

PROJECT
Sept 7–Oct 27, 2019
By ArtPrize

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PROJECT 1 by ArtPrize Wrap Report

LEKAN HEATHER RAFAEL AMANDA PAUL AMENTA OLALEKAN HEATHER RAFAEL
JEIFOUS HART LOZANO-HEMMER BROWDER & TED LOTT JEYIFOUS HART LOZANO-

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Thank You!

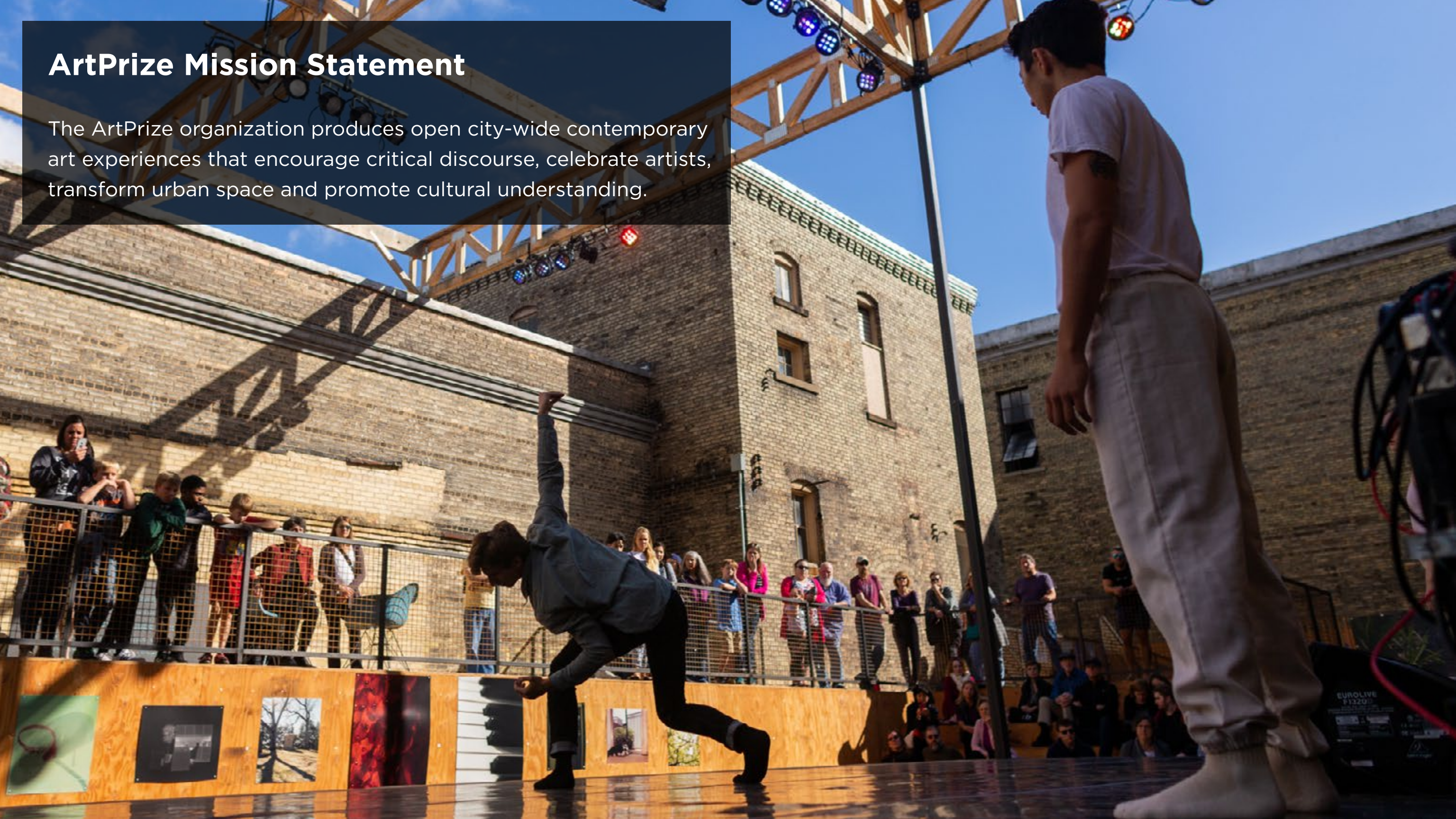
Thanks to the support of sponsors and partners like you, Project 1 by ArtPrize was a terrific success. This multi-sited public art exhibition transformed the landscape of Grand Rapids into a space for critical discourse, celebration and belonging.

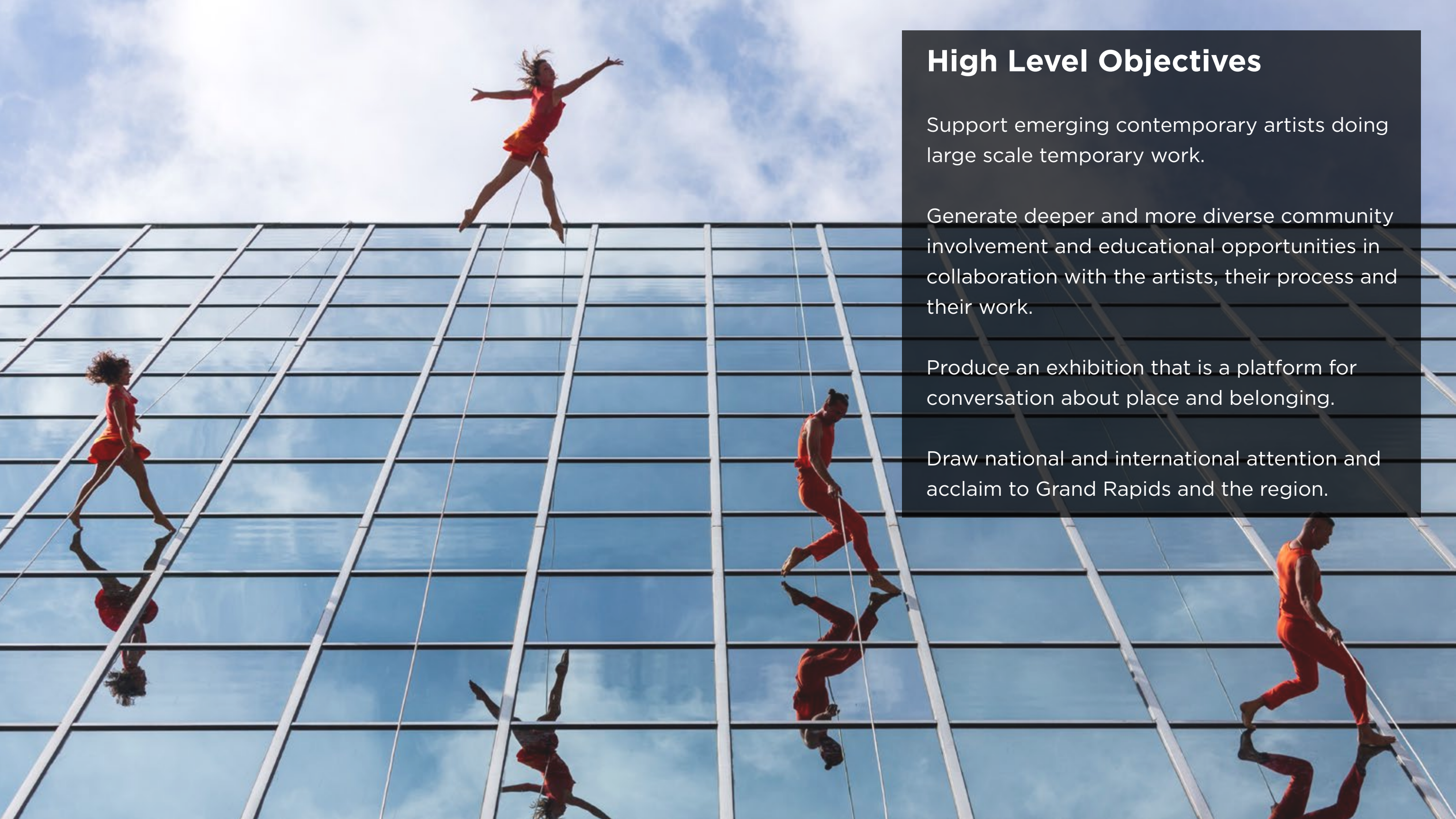
Thank you for supporting our mission on behalf of our Board of Directors and the entire ArtPrize Team.



ArtPrize Mission Statement

The ArtPrize organization produces open city-wide contemporary art experiences that encourage critical discourse, celebrate artists, transform urban space and promote cultural understanding.





High Level Objectives

Support emerging contemporary artists doing large scale temporary work.

Generate deeper and more diverse community involvement and educational opportunities in collaboration with the artists, their process and their work.

Produce an exhibition that is a platform for conversation about place and belonging.

Draw national and international attention and acclaim to Grand Rapids and the region.

Exhibition Footprint + Visitation

11 art installations across three areas of the city

5 world-renowned commissioned artists

2 installations to remain (MLK Park & Downtown)

89,700 Rosa Parks Circle total attendance*

20,300 MLK Park total attendance*

20,400 Tanglefoot total attendance*

*Attendance numbers from the DGRI pedestrian counter survey from Sept 1 - Oct 20

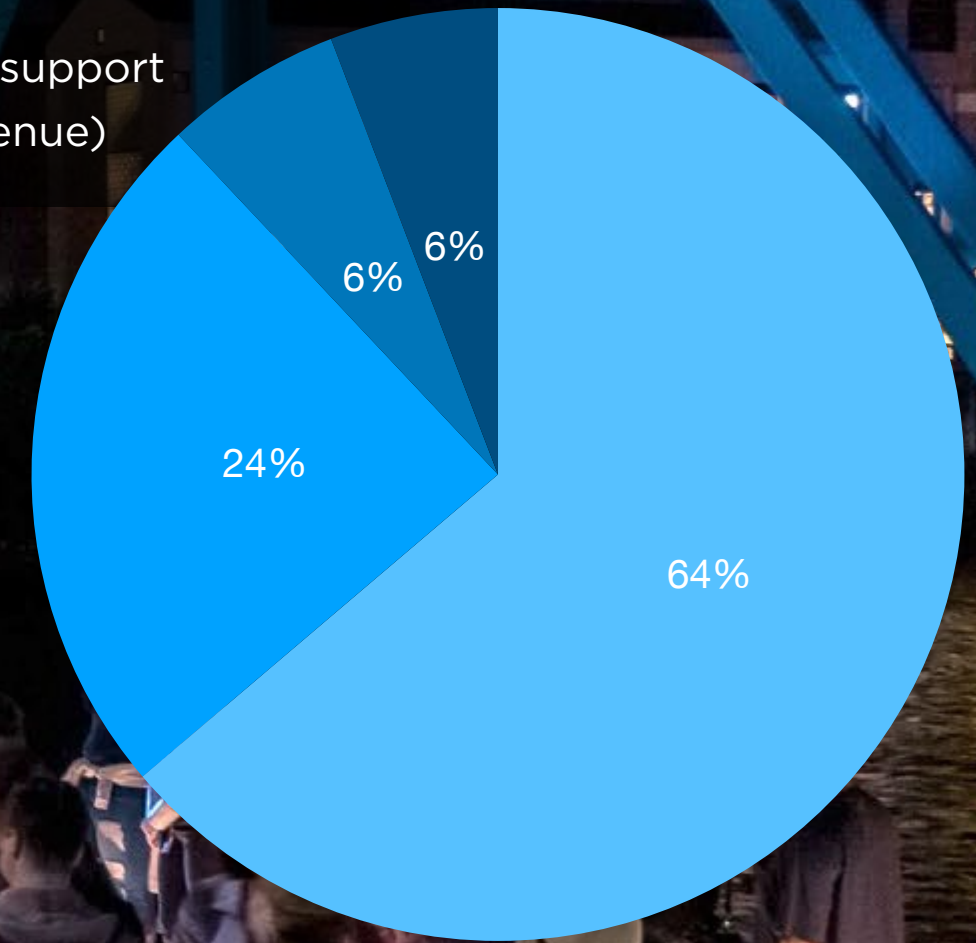


2019 Revenue Snapshot

\$2.2m total revenue raised, including:

64% in corporate sponsorship
(\$1,423,000 of total revenue)

24% in foundational support
(\$540,000 of total revenue)



■ corporate ■ foundation/grants
■ city/state/federal ■ individual giving

**MEDIA &
PUBLIC RELATIONS**



ANDA
VDER

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OLALEKAN
LEXICONS

PROJECT

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Media Reach

40 media interviews

27/50 U.S. states

9/20 major U.S. media markets

110 regional stories

22 videos created for web and social

160,000+ website views

84m+ impressions across channels

Social Media

Facebook: **1.4m+** total reach
2.1m impressions
121,675 followers

Instagram: **678,100** total reach
1.1m+ impressions
29,624 followers

Twitter: **375,300** impressions
58,073 followers

All channels: **3.5m+** total impressions

National Media Highlights:

COOL HUNTING

TOP PRIZES

ArtPrize brings an inaugural biennial to Grand Rapids

By LEILAH STONE • September 30, 2019



A large-scale fabric installation by Amanda Browder, titled *Kaleidoscopic*, draped over the center building in Martin Luther King Jr. Park in Grand Rapids, Michigan, 2019.

artnet® news

Exhibitions

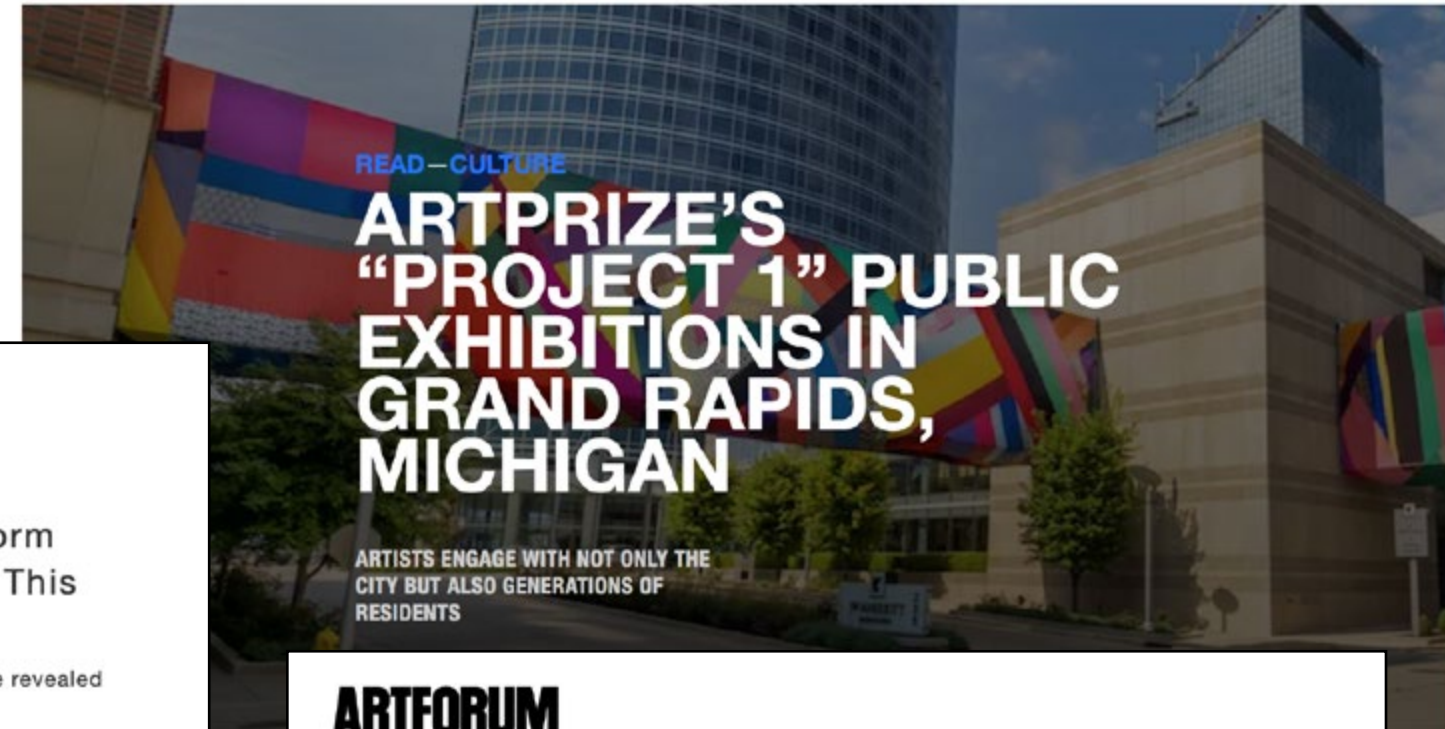
Five New ArtPrize Commissions Will Transform Grand Rapids Into a Public Art Wonderland This Fall

Rafael Lozano-Hemmer, Heather Hart, Amanda Browder and others have revealed details of their installations.

Caroline Goldstein, July 2, 2019



Amanda Browder's *Spectral Locus*. Photo: Tom Loonan, courtesy of the artist and Project 1.



READ — CULTURE

ARTPRIZE'S "PROJECT 1" PUBLIC EXHIBITIONS IN GRAND RAPIDS, MICHIGAN

ARTISTS ENGAGE WITH NOT ONLY THE CITY BUT ALSO GENERATIONS OF RESIDENTS

ARTFORUM

NEWS



Crown Ether by Olalekan Jeyifous. Photo: Andrew Jorgenson.

March 15, 2019 at 11:34am

ARTPRIZE ANNOUNCES PARTICIPATING ARTISTS FOR FIRST EDITION OF PUBLIC ART BIENNIAL

The Michigan-based arts nonprofit ArtPrize has announced the artists participating in its inaugural public art biennial. [Amanda Browder](#), [Heather Hart](#), [Rafael Lozano-Hemmer](#), [Olalekan Jeyifous](#), and the duo [Paul Amenta](#) and [Ted Lott](#) will create large-scale public works for the first edition of the biennial, Project 1.

[Rick DeVos](#)—son of current US secretary of education [Betsy DeVos](#) and grandson of the late billionaire businessman [Richard](#)


[DeVos](#)—established ArtPrize in 2009 as an annual art competition. In 2018 the organization announced its plans to shift to a biennial schedule, with its competition alternating with an exhibition every year.

Titled "Crossed Lines," the first Project 1 biennial seeks to investigate the borders between public and private space in

Social Media Highlights:

ArtPrize
Published by Margaret Paxton [?] · June 17 · 🌐

Want to know specifics about what Project 1 artists are planning for the upcoming exhibition? Find out more via [WOOD TV8](#) 🗨️



WOODTV.COM
ArtPrize Project 1 installation plans revealed
We now know what exactly ArtPrize's Project 1 will bring to Grand

Performance for Your Post


22,144 People Reached

348 Reactions, Comments & Shares ⓘ

232	48	184
Like	On Post	On Shares
37	4	33
Love	On Post	On Shares
2	0	2
Haha	On Post	On Shares
8	0	8
Wow	On Post	On Shares
2	2	0
Sad	On Post	On Shares
27	7	20

ArtPrize
Published by CoSchedule App [?] · September 13 at 3:10 PM · 🌐

Tomorrow night, 8-11p. Join us on the Blue Bridge in downtown Grand Rapids for a one-night-only FREE concert event. Dan Deacon, Cody Vizcarra, Lady Ace Boogie and ILL One will take over the sound system and 400+ lights of Project 1 installation, 'Voice Bridge.' Get the details from WOOD TV8.



WOODTV.COM
What's happening at Project 1: Street fair, Blue Bridge 'nightclub'

Performance for Your Post

6,456 People Reached

30 Likes, Comments & Shares ⓘ

23	21	2
Likes	On Post	On Shares
0	0	0
Comments	On Post	On Shares
7	5	2
Shares	On Post	On Shares
107		
Post Clicks		
0	70	37
Photo Views	Link Clicks ⓘ	Other Clicks ⓘ


NEGATIVE FEEDBACK

0 Hide Post 1 Hide All Posts
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

ArtPrize
Published by CoSchedule App [?] · March 15 · 🌐

"A number of these artists are very deliberately creating artwork that is meant to function, sometimes literally, as a stage. A lot of these artists are thinking about their artwork as not so much just something to see, but something to do and something to be involved in."



MLIVE.COM
ArtPrize announces Project 1 artists, theme
Six artists have been chosen to participate in the multi-site art exhibiti...

Performance for Your Post

16,521 People Reached

179 Reactions, Comments & Shares ⓘ


154	74	80
Like	On Post	On Shares
6	6	0
Love	On Post	On Shares
1	1	0
Haha	On Post	On Shares
2	0	2
Wow	On Post	On Shares
5	4	1
Comments	On Post	On Shares
11	11	0
Shares	On Post	On Shares
373		
Post Clicks		

ArtPrize
Published by Jaenell Woods [?] · September 19 at 4:50 PM · 🌐

This Saturday! Meet us at 8:30a at Rosa Parks Circle to fuel up, gear up and stretch before our Pedal Project 1 bike tour.

The first 200 riders will receive a goodie bag filled with a collectible bandana, discount coupon for 20% off any of the [Wolverine Worldwide](#) brands, a bottle of [LIFEWTR](#) and more. [Spectrum Health](#) will be there with free bike blinkers, and [Amway](#) will be giving away energy bars and discount entry codes for the Amway River Bank Run. And [MVP Sportsplex](#) trainers will help you stretch before the ride.

Get details + register (free!) here >>
<https://www.facebook.com/events/435828593688227/>



Performance for Your Post

4,003 People Reached

1,288 3-Second Video Views

11 Reactions, Comments & Shares ⓘ

8	5	3
Like	On Post	On Shares
1	1	0
Love	On Post	On Shares
1	1	0
Comments	On Post	On Shares
1	1	0
Shares	On Post	On Shares
100		
Post Clicks		
29	3	68
Clicks to Play ⓘ	Link Clicks ⓘ	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 1 Hide All Posts
0 Report as Spam 0 Unlike Page



**COMMUNITY PROGRAMMING
& ENGAGEMENT**

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Community Events*

4 official Saturday events in September

30 community events across three locations

23 performances across three locations

Opening Day: **1500+** at Rosa Parks Circle
400+ at MLK Park
230,000 social impressions
19 media stories

Blue Bridge Amplified: **1400+** fans
114,500 reached on social media
3 media stories

Pedal Project 1: **150+** riders
60,600 reached on social media
4 media stories

African American Art & Music Fest: **4,000+** visitors

DisArt/Voices: **750** visitors

*Attendance numbers from DGRI pedestrian counter surveys



Volunteer Program

736 volunteers from May - October

22 volunteer groups

3,372 total hours

2.7 shifts filled per volunteer on average

730,500 social impressions for sewing days



Quotes from volunteers

“Being a fiber artist myself, I enjoyed participating in this glorious installation to beautify the community, but most of all I enjoyed seeing how it assisted community members to step out of their comfort zones and interact with people they might not otherwise have spent time with. I’m all over the city, but I know many that stay in their own little areas. ArtPrize promoted their interaction... so perhaps seeing this growth in other individuals had the greatest impact on me”

“I so enjoyed working alongside Amanda Browder and sharing my love and fabric and creating with so many other people. It was a fantastic experience I will not soon forget!”

“Being able to look with pride at the project. I feel more connected to the art.”

Visitor Accessibility + Services

18,000 Spanish/English visitor guides distributed

5 audio guides produced by DisArt

11 3D virtual tours

3 accessible drop-off points by Care Granted

3 site audits by Disability Advocates of Kent County

1 volunteer training by ACT

935 visitors to the downtown visitor kiosk



EDUCATION PROGRAMS



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Education Days

6,960 students (early childhood through 12)

99 schools from 45 districts

1,117 students led in guided docent tours
(528 from grades 3-8)
(589 from grades 9-12)

212 bus tours
(110 grades 3-8)
(102 grades 9-12)

1,331 4th graders from 26 GRPS schools

700 participants at Early Childhood Art Walk

26 ArtBox kits distributed to GRPS schools

20 schools received educator bags with art supplies

3,000 student cinch sacks distributed

1,500 student notebooks distributed

4 college interns supported the ArtPrize staff



Flexible Fence

26 schools participated

1,331 students participated

568 celebrated the installation



Quotes from educators

“The guided tours were outstanding! I found I was constantly amazed that the ArtPrize organization shows such a deep commitment to public art.

“My students and I felt this experience of exploring what it means to belong was ‘priceless’ in terms of its value! Thank you to all the artists and ArtPrize personnel who made this experience possible.

“Our suburban students sometimes lack the experience of connecting with the city and the unique opportunities presented by the rich combination of people and settings.”

“Many of the students had never thought about how they could contribute to something bigger. Something that would be a part of an important event, and that many other people would come to see it.”

“We are so thankful for the community commitment and financial support that makes this experience possible. We appreciate the theme of access and belonging... timely!”




Thank You


A full list of all donors and sponsors can be found at project.artprize.org

Leadership Sponsors

DTE Foundation

 Herman Miller Cares

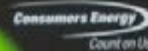
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Foundations

DANIEL & PAMELLA DeVOS
FOUNDATION



FOUNDATION





Join Us

Sept 7 Sept 14 Sept 21

Sept 28

Oct 5

Oct 12

THAT'S A WRAP!