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Live Thrive's Center for Hard to Recycle Materials (CHaRM) Unveils Mural

Local Artist Pamela Tellez Coria Commissioned for Project

ATLANTA (Jan. 26, 2021) – With the goal of enhancing the experience of visiting the Center for Hard to Recycle Materials ([CHaRM](#)) and adding some visual excitement to its neighborhood, Live Thrive engaged a local artist to paint a colorful mural on one of its shipping containers. Created by Pamela Tellez Coria, the CHaRM mural will be unveiled on Tuesday, Feb. 9.

“We appreciate how the community has welcomed and supported CHaRM during the five years since we opened,” said Peggy Whitlow-Ratcliffe, executive director and founder of Live Thrive. “With this mural, we hope to give back to our neighbors by making our footprint more fun and attractive.”

Whitlow-Ratcliffe tapped 23-year-old Coria to paint the mural, which is her first. With experience as a social media influencer and makeup artist, Coria began her journey as a muralist by assisting artist and activist Yehimi Cambrón. Taking on the CHaRM mural as a solo project, she drew inspiration from the center's logo and the colors of nature.

“I wanted it to be bold and visible, to catch people's attention,” she said. The mural features the CHaRM logo over Earth with the Atlanta skyline in the background. The letters of CHaRM are depicted with some of items the center accepts for recycling. Nine hands at the bottom reach up to exemplify the diversity of the community and how everyone can work together to achieve one goal, which is a cleaner environment.

“I was nervous – it was my first project alone,” said Coria. “And it was on a surface I wasn't familiar with.” The corrugated surface of the shipping container created one challenge, and the rust on the 1980s unit – a great example of recycling itself – provided another.

“You have to prepare that properly, or the mural won't be a mural anymore in the future,” said Coria.

While painting the mural on the 40-ft. container, Coria practiced reuse by sourcing materials that had been dropped off at CHaRM. She incorporated recycled paint and mixed colors in plastic containers she found on-site. There were plenty of options.

“I wanted to keep it bold and colorful,” she said. “I am excited to show off the final result.”

Coria hails from Nezhualcóyotl, Mexico. When she was 4 months old, her family immigrated to the United States, and she was raised in Atlanta. She is in the process of applying for DREAMer status. Coria’s viral makeup artwork has been covered by various websites including 60 SecDocs, Yahoo and Insider. In 2017, she created a platform as an influencer, working with brands like KVD Vegan Beauty and Milani Cosmetics. She aims to prioritize intersectional activism and her Latinx culture in her work.

CHaRM recently launched the [Zero Waste Patrol!](#) This pilot program provides home pickup services (in a limited area) for hard-to-recycle-materials.

About Live Thrive

Live Thrive is a 501 (c) 3 that empowers people, organizations, universities, communities and businesses to make positive, healthy and sustainable changes to the environment, through partnerships and community events. Since inception, Live Thrive and CHaRM have been recognized by Keep Georgia Beautiful, Southface, the Atlanta Metro Chamber, Georgia Recycling Coalition, Georgia Natural Gas, Atlanta Business Chronicle and Fulton County Citizens Commission, to name a few. www.livethrive.org

About CHaRM

Atlanta’s first permanent facility for the recycling of materials too harmful or bulky to place at the curb, Live Thrive’s CHaRM – the Center for Hard to Recycle Materials – encourages reuse while diverting thousands of tons of household hazardous waste, bulky materials and other hard to recycle items from local homes, water supplies and landfills. Despite the challenges of the COVID-19 pandemic and nearly three months of closure, CHaRM’s intake increased during 2020 – the center recycled 9.6 tons of Styrofoam, 180 tons of chemicals, 189 tons of glass, 1,215 mattress and much more. for a total of 1,364 tons of recycled materials during the year. CHaRM is located at 1110 Hill Street, Atlanta, Georgia 30315.

CHaRM is open by appointment only due to COVID-19. <http://livethrive.org/charm>, 404-600-6386

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