

# DIAMOND HUNT

FOR THE NEW BRIGHTON BOULEVARD

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# SHINE BRIGHT

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There's a new destination in town. On June 21, ribbons will be cut and a new Brighton boulevard will unfold: diamond in the rough no more!

A central artery of the River North hub, the redevelopment of Brighton Boulevard will reflect the changing character of this historic neighbourhood. Protected bike lanes, continuous sidewalks and beautiful new landscaping, this 21st century boulevard will generate growth for business and further connect with the groundbreaking and creative spirit of the community that is fueling the reinvention of a City of Denver area.

In sync with this milestone, we're excited to be presenting you with the opportunity to host the work of world-renowned parisian street artist Le Diamantaire, creating a "diamond hunt circuit" aimed at rediscovering and celebrating the new Brighton Boulevard.

**Diamond in the rough no more. Shine Brighton like a diamond.**



**"I want to show that street art is a jewel for the city because a city with white walls is a space without claims, a dead city."**

**– Le Diamantaire**

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# MIRROR, MIRROR ON THE WALL

Coming from post-graffiti Paris, Le Diamantaire ("Diamond Merchant") burst onto the scene in 2011. Primarily working with discarded mirrors and spray paint, his "diamonds" have adorned the streets of cities around the world.

A student in metalwork and boiler making, le Diamantaire background echoes the industrial spirit of Brighton Boulevard, along with its' newfound creative energy. His raw material is almost exclusively sourced from salvaged objects - mirrors found in the street that he then cuts and paints.

After transforming garbage into diamonds, le Diamantaire decorates the walls of the city returning them to the street as a gift. His diamonds' reflective surface makes them a hard target to miss, especially when they catch the sun, just right.







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New York  
Paris  
Montreal  
**Denver**  
Zurich  
Barcelona  
Miami  
Los Angeles







MONTREAL



PARIS



MIAMI



LONDON



PARIS

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