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# Press Release Distribution Report

January 24, 2026

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# Distribution Report

## Jordan Giha Helps Commercial Real Estate Add Value Through Public Art

Date Submitted: 2026-01-24

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## Your Submitted Press Release

NEW YORK - As commercial real estate professionals look for ways to increase property value without major renovations, attention is increasingly turning to exterior placemaking strategies. One figure working to bring structure to that conversation is **Jordan Giha**, founder of **WXLLSPACE**.

Giha is not a mural painter. His role focuses on coordination—helping commercial realtors and property owners assess when public art can add value to a property and how it can be implemented responsibly.

“For commercial real estate, value isn’t just about square footage,” Giha said. “It’s about visibility, memorability, and how a building is experienced from the street.”

Historically, mural projects have been pursued through informal relationships or one-off initiatives, often creating uncertainty for commercial brokers responsible for long-term asset performance and reputation. WXLLSPACE was developed to introduce structure into that process by identifying appropriate exterior walls, connecting them with vetted artists, and ensuring alignment with neighborhood context.

For retail, office, and mixed-use properties, murals can function as exterior value drivers—enhancing curb appeal, improving street-level presence, and helping properties stand out in competitive leasing and sales markets. When thoughtfully executed, murals can turn buildings into recognizable landmarks without altering interior layouts or core infrastructure.

“Commercial realtors need predictability,” Giha said. “A mural should strengthen a property’s identity, not introduce risk.”


Giha emphasizes that murals are not appropriate for every site and that selectivity is central to adding value rather than detracting from it.

“A poorly placed mural can work against a property,” he said. “The goal is to help commercial real estate professionals decide when public art meaningfully adds value—and when it doesn’t.”

As cities place greater emphasis on placemaking, walkability, and exterior experience, Giha’s work reflects a broader shift toward treating public art as a strategic component of commercial real estate decision-making.

By focusing on structure and coordination, WXLLSPACE positions public art as a practical tool for adding long-term value to commercial properties—one grounded in clarity, alignment, and market awareness.

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