

ART

AWAKE

2011

ArtAwake is a Student-Driven Initiative
that works to Strengthen the Community
and culminates in a one-day Festival of Creativity
that Gives Life to a Vacant Urban Space.



ArtAwake transforms a vacant urban building into a creative festival that features interactive installations, visual art, live music, innovative technologies, performance art, and much more. Creative submissions are submitted from all across the community, and the event is highly integrated to create a truly unique and enjoyable experience for all attendees regardless of background, age, or interest.



Ultimately, ArtAwake strives to demonstrate the potential of Rochester's unused spaces, cast a spotlight on Rochester's arts & music community, bring together people from across the community, facilitate thoughtful discussion & interaction, and leave a significant lasting impact on the city's creative community.



In 2007, a group of University of Rochester students had an idea: strengthen the relationship between students & the city by showcasing Rochester's creativity in an underused downtown location. Organized by a driven group of student volunteers, ArtAwake 2008 was held in Station 55 to an attendance of 1,500 and boasted over 200 pieces of art and 15 musicians. The inaugural event was honored as the *Student-Driven Program of the Year* by the Association of College Unions International. The event continued forward as ArtAwake 2009 brought 2,000 people together to give life to an unused warehouse in Gates.

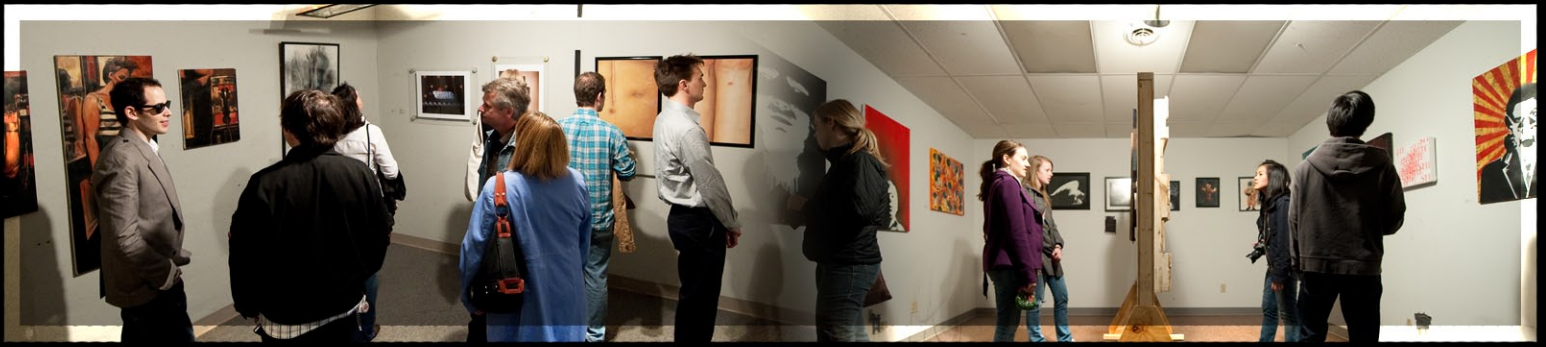
The leaders of ArtAwake 2010 set out to reinvent the festival, transforming the former First National Bank on 35 State St. in the heart of Downtown Rochester with over 21 musical performances (including jazz, classical, rock, hip-hop, country, acoustic, reggae, and more) across 3 stages along with 175 works of art by over 100 local artists. Attendees took part in a myriad of interactive exhibits - from recording their own music to painting live models - while interacting with each other, enjoying delicious local foods, and marveling at the glorious architecture. The event was so popular that the building was at maximum capacity from 7pm - midnight.

For 2011, ArtAwake is looking to forge stronger community partnerships by working closely with organizations, businesses, & leaders from throughout the city and by developing initiatives surrounding the event to create a more significant lasting impact. Additionally, the team aims to make an even more integrated, interactive, & meaningful event, and is working to better incorporate performance art, dance, theater, technology, local history, & local business into ArtAwake 2011.

Celebrate Creativity. Awaken Rochester.

www.ArtAwake.org

info@artawake.org





There are a myriad of opportunities for local organizations, businesses, and leaders to become involved in ArtAwake!

ArtAwake is only possible through the support of sponsors, partners, and leaders from across the community. Financial sponsorship, donations & discounts, promotional assistance, and volunteerism are all awesome ways to get involved. Additionally, if you have suggestion & ideas or want to help plan the event, build a partnership with another community initiative or event, or develop & lead an initiative or exhibit as part of ArtAwake - we would love to have you on board!

For more information, please contact us at info@artawake.org!

Basic ArtAwake Expenses & Supplies

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|-------------------------------------|---|
| -Building Rental & Utilities | -Sound Equipment |
| -Security, Health, & Safety | (Speakers, Mics, Staging, etc.) |
| -Busing (from local colleges) | -Lighting Equipment (for Stages & Galleries) |
| -Ticket Printing | -Gallery Materials (wood, paint, nails, etc.) |
| -Flyer design & printing | -Interactive Exhibit Construction |
| -Web design, maintenance, & hosting | -Decorations |
| -Radio, TV, & Print Advertising | -Cleaning Supplies |
| -Beverages | -Tables, Chairs, etc. |
| -Local Foods & Deserts | -Signage, etc. |



Sponsors from ArtAwake 2010 Included: Urban Exploring*, UR Concerts*, Hartnett Gallery Council*, Creative Arts Club*, WRUR Radio*, No Jackets Required*, Eastman Student Association, Eastman Student Life, Delta Upsilon Fraternity, UR Class of '13*, LOGOS*, D'Lions*, UR Cinema Group*, KASA*, FASA*, Sigma Beta Rho, Community Learning Center*, UR Music Department, Geneseo Student Art Association, Center for Entrepreneurship, Little Bakery, Tasteful Connections, DiBella's, Lori's, Maxx's Corner, Stellar Sound, Javas Cafe. *Student Activities funded groups at the University of Rochester

ArtAwake is about showing the immense potential of our city's vacant spaces. It's about highlighting the amazing artists & musicians who create amongst us. It's about discovering delicious local flavors and cutting edge local businesses. It's about meeting new people & putting our minds together for the future. It's about the middle-aged exec, college student, & child who find themselves banging on pvc pipe & empty bottles, laughing as they make music together.

ArtAwake is about the Creative Potential of OUR Community.

