

2008 “Excellence in Downtown Revitalization” Award Winner

Port Townsend’s “ArtWave—Children’s Art in Stores”



ArtWave window display

Project Overview

“Art Wave — Children’s Art in Stores,” sponsored by PT Artscape, was a month long visual art exhibit designed to support children’s art and bring foot traffic to stores in the up- and downtown historic districts in Port Townsend. The Port Townsend Main Street program collaborated with PT Artscape, an arts in education program, to promote the event.

Downtown building owners provided space to organize the exhibits. Dozens of volunteers delivered over 500 pieces of art creating instant and original window displays in 50 businesses. The event brought substantial foot traffic into the district and was a highlight of the First Saturday Gallery Walk.

A fundraiser for children’s art programs titled “The Chair Affair” kicked off the Art Wave event. 30 artists creatively painted and adorned 35 donated chairs for auction. Businesses displayed the decorated chairs during Art Wave. At the end of the event, the auctioned-off chairs raised over \$6000!

Stores displayed posters, flyers, and the chairs themselves in street-side windows to publicize the event. In addition, the local events guide Web site posted different photos of the chairs to generate excitement about “Chair Affair.” The media and newspapers featured articles with color photos prior to the event.

Funding

The budget for Art-Wave was \$500 and \$800 for Chair Affair. Participating businesses paid just \$10 each to help pay for marketing materials. The PT Arts Commission provided a \$275 grant for art supplies.

The Result

In Port Townsend, this event created positive publicity for merchants, showcased children’s art, increased attendance during Gallery Walk, and brought parents downtown to appreciate the artwork.



Local Port Townsend artist with her pansy-painted chair for the Chair Affair auction

Contact the Port Townsend Main Street Program at 360-385-7911 for more information.