

Sparks Art Walk

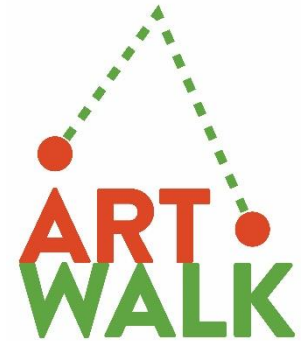
You are invited to participate in the new downtown program designed for Victorian Square.

Objective

The Victorian Square Temporary Art Program is a curated collection that will showcase regularly rotating installed art throughout downtown Sparks, Nevada. This program invites artists to temporarily exhibit select works in selected areas. The collection will rotate every two years.

Goals:

- Create attractive public environments by integrating outdoor art into public spaces;
- Showcase public art that celebrates Sparks' historical and aesthetic values;
- Invest in Sparks' cultural environment;
- Enhance the character of Sparks through visibility of community-valued artworks;
- Promote public participation and interaction with artists and artwork; and
- Stimulate the downtown economy through increased pedestrian activity and organized art walks, events and educational opportunities.



Community Partners and Events

The City of Sparks, working with partners 39 North Downtown, Sierra Arts Foundation and Sparks



Heritage Museum are creating monthly artwalks as part of the 3rd Thursday events downtown. Participants will be given a printed map or directed to an online map and encouraged to view all the downtown pieces. Along with the outdoor structures and mural, any business that is participating in the Galleries at Work program with Sierra Arts will be included on the map.

39 North Downtown will coordinate with your businesses to participate by hosting exhibiting visual artists or performing artists (music, poetry theatre, etc.) during the event. This will also increase foot traffic into your businesses.

Sparks Heritage Museum will open museum, train display and Glendale schoolhouse for later hours and free to the public.

Outside the monthly events, the artwork tour will be available online through websites and apps. This program will utilize a state-of-the-art technology to enhance the user experience to also include notifications of new displays, access to parking, road construction and other information to help visitors.

SUPPORT | INVEST | NURTURE | ENCOURAGE

The City of Sparks Arts and Culture Advisory Committee supports the community by facilitating investment in the arts and culture in order to nurture creative communities, enhance quality of life and encourage civic pride.

Merchant Involvement

This program is designed to bring people to the downtown area, however this economic driver is reliant on your business to support the program. These are ways to back this work being done for your business, your neighboring businesses, and the community:

- Host an artist through the Gallery at Work program*
- Host a mini-event in your business during 3rd Thursdays event*
 - Live music
 - Poetry readings
 - Story-Telling
 - Improvisation
 - Kids or Family Activity
 - Artist meet and greet
 - Artist booth
- Promote the 3rd Thursdays through your social media channels*
- Donate a monthly prize for participants of the Art Walk*
- Put flyers of the event in your Check Binder or on the Tables
- Donate food or beverages for the monthly Artists receptions in the Sparks Heritage Museum and Depot Gallery
- Tell your patrons to stop by the two museums downtown
- Develop an enticing food or beverage special for the 3rd Thursday event



*These are required to be a part of the promotion

To sign up: 39northdowntown.org

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