ArtPrize is an international art competition and festival open to all 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
How ArtPrize Works

Venues Register

Venues + Artists Connect

Artists Register

Expert Jury Selections

Votes are Cast

Prizes are Awarded

MAR

APR

JUN

SEP

OCT
$500,000 in Prizes

<table>
<thead>
<tr>
<th></th>
<th>PUBLIC VOTE AWARDS</th>
<th>JURIED AWARDS</th>
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<tbody>
<tr>
<td>Grand Prize</td>
<td>$200,000</td>
<td>$200,000</td>
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<tr>
<td>2D</td>
<td>$12,500</td>
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<td>3D</td>
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<tr>
<td>INSTALLATION</td>
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<td>TIME BASED</td>
<td>$12,500</td>
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<tr>
<td>Outstanding Venue</td>
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<td>$12,500</td>
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ARTPRIZE®
Grand Prize Public Vote Winner

Northwood Awakening
Loveless PhotoFiber
ARTPRIZE SEVEN JURIED
GRAND PRIZE WINNER

$200,000
JURIED
GRAND PRIZE

Presented by
KCED
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
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

47 COUNTRIES

50 STATES

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

20,000 Detroiter 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: 31%
Visitors with an annual household income greater than $50,000: 75%

EDUCATION LEVEL

Visitors with a graduate or doctoral degree: 29%
Visitors with a bachelors degree: 67%
Visitors who have, or are attending college: 93%

Source: ArtPrize 2013 Visitor Survey
Impact — Grand Rapids, Michigan

Forbes
“One of the Happiest Cities to Work in”

CNN
CNN FEATURED ARTPRIZE
as Michigan’s must-see destination for 2014.

MEN’S JOURNAL
“Perfecting the Art of Living Well”

Money
“Best Places to Live”

41/210 U.S. MEDIA MARKET
Las Vegas, NV — #40 Austin, TX — #39

TOP 10 TRAVEL DESTINATION
ArtPrize helped to make Grand Rapids the top travel destination to visit in 2014.
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 @ The Fed

Center City Pathway
Look for these symbols to find the best art in Center City.

Pantone Pathways presented by X-Rite Pantone
The Public Vote and mPerks Program presented by Meijer
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
CRITICAL DISCOURSE
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
ARTPRIZE EIGHT
SEPT 21 — OCT 09, 2016

UPCOMING EVENTS

ARTPRIZE ON SCREEN FILM FESTIVAL
SEPT 21-24
LADIES’ LITERARY CLUB
UPCOMING EVENTS

BLUE BRIDGE MUSIC FESTIVAL

SEPT 30 - OCT 1
BLUE BRIDGE
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
HEY THANKS!

CHRISTIAN @ARTPRIZE .ORG