Integration through Green Murals

Mission
To allow Asian residents to share culture and traditions through food and horticulture

Target group: Asian residents
Population grew 190% in 20 years (1990 - 2010) and continue to grow.

Why?
• Increase green space in the area
• Educate people to eat healthy
• Presence improve overall health
• Attract tourists to the area
• Help small businesses gain attention
• Improve social engagement

Business Model
Philadelphia water resource
Philadelphia Foundation
Community centers, Churches, Small businesses

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