



Fall 2010—Scottsdale Public Art (SPA) will begin to commission, promote, and enable the installation of temporary art in and among vacant and active storefronts. The concept of storefront art programs is an international phenomenon in reaction to the new economy. IN FLUX will be realized in cooperation with City of Scottsdale, ASU Art Museum, as well as various downtown Scottsdale property owners and area businesses.

Since its beginnings as a homesteaded farming community in 1888, Scottsdale has cultivated a symbiotic relationship between local artists and the community at large. IN FLUX continues this tradition within our current context by supporting and creating connections between local artists, merchants, and property owners.

Project Benefits

- IN FLUX is a natural extension of downtown Scottsdale's appeal, building upon the successful history of its galleries, shops, and restaurants
- Affect new associations and actions of visitors with appealing contemporary demonstrations of art forms
- Activate vacant spaces
- Fill the gaps and create connections between vacant and active storefronts
- Draw visitors to downtown Scottsdale
- Provide exposure and work for local artists
- Art = landmarks & improves the visual appearance of a place, increases sense of ownership

Save the Date

October 12, 2010 from 6-9p at 5th & Wine (7051 East 5th Ave, Scottsdale)

IN FLUX launches at this October's Creative Connect, a monthly, Valley-wide creative class mixer.

Light refreshments will be provided and there will be opportunities to participate in artwork selection for IN FLUX.

Creative Connect

<http://www.creativeconnect.org/phoenix>

5th & Wine

<http://www.5thandwine.com/>

Scottsdale Public Art's IN FLUX is working collaboratively with
OPEN FOR BUSINESS

Arizona State University Art Museum

Opening reception: October 8

<http://asuartmuseum.asu.edu/calendar/viewevent.php?eid=493>

IN FLUX

IN FLUX will feature and/or promote **four types** of temporary art installations. Beginning this October, SPA will commission examples of the **first two types** listed. The **third and fourth** are already in existence at this time or will also be appearing October 2010.

1. Art in vacant storefronts = artists create site-specific artworks to be viewed from the streets and sidewalks through the windows of empty storefronts
2. Open-air installations = artists create site-specific pieces to be suspended between buildings in strategic positions to draw pedestrians off the beaten path into locations that are frequently over looked—there are many unique areas in downtown Scottsdale that would truly benefit from this
3. Pop-up galleries = artists establish, program, and staff galleries in vacant storefront spaces
4. Art in active storefronts = artists partner with an existing business to create a site and business-specific artwork

These installations are to be viewed as demonstrations for area merchants, artists, and property owners. An IN FLUX Toolkit (available November 2010) will aid property owners and merchants who want to improve upon their own storefronts using one or more of the **four types** of temporary art installations demonstrated.

Overview

SPA is working with downtown property owners to install temporary artworks in and among multiple vacant storefronts in downtown Scottsdale on Marshall Way between 5th and 3rd Avenues.

The artworks will all be created by local AZ artists following a limited invitational for proposals with recommendations from a steering committee featuring representatives from the City of Scottsdale, SPA Board, as well as downtown merchants and property owners.

At least one demonstration artwork will be on view in a vacant storefront directly adjacent to the Creative Connect launch event taking place at 5th & Wine October 12, while other installations will roll out October-November. The proposal for one of the remaining spaces will be selected through a People's Choice during the launch event.

Artworks will remain on view for approximately two months, unless a tenant is secured for the space, which would require early de-installation of the art. This is an industry-standard element of the type of agreement reached with the property owners.

Project Visibility and Outreach

In addition to partnering with Creative Connect for the launch event, SPA is also working collaboratively with ASU Art Museum's OPEN FOR BUSINESS project in downtown Tempe. OPEN FOR BUSINESS features multiple artists working with businesses on Mill Ave and will culminate in an exhibition at the ASU Art Museum.

ASU's OPEN FOR BUSINESS and SPA's IN FLUX have combined resources to create promotional guide maps depicting the various locations of both projects as well as the existing pop-up galleries already in downtown Scottsdale on Marshall Way just south of 5th Avenue—*Squeeze, 5 & 6, and Spec 10/Brian Drake*.

The promotional map will appear in the **Phoenix New Times** (the Valley's premiere free weekly arts & entertainment publication) four times beginning this October; printed copies will be distributed, as well as digital versions online. The IN FLUX launch event is being promoted through by SPA and IN FLUX strategic partners, as well as Scottsdale CVB, SMOCA, City of Scottsdale, and area businesses.

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