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Chabad Center Sports Ed Massey's Art

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Palisadian artist Ed Massey created a colorful façade for the Chabad's Palisades Jewish Early Childhood Center located at Sunset Boulevard and Los Liones Drive.

Rich Schmitt/Staff Photographer

Palisadian artist Ed Massey was approached by Rabbi Zushe Cunin about creating a special look for the Chabad's Palisades Jewish Early Childhood Center located at Sunset and Los Liones Drive.

The result is a vibrant 120-ft. long piece of art on the building is easily seen from Sunset Boulevard. "The design integrates a bright color palette, connectivity, vitality, optimism, energy, freshness and motion," said Massey, noting that the art was created using highly saturated pigmented inks on a stretched tarpaulin created off site.

Cunin added, "The new center is all about inspiring the creative side of children. Each child is a cherished individual with the potential to bring so much light and color into this world. We could not have found a better reflection than Ed Massey to share Chabad's message to the world.

"Our hope is that all who pass the building and see the art will awaken the vibrancy and color within themselves and share it with others," Cunin said.

During the summer of 2010, Los Angeles County 156 life-guard towers also sported dynamic designs created for "Summer of Color" by Portraits of Hope, a nonprofit started by the Massey brothers, Bernie and Ed, in 1995 to enrich the lives of children and adults who are coping with serious illness through participation in creative projects. "Those panels are available for both institutions and for private parties," Massey said. "As a reminder, the panels are donated to social service and community institutions wishing to beautify their properties. Individuals can acquire the art panels for their homes or businesses by making a donation to Portraits of Hope."

The Chabad acquired the former Getty Trust property in July for \$5.6 million. The facility, which opened last month, will be home for the Hebrew School, after-school enrichment programs, holiday workshops, Mommy and Me, parenting workshops, Café Chabad (senior social program) and group and individual study sessions. Additionally the "Friendship Circle" offers friendship, support and programming for children with special needs and their families.