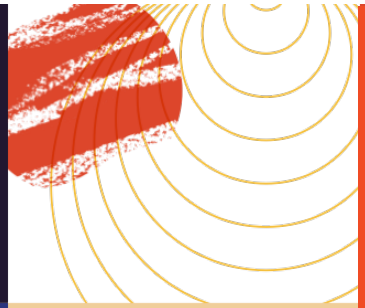
ARTPRIZE
—
EIGHT

GRAND RAPIDS, MICH
ARTPRIZE.ORG

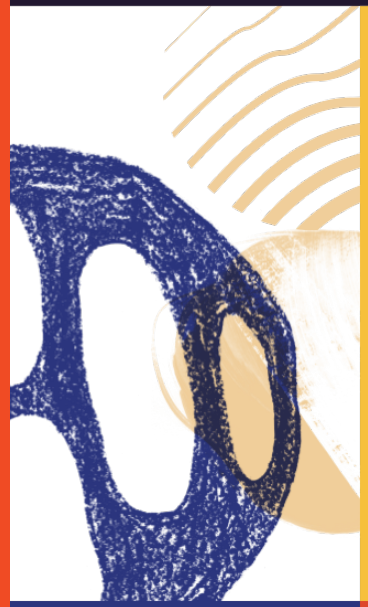




ARTPRIZE
EIGHT

SEPT 21—
OCT 09,

ARTPRIZE EIGHT



ARTPRIZE
EIGHT

SEPT 21
—
OCT 09,



ArtPrize is an international art competition and festival open to all and determined equally by public vote and expert jury. ArtPrize encourages critical discourse, celebrates artists, transforms urban space and promotes cultural understanding.

GUIDING PRINCIPLES ARTPRIZE…

- Is Radically Open.
- Celebrates Artists.
- Is a Catalyst.
- Transforms Urban Space.
- Challenges Everyone.
- Generates Conversation.
- Is Intentionally Inclusive.
- Promotes Social Good.
- Embraces Technology.
- Is an Evolving Experiment.



THE WORLD'S LARGEST

Daily Attendance of over **23,000** at multiple venues
(Grand Rapids, MI USA)

—The Art Newspaper





INTERNATIONAL EDITION

THE ART NEWSPAPER

Anila Quayyum Agha's *Intersections*, 2013, won the $200,000 Public Vote Grand Prize at ArtPrize 2014

Royal Academy's Summer Exhibition

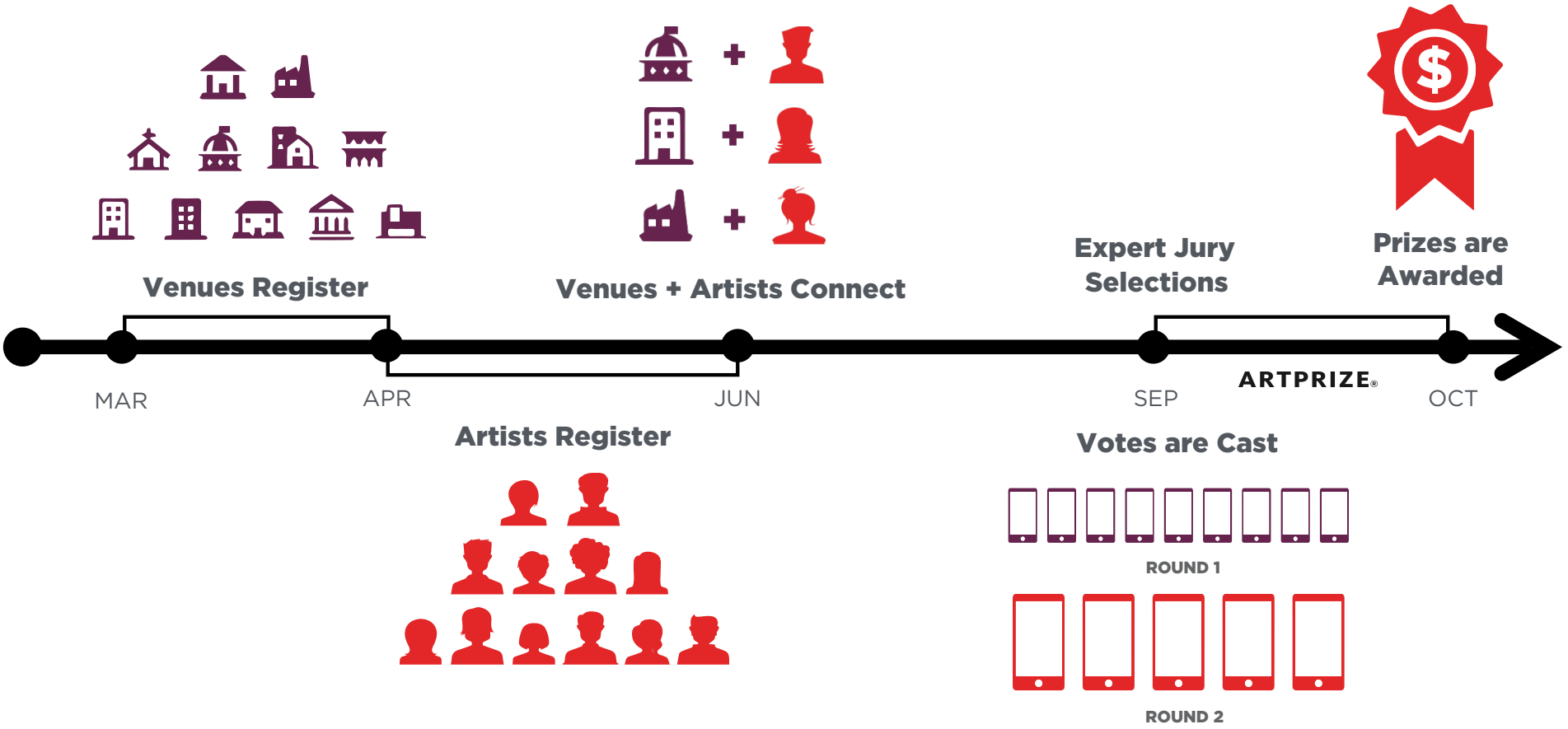
166,945

This annual jamboree featuring works by pros and amateurs recorded its highest attendance for nearly two decades

• Our Big Ticket category includes exhibitions for which admission covers entry to other attractions, such as the Gyeongbokgung Palace at the National Folk Museum of Korea, and shows staged in a museum's main lobby, such as the Young Architects Programme at New York's Museum of Modern Art. We also include biennials and festivals, where visitors are often counted more than once as they make their way through the various venues. ArtPrize 2014 in Grand Rapids, where audience participation is key, registered more than 23,000 visits a day as the public voted with their feet and in the ballot boxes: the main prize of $200,000 went to the Pakistani artist Anila Quayyum Agha. Giant Post-it notes extolling the virtues of art adorned the walls of the Rijksmuseum's permanent collection in "Art Is Therapy". With more than 7,000 visitors a day, the intervention contributed to the Amsterdam museum's record-breaking overall attendance for 2014. *J.S.*

Daily	Total	Exhibition	Venue	City	Dates
* An asterisk indicates that entrance to the exhibition and the museum was free					
23,225	441,280	ArtPrize 2014	Multiple venues	Grand Rapids	24 SEP-12 OCT
14,452	1,600,000	Russian Imperial Costume	State Hermitage Museum	St Petersburg	16 MAY-21 SEP
12,458	1,389,935	Manifesta 10	State Hermitage Museum	St Petersburg	26 JUN-2 NOV
11,585	498,145	* A Scenic Excursion to Gangwon Province	National Folk Museum of Korea	Seoul	23 JUL-10 SEP
10,587	201,155	* Glasgow International	Multiple venues	Glasgow	3-21 APR
9,972	334,768	* Woodblocks	National Folk Museum of Korea	Seoul	16 MAY-23 JUN
8,957	623,153	* 19th Biennale of Sydney	Multiple venues	Sydney	21 MAR-9 JUN
7,468	193,103	* Manif d'Art: the Québec City Biennial	Multiple venues	Quebec	3 MAY-1 JUN
7,411	387,500	* Horse: a Vigorous Gallop	National Folk Museum of Korea	Seoul	18 DEC 13-17 FEB 14
7,226	800,000	The Servants of the Royal Court	State Hermitage Museum	St Petersburg	16 MAY-21 SEP
7,097	965,240	Art Is Therapy	Rijksmuseum	Amsterdam	25 APR-7 SEP
7,034	506,423	Young Architects Programme 2014	Museum of Modern Art	New York	27 JUN-6 SEP
6,216	1,039,802	The Grand Prince: Ferdinando de Medici	Galleria degli Uffizi	Florence	26 JUN 13-6 JAN 14
5,911	472,000	* 31st Bienal de São Paulo	Multiple venues	São Paulo	6 SEP-7 DEC
5,717	476,162	* Joseon: the Head Family of a Respected Clan	National Folk Museum of Korea	Seoul	4 DEC 13-10 MAR 14

How ArtPrize Works



ARTPRIZE®

$500,000 in Prizes

	PUBLIC VOTE AWARDS	JURIED AWARDS
Grand Prize	$200,000	$200,000
 2-D	$12,500	$12,500
 3-D	$12,500	$12,500
 INSTALLATION	$12,500	$12,500
 TIME BASED	$12,500	$12,500
Outstanding Venue		$12,500

ARTPRIZE®



Grand Prize Public Vote Winner

PRESENTED BY meijer

Northwood Awakening
Loveless PhotoFiber



The Public Vote Grand Prize Winner

ARTPRIZE



ARTPRIZE SEVEN JURIED
GRAND PRIZE WINNER

$200,000 JURIED GRAND PRIZE

Presented by

KCAD
Kendall College of Art and Design
of Ferris State University

KATE GILMORE
HIGHER GROUND



Reach in 19 Days

400,000+ visitors

30,000+ out-of-state

17,000+ Pre K-12 students

1,000+ volunteers

1,453 art works (44 countries, 42 states)

171 venues

3 square miles

Engagement in 19 days - 2015

422,763 votes cast

56,911 event mobile app downloads

35,500 registered voters

$500,000 cash rewarded

$270,000 in grants awarded



ARTPRIZE®

Connection in 19 days

Facebook

114,000 Page Likes

Twitter

47,000 followers

Instagram

18,000 followers





Economic, Social Impact 2015

138 million+ media imps. in 2015

$27.4 million economic impact in 2015

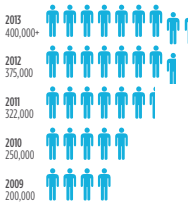
32% of visitors visited 3+ times in 2015

97% of visitors plan to attend ArtPrize in the future

Visitor Demographics — Grand Rapids, Michigan

400,000 VISITORS

Record attendance at key venues, GRPD estimates and public transportation ridership suggest double-digit growth at ArtPrize 2013 with over 400,000 visitors in 19 days.





47 COUNTRIES

ArtPrize saw artists from 47 countries around the globe, more than any other year.



50 STATES

ArtPrize 2013 attracted artists and visitors from every U.S. state.

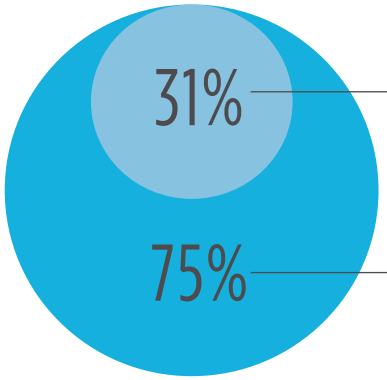
50% OF VISITORS TRAVELED MORE THAN 30 MILES TO ATTEND ARTPRIZE 2013.

20,000 Detroiters representing 9% of our audience.
3,900 Chicagoans were almost 2% of our total audience.

30,432 OUT OF STATE ATTENDEES

Illinois, Indiana and Ohio lead the Midwest while Florida, Texas, California, North Carolina and New York yielded top numbers outside the region.

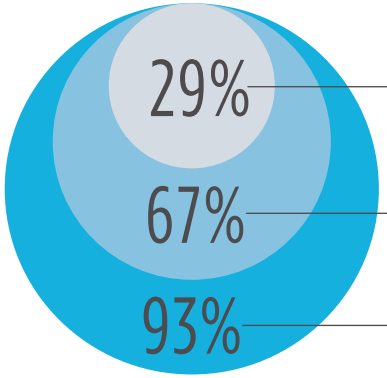
HOUSEHOLD INCOME



Visitors with an annual household income greater than **$100,000**

Visitors with an annual household income greater than **$50,000**

EDUCATION LEVEL



Visitors with a **graduate** or **doctoral degree**

Visitors with a **bachelors degree**

Visitors who have, or are **attending college**

Source: ArtPrize 2013 Visitor Survey

ARTPRIZE®

Impact — Grand Rapids, Michigan

41/210 U.S. MEDIA MARKET

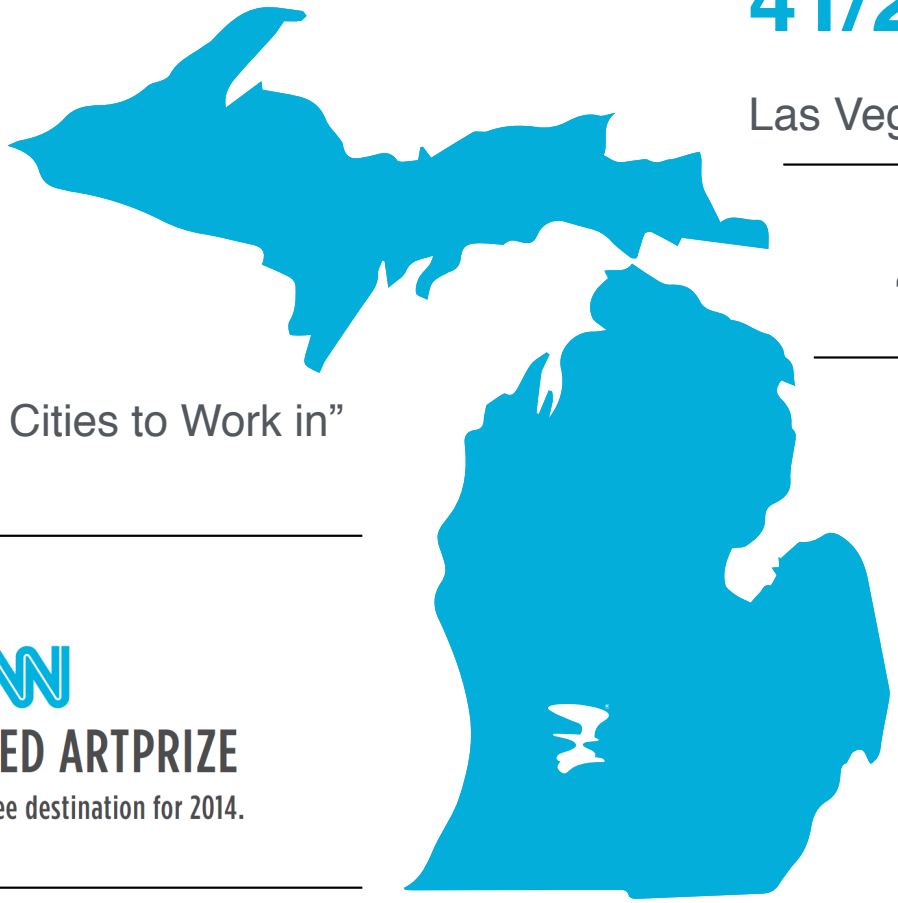
Las Vegas, NV — #40 Austin, TX — #39

MEN'S JOURNAL

"Perfecting the Art of Living Well"

Forbes

"One of the Happiest Cities to Work in"



Money

"Best Places to Live"

CNN

CNN FEATURED ARTPRIZE

as Michigan's must-see destination for 2014.

lonely planet

TOP 10 TRAVEL DESTINATION

ArtPrize helped to make Grand Rapids the top travel destination to visit in 2014.

ARTPRIZE®











Critical Discourse presented by ITC, Your Energy Superhighway

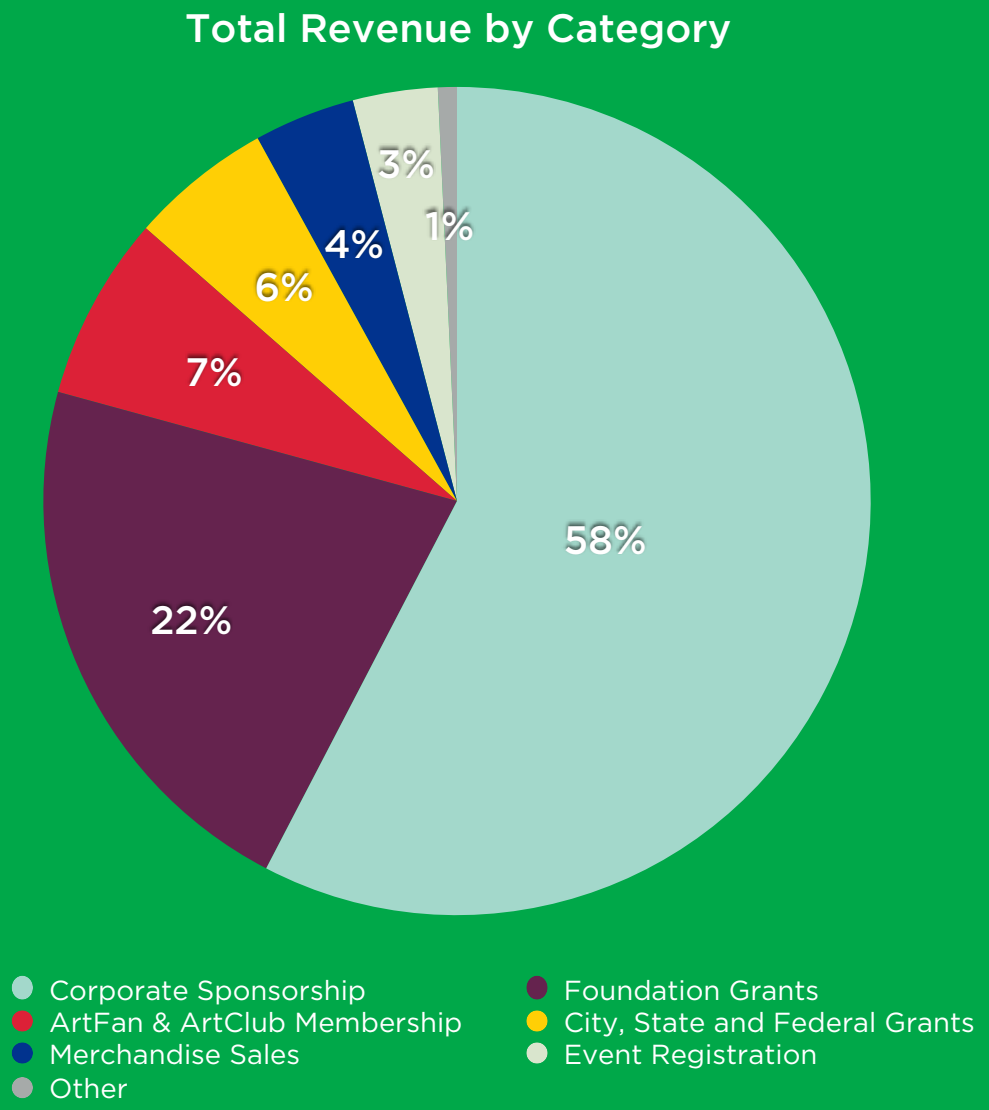
ARTPRIZE

2016 OPERATING REVENUE

$3.4MM

ArtPrize has experienced a steady increase in revenue over the years in order to deliver an ambitious artist-and audience-driven event.

Financial sustainability and revenue diversification remain key to our strategy and success.







ARTPRIZE
EDUCATION DAYS
PRESENTED BY
PNC BANK









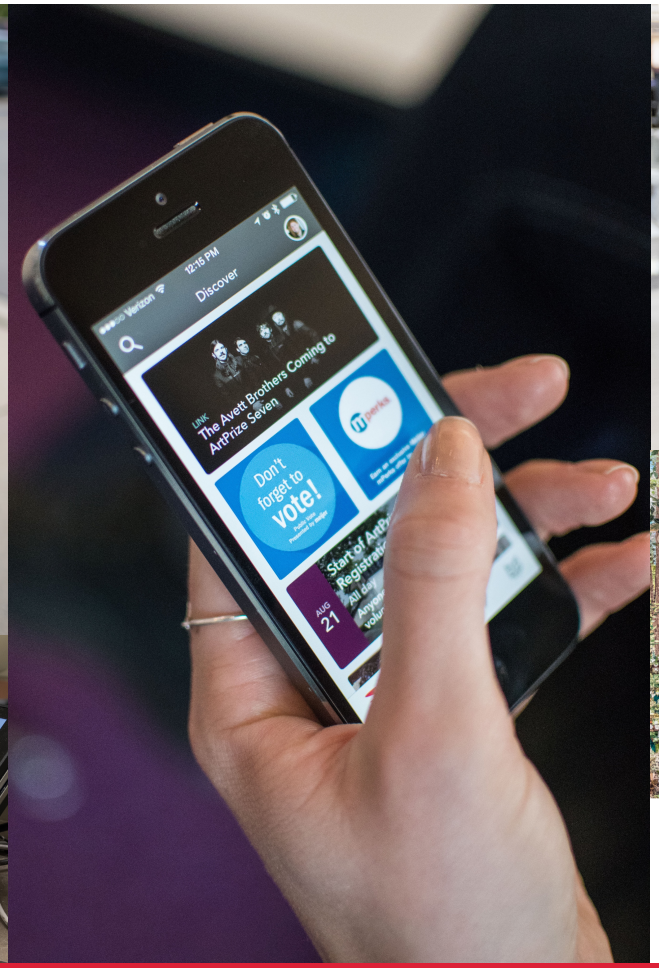


Pantone Pathways presented by X-Rite Pantone

ARTPRIZE















Grand Prize
Public Vote Winner

PRESENTED BY meijer

Northwood Awakening
Loveless PhotoFiber

The Public Vote and mPerks Program presented by Meijer

ARTPRIZE



HONDA

THE OFFICIAL VEHICLE OF ARTPRIZE

West Michigan
Honda Dealers



Nothing beats an original.

Stop by and check out the All-New 2016 Honda Pilot
and Design & Drive Art Contest in Rosa Parks Circle.







ARTPRIZE HUB(S)

WELCOME CREW
GUIDEPOST FOR WAYFINDERS
EVENT GUIDES, MAPS, METRO-PASSES
VOTER REGISTRATION

- ARTPRIZE HUB/HQ @ 41 SHELDON
- HEARTSIDE HUB @ UICA
- HILLSIDE HUB @ WCC
- CENTER CITY HUB @ GRAM
- WESTSIDE HUB @ FORD
- MONROE HUB @ DEVOS PLACE
- RUMSEY HUB
- MEIJER GARDENS HUB










PREVIEW WEEK
SEPT 14 - SEPT 20
· GALLERY OPENINGS
· EXHIBITION PREVIEWS
· BADGEHOLDER PERKS
· ARTPRIZE HOSPITALITY
· WELCOME EVENTS
ARTPRIZE EIGHT
SEPT 21 - OCT 09, 2016


ARTPRIZE
EIGHT
CRITICAL
DISCOURSE
ARTPRIZE
EIGHT
SEPT 21 –
OCT 09, 2016

CRITICAL DISCOURSE

- SEPT. 25 – SALLY TALLANT, DIRECTOR OF THE LIVERPOOL BIENNIAL
- SEPT. 26 – JUROR'S SHORTLIST EVENT
- SEPT. 28 – MARK MOTHERSBAUGH
- OCT. 1 – GRAND PRIZE JUROR PANEL
- OCT.3 & 4 – WHY THESE FINALISTS 1 & 2




UPCOMING EVENTS
ARTPRIZE
ON SCREEN
FILM FESTIVAL
SEPT 21-24
LADIES' LITERARY CLUB
ARTPRIZE
EIGHT
SEPT 21 –
OCT 09, 2016

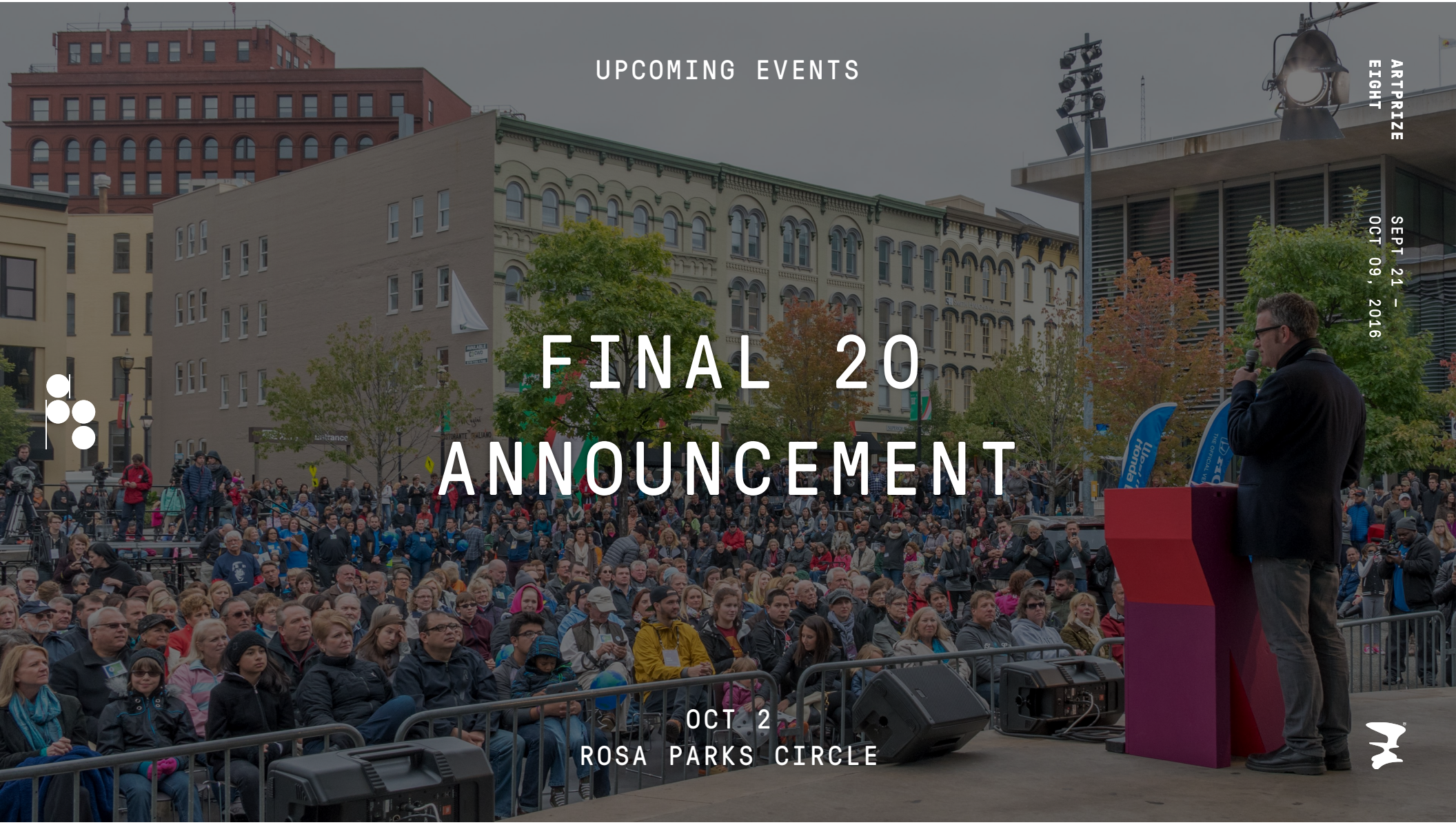


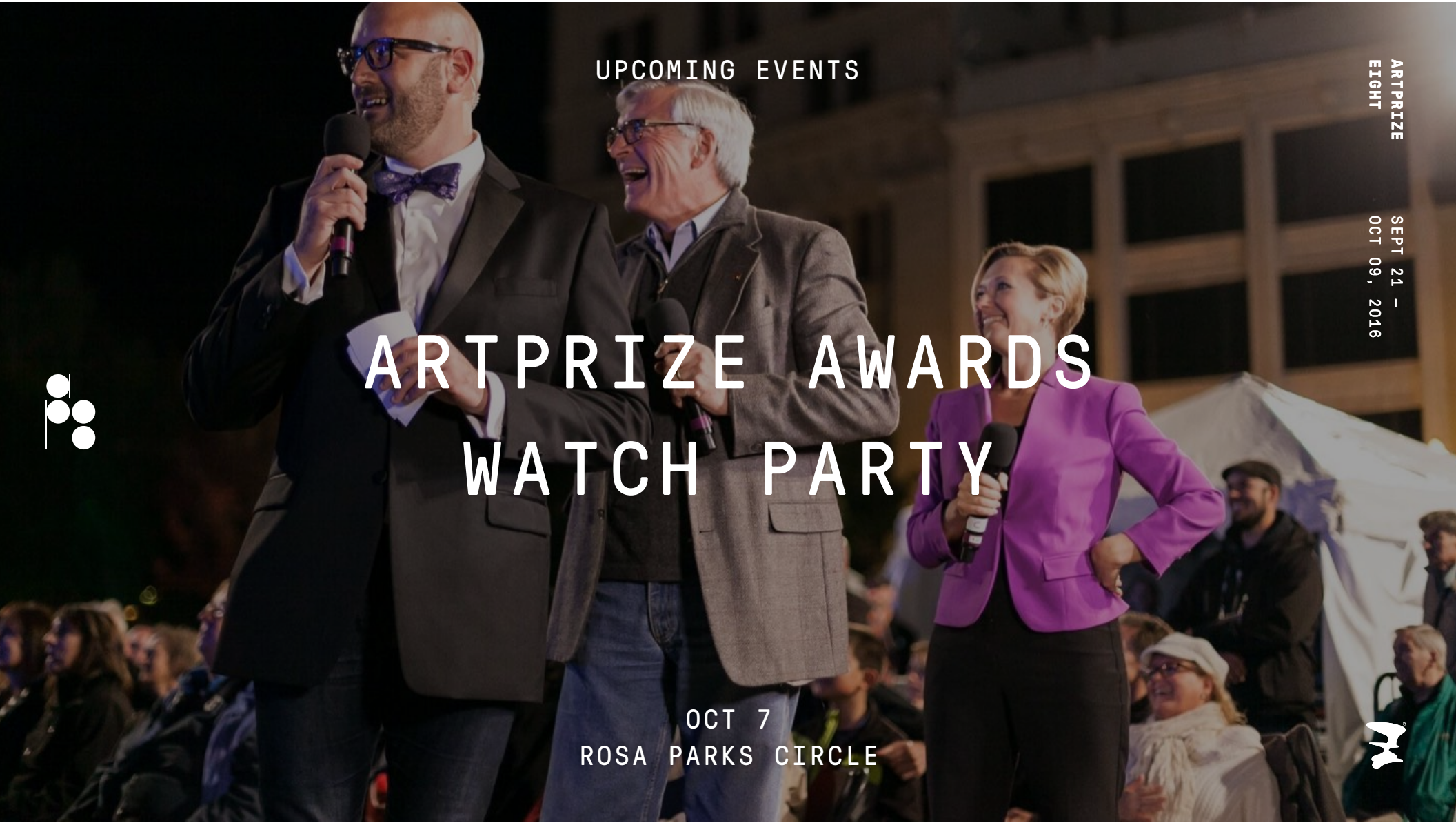
UPCOMING EVENTS

BLUE BRIDGE MUSIC FESTIVAL

SEPT 30 – OCT 1
BLUE BRIDGE

ARTPRIZE EIGHT
SEPT 21 – OCT 09, 2016


UPCOMING EVENTS
FINAL 20
ANNOUNCEMENT
OCT 2
ROSA PARKS CIRCLE
ARTPRIZE
EIGHT
SEPT 21 –
OCT 09, 2016


UPCOMING EVENTS
ARTPRIZE AWARDS WATCH PARTY
OCT 7
ROSA PARKS CIRCLE
ARTPRIZE EIGHT
SEPT 21 – OCT 09, 2016


ARTPRIZE
—
EIGHT
GRAND RAPIDS, MICH
ARTPRIZE.ORG
HEY THANKS!
CHRISTIAN
@ARTPRIZE
.ORG
ARTPRIZE
EIGHT
SEPT 21—
OCT 09,
ARTPRIZE
EIGHT
SEPT 21
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OCT 09,