



AMERICAN DREAM SKI HILL TO TRANSFORM INTO COMMUNITY MURAL

American Dream and En Masse partner to transform the iconic structure through an immersive community-based art program

Images: <https://we.tl/t-LoRx9goiNC>

Video Teaser: <https://vimeo.com/367636049>

EAST RUTHERFORD, N.J. (October 21, 2019) – American Dream, the unrivalled destination for style and play, today announced a community-centric art project with En Masse, a global urban arts initiative led by Denver-born Jason Botkin.

Together, American Dream and En Masse will create one of the most ambitious public artworks on the Eastern seaboard — a staggering 60,000 square foot hand-painted mural covering the exterior of Big SNOW; North America’s first and only real-snow indoor ski and snowboard park.

This one-of-a-kind black-and-white collage is composed of images gathered from a series of community workshops, a web-based portal and submissions from artists, professional and emerging. En Masse will host a highly engaging series of workshops with local schools, organizations and groups from throughout the area. This inclusive project will showcase artwork from all ages throughout the state of New Jersey, highlighting individuals’ interpretations of the ‘American Dream’.

“Diversity and community are two guiding principles behind American Dream,” says Don Ghermezian, CEO, American Dream. “This is a monumental project that will be created by and for the local community and we are thrilled to be working with Jason and his team on this larger than life, completely unique art project.”

“This is the largest and most challenging project we have worked on to date,” says Jason Botkin, Director of En Masse. “American Dream’s decision to host this project has been an exceptional and rare opportunity. Their trust has opened the doors wide to the broadest possible manifestation of our core mandate, designed to explore shared creativity and the building of strong communities through communication.”

En Masse is currently hand-painting the first 10,000 square foot portion of the ski hill, sharing a vision of what is to come. The mural is expected to be completed in the Summer of 2020. Details surrounding upcoming workshops will be announced later this year. For updates on workshops and the submission portal, please visit www.americandream.com or follow us on Instagram [@american_dream](https://www.instagram.com/american_dream).

ABOUT AMERICAN DREAM

American Dream, developed by Triple Five Group, will provide customers with an entirely unique experience. The property offers a curated mix of unparalleled entertainment, retail and dining options - all in one location. The dream begins on October 25, 2019.

ABOUT EN MASSE

En Masse is a multi-artist collaborative drawing project that creates large-scale, boldly black-and-white works of urban art. It strives to underline the power of creative relationships, and strength in communities through effective communication.

The project’s name comes from a French expression meaning “as a whole”, or “all together”. Exploring the power of public art, the En Masse process strives to remind us of our dreams, the deeply human need to belong, to be affirmed and to be inspired. For more information visit www.enmasse.info or follow us on Instagram [@enmasseproject](https://www.instagram.com/enmasseproject).

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