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## Zero Mile Marker PRESS RELEASE

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### **Miami Parking Authority Unveils the Transformation of the Parking Lot Under I-195 into an Iconic Urban Art Installation**

(Miami, FL – February 6, 2019) - The Miami Parking Authority (MPA) will celebrate the re-imagining of the I-195 underpass parking lot into an international urban art installation on **Tuesday, February 12, 2019 from 5:30-7:30 pm in lot #52 located on N.E. 1st Court between N.W. 36th and N.E. 37th Streets in Miami.**

Nestled between the Design District and Midtown Miami and renamed Zero Mile Marker, this project represents the uniqueness of the intersection of parking and art, as seen through the eyes of world-renowned Italian artist Vito Di Bari and an international team of diverse artists.

Zero Mile Marker is anchored by two vibrant neighborhoods featuring a diversity of land uses, such as luxury retail, fine dining, art galleries and an architecturally-significant context in the Design District. Similarly, Midtown Miami features an outdoor shopping area that mirrors New York's SoHo neighborhood showcasing national and local stores, upscale apartment buildings, hotel and a number of other commercial interests.

Built under I-195, connecting Miami to Miami Beach, these underpass lots offer unlimited opportunities for a unique urban art installation. With that in mind, the MPA commissioned its design to the European firm of Di Bari & Associates, with extensive experience in aesthetically-pleasing, utilitarian concepts in high-density urban centers.

Di Bari and Associates is the brainchild of world-renowned artist and keynote speaker Vito Di Bari. An innovative associated studio, Di Bari & Associates is known for designing cityscapes of the future. The concept of an associated studio brings together star-artists and star-designers from five continents to deliver creative urban concepts that reflect their heritage and diversity.

Vito Di Bari has a global reputation for excellence as a futurist, innovation strategist and keynote speaker. He believes that the cities of the future will become blank canvasses to paint with emotion. For this project, Di Bari assembled a team of eight pre-eminent artists whose artistic skills bring color, light and cultural distinctiveness from the far corners of the world. Their combined and seamless vision created this iconic art installation, while bringing new materials, technologies and brand new concepts to the Miami urban core.

A forward-thinker and visionary within the parking ecosystem, Arthur "Art" Noriega, the MPA's chief executive officer, understands that art brings people together, creates a purpose and spurs economic development. Noriega also realizes that the parking sector is dramatically changing as a result of new technology. With that in mind, he is focused on the evolution and transformation of the Authority, as he sees multi-modalism, technology and smart cities fundamentally changing the urban landscape. A firm believer in the power of innovation and creativity as an agent of change, Noriega wants MPA to be at the cutting edge of this transformation in order to survive, prosper and thrive. "A leading-edge concept for the parking world, we envision that this functional facility will also serve as a transformational agent that will stimulate economic vitality, meet consumers' need for parking, bridge communities and spur economic development," said Noriega.

"I have decided to utilize the "Zero-Mile Marker" concept as a metaphor of the borderline between the two neighborhoods representing a sophisticated quality of life: design and culture, fashion and art, shopping and nightlife," said Vito Di Bari, principal of Di Bari & Associates. "I am an Italian artist and I have always been fascinated by the story of the Roman Empire's Millarium Aureum – The Golden Milestone. This Zero-Mile Marker was the literal origin for the phrase all roads lead to Rome. However, this old saying is not quite accurate, as all the streets of the Roman Empire were not leading to Rome, rather they originated from Rome's Zero-Mile Marker."

## Zero Mile Marker

# PRESS RELEASE (continued)

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### **About Miami Parking Authority**

Miami Parking Authority, officially known as the Department of Off-Street Parking of the City of Miami, was created in 1955 by a Special Act of the Florida State Legislature and incorporated into the City of Miami's Charter in 1968. MPA manages and develops on- and off-street parking in the City of Miami. It shares responsibility with the City of Miami Police Department and Miami-Dade County for enforcement of parking regulations. For more information, visit [www.miamiparking.com](http://www.miamiparking.com).

Twitter: @miamiparking

Facebook: @miamiparking

Instagram: @mpacommunity

### **About Di Bari & Associates**

With offices in Milan, Italy, and Miami, Di Bari and Associates designs the city of the future, today. The team shares the same vision: creating beautiful, magical, eco-compatible cities implementing new materials, new technologies and brand new ideas. The firm designs emotional cityscapes, with the belief that that the cities of the future will be canvases to be painted with emotions.

### **MEDIA CONTACT**

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You may also download a video and still photography as well as the project fact sheet and images of Vito Di Bari and the team of artists from the Miami Parking Authority's website at: [www.miamiparking.com](http://www.miamiparking.com).