

Craft Lake City

LOCAL VOICES PROGRAM



CRAFT LAKE CITY

MISSION

“To educate, promote and inspire local artisans while elevating the creative culture of the Utah arts community through science, technology and art.”



CRAFT LAKE CITY

PROGRAMMING OVERVIEW

14 Metal Frames | Downtown Salt Lake City | 100,000 monthly viewers

Free & open to the public • 24 hours a day, 7 days a week

Craft Lake City curates 14 large-format (4'x8') metal frames installed outdoors along downtown Salt Lake City sidewalks lining 300 S, between 200 W and Main Street.



GOAL: Craft Lake City collaborates with local artisans and mission-driven organizations to create culturally relevant programming specifically to:

- Enrich the community
- Engage the public with meaningful messaging
- Promote downtown walkability

CRAFT LAKE CITY

PROGRAMMING SPECIFICS

Self-sustaining, mission-driven programming that supports local creativity.

All programming happens across 14 large-format (4'x8') metal frames, free and open to the public, 24 hours a day, seven days a week.

These streetside metal frames rotate month-to-month between two distinct types of programming:



**LOCAL VOICES
INSTALLATIONS**



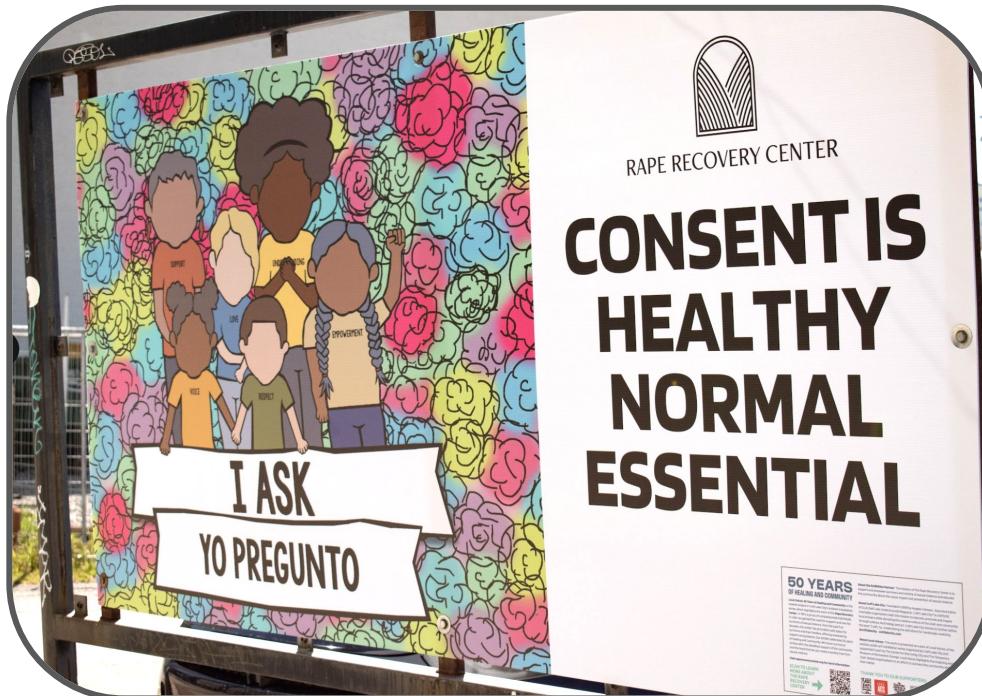
**CELEBRATION OF THE HAND
EXHIBITIONS**

CRAFT LAKE CITY

PROGRAMMING TYPES

LOCAL VOICES INSTALLATIONS

Local Voices transforms the work of mission-driven, Utah-based organizations into public art installations that educates, inspires and connects local audiences to the work and impact happening in their own community.



PROGRAMMING TYPES

CELEBRATION OF THE HAND EXHIBITIONS

Celebration of the Hand is internally-curated exhibitions of original artwork commissioned from Utah-based artisans by Craft Lake City. These exhibitions are intentionally organized and placed outside of traditional gallery settings to make artwork accessible to the community while enhancing Salt Lake City's cultural district.



LOCAL VOICES PROGRAM

HOW TO PARTICIPATE **RESERVATIONS**

- Contact Craft Lake City to reserve metal frames at artisancoordinator@craftlakecity.com
- Craft Lake City facilitates co-creation process of concepts and final designs
- Submit final artwork at least 30 days before installation
- Metal frame artwork dimensions: 8'x4' (96"x48")
- Approved artwork is printed and installed by Craft Lake City
- Craft Lake City will include all partner logos in the form of a didactic on all artwork



Note: Craft Lake City and partners **review & approve all content**. Sponsor information, logos & names must be less than 10% of artwork, subject for approval.



LOCAL VOICES PARTNERSHIP PACKAGE

Work with Craft Lake City through our Local Voices Program to transform the impact of your mission-driven organizations into 14 large-format public art installations.



WHAT YOU GET

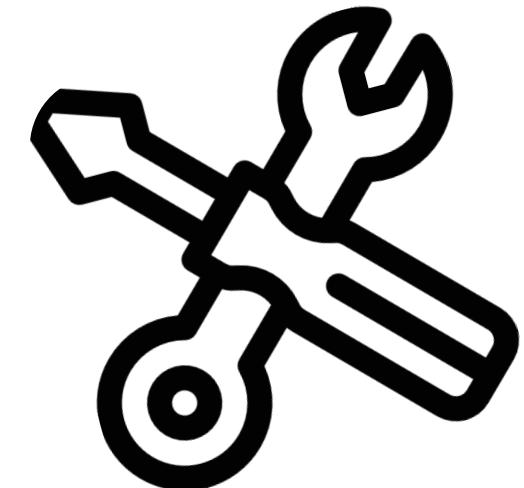
- Production, installation and deinstallation of artwork
- Administrative & installation management
- Marketing & public engagement
- Invitation to participate in virtual opening event
- Lunch & Learn session
- Permanent listing on the Craft Lake City website
- Frame rental & upkeep
- Invitation to keep the remaining works after the installation

Note: Full payment is due upon booking and once the installation concept has been finalized with Craft Lake City, organizations provide final artwork. Artwork creation can be produced by Craft Lake City for an additional fee. Craft Lake City handles production, installation and de-installation.

LOCAL VOICES PROGRAM

MAINTENANCE & REPAIR

- Works may experience vandalism, wind damage, or other maintenance issues that must be resolved promptly in order to maintain the tidy and orderly appearance.
- Craft Lake City **monitors works in collaboration with the renting organization.**
- **If one or more works are damaged or vandalized, the renting organization will be notified and is responsible for promptly paying to replace the compromised work (\$200 per replacement)**
- **If damaged installation work cannot be replaced, Craft Lake City reserves the right to remove the artwork.**





LOCAL VOICES PROGRAM

GET CONNECTED



For more information about the **Local Voices Program**, please contact Craft Lake City's Artisan & Programs Manager, Tiana Young at artisancoordinator@craftlakecity.com.

Artisans interested in participating in the next **Celebration of the Hand** Exhibition, please contact Craft Lake City at celebrationofthehand@craftlakecity.com

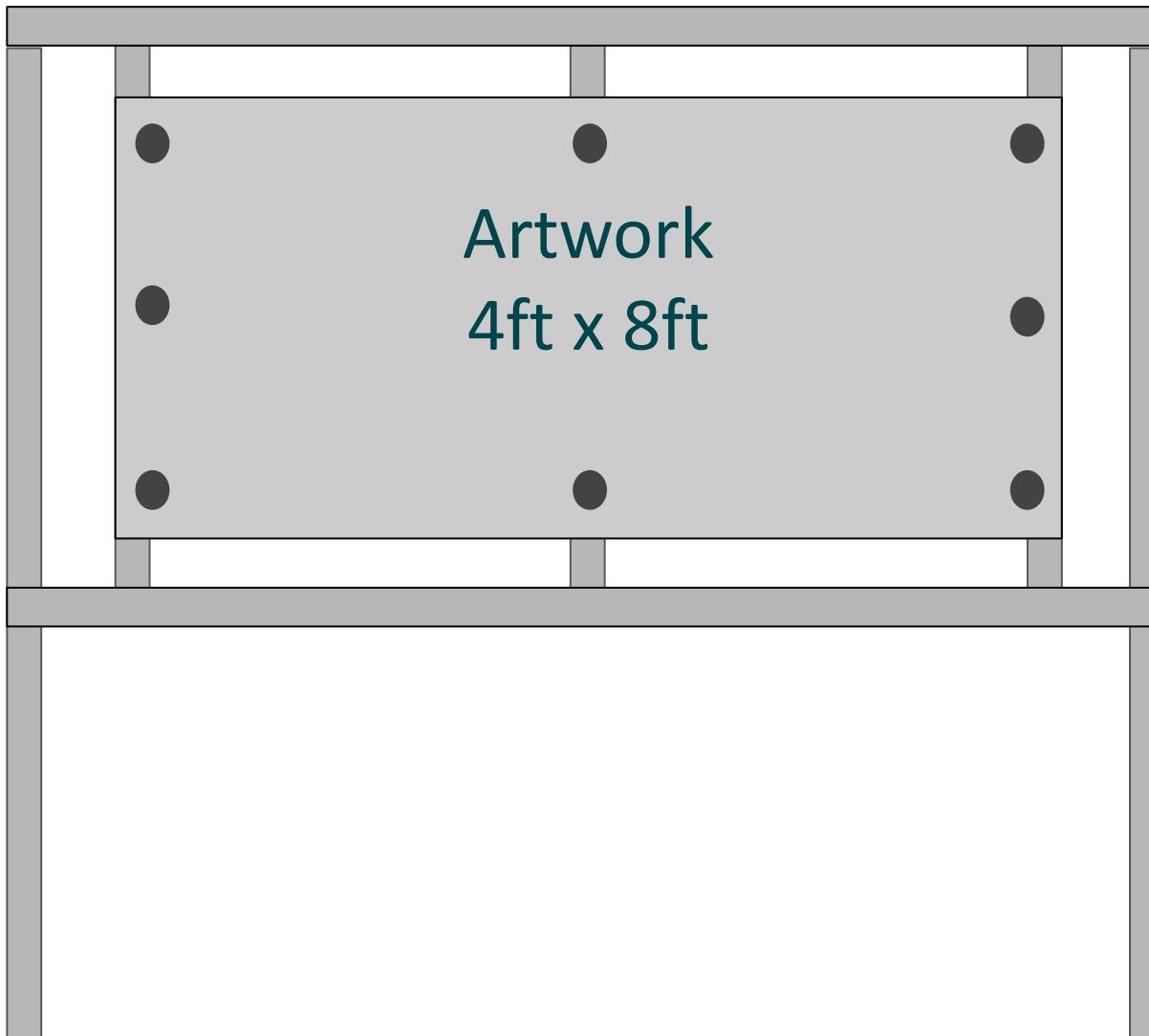


CRAFT LAKE CITY

FRAME MAP



CRAFT Lake city



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