

FOR IMMEDIATE RELEASE

Mpls Downtown Improvement District and Hennepin Theatre Trust launch Downtown Minneapolis Street Art Festival August 15–17

MINNEAPOLIS (July 31, 2019) – The Mpls Downtown Improvement District (DID) and Hennepin Theatre Trust today announced their collaboration on the inaugural Downtown Minneapolis Street Art Festival, which will take place next month on Hennepin and Nicollet from August 15 through 17.

The **Downtown Minneapolis Street Art Festival** brings together artists from the worlds of visual, performing, craft and food arts and unleashes them together for the first time onto the streets of downtown for all to enjoy. This free and accessible festival breaks down barriers between the arts and downtown residents and visitors. Festival-goers will relish in several arts-centered experiences, including chalk art installations, a short film showcase, several live performances, and an outdoor craft market. Additionally, there will be food and beverage vendors on-site to fuel the fun.

SCHEDULE OF EVENTS

Thursday, August 15

Downtown Farmers Market Preview | 10 am–2 pm

The activities begin with a Minneapolis–Nicollet Farmer’s Market preview on Thursday midday, when celebrated chalk artists Shawn McCann and Kimberly Wood will be near 6th and Nicollet for an impromptu demonstration. Fresh from their participation as one-half of Team USA at the Coloured Earth Festival in the UK, McCann and Wood will show-off their chalk art techniques.

Downtown Street Art Festival Kick-off and Short Film Showcase | 8:30 pm

The festival officially kicks-off Thursday evening at 8:30 pm on the rooftop at Hennepin Theatre Trust event center at 900 Hennepin Avenue. Catch a free concert from a Street Show competition winner as the sun sets, enjoy a drink from the cash bar, and relax into the evening with a short-film showcase about art in public places.

Friday, August 16

Nicollet Chalk Art Festival | 9 am–9 pm

The centerpiece of the Downtown Street Art Festival is a two-block-long series of chalk installations

by more than 15 local and national chalk artists. Come watch beginning at 9 am as amateur and professional artists begin to transform the sidewalks of Nicollet between 6th and 8th streets with their unique artistic vision in vibrant chalk. Enjoy live Street Show performances and a variety of street games for all ages. Channel your inner artist and contribute to our community mandala in chalk.

3D Chalk Installations | 9 am-9 pm

Visit one of three special 3D chalk installations in progress, located on the plazas at Westminster Presbyterian Church (Nicollet & Alice Rainville Place), IDS Center (mid-block on Nicollet between 7th and 8th streets) and Hennepin Theatre Trust (900 Hennepin Avenue). See how these artists create these visually arresting artworks using advanced techniques and anamorphic perspective to create the illusion of depth in the artworks.

Live Spray Paint Demos | 10 am-2 pm

Catch local spray paint artists Sig and the Funky Diabetic as they lay the groundwork for two mural-scale works live #OnNicollet between 7th and 8th streets.

Celebrate the 100th Anniversary of the Bauhaus | 10 am-2 pm

Join artist Lee Noble #OnNicollet between 6th and 7th streets as he collaborates with local access TV station MTN to explore connections between Minneapolis and Weimar, the city in which the influential art school and cultural movement was founded in 1919. Part of the *Bauhaus100 Bonanza Show* presented by the Goethe Pop Up Minneapolis.

Street Eats on Nicollet | 10:30 am-2 pm

Enjoy lunch from a selection of food trucks and street vendors #OnNicollet between 6th and 8th streets.

zAmya Zone with the zAmya Theater Project | 11 am-noon

This community-based theater brings their unique perspective to the street with a live performance on Nicollet at 7th Street that builds understanding and connection between people with and without experience in homelessness.

Malamanya in Concert at the Marq | 4-7 pm

Enjoy a late afternoon concert on the great lawn at the Parq at the Marq (between 3rd and Washington #OnNicollet) featuring local favorites Malamanya as they welcome the official start of the weekend. Bring Your Own Blanket and Beverage as winners of the Street Show competition warm up the stage before the vintage afro-latin all-stars take over at 4:45 pm. Dinner will be available for purchase from Elevate Food Hall onsite, along with free lawn games for all ages.

Saturday, August 17

Nicollet Chalk Art Festival | 9 am–9 pm

See the Nicollet sidewalks come alive with color as more than 15 local and national chalk artists put finishing touches on their chalk art installations on the sidewalks of Nicollet between 6th and 8th streets. Enjoy live Street Show performances and a variety of street games for all ages. Channel your inner artist and contribute to our community mandala in chalk.

3D Chalk Installations | 9 am–9 pm

Visit one of three special 3D chalk installations, located on the plazas at Westminster Presbyterian Church (Nicollet & Alice Rainville Place), IDS Center (mid-block on Nicollet between 7th and 8th streets) and Hennepin Theatre Trust (900 Hennepin Avenue). These visually arresting artworks use advanced techniques and anamorphic perspective to create the illusion of depth in the artworks and make ideal photo opportunities.

Live Spray Paint Demos | 10 am–8 pm

Local spray paint artists Sig and the Funky Diabetic tag team the finishing touches on their two mural-scale works live #OnNicollet between 7th and 8th streets.

Celebrate the 100th Anniversary of the Bauhaus | 10 am–4 pm

Join artist Lee Noble #OnNicollet between 6th and 7th streets as he collaborates with local access TV station MTN to explore connections between Minneapolis and Weimar, the city in which the influential art school and cultural movement was founded in 1919. Part of the *Bauhaus100 Bonanza Show* presented by the Goethe Pop Up Minneapolis..

Street Eats on Nicollet | 10 am–9 pm

Enjoy lunch from a selection of food trucks and street vendors #OnNicollet between 6th and 8th streets.

Nicollet Makers Market Street Art Festival Edition | noon–6 pm

Catch a special weekend appearance of the Nicollet Makers Market (www.nicolletmakersmarket.com), our bi-monthly downtown craft and art market that features locally made and designed goods. More than 15 artists and makers will bring their unique wares to the street, including live screen printing and artist demos.

Throughout the festival

Downtown Street Art Festival Media Hub

Throughout the Festival, you can catch program highlights, images of the artworks in progress, live performance feeds and the schedule of events at the Street Art Festival Media Hub at 8th and Hennepin. Hosted by Hennepin Theatre Trust.

“This event is for everyone,” said **Joan Vorderbruggen, Hennepin Theatre Trust’s Director of Engagement in the Hennepin Theatre District**. “From the Bob Dylan mural on 5th and Hennepin to

street music shows and 5 to 10 on Hennepin, we are always looking for exciting new ways to help make downtown Minneapolis a vibrant and welcoming place. Mpls DID has been a great partner for years, and we're excited to create an accessible new festival together."

"So many people come downtown to experience the arts, but often it happens inside iconic buildings and behind gallery doors. We're excited to be working with Hennepin Theatre Trust on a new signature art event that will draw people downtown to experience street art of all kinds—whether it's chalkers creating visual art, craft artisans presenting their handmade goods or street performers playing for the passersby," said **Lisa Middag, Director of Nicollet Activation for the Mpls Downtown Improvement District**. "Street art is integral to animating our downtown public spaces, and we're thrilled to bring more attention to our vibrant artist community."

To learn more about the Downtown Minneapolis Street Art Festival, visit MplsStreetArtFest.com or follow along **@MplsStreetArtFest** on [Facebook](#) and [Instagram](#), or **@MplsStArtFest** on [Twitter](#),

*The **Downtown Street Art Festival** is organized by the Mpls Downtown Improvement District and Hennepin Theatre Trust with support from our hospitality partner AC Hotel Minneapolis Downtown. IDS Center (Accesso Services), the Minneapolis–Nicollet Farmers Market, the Susan G. Komen Twin Cities 3-Day and Westminster Presbyterian Church are site sponsors, and event presenters include the Goethe Pop Up Minneapolis, the Parq at the Marq (Marquette Plaza), zAmya Theater Project, and the Warming House.*

About the Mpls Downtown Improvement District

The Minneapolis Downtown Improvement District (MDID) is a business funded non-profit focused on creating a more vibrant downtown. We lead and collaborate on programs that make downtown safer, cleaner and greener. We convene people across sectors and jurisdictions to work on issues of mutual interest; develop innovative solutions to complex public space challenges/opportunities including strategic activation and seek continuous improvement of ongoing programs including the ambassadors. For more information, visit www.mplsdid.com.

About Hennepin Theatre Trust

Hennepin Theatre Trust drives cultural and economic vitality in Minnesota through leadership of the dynamic Hennepin Theatre District in downtown Minneapolis and educational programming that reaches every area of the state. Its historic theatres — the Orpheum, State and Pantages — and new event center at 900 Hennepin light up Hennepin Avenue with top-tier entertainment, including the best of Broadway and a wide variety of arts programming. Hennepin Theatre Trust is a nonprofit 501(c)(3) organization. Learn more at HennepinTheatreTrust.org.

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