



FOR IMMEDIATE RELEASE

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Media Contact:

Anna Corin Koehl

akoehl@bmfcomms.com

(504) 491-7224

New Orleans' Premiere Mural Collection Unveils Legacy Artwork

Local artist Annie Moran to dedicate "The Welcoming Committee" mural with community celebration on Saturday, November 22, 1-2 p.m.

New Orleans, LA – *Unframed* presented by *The Helis Foundation*, a project of Arts New Orleans proudly introduces its 11th large-scale outdoor mural installation: "The Welcoming Committee" by local artist Annie Moran. Towering above the Girod Street overpass, the mural welcomes visitors to downtown New Orleans with vibrant, larger-than-life figurers. At its center, a Mardi Gras Indian Queen stands regally, arms outstretched in a welcoming gesture and surrounded by figures that celebrate the City's diverse cultural traditions.

A public dedication ceremony will take place Saturday, November 22, from 1-2 p.m., featuring the artist, cultural bearers, local leaders, and community members.

"Since its inception, *Unframed* has brought the vibrancy of New Orleans Arts District from the gallery walls into the streets," said Jessie Schott Haynes, Managing Director of The Helis Foundation. "We are committed to providing access to world-class art for all New Orleanians and visitors. Through our partnership with Arts New Orleans, we continue to showcase innovative artwork from our city and around the world directly on the streets of New Orleans."

A Collaborative Cultural Landmark

The Welcoming Committee was created in partnership with ASM Global, Zelia, Corporate Realty, Louisiana Stadium and Exposition District and Greater New Orleans Inc. The mural was completed in two phases, with the first finished in time to welcome visitors ahead of Super Bowl LIX.

"The Call for Artists requested designs that captured the creative and joyful nature of life in New Orleans," said Joycelyn Reynolds President and CEO of Arts New Orleans. "Annie's

artistry merges intricate detail with bold vision, making her an ideal choice for this high-profile project.”

About the Artist

A fine artist and designer, Annie Moran has long celebrated the nature and culture of her native Louisiana, particularly New Orleans and the Gulf Coast region. Her work spans watercolor and oil painting, murals, wallpaper and textile design. Though known for her interior mural work, *The Welcoming Committee* marks her first exterior, large-scale installation.

Born and raised in rural Louisiana, Moran’s childhood surrounded by lush natural beauty instilled a lifelong passion for capturing the region’s natural flora and fauna in her art. Her designs often feature motifs such as magnolias, birds, and palmettos, offering a modern interpretation of classic Southern charm.

“New Orleans is so rich in cultural practices that it is impossible to represent every aspect, but I hope that I have presented a worthy summary through my design for tourists and locals alike to enjoy and appreciate,” says Moran. “My goal is to inspire viewers to contemplate the collective beauty of this city and its people and marvel at it in joyful reverence.”

The Artistic Vision: A Celebration of New Orleans

Designed to reflect the vibrancy and rhythm of New Orleans, *The Welcoming Committee* combines a classical composition with contemporary flair. Its imagery highlights the city’s music, cuisine, parade culture, and diverse heritage.

Key elements include:

- **Cultural Figures:** At the mural’s center stands a Black Masking Indian Queen, surrounded by figures representing New Orleans’ music, food, and parade traditions. These include brass band musicians, a Grand Marshall, chef, Zulu parade participant, young drummer, and violinist playing Cajun and Creole music.
- **Natural Beauty:** Louisiana’s native plants such as irises, palmettos, magnolias, and sassafras create a lush backdrop, while alligators, egrets, and pelicans add life to the composition. Cypress trees draped in Spanish moss frame the mural, anchoring it in the local landscape.
- **Architectural Details:** Decorative motifs inspired by Victorian shotgun houses and wrought-iron balconies adorn the borders, further grounding the piece in New Orleans’ unique architectural heritage.

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Unframed: New Orleans Premiere Mural Collection

Unframed presented by The Helis Foundation, a project of Arts Council New Orleans, brings the vibrancy of the Arts District into public view. Launched in 2019, *Unframed is the first and largest multi-mural exhibition, now featuring 11 murals by both local and international artists.*

Participating artists and mural locations include:

- Etam Cru (Poland): 600 O’Keefe St.
- Team A/C (New Orleans): 746 Tchoupitoulas St.
- MOMO (New Orleans): Ogden Museum of Southern Art, 925 Camp St.
- Brandan “B-Mike” Odums in partnership with Young Artist Movement (New Orleans): 636 Baronne St.
- Carl Joe Williams (New Orleans): 827 Tchoupitoulas St.
- Danaé Brissonnet (Quebec): 315 Julia St.
- Jessica Strahan (New Orleans): 730 Baronne St.
- Ayo Scott (New Orleans): The Helis Foundation John Scott Center at the Louisiana Endowment for the Humanities: 938 Lafayette
- Sanford Biggers (Los Angeles): Contemporary Arts Center, 900 Camp
- Keith Duncan (New Orleans): 925 Camp St.
- Annie Moran (New Orleans): Girod Overpass, 1399 Girod Street

The *Unframed* selection committee includes:

- Andrea Andersson, Founding Director and Chief Curator of [Rivers Institute for Contemporary Art & Thought](#)
- Chris Alfieri, Esq., [Arts District New Orleans](#), Past Board Chair, Prospect
- Leslie-Claire Spillman, [Arts District New Orleans](#)
- William Andrews, Director of the [Ogden Museum of Southern Art](#)
- Wendo Brunoir, Artist

As the city’s largest mural program, *Unframed presented by The Helis Foundation* supports artists, drives pedestrian engagement, and reinforces New Orleans’ standing as a global destination for contemporary art.

Limited-Edition Mural Prints Now Available

To commemorate the completion of *The Welcoming Committee*, Annie Moran is releasing a limited-edition fine art print replicating the mural’s full design. Only 200 giclée prints will be produced, each hand-signed and numbered by the artist. Printed with archival ink on 100% cotton, acid-free paper, each piece measures 36" x 19" with a 2" border for framing.

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Prints have officially begun shipping in advance of the upcoming mural dedication. Special pre-order pricing is available through November 22, after which prints will be offered at the standard rate. Prints are available exclusively through www.anniemoran.com.

About Arts New Orleans

The Arts Council of New Orleans dba Arts New Orleans is a private, 501(c)(3) organization founded in 1975 and designated as the official arts agency for the City of New Orleans. Arts New Orleans also serves as a Regional Arts Agency on behalf of the Louisiana Division of the Arts for Orleans, Jefferson, and Plaquemines Parishes.

Since its founding, Arts New Orleans has established a history of successfully working in partnership with individuals, community groups, education providers, all levels of governmental agencies, as well as other nonprofit arts organizations and businesses to meet the arts and cultural needs of its constituents in the greater New Orleans region. Arts New Orleans promotes cultural wealth and creativity of its communities, continues to advocate for the arts economy, and supports a more equitable, joyful, and resilient city through its programs and services. (www.artsneworleans.org)

About The Helis Foundation

The Helis Foundation is a Louisiana private foundation, established and funded by the William Helis Family in 1955. The Helis Foundation's resources and objectives are divided into two areas: the general fund, and the Diana Helis Henry and Adrienne Helis Malvin Art Funds. (www.thehelisfoundation.org)

About Annie Moran

Born and raised in rural Louisiana, Moran's work celebrates the landscapes, culture, and spirit of the Gulf South. A fine artist and designer, her portfolio spans watercolor, oil painting, murals, wallpaper, and textiles. Her work has been featured in Garden & Gun, Southern Home, and collected by art lovers and interior designers across the region. This mural marks her debut in large-scale public art, now immortalized as a fine art print. (www.anniemoran.com)

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