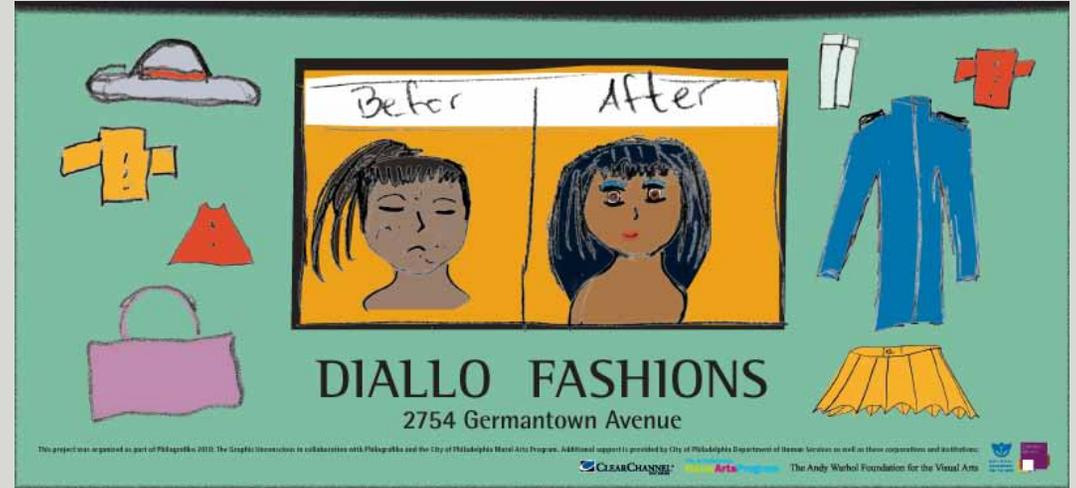
# The Billboard

Don's board dominated the corner it was located on.



Don's Billboard

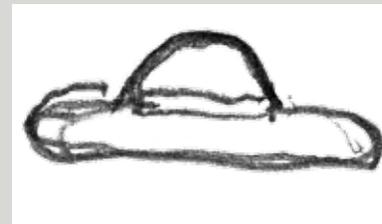
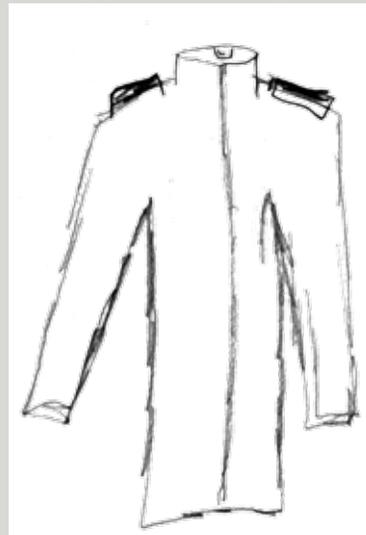
# The Businesses



Diallo Fashions

# The Drawings

There were many small drawings of clothes. The team collected a variety of them drawn by various students to use for this billboard.



Anonymous Students

# The Inspiration

The inspiration for Diallo Fashions comes from African barbershop and repair shop signs.



“King Jesus Shoe Repair”  
sign from Ghana, photo by Indigo Arts Gallery

The billboard features a central illustration divided into two panels. The left panel, labeled 'Before', shows a woman with a sad expression, messy hair, and a plain yellow top. The right panel, labeled 'After', shows the same woman with a happy expression, styled hair, and a vibrant blue jacket. Surrounding this central image are various hand-drawn fashion items: a grey hat with a red band, a yellow shirt, a red top, a pink handbag, a white shirt, a red top, a blue jacket, and a yellow skirt. Below the illustration, the text 'DIALLO FASHIONS' is written in large, bold letters, followed by the address '2754 Germantown Avenue'. At the bottom, there is a line of small text and several logos, including CLEARCHANNEL, Arts, and The Andy Warhol Foundation for the Visual Arts.

**Before** **After**

**DIALLO FASHIONS**  
2754 Germantown Avenue

This project was organized as part of Philadelphia 2010: The Graphic Iteration in collaboration with Philadelphia and the City of Philadelphia Visual Arts Program. Additional support is provided by City of Philadelphia Department of Human Services as well as these corporations and institutions:

CLEARCHANNEL Arts The Andy Warhol Foundation for the Visual Arts

The Diallo Billboard

# The Billboard



The Diallo Fashions Billboard

# The Businesses



The Philadelphia Doll Museum

# The Businesses

Barbara Whiteman is the  
director of the Doll Museum.



Barbara Whiteman

# The Businesses

The Doll Museum has been on North Broad Street since 1988. It was established as an educational and cultural resource. They are dedicated to the preservation of doll history and culture



Carl and Barbara

# The Drawings

The Doll Museum inspired many drawings. This, in turn, led the team to look at the graphic tradition of “loading” many images into one whole.



Anonymous Students

# The Inspiration

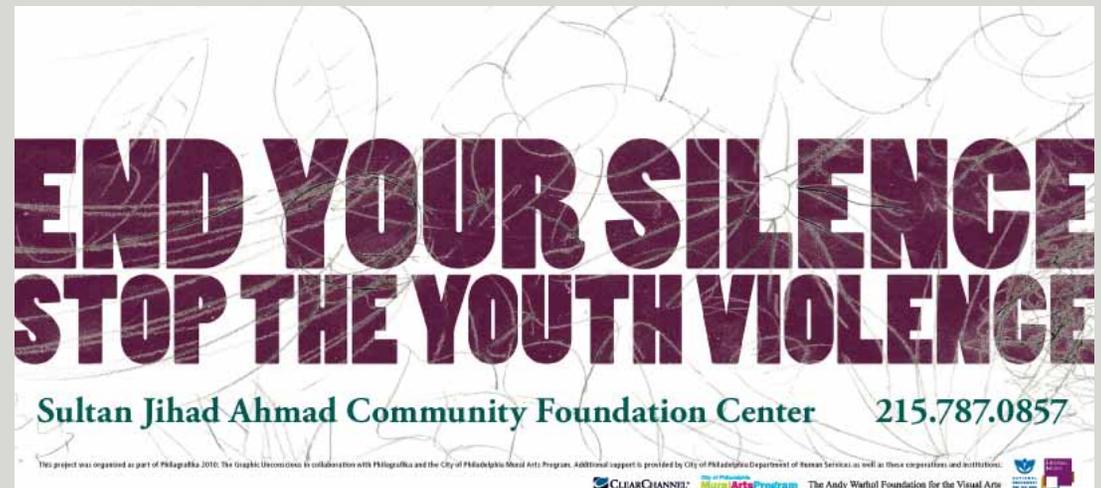
The drawings of the children of the dolls reminded the team of fashion illustration, with many approaches coming together to create a complete whole.





Doll Museum Billboard

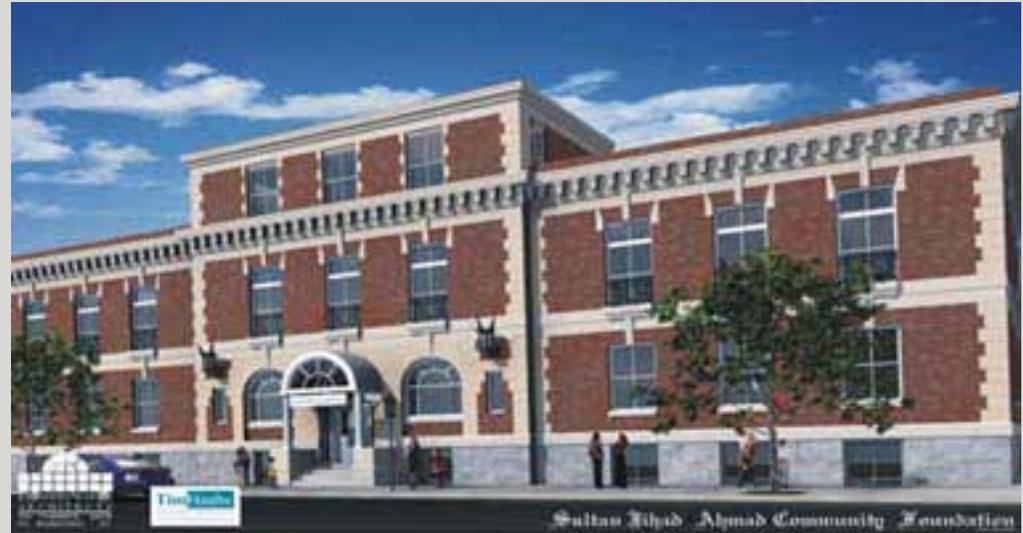
# The Businesses



Sultan Jihad Ahmad Community Foundation Center

# The Businesses

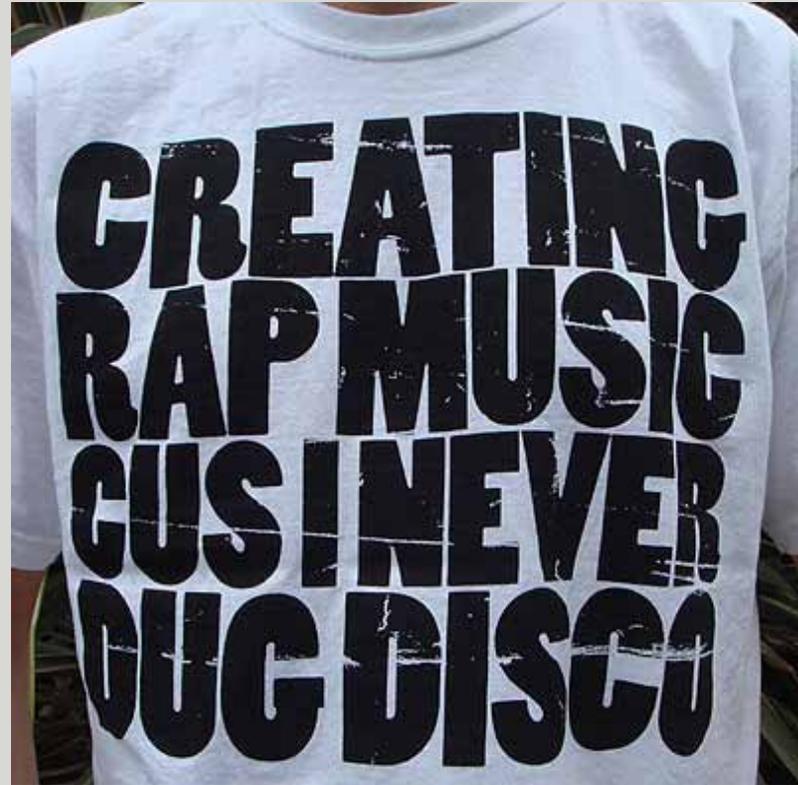
The Center is named after Sultan Jihad Ahmad, a young man tragically murdered at the age of 15. The Center has been created to counter youth violence by offering youth programs, services, and scholarships.



Sultan Jihad Ahmad Community Foundation Center  
(rendering by Tim Haas)

# The Inspiration

The team looked at hip hop graphics, primarily the graphics created by “street” designers. Abrading the type was important, and they wanted to use a drawing by an ArtWorks! student to invade the text of the slogan given them.



Sultan Jihad Ahmad Community Foundation Center

# The Drawing

As The Sultan Jihad center is spreading a message of hope, the team looked for a hopeful image to invade the message on the sign.

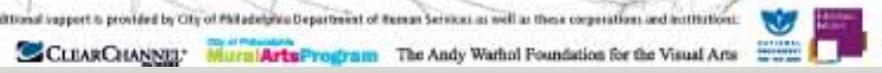


Anonymous Student

# END YOUR SILENCE STOP THE YOUTH VIOLENCE

**Sultan Jihad Ahmad Community Foundation Center**      **215.787.0857**

This project was organized as part of Philadelphia 2010: The Graphic Unconscious in collaboration with Philadelphia and the City of Philadelphia Moral Arts Program. Additional support is provided by City of Philadelphia Department of Human Services as well as these corporations and institutions:



The Sultan Jihad Center Billboard



The Sultan Jihad Center Billboard

# Conclusion

By replacing the marketing images of multinational corporations with resonant images of local businesses by local residents, the design team has shown the significance of these local anchors to this vibrant community. By turning around the imagery of advertising from distant, multi-national corporations, to local businesses, a community has begun to redefine itself.



Raices Culturales Billboard  
photo by Steve Weinik

# Credits

Carl Pope—Lead Artist  
Mari Hulick—Graphic Design  
Homer Jackson—ArtWorks!  
Class Instructor

Philadelphia Mural Arts—Project Funding,  
Project Management and Coordination  
Sherman Fleming—Project Manager  
Emily Squires—Project Manager

All photographs, unless otherwise noted, are by Mari Hulick