



**WHAT IS
ARTPRIZE?**



ARTPRIZE: THE IDEA

It began as an experiment.

A totally new event.

A civic project on an
unprecedented scale.

The grandest exhibition in a
city's history would transform
every possible space.

Even how its citizens—and the
world—perceived it.

And it would happen almost
all by itself.

But how?



“A collaborative duet between the artists and the masses, that signifies what ArtPrize is all about.”

—Mike Leonard, TODAY SHOW



THE PRIZE

A grand civic project starts with something monumental.

Something guaranteed to get noticed.

The world's largest art prize.

\$250,000 to the winner.
\$449,000 in total prizes.

Suddenly, ArtPrize had everyone's attention.

THE STAGE

For two weeks, three square miles of downtown Grand Rapids would become the playing field.

Any space within the boundary could volunteer to be a venue.

Public or private, indoors or out, large or small—every inch of the city could get in the game.



"I think it's terrifying and thrilling."
—Jerry Saltz, senior art critic
NEW YORK MAGAZINE



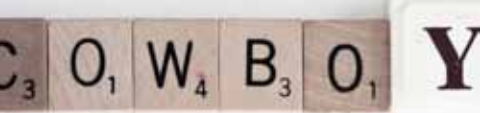


THE PLAYERS

Any artist over 18, working in any medium, located anywhere in the world, could participate.

Artists and venues could find each other and organize their own exhibitions through a central website.

No one on the ArtPrize staff would select a single artist for the event.



“To those of us who believe that art has the power to inspire and enliven our communities, [ArtPrize] was a glorious example.”

—Michael Kaiser,
President of the John F. Kennedy
Center for the Performing Arts
THE HUFFINGTON POST



THE GAME

Art from around the world would pop up on street corners, in restaurants, in parks, and even inside office buildings. But why would people come see it?

A competition! Winners would be chosen by public vote.

Anyone who showed up could vote on the winner.

Completely unorthodox by art world standards, but intriguing. Maybe it could work.

THE RESULT

An enormous risk, met with an even bigger reaction.

A city taken by surprise.

The first weekend restaurants ran out of food. The second weekend hotels ran out of rooms.

Praises, criticisms and arguments swirled everywhere.

But everyone agreed on one point: This thing was huge.

In time, they began to realize something wonderful.

The event had never been about who won the prize.

It was about a sea of people leaving their everyday lives to explore art and ideas.



"...a provocative art competition in the unlikely location of Grand Rapids, Mich., has emerged as a model of urban revitalization."

—Taylor Antrim,
THE WALL STREET JOURNAL





On some level, everyone knows art invigorates our cities and opens us to new ideas, but sometimes that's easy to forget.

In designing an event where everyone actively participates in making it great, we remember the value of art and community.

So, now the question is, "What can you bring?"

IN 2009

449,000 DOLLARS
334,219 VOTES CAST
200,000 VISITORS
1,262 ARTISTS
159 VENUES
41 STATES/
14 COUNTRIES
18 DAYS
80,000 people viewed
the winning piece

IN 2010

474,000 DOLLARS
465,538 VOTES CAST
250,000+ VISITORS
1,713 ARTISTS
192 VENUES
44 STATES/
21 COUNTRIES
19 DAYS
160,000 people viewed
the winning piece

Learn more about how you can get involved at artprize.org

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