

LunchChat

Connect. Inform. Help.



Local Artists Get CRE8IV

April 23, 2020

Hosted by Rockford Area Convention & Visitors Bureau

Panelists



John Groh
RACVB



Kristen Paul
RACVB



Jenny Mathews
Visual Artist
Rockford Illustrating



Mary McNamara Bernsten
Rockford Area Arts Council

Connect. Inform. Help.

UnitedWayRRV.org/covid-19

OR

Text TOGETHER to 40403



Kristen Paul



2019 First-ever CRE8IV Transformational
Arts Festival



Our Aim

To help transform Rockford into a city that our RESIDENTS **LOVE**, so visitors will love it, too.







CRE8IV Goals

Beautify and enhance public spaces.

Create opportunities for residents and visitors to engage with each other in unique and interactive ways.



Create positive memories for residents & visitors.

Grow the reputation of our city as a vibrant, arts-friendly community.



Mural Musts

Spark joy!

Photo opportunity

Universal appeal

Avoid political and social statements

Pro-Rockford, positive

Design and implementation is of high level and excellence

Highly visible locations



CRE8IV Funding

\$91,800 Illinois
matching grant

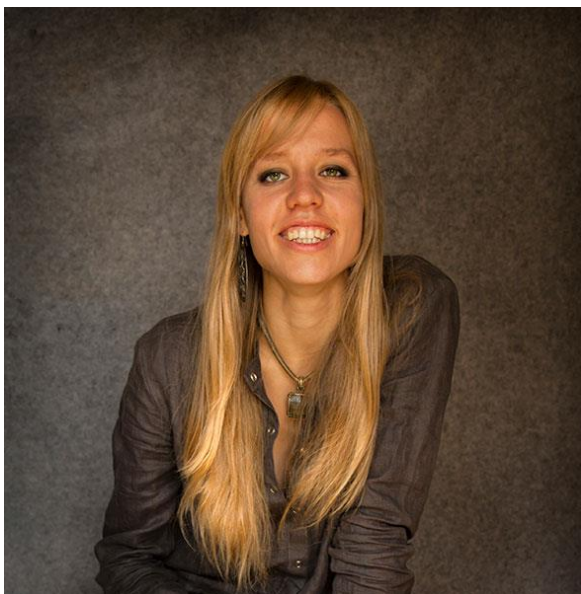
\$63,000 in
donations/sponsorships

Community Foundation, Rockford Association of Realtors, Brubaker Foundation
Collins Aerospace, Secure Staffing, Aunt Martha's, Jennifer Furst, Graham Spencer
Members Alliance, Sinnissippi Audubon, Rockford Bank & Trust
Winnebago County, David Anderson, Bobbie Holzwarth & Norm Lindstedt

\$49,980+ in-kind

Painters Union Local 607, City of Rockford,
Riverview Inn, Staybridge Suites





Artist Selection-local and visiting





ROCKFORD IN COLOR

13  WREX

ALL NEXT WEEK AT 6



CRE8IV MURAL FESTIVAL

Real. Original. 
ROCKFORD SM
ILLINOIS, USA

Rockford Area Convention & Visitors Bureau



Wednesday

Festival Kick-Off



Community Lunch

Live Mural Painting



Thursday

Family Fest Night

Bubble DJ

Face Painting

Food Trucks



Friday

Henna Tattoos

Hair Braiding

Live Music



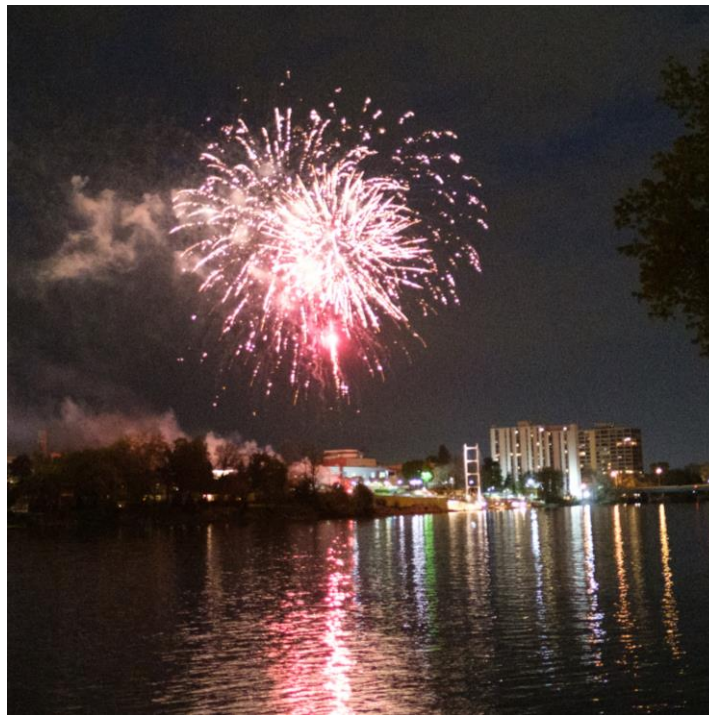


Saturday

Trolley Art Tour

Living World Performers

Fireworks Show



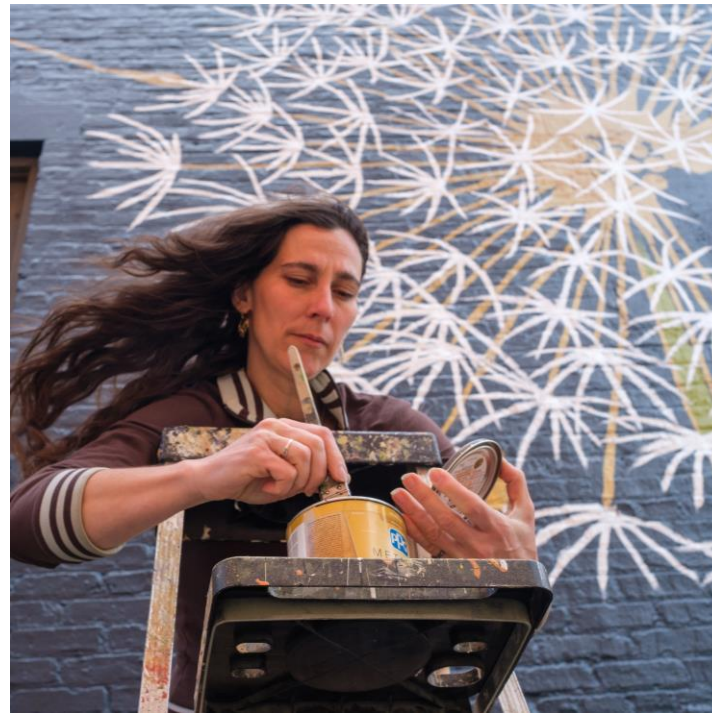


Sunday

Trolley Art Tour

Audubon Society Activity

Live Mural Painting



MURALS!





Brett Whitacre



Chris Silva



Jenny Roesel Ustick & Atalie Gagnet



Corey Barksdale



Molly Z



Lisa Frost & Libbie Frost



Yulia Avgustinovich



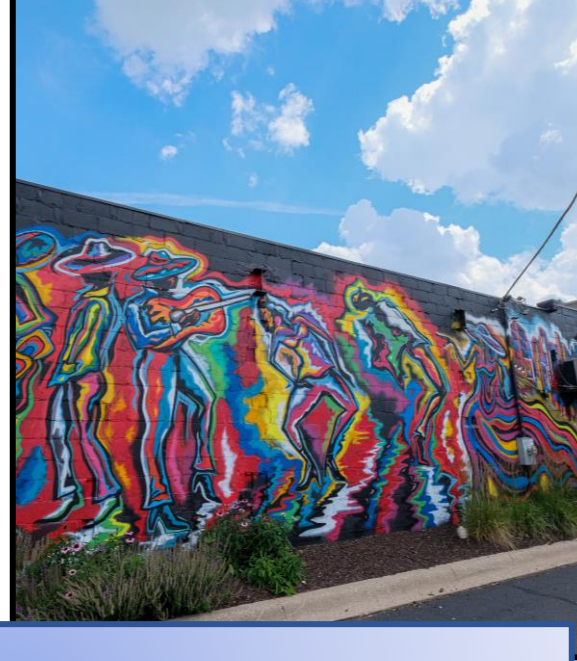
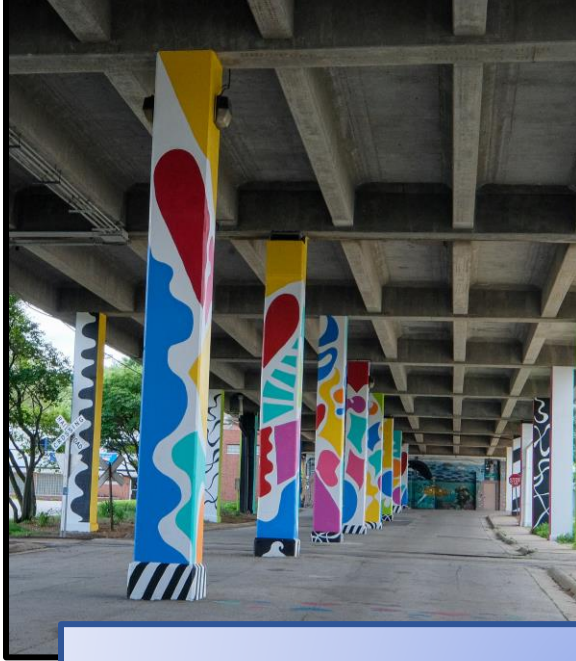
Yulia
Avgustinovich

Yulia Avgustinovich

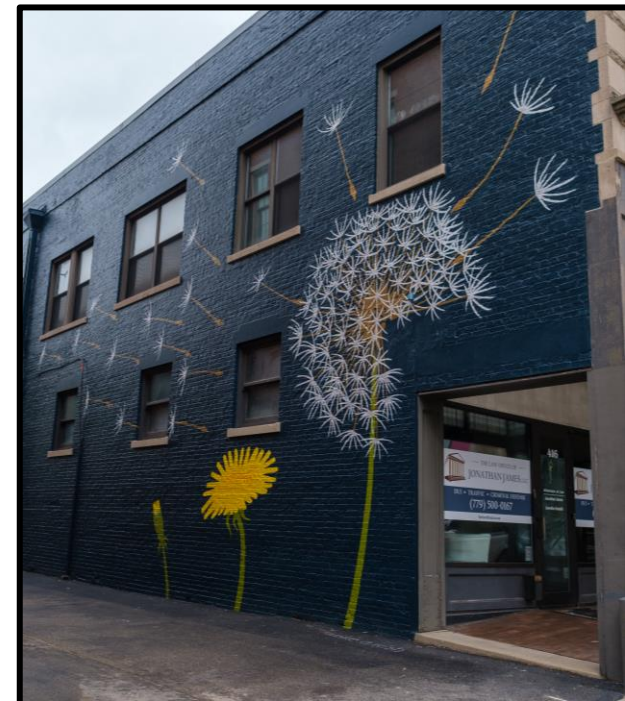
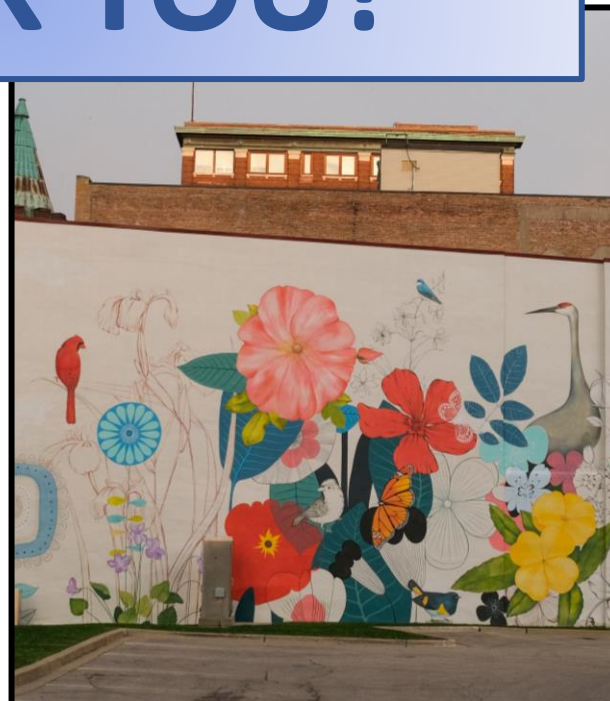


Jenny Mathews





THANK YOU!



Jenny Mathews



The beauty of murals, art, and past projects



"REBIRTH"

ARTIST: Tom Edwards

Local Sponsors:
Horton Post
Local Businesses

The Jefferson Horton Post
Legion



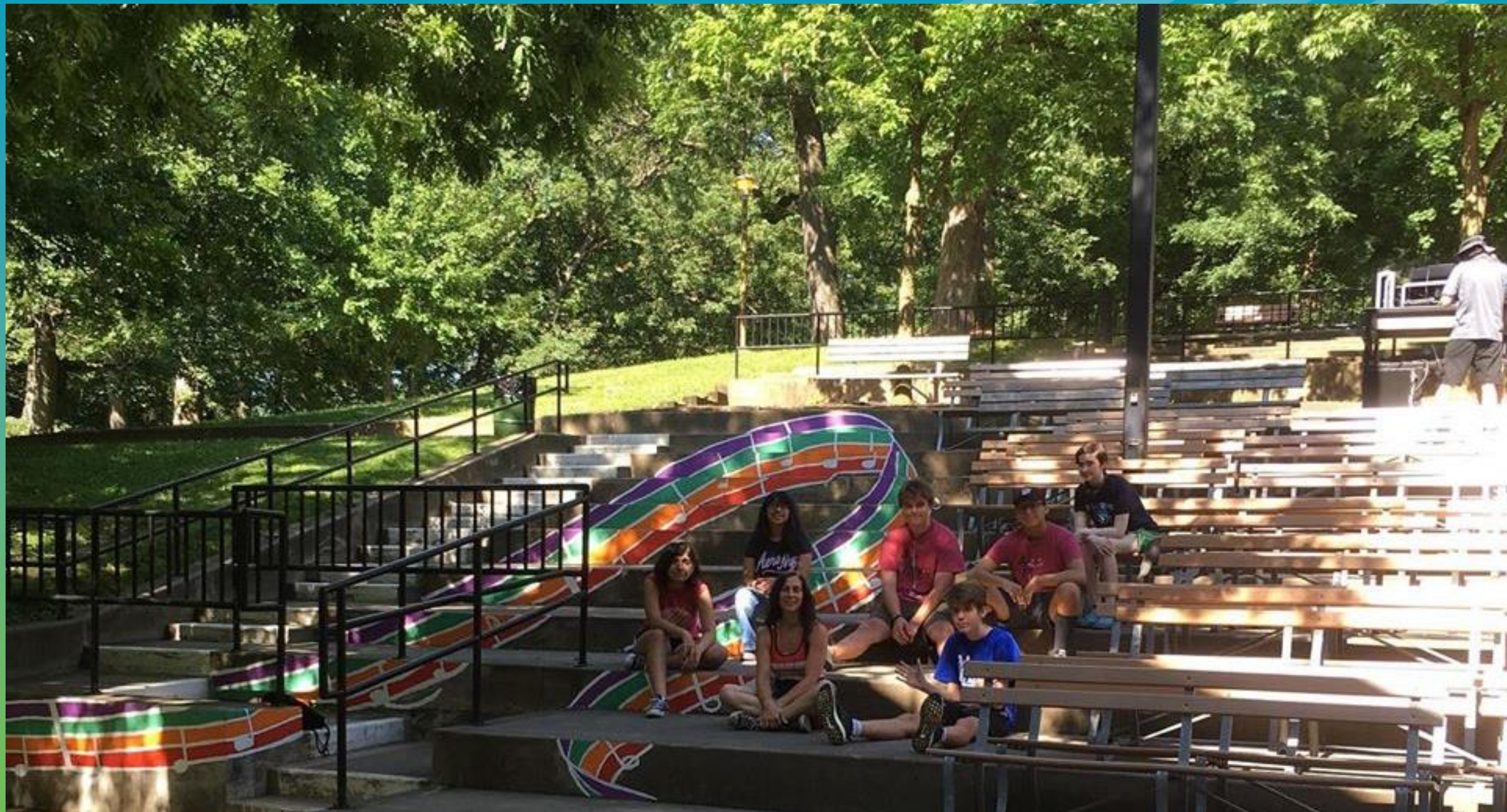
















It's easy to stand with a crowd;

it takes courage to stand alone.

Mary McNamara Bernstein



Transformational Power of the Arts
Local Response from the Arts world
Alone Together
Financial Relief
The Road to Recovery

Transformational Power of the Arts

‘Big Picture’ view of the transformative power of the arts is apparent to all those on social media; musicians, painters, poets, and actors are providing our world community with comfort and uplifting beauty during these uncertain times. Symphony orchestra members, rock’n’rollers, and painters are producing their work, live, for the world to enjoy.

Links to my favorite composers and performances will be provided:

- David Kim Philadelphia Symphony Orchestra
- Yo-Yo Ma, #songsofcomfort
- Brandi Carlile playing tribute to musician John Prine (‘Hello in There’), who we lost to COVID-19.
- John Prine singing ‘Hello in There’, <https://www.youtube.com/watch?v=OVhA01J0Zsg>

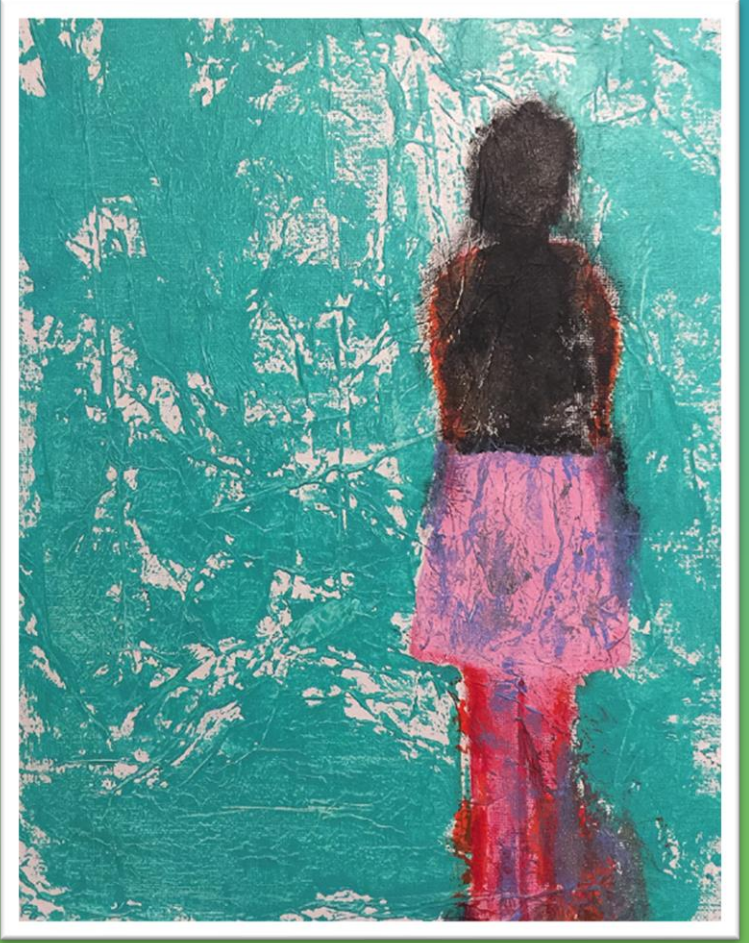
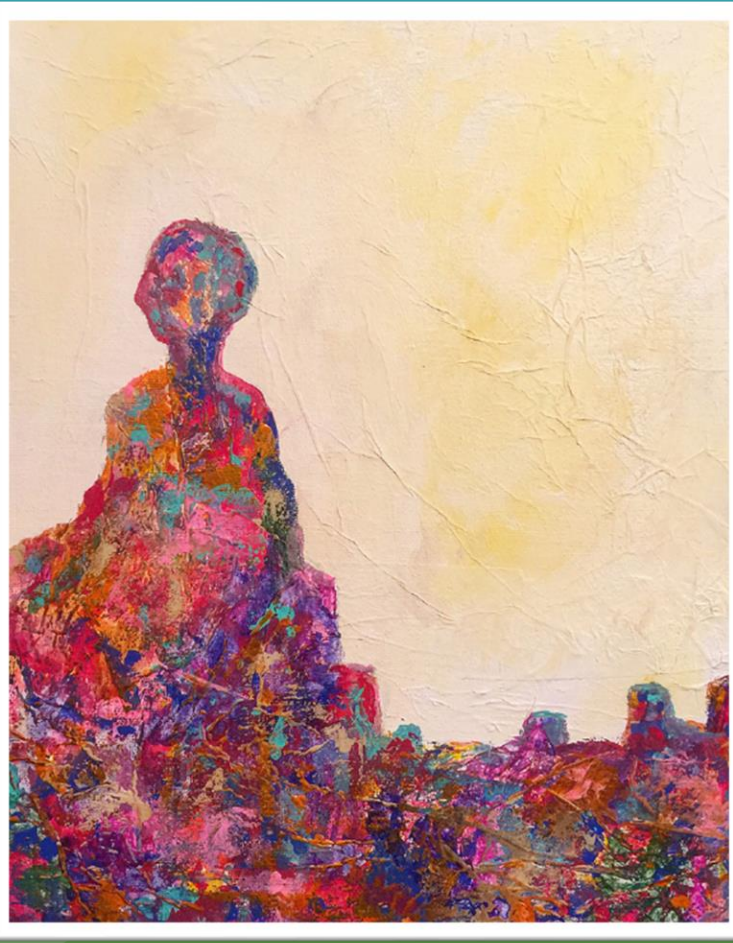
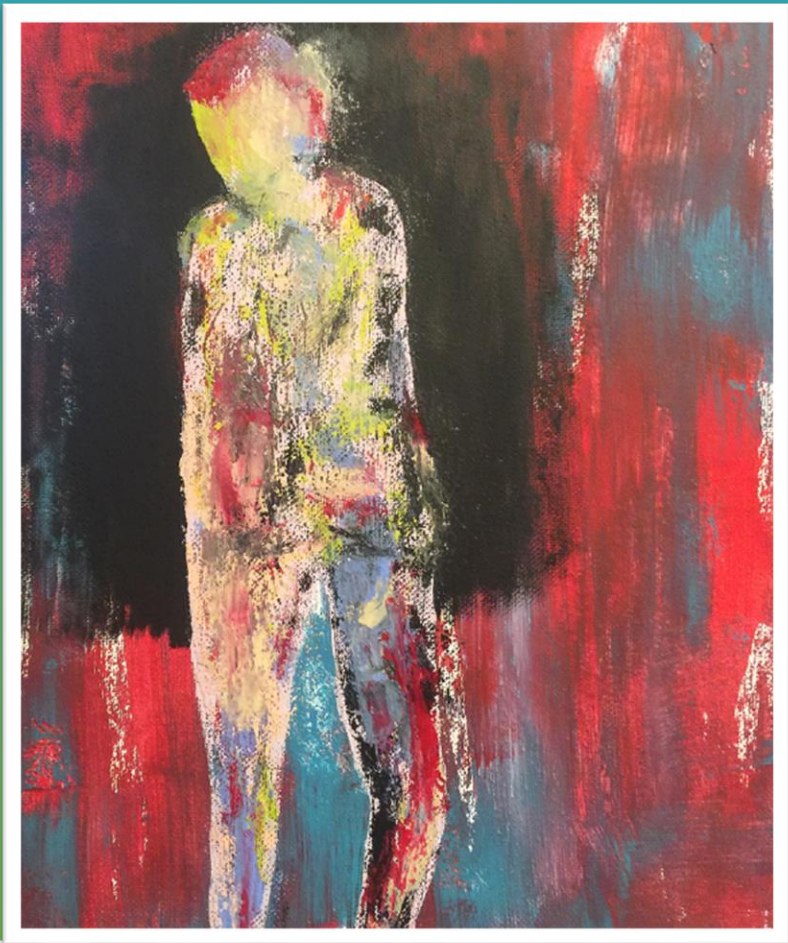
Local Response of Individual Artist and Arts

Local response of individual artists and arts organizations during a crisis of this proportion is equally compelling. We have a disease showing no discrimination of race, religion, or sexual orientation—a true national crisis. However, inequities still exist, even in the level playing field of something like the COVID crisis. As artists, we tend to first observe, then reflect, and lastly create.

- **Independent music instructor, Micky Rosenquist and all Music Academy Instructors**, have taken their **instruction to facetime** and zoom, to ensure their students' continued progress
- **Local artists are highlighting the struggle of those with mental illness** and those feeling the weight of isolation during this challenging time: **Rockford visual artist, Kurt Erickson**

Rockford visual artist, Kurt Erickson

snafuedstudio@gmail.com –or www.snafuedstudio.com



Alone Together

The Arts Council has developed a campaign, Alone Together, to support and promote art being made by individual artists, and our greater community, during the COVID-19 crisis. Alone Together is our regional initiative to provide the greater Rockford community with positive, hopeful, and inspirational messaging until we are on our way to recovery.



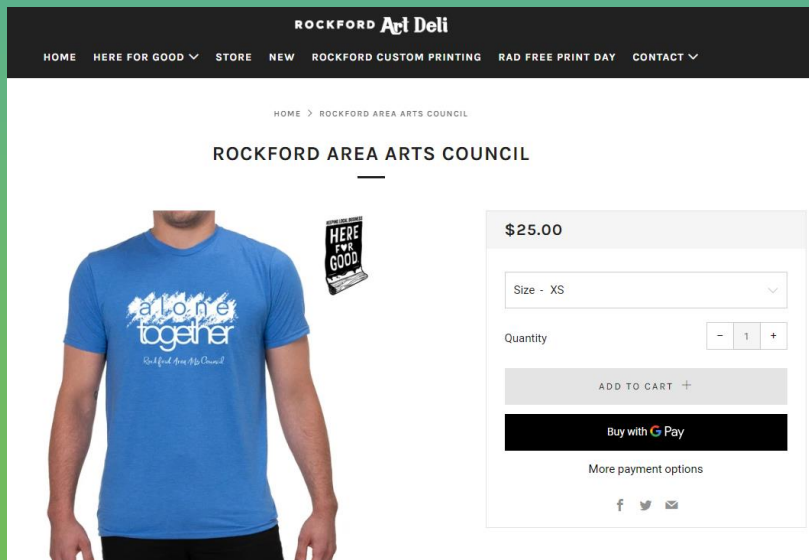
Rockford Area Arts Council

Alone Together (Cont.)



Youth Short Film Showcase

Collaborating with the City of Rockford and local artists to create a commemorative mural that recognizes the COVID crisis and looks to the future, in a hopeful way, to the Recovery of Rockford.



RAD's #hereforgood campaign, our Alone Together tee for sale

On-line engagement events:

FB Earth Day week-long event creating artwork with household objects: pasta, sidewalk chalk, baked goods, or socks!

FB event, adults and kids alike can recreate the masterworks we post with what they have in their home

Financial Relief Sources

Financial resources are available for local artists and arts organizations.

Road to Recovery

**The Road to Recovery is exposure, exposure,
exposure- to the arts!**



MARY MCNAMARA BERNSTEN
ROCKFORD AREA ARTS COUNCIL

Q&A

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OR

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Tuesdays & Thursdays @ 12 noon

www.gorockford.com/lunchchat

Stay Connected!

Facebook: Go Rockford

www.gorockford.com

covid19@gorockford.com

Rockford Area Resources

GoRockford.com/ResourceCenter

Information about local sites/attractions/restaurants, and resources for families and small businesses

GoRockford.com/LunchChat

Weekly webinars every Tuesday/Thursday

LunchChat

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Thank you!