

Month of August: Art Out - Plein Air Art:

2020 brought many challenges to our ability to host events and bring people downtown safely. To do so, we embraced the open air and walkability of our downtown, by offering our Downtown Creates series as a walk event only, connecting people and offering a place of artistic expression. With your support, we would like to showcase an exploration of art displays for the community to engage and connect. We often hear how the last twelve months have impacted the mental health of our community. Providing experiences of connection, even with strangers; is valuable and important to our overall well-being.

• Brief description of the proposed artwork

Downtown Creates August event will feature plein air painting, showcasing local talent from the community. The Paint-Out competition will be a special feature offering artists the opportunity to paint beautiful masterpieces on canvas or storefront windows throughout the day-long event on College Avenue.

Paint-Out artists can choose to be "In It to Win It" or "Just for Fun". A 16 x 20 canvas will be provided free, along with an easel, if needed. Each level has their own series of prize opportunities, as well as an online auction component the following week; allowing the participating artists another revenue opportunity. Together, community members will be able to support local artists directly and enhance the creative economy.

• Photos/sketches of proposed work:

Applicants will be given a theme. They will need to pre-register, in order to receive their designated sidewalk location and to be entered for prize consideration. See attached photos of Plein Air artists samples.

• Site plan/location map showing location of proposed work –

College Avenue amenity strip area. The area consists of the Central Business District of College Ave., 900 West to 300 East blocks, (Badger Ave. to Drew St.). A letter of request to occupy the public right of way to Paula VandeHey, Director of Public Works is attached.

• Reason for choosing the proposed location:

The walkability of the Downtown makes it accessible to all and allows for artwork to be spaced apart to promote social distancing within the full mile stretch of College Avenue. Offering distance between displays and features assists with keeping the flow of foot traffic moving throughout the downtown district. Additionally, we would like this to be a full weekend offering, thus eliminating barriers of access to the arts. Free masks and hand sanitizer will be made available to attendees.

• Description of how the work is installed/anchored/attached

Artists will use free standing easels and canvas, with placement on the sidewalk amenity strip area. We will also encourage painted windows. Items will be displayed during the entire weekend, utilizing storefront windows to showcase the art.

- **Installation specifications provided by a structural engineer**

N/A

- **Timeline and duration of installation**

Friday, August 20 – Artists pick up canvas and sidewalk location at ADI office, starting at 9 am. Pieces will remain out on the sidewalks until 7:30pm for the community to walk downtown and see the finished works in person.

Monday, August 23 – ADI staff and volunteers will walk the Central Business District to assess and remove any items that were left behind.

- **How the artwork will be maintained (including any costs associated with the maintenance and who will be responsible for those costs)**

Any business that wishes to have an artist paint windows, will be required to do their own clean-up. No other clean-up is expected.

- **Description of any associated signage**

Planned signage consists of similar image, with minor updates (image is from 2020); placed in planters during event only. Signage would showcase event, feature Creative Downtown Logo and those of sponsors; along with listing of upcoming dates for walk events.

Dimensions 2' W x 1.5' H



DOWNTOWN CREATES... Featuring Plein Air Art

3rd weekend of August, 20-22, Friday through Sunday – College Avenue

