



2017 Art in the Loop Project: Cue!

Review

(12/17/2017)

Art in the Loop seeks to contribute to the visual identity of Downtown Kansas City while creating new opportunities for local artists to grow their practices and expand their audiences. We also seek to offer Downtown residents, workers and visitors the opportunity to interact with new art of excellence presented in the public realm.

The **2017 Art in the Loop Project: Cue!**, was a curated outdoor exhibition of temporary artwork and performances. The project infused the center of Downtown Kansas City with innovative, engaging and refreshing art for a 5-month period. During this period, local artists stretched out of their studios and galleries, and off the stage into the public Downtown environment for the consideration and enjoyment of the passerby.

Our 2017 sites included **City Market Park** (in partnership with the City of Kansas City, MO), **KC Streetcar** stops and onboard vehicles, and at the **Kansas City Public Library** Central Library.

A. Finalize call for artists and select curator

In January, we issued a call for artists and a separate call for musicians to propose temporary artworks and performances for locations along the KC Streetcar line and at the Kansas City Public Library Central Library. We also supported KCMO's public art administrator's separate call for artists for 4-works in City Market Park. To maintain consistency in the program, we retained Jessica Borusky as the project curator. In July, after getting the 2017 project underway, Borusky left Kansas City for a position as Art Director for Living Arts in Tulsa, Oklahoma. We're in the process of identifying an art director for 2018.

B. Promote call for artists and hold artist information sessions

We promoted the all of the calls for artists on www.artintheloop.com, through our social media channels and with the assistance of our partners, including the City of Kansas City, Missouri, ArtsKC, Artist Inc., Charlotte Street Foundation and the Kansas City Art Institute. Information sessions were held with the Kansas City Artist Coalition, Artist Inc., and the InterUrban ArtHouse. We also hosted our own information session in February.

C. Receive artist applications

We received 50 applications from artists for artwork and generative performances. We received 106 applications from musicians, We worked through Artist Inc. to provide an on-line application for artists through the Submittable Program. This also allowed our selection panel to review and score the applications prior to our panel meeting.

D. Complete artist selection panel deliberations

We organized a diverse Artist Selection Panel that included community representatives, local arts professionals and local artists, including:

- Elizabeth Bowman, KCMO - Municipal Arts Commission
- Lisa Cordes, Artist Inc
- Ramona Davis, Black Archives Network
- Anne Ducey, Kansas City Public Library
- Rie Egawa-Zbyrk, Artist
- Israel Garcia, Garcia Squared Contemporary Gallery
- Amy Kligman, Charlotte Street Foundation,
- Donna Mandelbaum, KC Streetcar Authority
- Shad McCartney, City of Kansas City, MO
- Robin Trafton, Commerce Bank Art Collection and The Box Gallery

Jessica Borusky and Ann Holliday managed the review process. The panel ranked the applications on-line prior to the meeting and then selected the finalists after discussions and deliberations during a 2-hour meeting in early March.

A separate Artists Selection Panel was convened for Art in the City Market Park. Elizabeth Bowman moderated the process. Art in the Loop was represented on the panel.

E. Set up implementation of Art in the Loop and Artist Performances

Designs and specific locations were finalized and contracts were signed with the artists in late March. Artists creating temporary artworks and installations were provided with 75% of their fee once the contract was signed and 25% when the artwork was removed. Musicians were paid after their performance.

The **Art in the Loop Kick Off Reception and Program** was held on April 26 at the Kansas City Public Library Central Library. Approximately 100 people attended. The highlight of the program was hearing each artist discuss their planned artwork or performance. The artists had the opportunity to meet each other and members of the audience.



F. Downtown Art Crawl and Closing Reception

We wrapped up the season with the following events which allowed the interested public to learn more about the artwork, the artists and the overall program.

1. Downtown KC Art Crawl, Sept. 13

Art in the Loop partnered with the KC Artists Coalition, KC Streetcar and the City Market to provide a public walking tour of the 2017 Art in the Loop projects. The event started at the KC Artists Coalition. Ann Holliday led the tour with the participation of a number of the artists. A reception was held in City Market Park following the tour. Approximately 45 people attended the event.



2. Art in the Loop Closing Reception & Pop-Up Exhibit, November 1

We will hold our Closing Reception and Program at the Kansas City Public Library, Central Library on Wednesday, November 1. Artists participating in the exhibit will contribute ephemera from their performances and artwork - turning the Helzberg Auditorium into a gallery for the evening. Each artist will also spoke for a few minutes about their project and the impact the opportunity had on their work. Estimated attendance: 75 people.

2017 Artist Videos

In 2017, we added a new component to the project as we created artist profile videos for many of the artists. These videos will exist in perpetuity on our website and Facebook page.

www.artintheLOOP.com/videos

The screenshot shows a web browser window with the URL www.artintheLOOP.com/videos. The page title is "Videos". Below the title, there is a grid of 14 video thumbnails arranged in two columns and seven rows. Each thumbnail has a title and a play button icon. The thumbnails are as follows:

- 1. "Inscribed by Jeramy Zimmerman" (© 2017 Filmed and Edited by Cody Hunt Films, www.cody-hunt.com)
- 2. "Wait Here by JT Daniels, 2017 Art in the Loop Project: Cuel" (© 2017 Filmed and Edited by Cody Hunt Films, www.cody-hunt.com)
- 3. "Totemic Persona by Barry Anderson" (© 2017 Filmed and Edited by Cody Hunt Films, www.cody-hunt.com)
- 4. "Cloud Canopy by Monica Dixon" (© 2017 Filmed and Edited by Cody Hunt Films, www.cody-hunt.com)
- 5. "The History Vendor by Chris Dahlquist" (© 2017 Filmed and Edited by Cody Hunt Films, www.cody-hunt.com)
- 6. "The 4th Silly Walk for Art in the Loop!!!" (© 2017 Filmed and Edited by David Barry)
- 7. "Breathe by Beth Nybeck" (© 2017 Filmed and Edited by Cody Hunt Films, www.cody-hunt.com)
- 8. "Silly Walk Ways With Art in the Loop" (© 2017 Filmed and Edited by David Barry)
- 9. "Streetcar Session - Enrique Chi - 'Locura Colectiva' | The B..." (© 2017 909 The Bridge)
- 10. "2016 Art in the Loop Project" (© 2017 Filmed and Edited by Cody Hunt Films, www.cody-hunt.com)
- 11. "Kansas City Calling 2017 Excerpts" (© 2017 Filmed and Edited by Cody Hunt Films, www.cody-hunt.com)
- 12. "Run 'The Town' Gives Me The Runs - E141" (© 2017 The Year I Got the Runs)

G. Quantitative Measures of Success

Since our pilot year in 2014, the Art in the Loop Project has grown by audience, artists and musicians. This past year, we focused on the improving the quality and diversity of our artists and types of artwork presented. We also offered more opportunities for the public to interact with the artists via tours and receptions.

Benchmarks	2014 Pilot Year	2015	2016	2017
# of applications received	25	43	59	156
# of grants awarded	12	24	27	31
\$ amount of grants awarded	\$15,250	\$22,950	\$49,000	\$51,800
# of artists, musicians, performers participating (total)	24	30	90	93
# of performances (music and art performances)	6	12	15	32
# of art installations	6	9	12	10
# of programs, receptions and tours	2	3	4	3
# attendance at receptions and tours	60	112	265	220
# attendance at performances	340	1,835	2,473	5,685
Total attendance (as available)	400	1,947	2,738	5,915
# of streetcar riders potentially viewing artwork along the route			274,681	516,088

We also increased our online communications:

Online Presence	2014	2015	2016	2017
Page Views (artintheloop.com)	na	4,128	15,560	17,267
Twitter Followers	na	214	444	697
Facebook Likes/Followers	171	416	690	1,064
Instagram Followers	na	na	151	356

And increased the amount and quality of our earned media:

Earned Media	2014	2015	2016	2017
Print Media	2	3	4	4
Online articles	2	3	4	8
TV Coverage	1	1	3	2
Radio Articles	0	1	2	4

Advertising

2017 Radio Advertising - 68 spots on 90.9 The Bridge
Poster on KCCity Post Kiosk

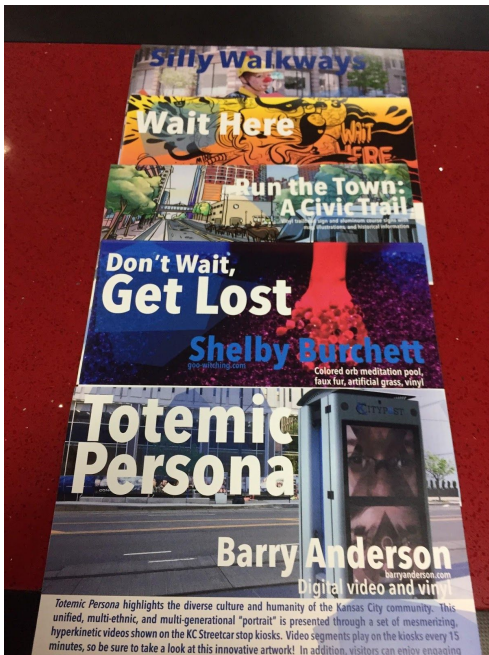
Partner Newletters/Eblasts

- City Market Newsletter/Eblast
- KC Streetcar Newsletter/Eblast
- KC Library Newsletter/Eblast and rint
- Union Station Newsletter/Eblast
- Downtown Council Newsletter/Eblast
- VisitKC Calendar & Post
- ArtsKCgo.com Calendar
- KC Track Club Eblast
- RUN 816 Eblast
- KC Artists Coalition
- Missouri Arts Council

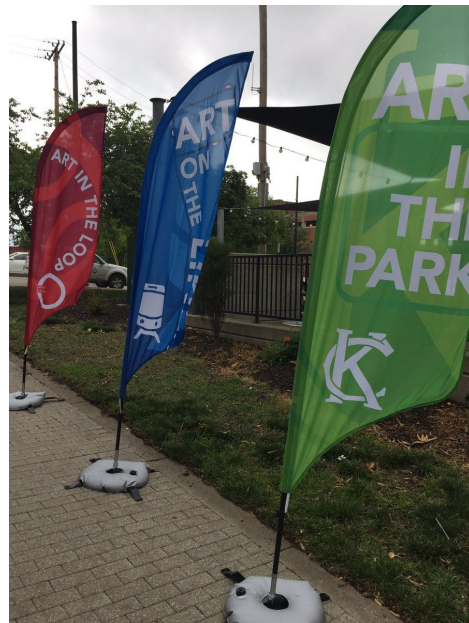
Performances and events were also promoted at VisitKC.com and ArtsKCgo.com:

The screenshot shows the ArtsKCgo website interface. At the top, the logo 'ARTS KC go' is displayed with the tagline 'your guide to arts and culture'. To the right, there are links for 'LOGIN' and 'REGISTER', and a logo for 'an initiative of ARTSKC regional arts council' with social media icons for Facebook, Twitter, Instagram, and YouTube. Below the header is a navigation bar with categories: ART, MUSIC, THEATRE, DANCE, FILM, LITERARY, FORUMS, MUSEUMS, FESTIVALS, FAMILY, FREE. The main content area features a breadcrumb trail: Home > Art > Closing Reception & Pop-Up Exhibit. Below this is a share button and social media icons. The event title is 'Closing Reception & Pop-Up Exhibit', presented by Art in the Loop and Kansas City Public Library at Kansas City Public Library - Central Library. A date badge indicates 'NOV 01'. An image shows abstract art pieces with the text 'Art in the Loop Project: Cue!'. The text describes the event: 'Help us celebrate the 2017 Art in the Loop Project: "Cue!", and enjoy a pop-up exhibit from the 2017 Art in the Loop artists.' It further states: 'Celebrate the end of the 2017 Art in the Loop Project outdoor public art exhibition and performance series with a Closing Reception, Pop-Up Exhibit & Video Screening at the Kansas City Public Library Central Library, located at 14 West 10th Street. Objects and ephemera from the 2017 projects will be displayed, turning the Helzberg Auditorium into a gallery for the...'. On the right side, there is a 'find an event' search form with fields for 'Search by Keyword', 'Search by date' (with Start and End date pickers), 'Select Category', 'Select Organization', and 'Select City'. There is also a 'Search by Artists' field and a 'RESET' button. Below the search form is a 'DONATE TO ARTSKC' button and a 'directories' link.

Marketing Materials (Samples)



Title signs for artworks.



Branded flags displayed at all performances



Promotional posters (500)



Maps/flyers (1,000)

Screenshot of www.artintheLOOP.com website.



Press and media coverage (samples)

KC Star Article (print and on-line)



Monica Dixon's "Cloud Canopy" prompts City Market Park visitors to meditate on colors. Ray Inman | Special to The Star

Art in the Loop cues Kansas Citians to view the city through one another's eyes



[View more photos](#)



Jun 7, 2017 at 6:13 PM
By David Decker (@edwardgibson.com)

Included in The Pitch's Best of Kansas City 2017 "Why we love KC Now"



PHOTO BY ZACH BAUMAN

Because Art in the Loop made the streetcar ride even better

If you rode the streetcar this past summer, you saw the latest Art in the Loop projects — the results of a nonprofit set up to fold a little conceptual funk into downtown's glitz-courting development drive. We especially liked "Then & Now: Faces of KC," by Lauren Thompson (pictured here with the finished product) and Jeff Evrard, at the corner of Third Street and Grand. Installed on both exterior sides of pickets on a fence, the work consists of photos depicting historic KC figures, past and present, that blend into an optical illusion when the viewer is in motion.



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Art in the Loop Caps Season Today with Downtown Kansas City Art Crawl

September 13, 2017 Kevin Central Business District/Loop, Cultural



Fancy This by Maria Ogedengbe (Photo by Stacey Sharpe)

Art in the Loop, a diverse assortment of public artworks in downtown Kansas City, is winding down the season with a special Downtown KC Art Crawl today.

RECENT POSTS

[Art in the Loop Caps Season Today with Downtown Kansas City Art Crawl](#)

[Second Phase of Corrigan Station Development in Crossroads Expected to Break Ground Late This Year](#)

[Historic Kansas City Streetcar Moved to its Permanent Stop as Future River Market Ice Cream Parlor](#)

[Techweek Kansas City Begins Today, an Annual Celebration of What's Next](#)

[Booming Spring Venture Group Plans to Add Over 650 Jobs in Downtown Kansas City and Gobble New Office Space](#)

RECENT COMMENTS

[Brendon Butler on Councilwoman Says New Independent Poll Reveals "Tide Has Turned" in Support for New KCI Terminal](#)

[alisandre benning on Second Phase of Corrigan Station Development in Crossroads Expected to Break Ground Late This Year](#)

[River Market Resident on Historic Kansas City](#)

Article from the Vending Times

Kansas City's History Vendor Dispenses Interactive Lessons

by Hank Schlesinger
Posted On: 9/5/2017

KANSAS CITY, MO — A three-column flat vending machine that dispenses free images of days gone by in City Market Park here and the historic surrounding neighborhoods is a central part of a new program by the Kansas City [Municipal Art Commission](#).

Dubbed the History Vendor, the machine dispenses photographs and maps reproduced courtesy of the Kansas City Public Library's Missouri Valley Special Collections. Park-goers can visit the park and get a sense of what it was like years ago.

The program, called Art in the Park, is the brainchild of local artist Chris Dahlquist. She said that photographs provide an interactive element as patrons attempt to discover the vantage point of the original photos in a changed landscape, or explore new parts of the neighborhood.

The vending machine, scheduled to be on location through mid-October, is located in City Market Park at Third and Main Streets.



Header from Missouri Arts Council Newsletter included Art in the Loop Photo

If you'd like to view this email in a Web browser, please [click here](#)

To ensure receipt of our e-mails, please add our email address to your contacts, address book, and/or list of approved senders.

[Please share with a friend](#)



Art in the Loop artist videos were promoted on the KCity Kiosks



OFFICE OF CULTURE
www.kcmo.gov

Art in the Loop downtown installations & performances

Touch for more



Visit KC

The 2017 Art in the Loop Project: Cue! is an outdoor art exhibit in Downtown KC. Works by 4 local artists can be found in City Market Park and 6 art installations are located at KC Streetcar stops from May - September. Music and art performances take place throughout the summer at the KC Public Library. Learn more at www.artintheloop.com. Art in the Loop is supported by the KCMO Office of Culture and Creative Services.