

Anheuser-Busch Opens HQ In Chelsea & Partners With Instagrafite

By *Ryan Shea* - Mar 14, 2016





Credit to: The High End

What could be better when you pair a top beer brand with a super cool street art gallery? You get the epic duo of **Anheuser-Busch** and **Instagrafite**, which just partnered on an amazingly cool internal artist residency program. Anheuser-Busch, which just opened up a new Headquarters in Chelsea, did this initiative with up and coming artists in hopes that it will inspire employees to create the “new and next of beer culture” with the murals being hung up on their walls.

In the video above, you can see how the whole project came together at their offices from the design to the finish. This whole idea was actually spearheaded by someone internally in HR who wanted to bring a young and fresh vibe to the brand new location.

Credit to: Instagrafite

For those who don't know, Instagrafite is the largest street art gallery platform in the world, with 1.2 million followers on Instagram. Anheuser-Busch commissioned five artists to design and create eight murals located inside the new NYC Commercial Strategy Office, which opened in February 2016.

Credit to: Instagrafite

Each artist was asked to design a mural inspired by the function / beer brands located on that floor of the building. The artists are an eclectic group based in North America and were chosen by Instagrafite because they represented the "new and next" theme of the office, and because their work has in some way been influenced by NYC. The artists are **Ricardo Gonzalez, Timothy Goodman, 123 Klan, Ellen Rutt** and **Hyesu Lee**.

Credit to: Instagrafite

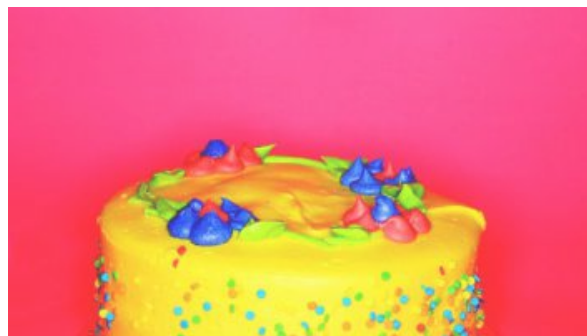
AB InBev decided to embark on the project because the company wanted its space to be a hub of creativity, growth and innovation. Amid the typical office setting, employees should find respite in the works of art, giving them a moment to regroup and reenergize. AB InBev wants to call upon the power of community to create the "new and the next" of beer culture, and wanted an office space to reflect that vision.

Credit to: Instagrafite

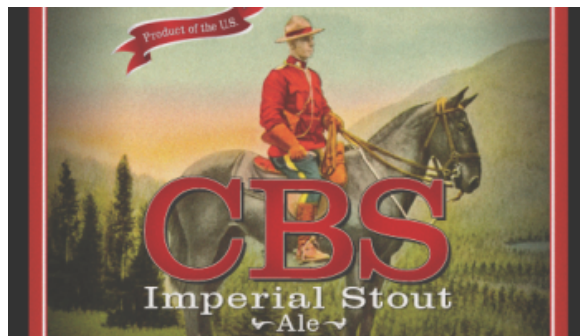
It was important for them to integrate the culture of New York into our new space. In addition, they wanted to support the local community, and the art residency project felt like the perfect opportunity to incorporate the two. They're partnering with their neighbors at Alley NYC to continue this focus on bringing together a community of people and we're starting with a window installation on the street level that will share an inspirational quote for all who pass by.

Looks pretty awesome to me. For more information on Instagrafite, check out their [official site](#). For more info on AB, check out [theirs](#) as well.

Related



Glittering Bombs- The Affordable Art Fair in Chelsea In "ARTS"



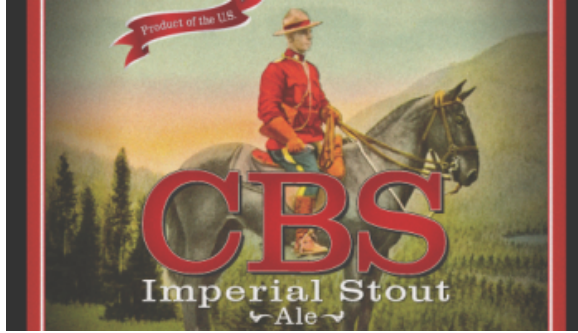
Cooper's Craft & Kitchen Hosts Founders Brewing Tapping In "FOODIE"



Come Relax in the Living Room at W New York- Times Square In "LIFESTYLE"



Glittering Bombs- The Affordable Art Fair in Chelsea
In "ARTS"



Cooper's Craft & Kitchen Hosts Founders Brewing Tapping
In "FOODIE"



Come Relax in the Living Room at W New York- Times Square
In "LIFESTYLE"



Ryan Shea

After writing for Examiner for over two years, I have taken it upon myself to start a new venture with this great site. Enjoy our fantastic writers and all they have to talk about and keep coming back for more fresh content every day!

