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ArtsWave, OSRS, and Rust-Oleum to unveil new Covington mural created through national "Spray It Forward" program

Media invited to morning celebration with artists, The Gruff and community partners

COVINGTON, Ky. — [Month] [Day], 2025 — ArtsWave, the region's engine for the arts, will join Rust-Oleum and artist collective Often Seen Rarely Spoken (OSRS) next week to unveil *Pineapple on Pizza*, a new outdoor mural at The Gruff in Covington. The installation is part of Rust-Oleum's "Spray It Forward" mural program, a national initiative that will support up to 10 murals across the country in 2025.

The project represents a milestone in ArtsWave's growing commitment to creative placemaking in Northern Kentucky, aimed at strengthening neighborhood identity and fostering connection through public art.

"Public art helps people see their neighborhoods in new ways," said Rachael Parker, director of Northern Kentucky Creative Placemaking for ArtsWave. "As the holiday season encourages people to come together, projects like this offer a meaningful reminder that the arts help connect communities across the Cincinnati and Northern Kentucky region."

Rust-Oleum, a trusted leader in paints and coatings since 1921, is providing all paint for the project. The mural is part of the "Spray It Forward" initiative, which centers on Rust-O™, the company's spray paint line developed for artists and engineered for bold, high-quality mural creation.

"We created Rust-O to empower artists and communities to tell their stories with confidence," said [Rust-Oleum spokesperson]. "Spray It Forward is about partnering with nonprofits like ArtsWave and teams like OSRS to transform everyday walls into expressions of place and identity."

OSRS designed *Pineapple on Pizza* to reflect Covington's grit, history and creative momentum. "Covington is a city with a strong past and an even stronger future. We wanted this wall to hold both ideas at once," the OSRS team said. "Our goal was to celebrate the small surprises, the history and the people who make this place what it is."

The mural blends the collective's signature geometry and bold color with symbols that speak directly to the neighborhood. A crushed can elevates an often-overlooked

object to mirror Covington's spirit of reinvention, while lemon slices suggest the city's sense of freshness and renewed energy. A freight train acknowledges Covington's railroad heritage and nods to the artists' roots in freight-train graffiti. A playful pizza slice references The Gruff, and a geometric herd of goats reimagines the restaurant's logo. Along the far edge, a stylized hourglass evokes time, change and the city's evolving future.

Rust-Oleum's "Spray It Forward" program supports murals that spark creativity, cultural storytelling and neighborhood pride. Through the initiative, up to 10 murals nationwide will receive donated Rust-O paint in 2025. Artists and nonprofits can learn more at rustoleum.com/SprayItForward.

MEDIA ALERT: Mural Unveiling Event

- **WHAT:** Public unveiling of *Pineapple on Pizza*, featuring OSRS artists, representatives from The Gruff, ArtsWave and Rust-Oleum. Event will include hot chocolate and, pending availability, live goats.
- **WHEN:** Morning of **[December 17 or 18, 2025 — FINAL DATE/TIME HERE]**
- **WHERE:** The Gruff, 129 E. Second St., Covington, KY
- **VISUALS:** Large-scale mural backdrop, artist interviews, café setting, community engagement, possible goats

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About ArtsWave

ArtsWave fuels the Cincinnati region's arts, supporting 150+ organizations, projects, and artists each year. Since 1927, it has been the primary way the region funds the arts, raising millions annually from tens of thousands of individuals, businesses, and foundations to drive a more vibrant economy and connected community. Through the Blueprint for Collective Action, ArtsWave strategically makes investments that maximize the arts' impact across the region. To learn more and give, visit artswave.org/give.

About Rust-Oleum

Rust-Oleum has been a leader in paints and coatings since 1921. Its new Rust-O™ spray paint line is engineered for artists, offering vibrant colors and precision control. The Spray It Forward mural program brings these tools to communities nationwide.

About Often Seen Rarely Spoken (OSRS)

Founded in 2016, OSRS is a five-person artist collective known for bold, design-driven murals that merge modern composition with local storytelling. The team has completed more than 250 murals in more than a dozen states.