

ARTS NIGHT OUT

Arts Council of Greater Lansing ♦ 1208 Turner ♦ Lansing, MI 48906 ♦ 517.372.4636

October 14, 2016

Picture this....

It's Friday night and people are looking for something local and new to do. They're looking for the perfect mix of creative people and ideas - street art, pop-up theatre, local music, distinctive exhibits, performances, dance and so much more. They want to wander the streets and gather in small shops, galleries, offices, alleyways, parking lots, bars and museums, dense with diverse people, culture and design.

Where does this happen? Every other month on a select Friday night, art will be popping up in Old Town Lansing to do just that, giving residents and visitors the opportunity to really get to know this neighborhood and its people. And it is all free.

This is **ARTS NIGHT OUT**.

Facilitated by the Arts Council of Greater Lansing and presented in partnership with our local commercial association, we are hoping that you will jump in and become a **SPONSOR** of this collaborative and creative mash-up of art, business, and community!

ARTS NIGHT OUT is an every other month event that invites people to visit Old Town Lansing to experience urban space and creativity in unexpected ways. **ARTS NIGHT OUT** will fill our neighborhood with mini-galleries and pop-up experiences.

Picture this...

A local yoga studio is filled with pottery wheels and clay throwers. The corner pet shop turns into a scrap art exhibit and the neighborhood pub is re-vamped into an intimate spoken word speakeasy. Imagine people sitting around the corner park and watching a flash mob of break dancers or a favorite art gallery partnering with a coffee house to showcase the swirling deliciousness of coffee foam artwork. What's more? The sidewalks will be crowded, businesses will be full, and the overall ambiance lively and spirited. In 2016, close to 10,000 people participated in Arts Night Out, we are expecting even more in 2017.

ARTS NIGHT OUT supports everyone. We wanted to give our residents and visitors something exciting, cooperative and boundless to participate in. We wanted something that would draw them into new places and highlight those they walk by every day. We

wanted to give our area artists a chance to showcase their art and expose their talents whether they are poets, musicians, actors, visual artists, organizations, dancers or storytellers. We wanted our retailers and merchants to find profitable value and community connections in networking with arts and culture. **ARTS NIGHT OUT** has been created to do exactly that.

We've already lined up some really cool sponsors for 2017 that are going to help us make this event something special – **REDHEAD DESIGN STUDIO, GREATER LANSING REGIONAL PROSPERITY INITIATIVE, LANSING STATE JOURNAL** and **CITY PULSE** are in! How about you?

Sponsor levels and benefits are enclosed as well as a payment form (if you need it – or you can commit online at <https://app.etapestry.com/onlineforms/ArtsCouncilofGreaterLansingIn/ANOSponsorship.html>). All we need is for you to say **YES** by November 30, 2016 so we can get you totally engaged at the 2017 January kick-off event in Old Town. This is your night, your art, your community, your place.

This is **ARTS NIGHT OUT**.

A handwritten signature in blue ink that reads "Debbie".

Deborah E. Mikula
Executive Director

#MyArtsNightOut #NewFridays