



FOR IMMEDIATE RELEASE

July 23, 2021

Contact: Carrie Geraci, [carrie@jhpublicart.org](mailto:carrie@jhpublicart.org)

## SNOW KING SUMMIT CHAIR PROJECT SPARKS NEW COMMUNITY PARTNERSHIP

*Jackson, Wyoming:* With the go-ahead from the Jackson Town Council, a group of partners is moving ahead with a project to envision a new future for Snow King Summit Lift chairs donated to the project by Snow King Mountain. The consortium – made up of JH Public Art, Jackson Hole Chamber of Commerce, and Snow King Mountain – will now submit a community enhancement grant request for \$100k to the Wyoming Business Council to partially fund the project. An additional \$50k will be needed to bring the public art installation to fruition, with JH Public Art spearheading the fundraising efforts and with the goal of unveiling the transformed chairs during next year's Old West Days (May 25-28, 2022).

This public art and recreation installation will use up to 30 original chairs saved from Snow King Summit Chair in various locations and formats (some as swings, fixed chairs, and/or in groups of chairs) along North and South Cache Street via the base of Snow King Resort to the summit of Snow King Mountain. The brightly colored, rainbow collection of chairs will incorporate visual connectivity representing the economic connection between Downtown Jackson and Snow King. The Jackson Hole Historical Museum and Society will spearhead the historical content and interpretive information at each installation that will showcase the 75 plus year history of Snow King, the development of skiing in Jackson as a year-round mountain destination and its continued relationship with Downtown Jackson business district. In alignment with the Town/County Comprehensive Plan, this proposed placemaking project will meet many of Comprehensive Plan's core values by combining historic preservation with vibrant walkable areas.

Follow along with the project and learn how to participate by visiting [www.jhpublicart.org](http://www.jhpublicart.org).

Businesses and individuals interested in sponsoring a chair should contact:

Carrie Geraci at [carrie@jhpublicart.org](mailto:carrie@jhpublicart.org) 307 413 1474

Anna Olson at [anna@jacksonholechamber.com](mailto:anna@jacksonholechamber.com) 307 690 7669

### ABOUT JACKSON HOLE PUBLIC ART

Jackson Hole Public Art is a 501C3 organization whose mission is to forge partnerships for the integration of art into any environment to inspire lasting cultural, educational and economic benefits. JH Public Art is our community's leading presenter of artist-driven projects in public space. We place artworks outside traditional venues of museums and galleries to provide access to art for all people. [www.jhpublicart.org](http://www.jhpublicart.org)