

PLACEMAKING

The Brick Martial Arts Academy

The Brick Martial Arts Academy relocated from St. Simons Island to Downtown Brunswick, bringing a dynamic mix of martial arts, gymnastics, and fitness programs to the community. Today, it serves as a local hub for youth and adult training, hosting classes, camps, and community events that promote discipline, confidence, and connection.

Problem: While the interior flourished, the exterior required improvements to better reflect the company's brand and the coastal character of the community. The business needed enhanced signage, lighting, and a vibrant mural to increase visibility, safety, and appeal. Local artist Megan Torello, who previously painted a mural in the area, was selected to design a new piece celebrating community connection.

Solution: GIDA supported enhancements that transformed the building's exterior, improving visibility, curb appeal, and the overall perception of the business. These upgrades made the facility more attractive, welcoming, and competitive in the market.

Results: The revitalized exterior boosted The Brick's presence in the community, reinforcing its identity while contributing to the vibrancy of Downtown Brunswick. The project also highlighted the power of local partnerships in supporting small business success and creative placemaking.

